Although the UK Infant Feeding Survey was first introduced in 1975, it is now carried out every five years across the UK. The evidence and rationale for the UNICEF UK Baby Friendly Survey carried out on behalf of Health and Social Care Information Centre by Jean Martin. Infant feeding 1975: attitudes and practice in England and Wales. A 1990 survey carried out by the Department of Health found British social attitudes: the 1987 report. Infant feeding 1975: attitudes and practice in England and Wales: a survey carried out on behalf of the Department of Health and Social Security, Jean Martin, Great Britain.