

## Supplementary tables

**Table S1. Breastfeeding outcomes by socio-demographic variables**

	% INITIATING BREASTFEEDING AT BIRTH		% ANY BREASTFEEDING AT 6-8 WEEKS		% EXCLUSIVE BREASTFEEDING AT 6-8 WEEKS	
	mean (sd)	min,max	mean (sd)	min,max	mean (sd)	min,max
<b>Index of Multiple Deprivation</b>						
Quintile 1 (least deprived)	77.8 (5.5)	67.7, 91.5	52.7 (9)	38.8, 72.1	37.8 (5.9)	28.8, 49.9
Quintile 2	73.5 (6.2)	60.8, 91.2	44.7 (9.1)	33.3, 72.8	32.2 (5)	23.3, 42.9
Quintile 3	72.8 (11.5)	52.2, 92.2	44.7 (16.2)	25.2, 83.1	31.5 (9.6)	18.2, 57.5
Quintile 4	67.2 (12.4)	48.6, 91.9	40.4 (17.6)	19.2, 82.2	28.4 (10.5)	14.3, 58.2
Quintile 5 (most deprived)	69.6 (15.1)	39, 92.9	44.2 (18.5)	19.2, 80.1	28.3 (9.9)	15.9, 50
<b>% mothers aged 35+</b>						
<15%	60.5 (8.2)	39, 73.6	31.5 (7.7)	19.2, 50.9	23.2 (4.8)	14.3, 32.8
15-<20%	69.8 (8)	52.2, 88.9	41 (9.3)	23.1, 71.7	28.8 (5.6)	17.2, 42.2
20-<25%	78.1 (6.2)	67.7, 92.1	51.6 (11)	35.2, 80.1	35.5 (5.2)	24.9, 50
≥25%	86.5 (5.9)	76, 92.9	67.2 (10.5)	50.1, 83.1	45.5 (6.6)	34.7, 58.2
<b>% mothers aged &lt;20</b>						
<3%	87.7 (4.2)	79.9, 92.2	70.3 (7.8)	54.8, 83.1	44.5 (7.1)	32.1, 57.5
3-<6%	76.5 (7.7)	53.4, 92.9	50.3 (11.5)	26.7, 80.1	34.5 (7.5)	18.3, 58.2
6-<8%	68 (7.9)	39, 81.1	38.4 (6.9)	19.2, 51.4	28.7 (5.1)	15.9, 38.4
≥8%	59.3 (7.2)	45.8, 76.3	30.2 (6.8)	19.2, 45.9	22.3 (4.6)	14.3, 32.8
<b>% population BME</b>						
<10%	65.9 (9.8)	39, 81.1	35.4 (9)	19.2, 54	27.2 (6.9)	14.3, 42.7
10-<20%	71.2 (8.1)	47.6, 85.5	43.8 (9.5)	24.7, 70.5	31.7 (7.7)	17.9, 58.2
20-<40%	77.1 (10.2)	56.5, 92.2	53.4 (15)	29.5, 82.2	33.9 (10.2)	18.5, 51.5
≥40%	87 (6.7)	66.4, 92.9	71.3 (6.7)	56.1, 83.1	42.5 (7.6)	32.1, 57.5
<b>% mothers smoking at delivery</b>						
<10%	85.6 (5.8)	72.3, 92.9	66.7 (9.2)	50.1, 83.1	42.4 (6.7)	31.6, 58.2
10-<15%	73.4 (5.6)	55, 80.9	45.3 (7)	29.9, 61.9	31.8 (5.6)	20.2, 43.8
15-<20%	67.3 (6.7)	52.2, 79.7	37.9 (7)	23.1, 56.1	27.7 (5.7)	17.2, 42.7
>20%	59.6 (9.1)	39, 81.1	30.5 (7.3)	19.2, 44.6	23.4 (5)	14.3, 31

**Table S2. Observed and predicted breastfeeding: data for all primary care trusts**

PRIMARY CARE TRUST	BREASTFEEDING INITIATION			ANY BREASTFEEDING AT 6-8 WKS			EXCL. BREASTFEEDING AT 6-8 WEEKS		
	O	P	SR	O	P	SR	O	P	SR
<b>NORTH EAST</b>									
County Durham	56	59.9	-0.86	26.9	28.7	-0.49	20.5	22.5	-0.63
Darlington	60.2	66.1	-0.67	33.7	33.3	0	25.1	25.4	-0.11
Gateshead	67.5	62.9	0.7	37.9	31.9	0.94	31.4	24.6	1.16
Hartlepool	45.8	49.3	-0.35	19.5	21	-0.23	16.6	17.2	-0.14
Middlesbrough	47.6	53.6	-0.81	24.7	25.7	-0.2	21.8	19.3	0.41
Newcastle	62.4	68.6	-1.13	42.1	40.5	0.27	32.3	28.8	0.67
North Tees	57.7	65.1	-1.09	25.2	32.5	-1.25	20.3	24.6	-0.83
North Tyneside	60	69	-1.4	34	36.6	-0.44	28.3	27.9	0.01
Northumberland	62.5	69	-1.13	35.8	36.5	-0.16	30.8	28.7	0.36
Redcar and Cleveland	52.7	56.3	-0.41	20.1	25.6	-0.83	16.8	20.2	-0.58
South Tyneside	52.9	57.9	-0.61	24.8	27.5	-0.44	19.1	21	-0.36
Sunderland Teaching	53.1	59.8	-1.09	24.5	29	-0.9	20.1	22.4	-0.54
<b>NORTH WEST</b>									
Ashton, Leigh and Wigan	56	61.7	-1.04	23.1	30.3	-1.57	17.2	23.8	-1.59
Blackburn with Darwen	72.6	63.7	1.27	32.9	38.5	-0.91	24.2	25.4	-0.28
Blackpool	56.8	52.7	0.48	24.7	24.1	0.05	19.4	18.9	0.02
Bolton	67	64.4	0.49	33.7	35.6	-0.44	27.8	25.3	0.51
Bury	69.2	70.7	-0.24	40.2	40.1	-0.02	30.5	29.1	0.2
Central and Eastern Cheshire	67.7	74	-1.44	38.8	44.6	-1.37	28.8	33.7	-1.24
Central Lancashire	66.9	69.5	-0.61	33.9	37.9	-0.98	23.9	28.2	-1.17
Cumbria	67.7	67.1	0.13	28.6	33.9	-1.13	21.4	26.4	-1.17
East Lancashire	68.3	63.9	0.91	35.7	34.5	0.22	27.1	25	0.47
Halton and St Helens	48.6	59.3	-1.9	19.2	28	-1.89	14.3	22.2	-1.89
Heywood, Middleton and Rochdale	60.6	58.8	0.29	39.2	31.4	1.39	24.7	22.3	0.45
Knowsley	39	52.8	-1.76	19.2	23.5	-0.74	15.9	19.1	-0.62
Liverpool	53.4	61.3	-1.55	26.7	32.8	-1.59	18.3	24.3	-1.74
Manchester	68.3	67.4	0.24	42.1	43.9	-0.52	25.7	28.2	-0.83
North Lancashire	68.6	69.3	-0.12	37.6	37.8	-0.07	30.5	28.7	0.3
Oldham	66.2	63.9	0.38	34.1	36.2	-0.44	20.3	24.6	-0.98
Salford	64.2	58.8	0.94	34.3	30.5	0.72	29.9	22.5	1.58
Sefton	<b>55.8</b>	<b>68.9</b>	<b>-2.17</b>	27.1	36.1	-1.58	23	27.9	-0.97
Stockport	73.2	74.2	-0.2	46.9	44.7	0.36	35.9	33.5	0.41
Tameside and Glossop	61.2	64	-0.47	35.6	33.9	0.22	25	25.3	-0.1
Trafford	76.6	80.2	-0.7	50.1	55.4	-0.95	37.1	40.7	-0.69
Warrington	60.8	71.8	-1.77	34.2	40.4	-1.03	24.6	31.2	-1.2
Western Cheshire	69.5	74.9	-0.92	35.2	44.4	-1.09	24.9	34.6	-1.23
Wirral	55	65.5	-1.7	29.9	34.3	-0.93	20.2	26.8	-1.52
<b>YORKSHIRE AND THE HUMBER</b>									
Barnsley	62.5	58.6	0.63	30.8	27.5	0.51	24.8	21.7	0.5
Bradford and Airedale	69.7	64.6	1.42	39.7	40.4	-0.25	26.3	25.9	0.07
Calderdale	78.4	71.5	1.14	40.5	41.1	-0.14	31.6	29.9	0.24
Doncaster	63.9	58.9	0.91	29.6	28.1	0.27	21.1	21.7	-0.22
East Riding Of Yorkshire	70.4	72.1	-0.3	42.2	42.1	-0.02	33.2	31.6	0.22
Hull	57.2	51.1	1.09	30.6	23.5	1.58	23.1	17.8	1.29
Kirklees	73.8	70.2	0.85	40.7	41.4	-0.19	26.9	28.1	-0.37
Leeds	72.2	68.9	1.05	<b>48.8</b>	<b>41.1</b>	<b>2.51</b>	<b>37.3</b>	<b>29</b>	<b>2.95</b>
North East Lincolnshire	55.5	54.9	0.08	22.2	24.7	-0.45	17.6	19.2	-0.37
North Lincolnshire	58.6	60.4	-0.22	33.2	28	0.74	26.5	21.2	0.83
North Yorkshire and York	73.6	73.5	0.05	-	-	-	-	-	-
Rotherham	60.1	58.9	0.19	29.3	28.3	0.15	22.6	21.7	0.12

PRIMARY CARE TRUST	BREASTFEEDING INITIATION			ANY BREASTFEEDING AT 6-8 WKS			EXCL. BREASTFEEDING AT 6-8 WEEKS		
	O	P	SR	O	P	SR	O	P	SR
Sheffield	<b>77.6</b>	<b>69.5</b>	<b>2.06</b>	<b>51.4</b>	<b>41.7</b>	<b>2.44</b>	<b>37.7</b>	<b>29.6</b>	<b>2.22</b>
Wakefield District	60.6	59.4	0.22	34.5	28.7	1.28	28.3	22.1	1.48
<b>EAST MIDLANDS</b>									
Bassetlaw	68.9	66.8	0.2	36.1	33.8	0.23	28.4	26.1	0.23
Derby City	71.8	70	0.34	38.3	41.1	-0.59	27.9	28	-0.06
Derbyshire County	72.8	70.4	0.66	42.4	38.5	1.04	35.7	29.9	1.7
Leicester City	73.6	70.4	0.74	50.9	50.4	0.08	31.9	30.3	0.35
Leicestershire County and Rutland	72.8	74.7	-0.52	43.1	46.9	-1.05	32.9	34.1	-0.38
Lincolnshire	72.1	66.8	1.45	38.9	34.8	1.17	29.6	26.5	0.93
Northamptonshire	75.9	72.6	1.03	44.3	43.3	0.25	33.4	31.5	0.57
Nottingham City	68.9	64.5	0.91	45.9	39.2	1.42	32.8	26	1.6
Nottinghamshire County	71.8	71.5	0.08	37.7	40.5	-0.81	28.8	30.8	-0.68
<b>WEST MIDLANDS</b>									
Birmingham East and North	65.2	66.5	-0.32	41.8	42.1	-0.14	26.7	27.6	-0.31
Coventry Teaching	75	69.8	1.11	38.1	44.7	-1.49	24.6	29.3	-1.19
Dudley	<b>52.2</b>	<b>66.9</b>	<b>-2.74</b>	28.7	35.4	-1.38	18.2	25.8	-1.73
Heart Of Birmingham Teaching	72.3	79.5	-1.91	-	-	-	-	-	-
Herefordshire	-	-	-	-	-	-	-	-	-
North Staffordshire	67.2	67.9	-0.1	39.9	35.7	0.48	31.4	27.6	0.47
Sandwell	56.5	62.9	-1.31	29.5	37.8	-1.89	18.5	24.7	-1.65
Shropshire County	74	73.4	0.11	42.2	42.2	-0.04	33.2	33	-0.02
Solihull Care Trust	69.2	76.1	-1.19	41.3	48.3	-0.97	31.2	35.5	-0.66
South Birmingham	68.9	67.7	0.26	44.1	42.3	0.35	28.6	28.9	-0.13
South Staffordshire	65.8	70.1	-1.1	33.3	38.5	-1.41	23.7	29.4	-1.67
Stoke On Trent	60.8	53.9	1.09	32.3	25.5	1.45	22.8	19.5	0.75
Telford and Wrekin	65.1	66.3	-0.17	33.2	34.4	-0.23	23.5	25.4	-0.38
Walsall Teaching	54.8	58.8	-0.7	30.6	31.8	-0.29	17.9	22.2	-1.05
Warwickshire	71.4	74.3	-0.77	41.9	46.4	-1.14	29.4	33.7	-1.18
Wolverhampton City	65.2	64	0.22	36	39.3	-0.67	23.1	25.5	-0.57
Worcestershire	73.9	73.7	0.07	41.5	43.3	-0.49	31.9	33.1	-0.38
<b>EAST OF ENGLAND</b>									
Bedfordshire	75.4	76.1	-0.16	45.2	50.3	-1.21	32.9	35.4	-0.64
Cambridgeshire	80.9	77	1.14	57.1	51	1.34	43.8	36.7	1.64
Great Yarmouth and Waveney	63.7	64.8	-0.17	37.1	32.4	0.7	29.1	24.3	0.79
Hertfordshire	-	-	-	-	-	-	-	-	-
Luton	66.4	75.4	-1.79	56.1	56.3	-0.07	32.7	34	-0.32
Mid Essex	71.6	75.3	-0.82	43.7	47.5	-0.74	32.2	34.9	-0.6
Norfolk	75.6	71.8	1.06	43.8	41.2	0.7	32.6	31.1	0.39
North East Essex	72.9	69.8	0.58	42.9	39.7	0.58	31.6	28.9	0.52
Peterborough	65.1	69.4	-0.65	43.8	40.6	0.44	29.3	27.4	0.26
South East Essex	73.3	74	-0.16	37.3	44.6	-1.38	25.5	33.3	-1.6
South West Essex	67.7	73	-1.28	-	-	-	-	-	-
Suffolk	71.8	72.5	-0.18	46.3	44	0.55	36.4	31.7	1.24
West Essex	-	-	-	-	-	-	-	-	-
<b>LONDON</b>									
Barking and Dagenham	70.7	75.9	-1.34	48.6	52.8	-0.61	20.5	27.6	-1.16
Barnet	91.2	87.9	1.54	72.8	69.6	0.87	42.9	42.3	0.09
Bexley Care Trust	73.4	74	-0.08	50.1	46.5	0.7	35.6	30.1	1.04
Brent Teaching	85.5	89.5	-1.84	<b>71.4</b>	<b>78.9</b>	<b>-2.39</b>	41.1	41.8	-0.2
Bromley	83	83.4	-0.07	52.8	58	-1.21	34.7	41.9	-1.65
Camden	90.4	91.1	-0.21	74.2	77	-0.63	48.4	47.7	0.1
City and Hackney Teaching	92.1	88.8	1.44	80.1	73.8	1.81	<b>50</b>	<b>40</b>	<b>2.37</b>
Croydon	85.9	81.9	1.57	67.3	64.3	0.87	37.1	35	0.54

PRIMARY CARE TRUST	BREASTFEEDING INITIATION			ANY BREASTFEEDING AT 6-8 WKS			EXCL. BREASTFEEDING AT 6-8 WEEKS		
	O	P	SR	O	P	SR	O	P	SR
Ealing	-	-	-	-	-	-	-	-	-
Enfield	90.3	86.7	1.56	64.6	66.8	-0.48	34.6	38.6	-0.86
Greenwich Teaching	79.8	82.3	-0.76	61.9	59.5	0.6	37.4	32.8	1.07
Hammersmith and Fulham	91.9	92.4	-0.11	82.2	74.7	1.66	51.5	49.5	0.32
Haringey Teaching	92.3	90.4	0.91	72.3	76.3	-0.94	44	42.6	0.22
Harrow	84.9	84	0.32	69.2	72.1	-0.52	45.1	40.4	0.73
Havering	67.7	70.3	-0.53	38.1	41.2	-0.52	23.3	27.7	-0.83
Hillingdon	77.3	78.7	-0.36	55.9	57.9	-0.45	31.6	32.7	-0.27
Hounslow	85.6	83	0.96	64.1	65.6	-0.3	42.2	35.3	1.36
Islington	88.7	89.2	-0.12	73.2	74.8	-0.33	48.9	42.3	1.19
Kensington and Chelsea	-	-	-	-	-	-	-	-	-
Kingston	91.5	87	1.38	72.1	66.7	1.09	49.9	46.2	0.6
Lambeth	92.9	92.4	0.25	-	-	-	-	-	-
Lewisham	88.4	90	-0.62	74.6	71.1	0.98	47	41.7	1.21
Newham	84.3	87.4	-1.38	-	-	-	-	-	-
Redbridge	83.1	84.8	-0.45	67	68.1	-0.25	32.3	37.5	-1.17
Richmond and Twickenham	91.3	92.5	-0.43	71.3	78	-1.55	49.6	57.4	-1.46
Southwark	90.5	89.8	0.37	75.3	72.6	0.8	42.8	43.6	-0.21
Sutton and Merton	79.9	84.5	-1.87	61	61.6	-0.16	39.1	41.9	-0.79
Tower Hamlets	88.9	88.2	0.35	71.7	67.6	1	32.1	36.8	-1.09
Waltham Forest	89.3	87.6	0.71	66.5	68.8	-0.53	35.2	37.5	-0.53
Wandsworth	92.2	92.1	0.1	72	73.8	-0.44	46	49.9	-0.88
Westminster	89.2	92.8	-1.29	83.1	79.2	0.94	52.4	50.8	0.25
<b>SOUTH EAST COAST</b>									
Brighton and Hove City	85.5	83.3	0.49	70.5	62.2	1.47	58.2	47.1	1.95
E Sussex Downs and Weald	80.9	75.8	1.01	49.3	46.6	0.45	36.5	35.4	0.17
Eastern and Coastal Kent	70.7	68.4	0.67	-	-	-	-	-	-
Hastings and Rother	76.3	68	1.14	43.2	38.3	0.66	30.9	28.6	0.3
Medway	67.9	66.3	0.29	37.9	35.1	0.52	25.5	25.2	0.01
Surrey	81.2	83.7	-1.15	56.8	62.6	-1.59	39.9	46.6	-1.82
West Kent	71.9	75.4	-1.07	-	-	-	-	-	-
West Sussex	-	-	-	-	-	-	-	-	-
<b>SOUTH CENTRAL</b>									
Berkshire East	81.2	80	0.33	54.8	59.2	-0.98	37.2	39.8	-0.63
Berkshire West	77.9	80.5	-0.77	55.1	57.4	-0.55	38.4	41.3	-0.73
Buckinghamshire	80.2	83	-0.85	56.3	61.4	-1.36	40	45.3	-1.42
Hampshire	<b>79.9</b>	<b>74.5</b>	<b>2.15</b>	45.5	45.9	-0.19	31.8	34.2	-1
Isle Of Wight NHS	81.1	68	1.45	44.6	35.7	0.96	31	26.9	0.45
Milton Keynes	75.4	74.1	0.27	55.9	48.3	1.46	34.6	32.9	0.31
Oxfordshire	78.3	80.4	-0.69	59.8	56.4	0.92	45	41.2	1.05
Portsmouth City Teaching	75.4	69.3	1	43.6	39.1	0.7	32.8	27.6	0.91
Southampton City	74.6	69.9	0.89	44.6	40.7	0.59	30.1	28	0.33
<b>SOUTH WEST</b>									
Bath and NE Somerset	-	-	-	-	-	-	-	-	-
Bournemouth and Poole	76.2	72.4	0.67	50.7	42.4	1.63	35	31.6	0.68
Bristol	79.3	76.9	0.67	54.3	50.2	0.99	37.5	35.3	0.53
Cornwall and Isles Of Scilly	78.8	71	1.85	44.4	38.8	1.29	33.8	29.8	0.97
Devon	75.9	73.4	0.7	<b>51.1</b>	<b>42.6</b>	<b>2.22</b>	<b>41.3</b>	<b>32.9</b>	<b>2.33</b>
Dorset	76.4	73.7	0.51	54	44.3	1.75	42.7	33.4	1.79
Gloucestershire	75.8	73.7	0.56	49	45	0.99	37.2	33.2	1.05
North Somerset	78	74.2	0.58	48.7	45.2	0.49	35.3	33.9	0.16
Plymouth Teaching	68.8	68.8	-0.01	35	36.9	-0.4	25.5	27.6	-0.5
Somerset	<b>79.7</b>	<b>71.1</b>	<b>2.07</b>	48	39.6	1.98	38.4	30.5	1.97

PRIMARY CARE TRUST	BREASTFEEDING INITIATION			ANY BREASTFEEDING AT 6-8 WKS			EXCL. BREASTFEEDING AT 6-8 WEEKS		
	O	P	SR	O	P	SR	O	P	SR
South Gloucestershire	77	72.5	0.79	43.5	43.2	0.01	31.1	32	-0.23
Swindon	75.9	72.7	0.56	40.3	43.7	-0.45	27.9	31.6	-0.55
Torbay Care Trust	68.6	64.1	0.52	35.9	33.3	0.25	25.3	25.5	-0.09
Wiltshire	80.3	74.2	1.47	49.9	45.1	0.96	37.1	33.8	0.68

O = observed percentage (%), P = predicted percentage (%), SR = standardised residuals (number of)

N.B. Observed figures presented in this table may differ slightly from DH annual outturn percentages, as we used quarterly actual data in our calculations.