





Issues for Bristol NHS  
Research objectives  
Methodology  
**SECTION 1**

## **NHS Bristol Objectives**

- Increase breastfeeding rates amongst young mothers
- Encourage both initiation and continuation past the 6 week check
- Identify relevant barriers and enablers
- To develop an intervention for later launch.

## Research Objectives

- **Stage 1 International literature review:**
  - Investigating current and past breastfeeding rates
  - Identifying attitudes, behaviours and beliefs
  - Examples of interventions
- **Stage 2 Primary research:**
  - Identifying attitudes, behaviours and beliefs of young mums and mums-to-be in their 'whole life' context
  - Investigating feeding decisions and outcomes
  - Exploring social marketing options, using existing campaigns and ideas to prompt discussion
- **Stage 3 Primary research:**



– Test and amend the creative development material  
University of the West of England

bettertogether

## Methodology – Stage 2 Primary

- **Sample young women aged 14-18 at 1st conception; 14-22 at interview (with 2-3 children as teenagers)**
- **Depth interviews with:**
  - 21 young mothers                      - 5 grandmothers
  - 2 friendship dyads                      - 1 friendship triad (mums-to-be)
  - 4 professionals                          - 1 professional dyad
  - 2 partners                                  - 1 mother/granddaughter dyad
- **Group interviews with:**
  - 3 groups of young mothers/mums-to-be
- **We covered the full range of feeding plans, decisions and outcomes across breastfeeding, switching and bottle feeding**



University of the West of England

bettertogether



## Insights from the research: Listening to teenagers' lives

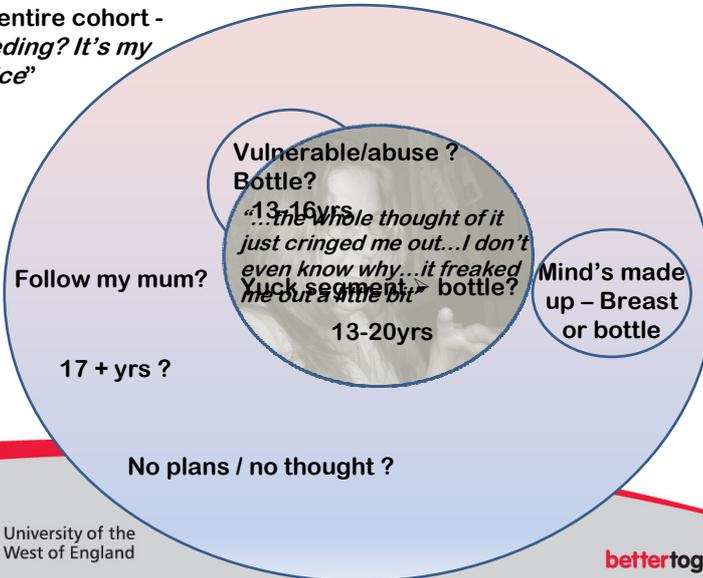
### SECTION 2

## Where is she 'in her head'?

- Different stages of maturity
- The currency of 'the teenage world' keeps impinging
- *"They miss their appointments; they say they are in the city... [They are] somewhere else in their heads"*  
[Professional]

## A suggested segmentation

The entire cohort -  
"Feeding? It's my  
choice"



University of the  
West of England

bettertogether

## Other life priorities are more pressing

- Money: particularly if aged up to 16
- Education: school attendance, college plans
- Job: current or planned
- Living arrangements

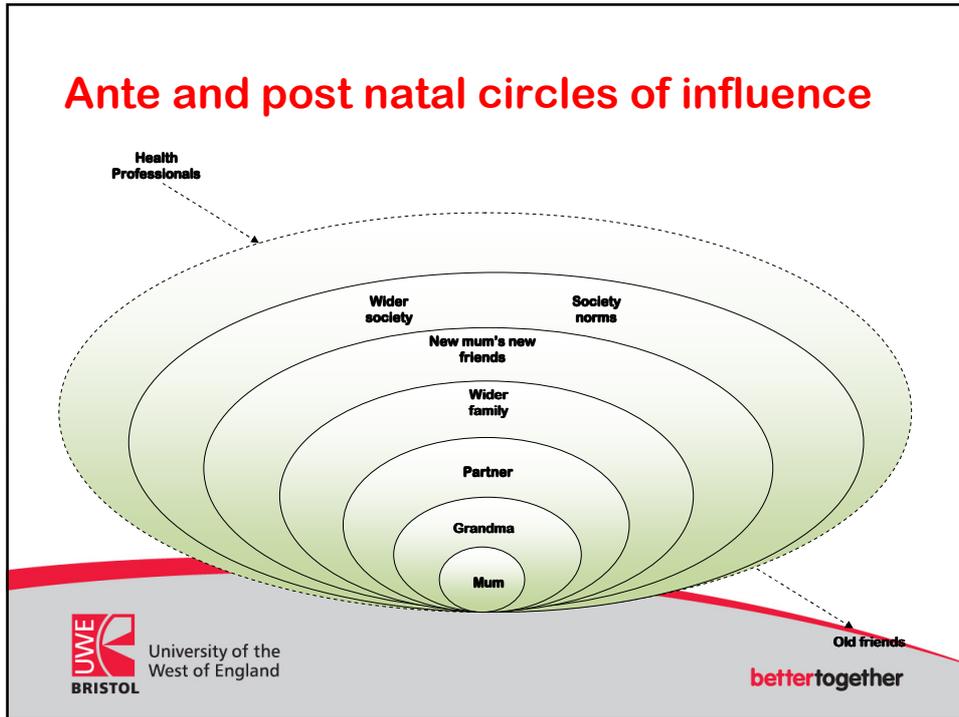


BRISTOL

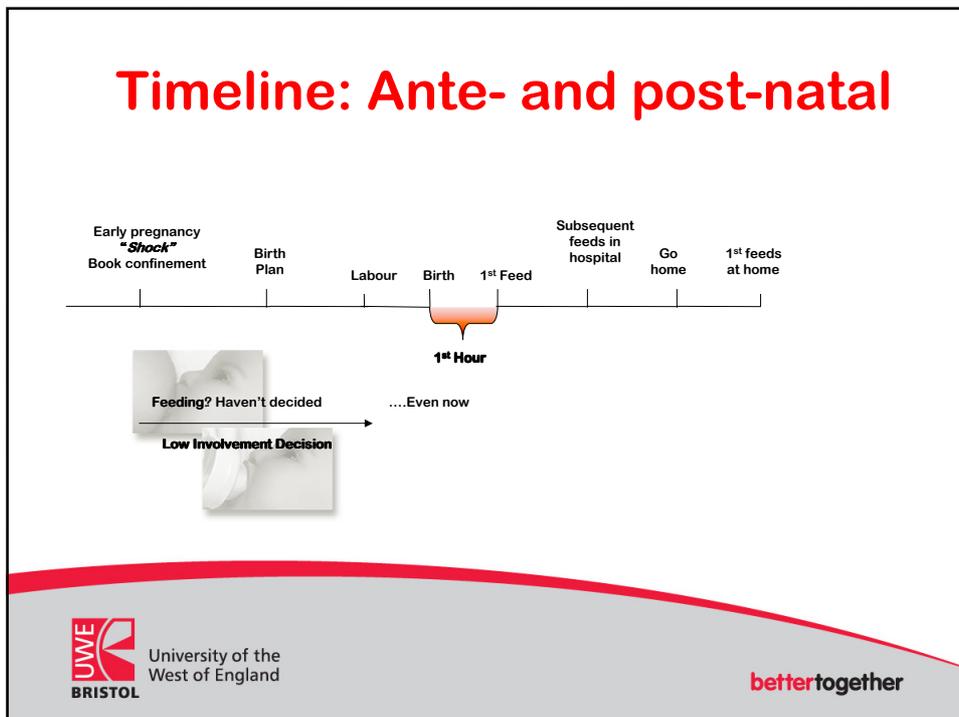
- Family relationships and child rearing history
- Friendship circles
- Drugs and alcohol: self and/or significant others

bettertogether

## Ante and post natal circles of influence



## Timeline: Ante- and post-natal

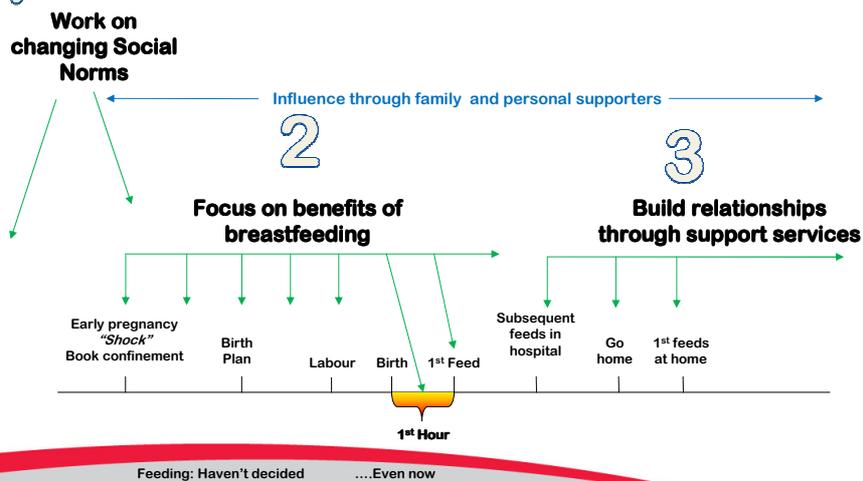




# The three roles of social marketing



# 1 The three roles of social marketing



# 1 The feeding context

- The current social norm-who has the choice?

"It is up to you what you choose"

[New mum]

"Look at their life and encourage them to think about their choices and sometimes make different choices. I am not going to say better choices, because their choice is their choice and they have to go through their own process."

[non-NHS Professional]

- Family attitudes *allow* for a new mum choosing
- So is any communication that *may feel like* there is only one sensible choice' (i.e. breastfeeding) potentially counter-productive?

# 2 Benefits: What's in it for me?

## Possible *but weaker*

- 
- Just for the baby?



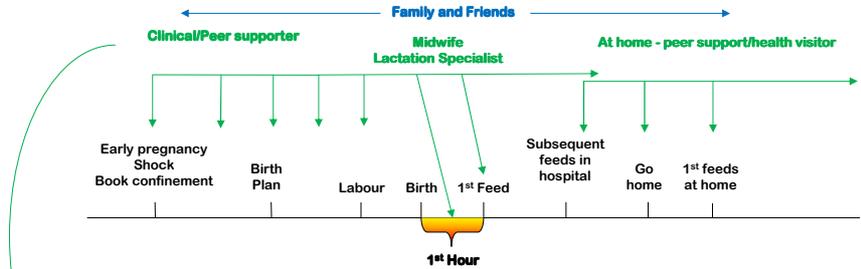
## The strongest

- Be practical - support mum's breastfeeding with incentives that accept *her* + her life challenges
- **Symbolism of nursing bras**



- Build confidence early
- Not alienating bottle feeders

# 3 Support



Feeding: Haven't fully decided → ...Even now  
**Low Involvement Decision**

**Relationship building:**  
Aim for a **tone** that balances clinical considerations with the personal needs of this specific audience

**Facilitate:** Listen, empathise, gain trust and confidence, then emphasise the benefits



University of the West of England

bettertogether

# Testing and Implementation SECTION 4



University of the West of England

bettertogether

## Briefing the creative agency

- Targeted material written and designed for teenagers
- Focus on rational and **emotional benefits to mum** in the context of **her life**
- Focus on “convenience”
- Build in practical incentives to draw her in
- Make the decision special
  - Breastfeeding mothers have a different experience of “bonding”
  - Bottle feeders identified missing this experience; switchers regretted their loss
- ~~Avoid alienation and guilt~~
- Think strategically - a ‘childbearing lifetime’ of opportunity



bettertogether

## We tested 8 nursing bras



## The launch at end 2010:

Peer supporters/professionals give out –

- During pregnancy - **free nursing bra**
- At 28 weeks – targeted information pack
- At 6 weeks - silver certificate, Day Rider bus ticket
- At 6-8 weeks - gold certificate, bus ticket and free entry to a 'family day out' location
- At 6 months - platinum certificate, 'prize draw' with 6 one month bus tickets as prizes



University of the West of England

bettertogether

Young mums and breastfeeding - Windows Internet Explorer

http://www.bristol.nhs.uk/your-health/breastfeeding/young-mums-and-breastfeeding.aspx

File Edit View Favorites Tools Help

Young mums and breastfeeding

### Young mums and breastfeeding



**Related documents**

- ▶ [How to get a free copy of Breastfeed for You magazine \[PDF\]](#)

**Young mums in Bristol can now:**

- Claim your specially designed magazine with tips and info from other young Bristol mums (see related documents for more details)
- Use your specially designed breastfeeding calendar to record your babies first few months
- Claim your well earned certificates of achievement as you go through the early weeks and months of breastfeeding
- Order your free feeding bra
- Claim treats for you and your baby
- Talk to your peer supporter about breastfeeding.





## The future

- Government Office South West
  - met and briefed the Health Minister
  - has since offered this intervention across the region and beyond
- NHS Bristol will be evaluating the intervention both qualitatively and quantitatively

## Thank you

**Contact:**

**Celia Rhodes**  
**Senior Lecturer**  
**in Marketing**

**0117 32 81683**

[Celia.rhodes@uwe.ac.uk](mailto:Celia.rhodes@uwe.ac.uk)

**Contact:**

**Stella Warren**  
**Research**  
**Associate**

**0117 32 83435**

[Stella.warren@uwe.ac.uk](mailto:Stella.warren@uwe.ac.uk)



University of the  
West of England

**better**together