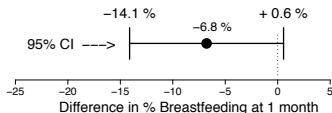


Do infant formula samples ↓ durⁿ. of breastfeeding?

[Bergevin Y, Dougherty C, Kramer MS. Lancet. 1983 1(8334):1148-51]

Randomized Clinical Trial (RCT) which withheld free formula samples [given by baby-food companies to breast-feeding mothers leaving Montreal General Hospital with their newborn infants] from a random half of those studied.

At 1 month	Mothers		Total	Conclusion...
	given sample	not given sample		
Still Breast feeding	175 (77%)	182 (84%)	357 (80.4%)	P=0.07. So, ... the difference is "Not Statistically Significant" at 0.05 level
Not Breast feeding	52	35	87	
Total	227	217	444	



Messages

- NO MATTER WHETHER THE P-VALUE IS “STATISTICALLY SIGNIFICANT” OR NOT, ALWAYS LOOK AT THE LOCATION AND WIDTH OF THE CONFIDENCE INTERVAL. IT GIVES YOU A BETTER AND MORE COMPLETE INDICATION OF THE MAGNITUDE OF THE EFFECT AND OF THE PRECISION WITH WHICH IT WAS MEASURED.
- THIS IS AN EXAMPLE OF AN **INCONCLUSIVE NEGATIVE** STUDY, SINCE IT HAS **INSUFFICIENT PRECISION** (“RESOLVING POWER”) **TO DISTINGUISH** BETWEEN TWO IMPORTANT POSSIBILITIES – **NO HARM**, AND WHAT AUTHOROTIES WOULD CONSIDER A **SUBSTANTIAL HARM: A REDUCTION OF 10 PERCENTAGE POINTS** IN BREASTFEEDING RATES .
- “**STATISTICALLY SIGNIFICANT**“ AND “**CLINICALLY-**” (OR “**PUBLIC HEALTH-**”) SIGNIFICANT ARE DIFFERENT CONCEPTS.
- (Msg.from 1st au. :) Plan to have **enough statistical power**. His study had only 50% power to detect a difference of 10 percentage points)