The 2010 Australian National Infant Feeding Survey (ANIFS) is the first national survey of infant feeding practices to be carried out in Australia. The survey was funded by the Commonwealth Department of Health and Ageing. The main aim of the survey is to provide national estimates on the incidence, prevalence and duration of breastfeeding and other feeding practices adopted by mothers and carers from the birth of their baby up to around 24 months. Initially the survey was designed as a mail-out, mail-in only survey. Later, to increase the survey participation, an on-line option was included. The survey was based on an initial representative sample of 52,000 babies aged 24 months or less.

This presentation covers the steps undertaken during the survey development, its implementation, and presents the results of the survey. The survey obtained a response rate of 56%. Design features that contributed to this high response rate included the provision of a ‘token’ incentive and targeted follow-up for non-respondents. The presentation concludes with the lessons learnt from this survey that will enhance similar surveys in the future.