

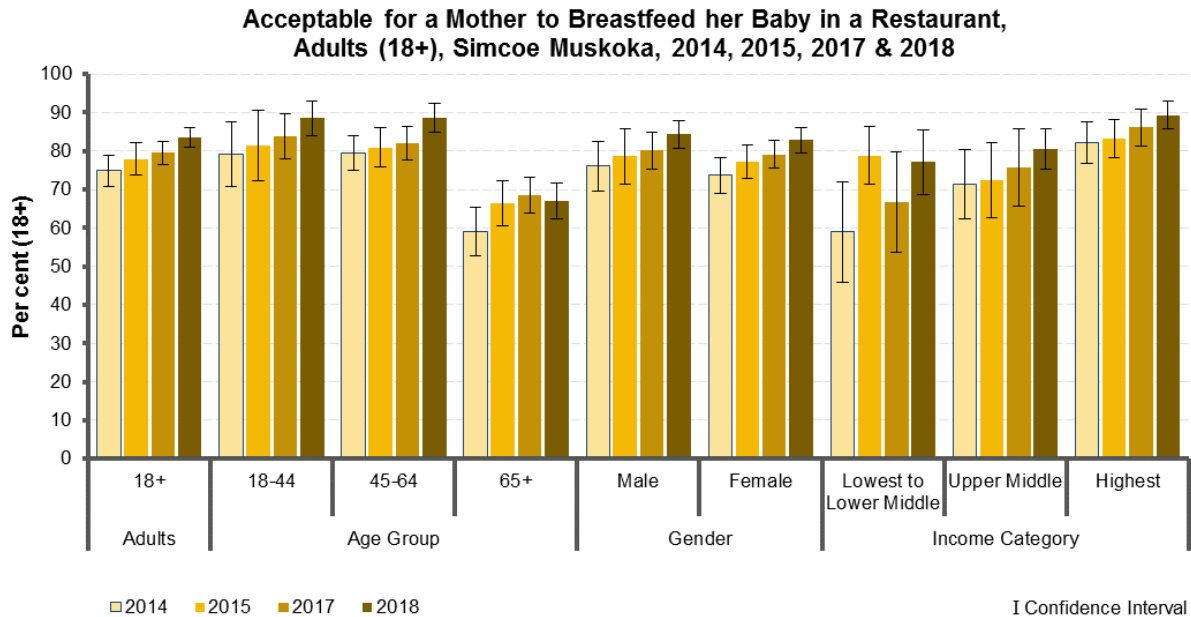
Attitudes towards Breastfeeding in Public

In 2018, as part of the Rapid Risk Factor Surveillance System (RRFSS), over 1,100 randomly sampled adult (18 years and older) residents of Simcoe Muskoka were asked about the acceptability of mothers breastfeeding their babies in public places. These results were compared to data collected in previous years, 2014, 2015 and 2017, to assess if any changes in attitudes towards breastfeeding in public have occurred over this five-year period of time.

Breastfeeding in a Restaurant

In 2018, 84% (80.9%, 85.9%) of Simcoe Muskoka adults said that it was acceptable for a mother to breastfeed her baby in a restaurant. Perceived acceptability of breastfeeding in a restaurant was highest among adults between the ages of 18 and 64 and those with higher levels of household income. Perceived acceptability of breastfeeding in a restaurant among Simcoe Muskoka adults increased significantly from 2014 to 2018 (see [figure 1](#)).

Figure 1: Per cent of adults (18+) that think it is acceptable for a mother to breastfeed her baby in a restaurant, Simcoe Muskoka District Health Unit, 2014, 2015, 2017 & 2018.

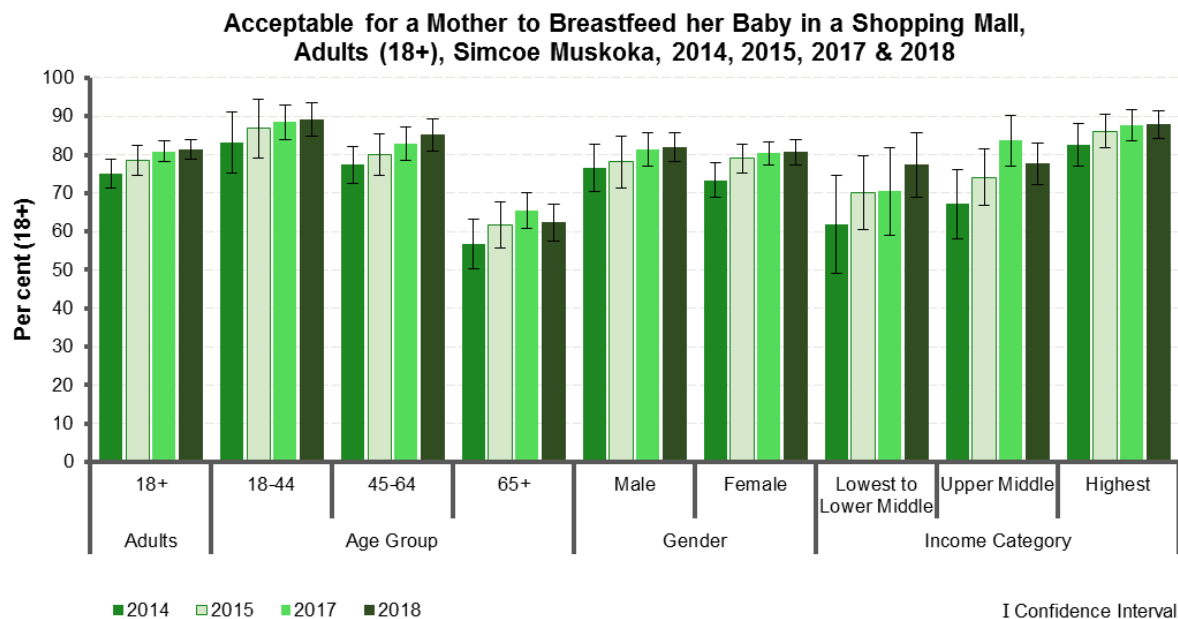


Data Sources: Rapid Risk Factor Surveillance System (RRFSS), Simcoe Muskoka District Health Unit, Cycles: 16-18; 19-21; 25-27; 28-30. Data collected on behalf of the health unit by the Institute for Social Research at York University, Toronto, Ontario, Canada. Post-stratification weights applied based on Population Estimates from Statistics Canada for the given calendar year of data collection.

Breastfeeding in a Shopping Mall

These same respondents were also asked about the acceptability for mothers to breastfeed in a shopping mall and the responses were very similar to those given for breastfeeding in a restaurant. In 2018, 81% (78.6%, 83.7%) of Simcoe Muskoka adults said that it was acceptable for a mother to breastfeed her baby in a shopping mall. Perceived acceptability of breastfeeding in a shopping mall was highest among adults between the ages of 18 and 64 and those with higher levels of household income. Perceived acceptability of breastfeeding in a shopping mall among Simcoe Muskoka adults increased significantly from 2014 to 2018 (see [figure 2](#)).

Figure 2: Per cent of adults (18+) that think it is acceptable for a mother to breastfeed her baby in a restaurant Simcoe Muskoka District Health Unit, 2014, 2015, 2017 & 2018.



Data Sources: Rapid Risk Factor Surveillance System (RRFSS), Simcoe Muskoka District Health Unit, Cycles: 16-18; 19-21; 25-27; 28-30. Data collected on behalf of the health unit by the Institute for Social Research at York University, Toronto, Ontario, Canada. Post-stratification weights applied based on Population Estimates from Statistics Canada for the given calendar year of data collection.