

The background features several large, flowing, curved shapes in shades of purple, green, and blue. Interspersed among these are numerous small, yellow, starburst-like shapes of varying sizes, creating a dynamic and celebratory feel.

Social marketing and behaviour change

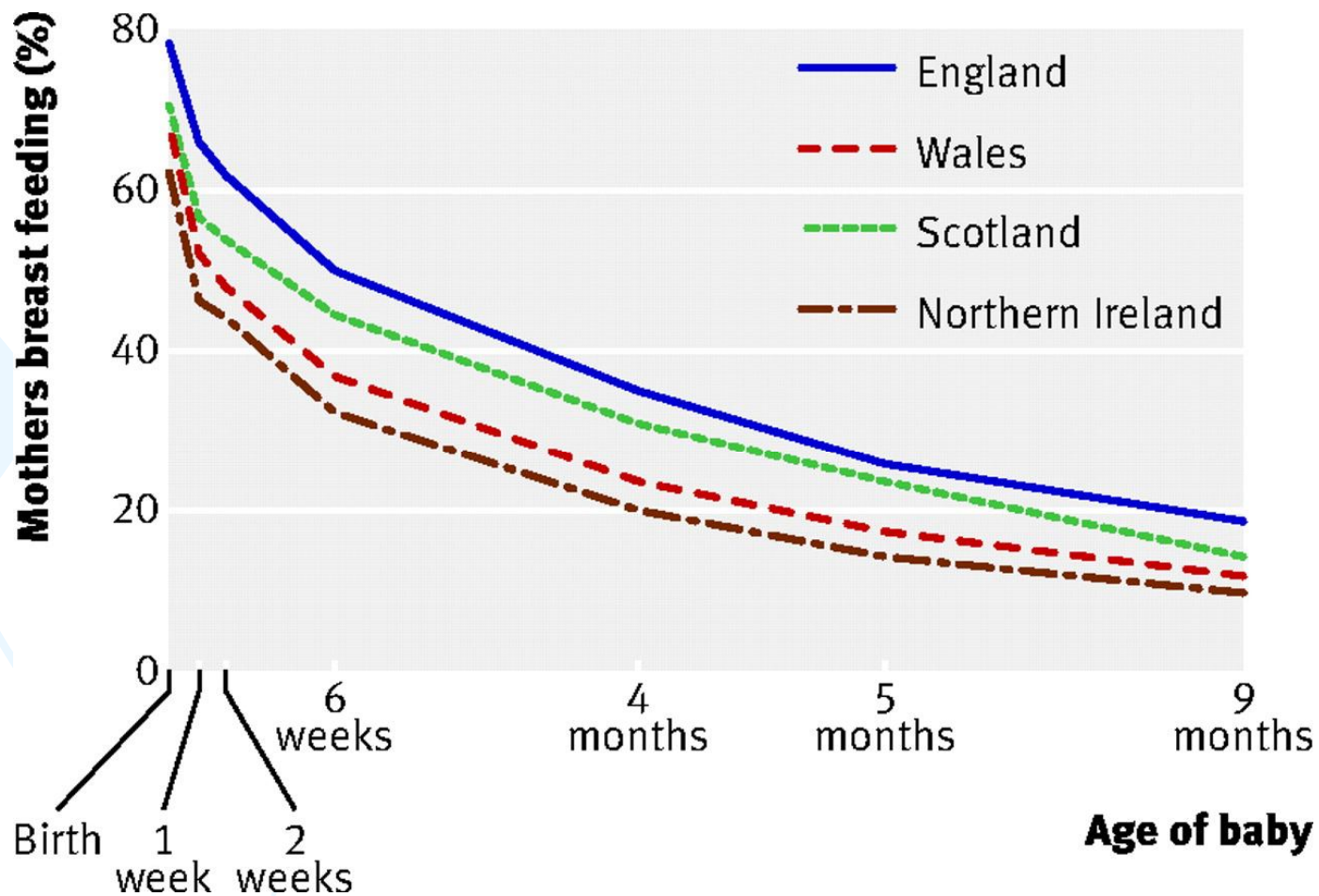
**Increasing breast feeding rates in
Leicester
Julia Austin
Consultant Midwife in public health**



Social determinants of health

- Why we did it?
- Our results
- How we did it/how you can do it

Fig 2 Prevalence of breast feeding up to the age of 9 months in 2005



Hoddinott, P. et al. BMJ 2008;336:881-887

Three balloons in green, blue, and purple are positioned on the left side of the slide. Each balloon has a string and several small yellow triangular flags attached to it. The green balloon is at the top, the blue one is in the middle, and the purple one is at the bottom.

Thornton team

- Selected area of deprivation with low breastfeeding rates and a bottle feeding culture (55% intention)
- Targeted around 250 women from 34 weeks until 10 days postnatal

The results

Intention	Before (%)	After (%)	Difference (%)
Intervention	55	60	5 inc
All teams	68	69	1 inc

Discharge from hospital	Before (%)	After (%)	Difference (%)	
Intervention	46	51	5 inc	
All teams	58	58	0	
Discharge from community care				
Intervention	37	42	5 inc	

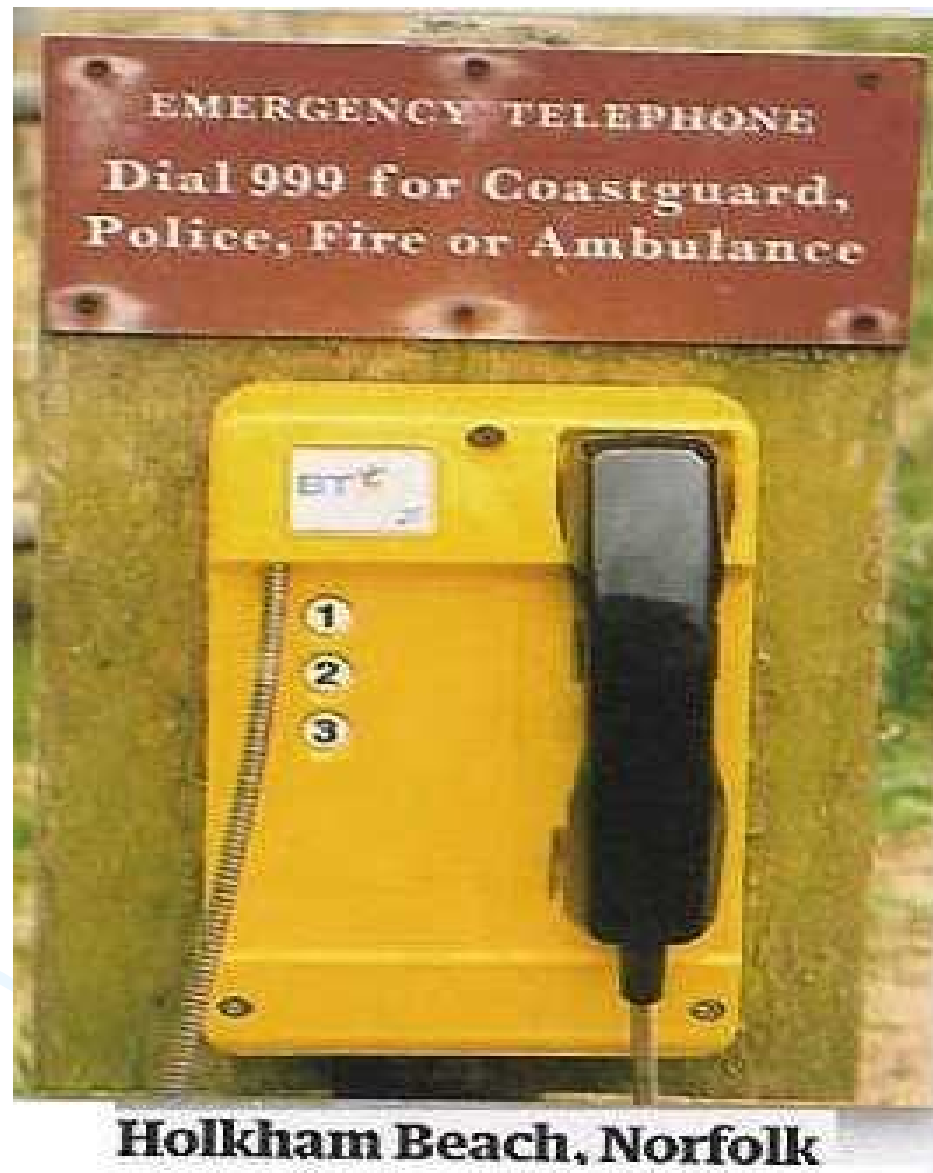


What is SocialMarketing?

- “Art and science of promoting planned, targeted social change”.

(Hastings and Haywood 1991)

.....”identifying the particular wants and needs of a target market audience, and then going about satisfying those customers better than the competitors”



Holkham Beach, Norfolk



Methods used

- 2 Focus groups.....
- All residents in Leicester, had baby under 2, social classes C2D/E /deprived areas
- 18 women participated
- SMS Ltd (research and marketing service) used stimulus materials



What women told us

- Lack of help and support

"I tried breastfeeding, but I don't feel I got the support I needed", mixed messages

- Pressure and guilt

"Yeah that's why I didn't do it, because they were pushing and pushing for me to do it so I thought stuff you" (too pro-breast)

- Lifestyle

"you cant go anywhere" "You don't get anything done in the house do you?"

- Bonding with others

"It's not fair on the father because he can't do anything"

- Physical discomfort

- *"Yeah, the pain and my nipples were bleeding"*

- They valued their relationship with the midwife



Addressing of the issues

- Greatest insight was our influence as professionals.
- Maximise on that advantage.
- The focus groups report showed us that the impact would rely in HOW the intervention is delivered.
- Professionals need to be seen as advocating choice and being impartial and yet be able to “market” breastfeeding.
- Develop a package that would embrace this philosophy and address key issues that women had raised



The intervention

- Offer one hour group session to all women in the Thornton team area, recruited at 34 weeks.
- Invitation/Incentive
- The session was delivered by team midwives, using the 5 steps to engagement when women reach 36 weeks
- Magazine at 34 weeks



Preparation for interventions

- 12 midwives and 1 HV attended

- Overview of project

- Role play sessions on methods of engagement

A. Attitude

B. Body language

C. Connecting

D. Discussion

E. Empathy

- 
- Recruitment to project

- Delivery of session

The buy in



Well..... midwives need you too!!

We are trying out a new informal way of getting the low-down on how to bond with your new baby through feeding. It's a one off hour long session!

FRIENDLY HELP AND ADVICE FOR NEW PARENTS

Take5

READERS
REAL LIFE
QUESTIONS
ANSWERED

**"Am I the worst
mother EVER?"**

Being a mum for the second time



**I'M WORRIED I'LL BE
LEFT OUT!"**

We talk with dads about
helping to feed the baby

**Too embarrassed
to feed in public**

Top tips for discretion!

The midwife says
breast but my
mum says **bottle**
— who is right?

We give you the low down
on both methods



HOT TOPIC!

**"He wants sex,
I'm not ready!"**
Candid couples give
us their thoughts

WIN!

STACKS of goodies
for you & your baby
in our competition!

FRIENDLY HELP AND ADVICE FOR NEW PARENTS

Ask our midwives

**"Breastfeed
AND go out?"**
Can it be done?

WIN
AN IPOD
NANO

**"I'M WORRIED I'LL BE
LEFT OUT!"**

We talk with dads about
helping to feed the baby

**Too embarrassed
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Contact details

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Three balloons are positioned on the left side of the slide. The top balloon is light green, the middle one is light blue, and the bottom one is light purple. Each balloon has a string and several small yellow triangular flags attached to it.

The session

- Prompt cards/interactive box
- Stomach balls, puppets, dolls, soap and menu, T-shirt, picture of skin to skin, clock. DVD
- Focus was on interactive learning and participation







Evaluation

- All of the women filled in an evaluation form
- They all enjoyed the session “wonderful course enjoyed the session thanks”
- They all found it informative and gained new knowledge and insight.
- We asked them if they wanted us to include other things and some mentioned alternative methods of feeding.
- Would have liked more people at session. Liked the use of the box.

A decorative graphic on the left side of the slide featuring three balloons: a light green one at the top, a light blue one in the middle, and a light purple one at the bottom. Each balloon has a string and several small yellow triangular flags attached to it.

Midwives evaluation

- Midwives told us by anticipating in the project they had become more focused on ways of delivering the breastfeeding message
- Became aware of their own communication/body language/methods of engagement



Take home message

- Community Midwives had underestimated how influential they were in increasing breastfeeding rates



“Less arm twisting and more hand holding”