



SCHOOL OF PUBLIC HEALTH
UNIVERSITY AT ALBANY State University of New York

Making Breastfeeding the Norm: Social Marketing

**Breastfeeding Grand Rounds
'08
August 7, 2008**

Making Breastfeeding the Norm: Social Marketing

**Moderator:
Mary Applegate, MD, MPH**

**Speakers:
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Lynne Doner Lotenberg, MA
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Sponsored By

- School of Public Health,
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Bureau of Women's Health
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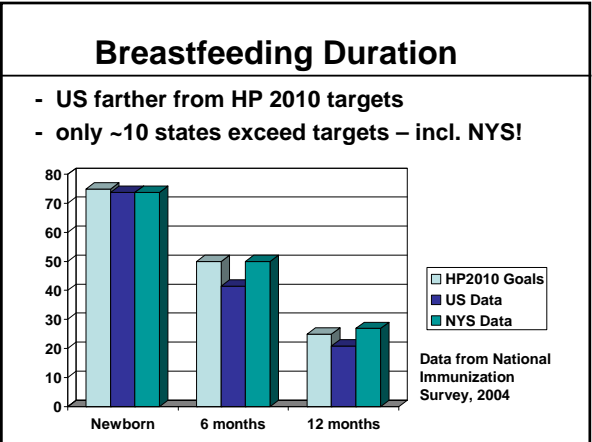
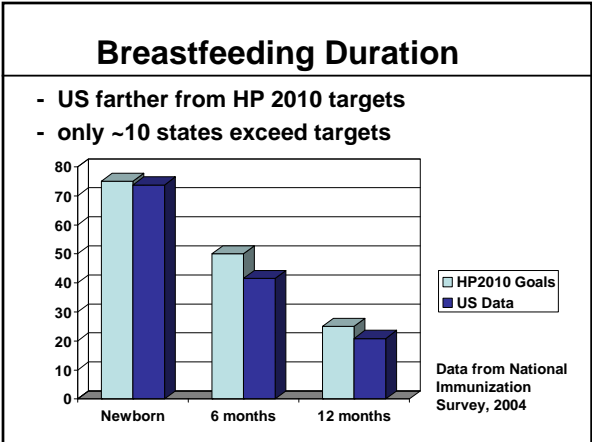
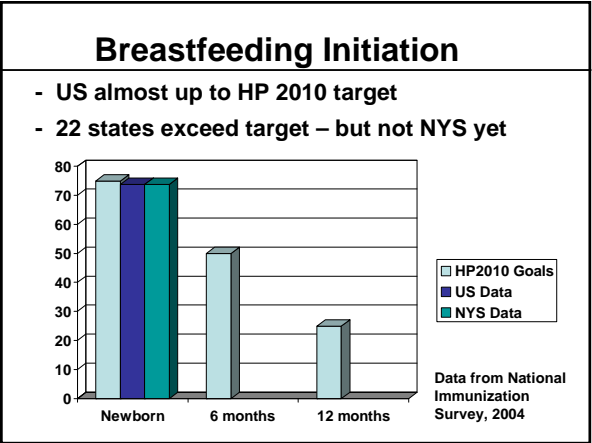
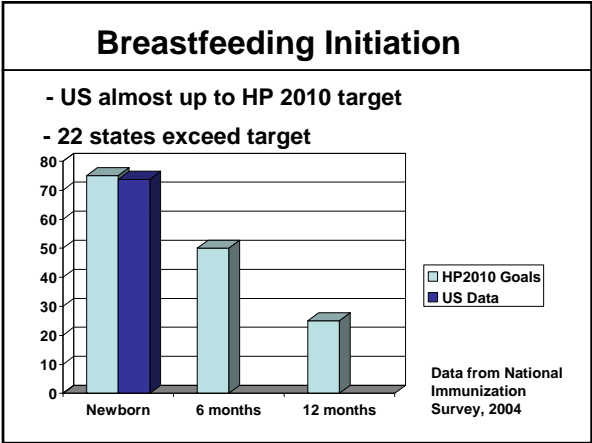
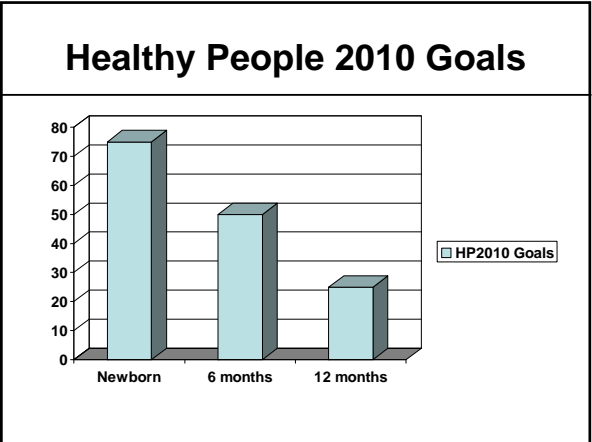
National Data & Goals



Data on breastfeeding initiation and duration

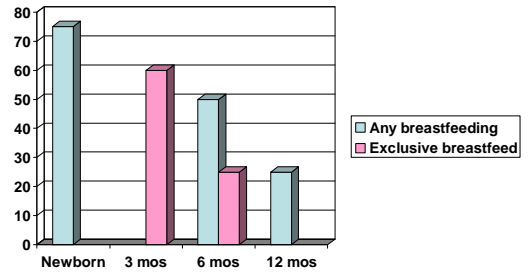


National breastfeeding goals

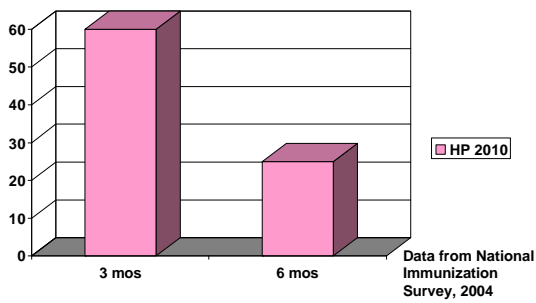




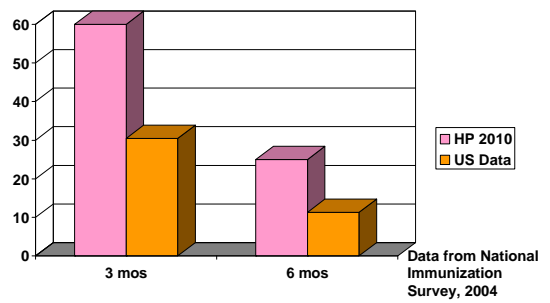
HP2010 Midpoint Review



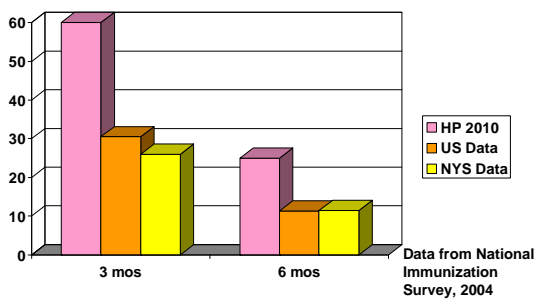
Exclusive Breastfeeding



Exclusive Breastfeeding

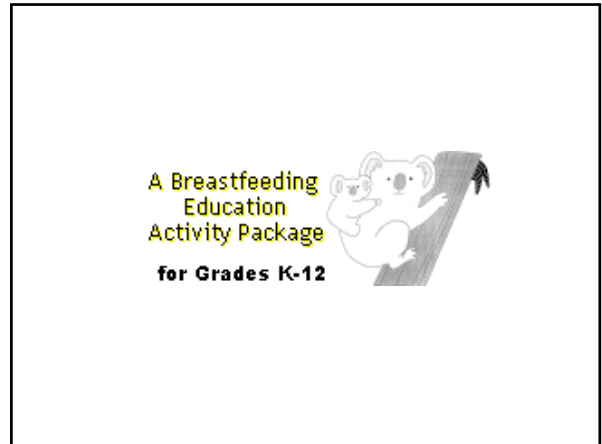


Exclusive Breastfeeding



For more information . . .

- Healthy People 2010 goals: www.healthypeople.gov
- National and state data: www.cdc.gov/breastfeeding

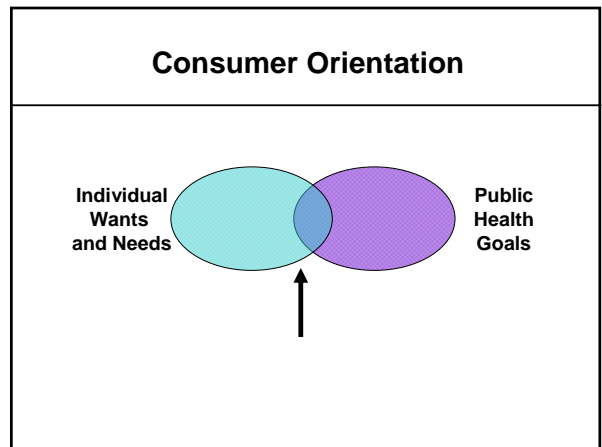


Social Marketing

- **Systematic application of marketing concepts and techniques to achieve specific behavioral goals relevant to a social good.**
(French and Blair-Stevens, 2005)

Concepts

- **Exchange:** Individuals engage in a transaction only if perceived benefits \geq perceived costs
- **Behavior Change:** Goal is *action*, not increased knowledge or attitude change
- **Competition:** Every time someone makes a choice, they are foregoing something else
- **Self-Interest:** What's in it for me?



Four Ps


- **Product** = Bundle of benefits exchanged with target audience for price
- **Price** = Total cost (financial + other) to audience of engaging in behavior
- **Place** = Situations where behavior can occur
- **Promotion** = Communications with audience about exchange being offered

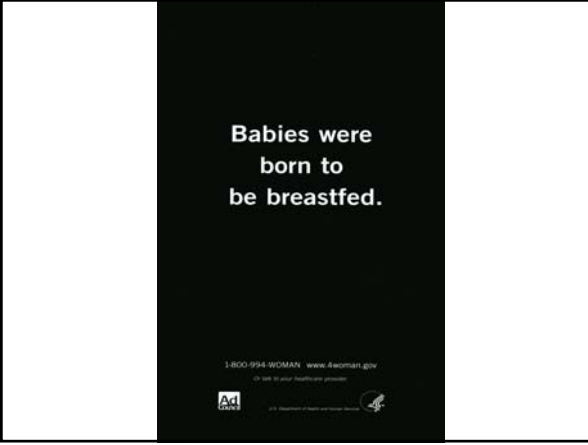
Dimensions of Behavior

	One-Time/Episodic	Continuous/ Frequent
Simple	Getting a flu shot Getting screening tests performed at routine exams	Using condoms Fastening safety belts
Complex	Obtaining/installing child restraint system Preparing for natural disasters, emergencies	Changing eating habits Engaging in physical activity

MOA Framework

- **Motivation:** Do they *want* to engage in the behavior?
- **Opportunity:** Are necessary resources available?
- **Ability:** Do they know how, and believe they can do it?






The Compelling Reasons to Breastfeed

- **Species Specificity**
- **Nutritional Advantages**
- **Infection Protection**
- **Immunological Protection**
- **Allergy Protection**
- **Psychological Benefits**



Breastfeed for six months, help reduce your child's risk for respiratory illnesses



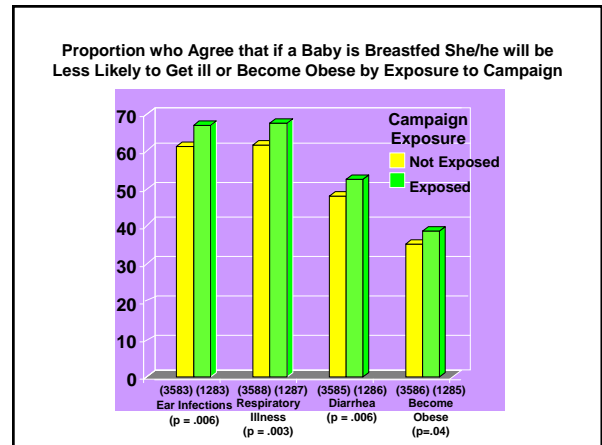
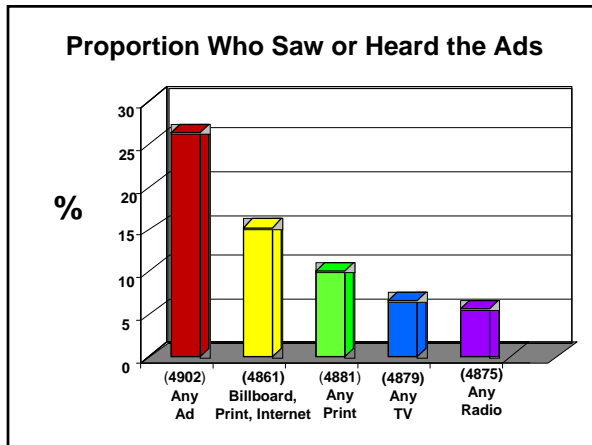
Breastfeed for six months, help reduce your child's risk for ear infections

BREASTFEED FOR SIX MONTHS. HELP REDUCE YOUR CHILD'S RISK FOR EAR INFECTIONS.
Recent studies show you can lower your child's risk of ear infections by breastfeeding exclusively for six months. Your child's immune system will have a better chance to fight off your child's germs.
Babies were born to be breastfed.
U.S. Department of Health and Human Services



Breastfeed for six months you may help reduce your child's risk for childhood obesity

BREASTFEED FOR SIX MONTHS. YOU MAY HELP REDUCE YOUR CHILD'S RISK FOR CHILDHOOD OBESITY.
Recent studies show you can lower your child's risk of childhood obesity by breastfeeding exclusively for six months. Your child's immune system will have a better chance to fight off your child's germs.
Babies were born to be breastfed.
U.S. Department of Health and Human Services




**Loving Support
Makes Breastfeeding Work**

Trish MacEnroe, Director
New York State WIC Training Center
Breastfeeding Grand Rounds
August 7, 2008

**Loving Support
Makes Breastfeeding Work**

- Lower rates of breastfeeding among WIC participants
- Address barriers to breastfeeding reported by WIC participants




Campaign Goals



- Increase breastfeeding initiation rates among WIC participants
- Increase breastfeeding duration among WIC participants



Campaign Goals

- Increase general public acceptance and support of breastfeeding
- Increase referrals to WIC for breastfeeding support



Key Messages

- Helping women feel comfortable with breastfeeding
- Tips on how breastfeeding can work around a busy schedule
- The involvement of family and friends to make breastfeeding a success





**Loving Support Materials
on the Web**

www.nal.usda.gov/wicworks/Learning_Center/loving_support.html

Helpful Websites

www.breastfeedingpartners.org

www.everymother.org

www.4women.gov



Nursing Mothers in the Workplace
NY Labor Law §206-c

- An employer shall provide reasonable unpaid break time to allow an employee to express breast milk for her nursing child for up to 3 years following child birth.
- Employer should make a reasonable attempt to provide a location for expressing breast milk.

Business Case for Breastfeeding



• www.hrsa.gov

H.R.2236 Breastfeeding Promotion Act of 2007

- To amend the Civil Rights Act of 1964 to protect breastfeeding by new mothers;
- To provide for a performance standard for breast pumps;
- To provide tax incentives to encourage breastfeeding

WHO-UNICEF – Ten Steps to Successful Breastfeeding

- Guidelines for maternity services
- Basis for UNICEF's Baby Friendly Hospital Initiative & NYS's Best Practices for Breastfeeding Promotion in the Hospital Setting
- <http://www.unicef.org/newslines/tensteps.htm>



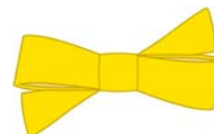
New York State Best Practices for Breastfeeding Promotion in...

- Hospitals
 - Worksites
 - Childcare
 - Ambulatory care
 - Managed care
- All available at www.health.state.ny.us

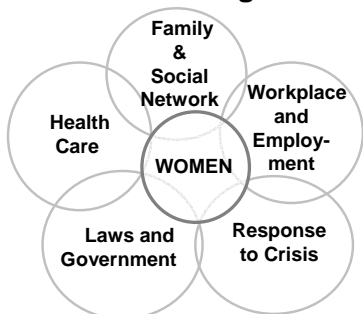


The Golden Bow

- International symbol of breastfeeding
- Gold standard
- One loop = mother
- Other loop = child
- Symmetrical because both vital to success
- Knot = father, family, and society



Circle of Support World Breastfeeding Week 2008



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