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Integrating Social Marketing into a State System:
.....
Shifting Stigmas and Building Innovation

IDENTIFY THE NEED

**"INFANTS SHOULD BE EXCLUSIVELY BREASTFED FOR THE FIRST SIX MONTHS
OF LIFE TO ACHIEVE OPTIMAL GROWTH, DEVELOPMENT AND HEALTH"**

– World Health Organization



SUPPORT FOR EXCLUSIVE BREASTFEEDING INCLUDES:

- UNICEF
- World Health Organization
- Centers for Disease Control and Prevention
- American Academy of Pediatrics
- American Academy of Family Physicians
- American College of Obstetricians and Gynecologists
- Academy of Breastfeeding Medicine

...AND ALL OTHER MAJOR HEALTH AUTHORITIES

YET...



IF 90% OF WOMEN



BREASTFED THEIR NEWBORNS,
THE US WOULD SAVE

\$13 BILLION

IN PUBLIC HEALTH FUNDS*

In 2007, 900+ lives were
lost due to infant mortalities in the US*

**BREASTFEEDING COULD HAVE
PREVENTED THESE DEATHS**

**study by Dr. Melissa Bartick and Arnold Reinhold*



**BREASTFEEDING IS PROVEN TO
REDUCE THE LIKELIHOOD OF
10+ CAUSES OF INFANT MORTALITY**

KEY BENEFITS FOR MOMS:

- Quicker recovery after delivery
- Burns up to 600 calories per day
- Reduced risk of metabolic disorder
- Reduced risk of postpartum depression
- Reduced risk of breast and ovarian cancers
- Enhances feelings of attachment with infant
- Saves money in formula and healthcare costs
- Reduces absenteeism



KEY BENEFITS FOR BABIES:

- Reduced risk of infections and chronic disease
- Reduced risk for asthma
- Reduced risk of leukemia
- Reduced risk of diabetes and obesity
- Reduced risk of SIDS
- Stronger immune system
- Enhances cognitive development
- Optimal health outcomes for premature infants



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ARE YOU CONVINCED?

DIG DEEP/FORMULATE A PLAN



GOALS

1. Sustained, long-term improvement in the initiation and exclusive rates of breastfeeding
2. Reduced public stigma associated with breastfeeding



DEFINE TARGET AUDIENCE

Women, Aged 20-28

Low Income

Low Education

Large % Hispanic & African American

WIC Pregnant & New Moms



PRIMARY AUDIENCE: MILLENNIAL MOM

- 93% Use the Internet
- 76% Use social networks and texting
- 18% More likely to have a smart phone than her counterpart
- Hispanic Moms outpace others in accessing the internet from their phone

TARGET AUDIENCE FOCUS GROUPS

1. Better understand the target mindsets
2. Determine barriers to breastfeeding
3. Test creative messaging and distribution channels
4. Gather feedback on information needed



RESEARCH IDENTIFIED THE COMPLEXITY OF BREASTFEEDING:

1. Social framework
2. Barriers/competing forces

Moms are not educated on the benefits of breastmilk and formula is heavily marketed as an equal substitute.

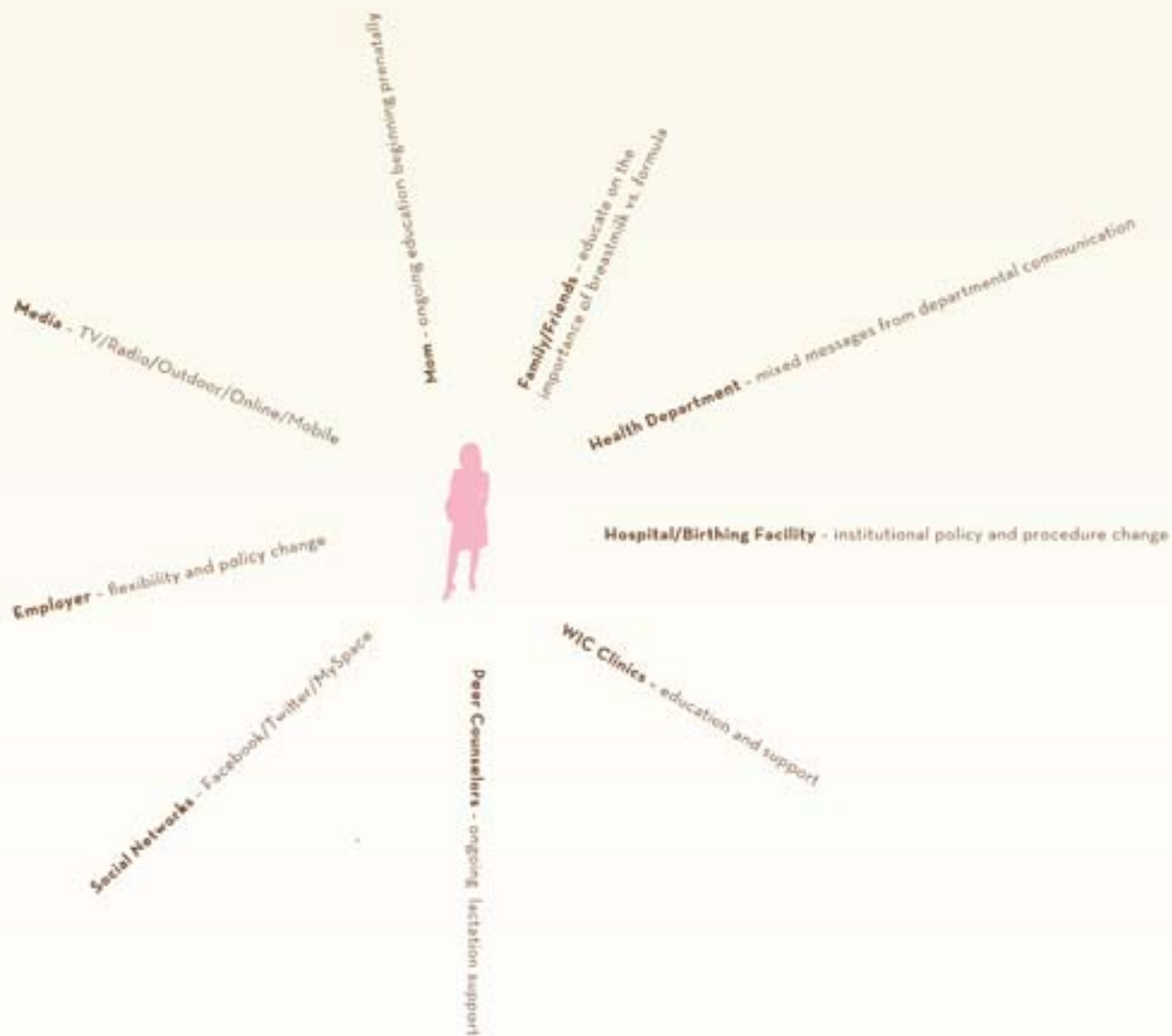
The collage features several pieces of marketing content for Similac:

- Top Left:** A product shot of a Similac StrongMoms tin with the text "Get Going! You're full of StrongMoms™ essentials" next to a black diaper bag and bottles.
- Top Right:** A screenshot of a website titled "Join Similac® StrongMoms™" with a form for email and name, and a "Sign Up" button. It includes the "Early Shield" logo.
- Middle Left:** A social media-style post with an orange header "What My Little Pookie Wants" and a photo of a baby. The text includes "Dear David," a paragraph about baby's needs, a bulleted list of tips, and a "Shop Similac" link.
- Middle Right:** A clear plastic Similac Advant baby bottle.
- Bottom Right:** A screenshot of a website section titled "All About Supplementing" with a photo of a baby and text about when to start supplementing.

Research uncovered the broader social influencers
needed to leverage behavioral change



IDENTIFYING SOCIAL INFLUENCERS: UNDERSTANDING MOM'S ENVIRONMENT



FORMULATE A PLAN



IDENTIFY THE MOTIVATOR

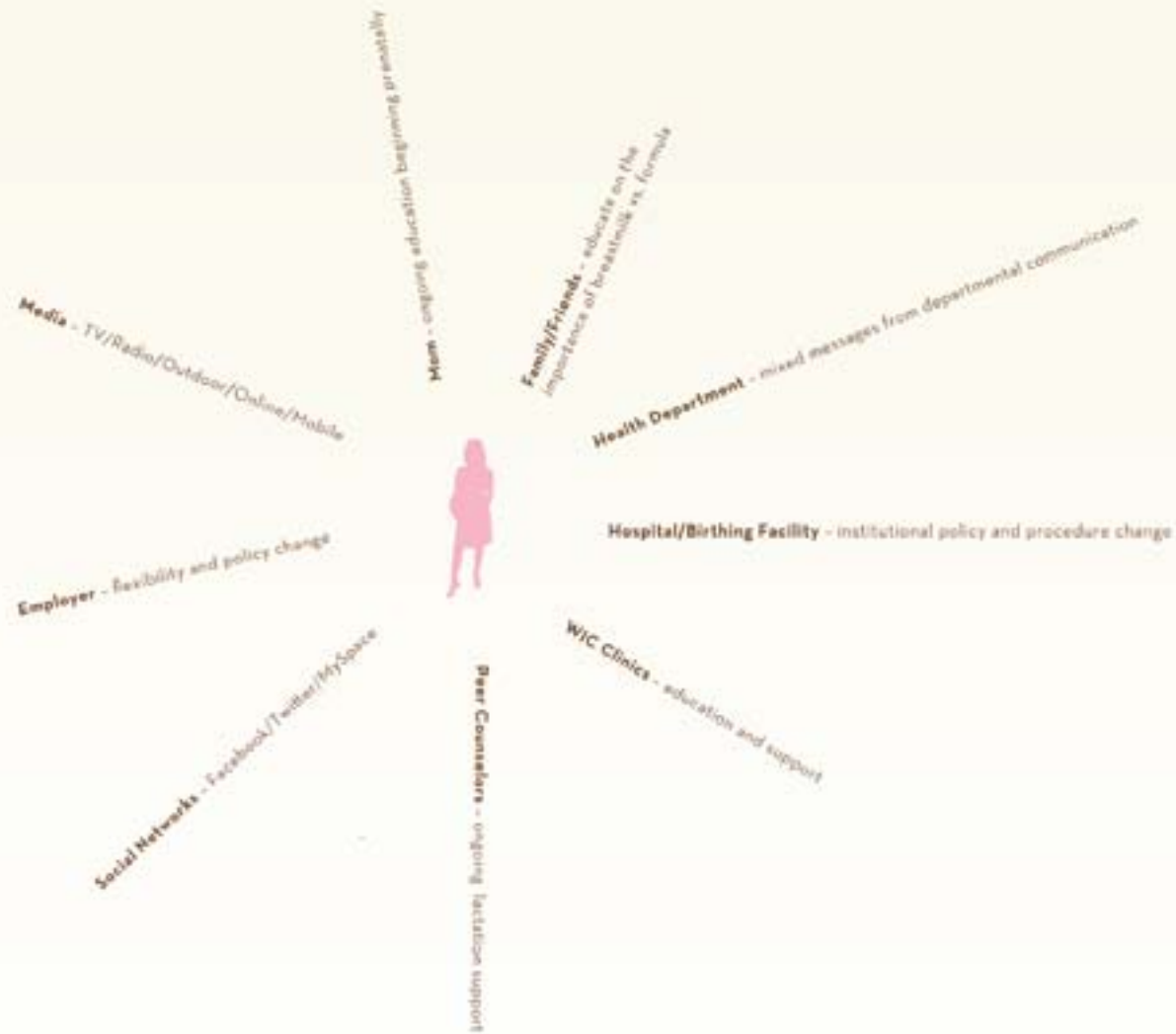
Healthy baby/Healthy Mama

Breastmilk is the gold standard

Benefits for both mom and baby last a lifetime



INSPIRE CHANGE & INTEGRATE TOUCH POINTS



IMPLEMENTATION



MILLENNIAL MOM:

BREASTMILK. EVERY OUNCE COUNTS.

Paid Media - August 2009/10 World Breastfeeding Month



BREASTMILK

EVERY OUNCE COUNTS

BREASTMILKCOUNTS.COM

One-Stop Breastfeeding Resource



BREASTMILK. EVERY OUNCE COUNTS.



Brain surgeon.

Breastmilk makes babies smarter.

[Getting Started](#) | [Baby's First Days](#) | [Once You Get Home](#) | [Good for Mom & Baby](#) | [Working Moms](#) | [Resources](#) | [Questions](#)

A mother's one-stop breastfeeding resource.

Get solutions on your own baby! Whether you're just starting or you're still deciding, know that breastmilk is one of the most important gifts you can give your growing baby.

Create Your Own Birth Announcement



• [View Your Birth](#)

Breastfeeding Tips

- ✓ [10 Signs You're Breastfeeding](#)
- ✓ [Baby's body should be a cue](#)
- ✓ [If the latch isn't, stop and try again](#)
- ✓ [To increase milk, try power pumping](#)
- ✓ [When you're out, your baby is a sign - you can breastfeed while walking, driving, and even at work!](#)

• [More Breastfeeding Tips](#)

Did you just realize about breastfeeding - maybe it won't be so hard as you thought! But I found that both of us did some of these in the first week and I was afraid without a milk of breastmilk pump. It was so hard to breastfeed during the first 2 weeks!!

• [Are You Ready to Breastfeed?](#)

• [More Breastfeeding Stories](#)

Free Help!

Need help breastfeeding? We have peer educators and a helpline for you.

• [View More Info](#)

Receive News, Updates & More by Email

Sign up for our newsletter right now, update our form.

WE'RE HERE TO HELP
800.514.MOMS

INTERACTIVE ADVERTISING – STATEWIDE

Advertising on social networks and targeted sites

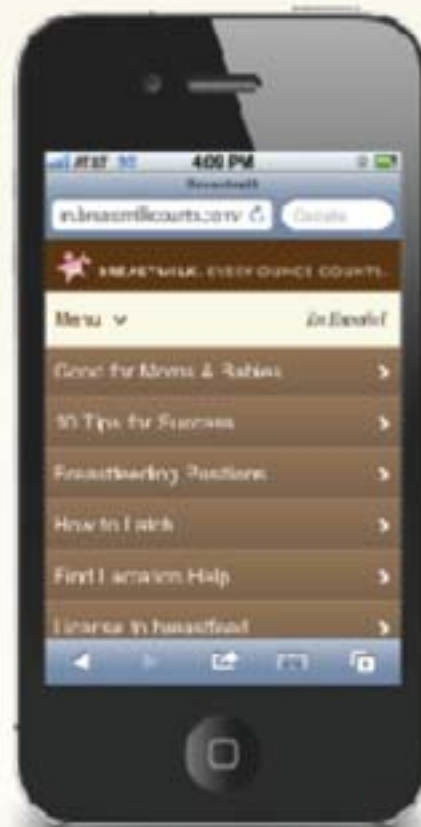
Texas law protects moms.



The state of Texas protects mom's right to breastfeed in public and baby's right to get the best nutrition. Learn about the law.

Like





RADIO – TARGET MARKETS

Reinforces Message & High Frequency

Ability to reach lower-income, young, female mom



OUTDOOR – TARGET GEOGRAPHICALLY BY ZIP

Cost-effective platform for target audience




Rocket scientist.

Breastfeeding makes babies smarter. | breastmilkcounts.com



Científico.

La leche materna hace más listos a los bebés. | lechematernacuere.com



World champion.



Slim fit.



Rocket scientist.

Breastfeeding makes babies smarter. | breastmilkcounts.com



World champion.

Breastfeeding makes babies healthier. | breastmilkcounts.com





Científico.

La leche materna hace más listos a los bebés.

| lechematernacuenta.com



Slim faster.

Breastfeeding burns calories.

| breastmilkcounts.com



TV

Reaches 90% of Target Audience & Highly Persuasive



AGGRESSIVE ONLINE OUTREACH

Leverage social networks & blogs





AGGRESSIVE ONLINE OUTREACH

Leverage social networks & blogs



WIC 550+ Clinics Statewide

Provides services to pregnant, postpartum and
breastfeeding women, as well as children under the age of 5



EDUCATIONAL ACTIVITY KITS

Enables WIC to teach moms:

1. How the breast makes milk
2. Benefits of breastfeeding
3. Overcome complications
4. Ingredients of breastfeeding vs. formula



RECIPE

Learning Objectives

Use the recipe to...

Identify the...

Talking Points

The recipe...

Use the recipe...

Use the recipe...

Use the recipe...

Use the recipe...

Use the recipe...

Use the recipe...

Use the recipe...

Use the recipe...

Use the recipe...

Use the recipe...

Use the recipe...

Use the recipe...

Use the recipe...

Use the recipe...

Use the recipe...

RECIPE for BREASTMILK

educational activity

JAR 1

JAR 2

JAR 3

RECIPE for BREASTMILK

RECIPE for BREASTMILK

RECIPE for BREASTMILK







HANDS-ON HAND

Learning Objective
Use the bread model to identify
culturing and how to do
breadmaking by hand.

Activity 1: Reverse
Reverse to produce a
the ripple to make
experiencing the

Instructions

Step One: Use
one-step m
on the b

Step Two:

bread

1 to

St

**HANDS-ON
HAND
EXPRESSION**
educational activity







BREASTMILK. EVERY OUNCE COUNTS.

WIC Program Information | Why Breastfeeding is Important | In Spanish

Enter Keyword

Search



Fashion designer.

Breastmilk makes babies smarter.

Getting Prepared

Baby's First Day

Once You Get Home

Good for Moms & Babies

Working Moms

Resources

Questions

For Educating

Texas Ten Step

Lactation Support

Educational Activities

Every Ounce Counts Campaign

Texas Law on Breastfeeding

Educational Activities

Five activities are provided to give you the knowledge needed to understand the benefits of exclusively breastfeeding your baby and also to ensure that breastfeeding is comfortable and enjoyable for both mom and baby. Knowing the benefits of breastfeeding and understanding how your breasts make milk can help you to have a successful breastfeeding experience.

DOES FORMULA STACK UP?

FRUITFUL MOMMIES

SUFFERING and EXPRESSING

RECIPE for BREASTMILK

STICK to BREASTMILK

Send to a Friend!

Share this great resource with your friend!

Friend's Email

Your Email

Send

"I, when I first tried breastfeeding, it was not comfortable. My lactation consultant showed me how to hold myself a little differently and help her open her mouth wide so she could get on right, and we were both a LOT happier. :)"

Aggie Stephens
Breastfeeding mother

WIC IS HERE TO HELP
800.514.MOMS

Getting Prepared

My Breastfeeding Plan
Feeding & Preparing
the Tale

Protecting Your Hospital
Breastfeeding in Public

Baby's First Days

Breastfeeding Positions
Getting a Good Latch
Baby's Cues

First Feedings
All About Breastmilk
Setting Your Supply
Tip for Success

Once You Get Home

Feeding Systems
& Baby Getting Drugged?
Let Down Reflex

Making Enough Milk
Too Much Milk
Latching
Your Hips
Family Planning
Pump & Store
Eating & Exercising
Need Help?

Good for Moms &

Babies
For Moms
For Babies

Working Moms

Getting to Your
Employer
Returning to Work

Feeding Your Breastmilk
Where to Pump
Involving a Mentor
Action-Friendly
Worksite

Resources

Peer Learning
Texas Ten Step
Lactation Support

Educational Activities
Every Ounce Counts
Campaign
Texas Law on
Breastfeeding

Contact Us

Texas Department of State
Health Services

WIC Program Location
Education/Outreach Services
485 W. Hicken Lark, RM 518
Box 140
Austin, Texas 78768

Phone: (800) 540-3479
Fax: (512) 341-6871
WIC@state.texas.gov

DOES FORMULA STACK UP?

INGREDIENTS



BREASTMILK



Antibodies (immune boosters) found in breastmilk protect against germs and infections in a way that formula can't.



FORMULA



Week
01

"You and your baby are one. Taking care of yourself
is now the same thing as taking care of your baby.

Therefore, be very, very good to yourself!"

— Barb Deba, nurse practitioner



Developmental Fact Your pregnancy actually began on
the first day of your last menstrual cycle. During this time, one
of your eggs was being prepared for fertilization.

Monday _____ Month _____

Tuesday _____

Wednesday _____

Thursday _____

Friday _____

Saturday _____ Sunday _____

Thoughts

Is this your first baby?

How does it feel to know you will be a mother? _____

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40-WEEK PREGNANCY JOURNAL

Prenatal education on breastfeeding



Celebrated artists from all over Texas have recorded original songs and old favorites to soothe moms and babies.

- | | |
|---|---|
| 1. Healthy Baby, Healthy Mama / Andrea Pany (A. Pany) | 10. Poodles Solar / Sarah Fox (Jedid Guzman & Poo) |
| 2. It's Alright / Sara Hickman (S. Hickman) | 11. Anytime / Tamara Jones (M. Williams / K. Cochran) |
| 3. Sparrowgrass / Tully Allen (J. Lewis / D. Stewart) | 12. World Enough And Time / Tina Wilkins & The Mysoquans (D. Flowers/M. Wilkins) |
| 4. Eagles / Sam Hensley (T. Hendrix) | 13. Cookie Jar / Alice Saffer (M. Williams / K. Cochran) |
| 5. Mountain Lullaby / Tish Henshaw (T. Henshaw) | 14. All / Dan Dyer (D. Dyer) |
| 6. Pretty Little Baby / The Jellies (D. Snyder) | 15. Desperita / Terbie Sullivan (J. Mansel) |
| 7. Perse Fra / Mesquites / Guapo Fanceme (J. Marshall) | 16. Baby Fuel / Megan Melara (D. Stewart) |
| 8. Keala / Sheyna Brown (S. Brown) | 17. A West Texas Lullaby / Sara Price (D. Price & Deena) |
| 9. Baby Grow / Rayvon Foster (B. Foster) | |

Songs 1, 2, 3, 4, 5, 11, 13, 15 and 16 produced by Napaki Washington Studios, Austin, Texas. CD mastered by Napaki Washington. For more information on this compilation album visit breastmilkrecords.com. Not for sale.



breastmilkrecords.com

800.514.moms



LULLABY ALBUM

Incentive to encourage moms to breastfeed

Cookie Jar



TEXAS WIC
Breastfeeding Peer Counselor
PROGRAM

**PEER COUNSELORS –
FREE SUPPORT FOR WIC BREASTFEEDING MOMS**

1. Inform mom of free services
2. Educate providers of free services

ENCOURAGE HOSPITALS/BIRTHING FACILITIES TO SUPPORT BREASTFEEDING

The majority of hospitals in Texas do not present
breastfeeding as the preferred choice



TEXAS 10 STEP PROGRAM

Breastfeeding. First step toward
a healthy life.



TEXAS TEN STEP HOSPITALS

Program educates hospitals on the benefits of breastmilk over formula

Present breastfeeding as the preferred choice of feeding for infants

Welcome to Texas Ten Step

The best care. The best support. The best start.



What is a Texas Ten Step Facility?

Facilities are taking the extra steps to earn the prestigious Texas Ten Step designation for encouraging breastfeeding to all women.

[Learn more about Texas Ten Step](#)



Star Achiever Program

Hospitals are staying ahead of the curve by embracing the wisdom of nature through the Texas Ten Step Star Achiever Program.

[Learn more about Star Achiever](#)

Are you an expectant mother?

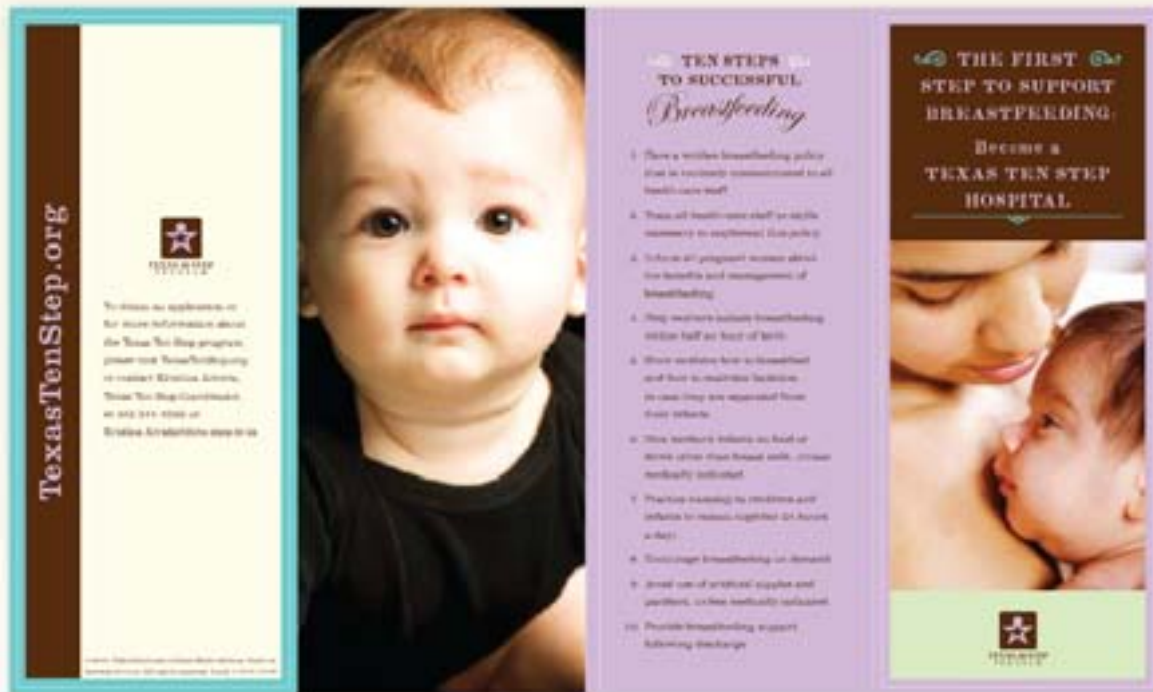
The decision to breastfeed your infant can have lasting benefits for you and your child.

[Visit BreastfeedingCounts.com](#)

Find a Texas Ten Step hospital near you

TEXASTENSTEP.ORG

Provider resource to learn about the program and benefits



ACTION-ORIENTED COLLATERAL

Educates hospitals on the benefits of the program

Educates moms on giving birth in Ten Step Hospital



TEXAS 10 STEP

**STAR ACHIEVER
PROGRAM**

STAR ACHIEVER PROGRAM – HOSPITAL POLICY CHANGE

1. Assists facilities to achieve International WHO/UNICEF Baby-Friendly Designation
2. Integrates the WHO/UNICEF Ten Steps to Successful Breastfeeding
2. Offers training and technical assistance
3. Provides tools for facilities to improve policy that and process that affect breastfeeding outcomes

DEMONSTRATE BENEFITS TO ADMINISTRATORS:

1. Improves patient health—both baby and mom
2. Increases patient satisfaction
3. Earn Joint Commission recognition
4. Stronger recruitment

Embrace the Future

Now You Can Hear Action Program

The Best Hospitals are Becoming Baby-Friendly

The steps to successful breastfeeding is endorsed by the Texas Medical Association, Texas Hospital Association, the American Academy of Pediatrics and the American Academy of Family Physicians. The coalition of Texas hospitals working to become Baby-Friendly is rapidly increasing. It's time to get us heard or get left behind.

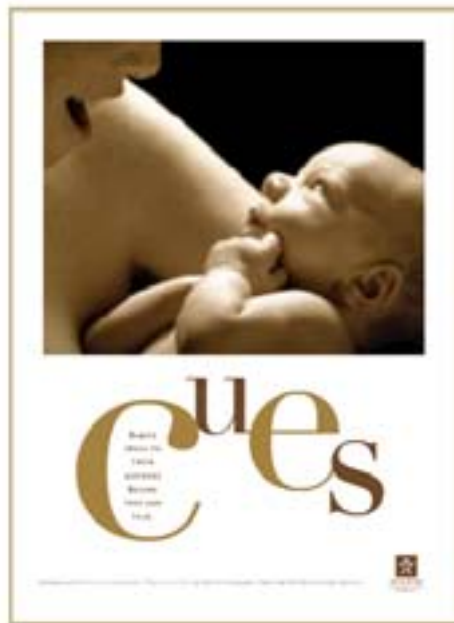
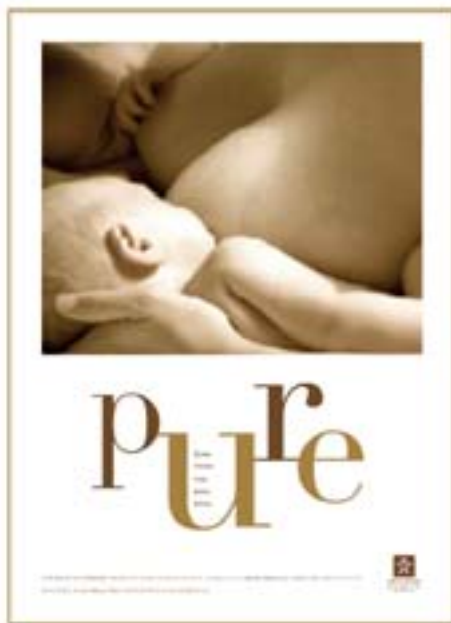
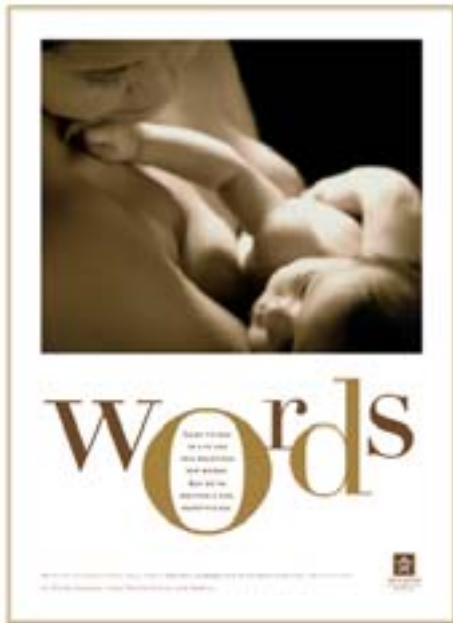
2012

Percent of Hospitals Committing to Baby-Friendly Steps by Year, 2006-2011

Year	Step One: The Steps that are essential for successful breastfeeding	Step Two: The Steps that are essential for successful breastfeeding	Step Three: The Steps that are essential for successful breastfeeding
2006	50%	55%	60%
2007	55%	65%	70%
2008	60%	70%	75%
2009	65%	75%	80%
2010	70%	80%	85%
2011	75%	85%	90%

1. Data for Step One: The Steps that are essential for successful breastfeeding is based on the Texas Medical Association's survey of Texas hospitals in 2006, 2007, 2008, 2009, 2010, and 2011. 2. Data for Step Two: The Steps that are essential for successful breastfeeding is based on the American Academy of Pediatrics' survey of Texas hospitals in 2006, 2007, 2008, 2009, 2010, and 2011. 3. Data for Step Three: The Steps that are essential for successful breastfeeding is based on the American Academy of Family Physicians' survey of Texas hospitals in 2006, 2007, 2008, 2009, 2010, and 2011. 4. The number of hospitals that have committed to the Baby-Friendly Standard is shown in the accompanying text. 5. Data for Step Four: The Steps that are essential for successful breastfeeding is based on the American Academy of Family Physicians' survey of Texas hospitals in 2006, 2007, 2008, 2009, 2010, and 2011. 6. Data for Step Five: The Steps that are essential for successful breastfeeding is based on the American Academy of Family Physicians' survey of Texas hospitals in 2006, 2007, 2008, 2009, 2010, and 2011.

BROCHURE & VIDEO DEVELOPMENT



STAR ACHIEVER POSTERS

Show facilities commitment to breastfeeding and patient-centered care

 **TexasSTEP**
STAR ALLIANCE
PROGRAM

[← BACK](#) **STEP 7. ROOMING-IN** [RESOURCES](#) | [HOME](#) [HELP](#) | [43 ALBIO DR](#)

SELECT A TOPIC TO COMPARE AND CONTRAST THE EFFECTS OF CARE.

Step 7 Introduction
Day 1 Video

Benefits of Rooming-in Care
Paradee Q & A

Check Your Understanding
Tracie Question

Step 7 Conclusion
Day 1 Video


Nursery


Rooming-in

- [Pathogenic bacteria](#)
- [Skin-to-skin contact](#)
- [Feeding complications](#)
- [Feeding restrictions](#)
- [Baby's physiologic comfort](#)
- [Recognition of hunger signs](#)

PRINTED TOOLKIT AND E-LEARNING TRAINING FOR PROVIDERS

EMPLOYER – POLICY CHANGE AT THE WORKPLACE

More than half of working moms
do not reach their breastfeeding goals



MOTHER-FRIENDLY WORKSITE

- Offers flexible work schedules
- Provides an accessible non-bathroom location
- Provides access to a nearby clean and safe water source
- Provides access to hygienic storage alternatives for breastmilk

EDUCATE BUSINESSES OF THE BENEFITS OF BREASTFEEDING:

- Higher productivity, reduced turnover
- ROI: \$3 return for every \$1 invested in worksite lactation
- Decreases absenteeism
- Increased morale among employees
- Enticing recruitment incentive



TEXAS MOTHER-FRIENDLY WORKSITE

GOOD FOR FAMILIES, GOOD FOR BUSINESS.



95% OF THE "100 BEST COMPANIES FOR WORKING WOMEN"
OFFER A WORKPLACE LACTATION PROGRAM,
COMPARED TO 23% OF COMPANIES NATIONWIDE.

Why Mother-Friendly?

The benefits of this program extend well beyond the workplace.

Become Mother-Friendly

Download the website to get early access.

Going Back to Work?

Learn more about our resources by visiting www.motherfriendly.com.

Contact Us

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State Directing Coordinator
Maternal and Child Health Policy Consultant

Office of Program Decision Support
Department of State Health Services
100 West 42nd Street, Austin, TX 78756

Phone: 512-438-7111, ext. 6917
Fax: 512-439-7940
www.motherfriendly.com

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WWW.MOTHERFRIENDLY.COM



HEALTH DEPARTMENT- INSTITUTIONAL MESSAGING

Inconsistent messages on breastfeeding across 32+ programs



CUSTOMIZED COLLATERAL

- Reinforce breastfeeding and how it relates to their programs
- Develop a consistent message



BREASTMILK

EVERY OUNCE COUNTS



TEXAS WIC
Breastfeeding Peer Counselor
PROGRAM



TEXAS 10 STEP
STAR ACHIEVER
PROGRAM

RESULTS



Healthy People goal of 2010 reached



75% INITIATION RATE ACHIEVED

WIC initiation rate has increased by



11% SINCE 2004

Campaign aired in all 50 states



AND 13 COUNTRIES



ONLINE – 112,890+ WEB VISITS ...AND COUNTING

- Engaging with our audience
- 22% repeat visitors
- 3+ pages per visit
- 5:00 average time
- 147 countries/territories

What's the future?

400,000+ BABIES BORN EVERY YEAR IN TEXAS

4,000,000+ BABIES BORN EVERY YEAR IN THE U.S.



FUTURE PLANS

- Annual media blitz/funding permitted
- Social media development
- Sustainable relationships with WIC clinics
- Adoption of the Texas Ten Step Program
- More Baby Friendly Designation in Hospitals
- Increase in Mother-Friendly Worksites
- Increase initiation rates
- Increase exclusivity rates
- Develop relationships
- Educate, educate, educate



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