

# *Get Closer*

**Using Social Marketing to Support a  
Breastfeeding Campaign in Halton**

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## Why?

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- Breastfeeding Rates in Halton are amongst the lowest in the UK (35% '06-'07)
- Local demographics show high levels of deprivation, teenage pregnancies and single parents
- Lack of resources within primary care teams to promote breastfeeding

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## Campaign Approach

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- Targeted approach – Pregnant women in Widnes
- Campaign Objective – To increase breastfeeding initiation rates

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## Our Insights

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- Confusion
- Formula use as a pragmatic decision
- Tension between the identity of 'a mother' and 'a woman'
- Breast feeding information is not relevant or attractive
- Desire to 'resume normal life'
- Image conscious
- Concerned about losing post-pregnancy weight

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## The Campaign

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Tailored materials for both mums-to-be and their partners:

- Health benefits of breastfeeding
- Losing post-pregnancy weight
- Tips for effective breastfeeding
- Advice for fathers-to-be

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## The Materials

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## Campaign Approach

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- Move from 'Telling and Selling' to a citizen focused approach to improving health
- Behaviour change programme amongst professionals prior to campaign launch
- Multi agency approach to create an umbrella brand

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## Evaluation of 3 Month Sample

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- **10%** increase in women initiating breastfeeding in Widnes compared to the previous year
- Over the same time period Runcorn experienced **3%** decrease in figures
- Breastfeeding Workshops in Widnes have seen an increase in referrals

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## Contact Us

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