Got Milk? The influence of the advertising of Toddler Formula on attitudes beliefs and perceptions about infant feeding

Student: Nina Berry (PhD)
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Supervisor(s): S. Jones, D. Iverson, S. Dodds

PROJECT OVERVIEW:

Breastfeeding rates in Australia consistently fail to meet public health targets. There is some evidence that the use of commercial breast milk substituted to feed infants under six months old is increasing. Attitudes about infant feeding (both breastfeeding and artificial feeding) are known predictors of infant feeding behaviours, especially in settings where breastfeeding initiation approaches universality (as it does in Australia).

This project explores the influence that Toddler Formula advertising might be having on attitudes beliefs and perceptions about infant feeding using a mixed method approach. The mix is best described as qual/QUANT and will utilise textual analysis (both quantitative content analysis and qualitative semiotic analysis), semi-structured interviews, experimental design and attitudinal survey. This ambitious project is expected to open up avenues for further research.

Centre for Health Initiatives
Building 41, Room G04
University of Wollongong
Northfields Avenue, Wollongong, 2522
www.uow.edu.au/health/chi