WASHINGTON — The controversy over states mandating health insurance for workers has increased awareness of the importance of health care and how long to do it, according to data presented at the annual meeting of the American Public Health Association.

About 68% of women surveyed by the campaign said that the best way to feed a baby is through breastfeeding, compared with 51% before the campaign began. According to the results of this survey, 36% of women said that breastfeeding and formula were equivalent to the 29% to 20% proportion of women who favored a mix of breastfeeding and formula. However, only a small percentage of women — 4% — said that formula was the best way to feed a baby in 2004, and that figure dropped even lower in 2005 to 2%.

The TV ads featured women far along in pregnancy who engaged in risky activities such as logrolling.

BY MARY ELLEN SCHNEIDER
New York Bureau

Boston — A controversial ad campaign that encourages women to breast-feed has increased awareness of the importance of breastfeeding and how long to do it, according to data presented at the annual meeting of the American Public Health Association.

About 68% of women surveyed by the campaign said that the best way to feed a baby is through breastfeeding, compared with 51% before the campaign began. According to the results of a tracking survey, the controversy over breastfeeding has increased awareness of the importance of health care and how long to do it, according to data presented at the annual meeting of the American Public Health Association.

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BY GLENDRA FAUNTLEROY
Contributing Writer

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