Developing and Evaluating a Public Information Campaign

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Breastfeeding Strategy for NI

https://www.health-ni.gov.uk/publications/breastfeeding-strategy
Strategy Strategic Outcomes

Outcome 1  Supportive environments for breastfeeding exist throughout Northern Ireland.

Outcome 2  HSC has the necessary knowledge, skills and leadership to protect promote, support and normalise breastfeeding.

Outcome 3  High quality information systems in place that underpin the development of policy and programmes, and which support Strategy delivery.

Outcome 4  An informed and supportive public.
Public Health Agency
Breastfeeding at discharge (%) by electoral ward, 2014 - 2016p

Northern Ireland

Source: Northern Ireland Child Health System
PHA Health Intelligence
May 2018
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Campaign Aims

- To encourage positive attitudes and challenge negative attitudes towards breastfeeding in public.

- To increase support for breastfeeding in public.

- To increase awareness of the value of breastfeeding.
## Testing different concepts

<table>
<thead>
<tr>
<th>Groups</th>
<th>Spec</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not pregnant females</td>
<td>C2DE 18-25 years old – no children</td>
<td>Newry</td>
</tr>
<tr>
<td>First-time pregnant mums</td>
<td>C1C2 18-30 years old – this is their first child</td>
<td>Derry/L’Derry</td>
</tr>
<tr>
<td>Pregnant mums</td>
<td>C2DE 18-30 years old – have other children already.</td>
<td>Belfast</td>
</tr>
<tr>
<td>New mums (first-child)</td>
<td>C2DE 18-30 years old - child under 6 months (this is their first child)</td>
<td>Belfast</td>
</tr>
<tr>
<td>Male partners of first-time pregnant mums.</td>
<td>C1C2 18-35 years old</td>
<td>Belfast</td>
</tr>
<tr>
<td>Grannies- to-be of first-time pregnant mums.</td>
<td>Mums to be C2DE 18-30 years old</td>
<td>Derry/L’Derry</td>
</tr>
</tbody>
</table>
Campaign Message

“Breastfeeding reduces a baby’s risk of serious stomach and chest infections in a way nothing else can. It even reduces mum’s risk of breast and ovarian cancer... and that’s nothing to apologise for.”
Focus groups feedback

- Not Sorry Mums concept was unanimously the strongest concept.
- Enjoy the empowerment of the ‘not sorry’ message and relevant to women whether or not they were pregnant.
- Participants thought that the mother had made her decision and was confident about breastfeeding in public.
Focus groups feedback

- Could identify with the mother because as a society we apologise for everything regardless of whether it is our fault or not.
- Stronger emotional reaction from the dads, made them think and worked on their sense of protectiveness.
- All participants felt it was important to highlight the benefits for baby as the main focus. It was about protecting baby first and foremost.
Media

• TV – UTV/C4, Good Morning Britain, Sky Adsmart.
• Radio – Q City Belfast, Cool FM, Downtown, U105 & Q Network.
• Outdoor – Adshels, shopping mall 6 sheets, phone kiosks, supermarket point of sale & bus internals.
• Print – NI4Kids, Newspapers, Advertorials.
• Digital – Google Search, (pay per click) You Tube, Facebook, Instagram, Belfast Telegraph, Belfast Live, Daily Mirror.
• Online display ads on a range of sites relevant to the target audience.
Not sorry mums TV ad can be seen at www.breastfedbabies.org
Example Photos of Campaign in Situ

HSC Public Health Agency

Improving Your Health and Wellbeing
5 reasons no mum needs to apologise for breastfeeding

And why NI businesses are saying ‘Breastfeeding Welcome Here’

You’ve probably heard that breastfeeding is good for baby and good for mum. But do you know why? The scientifically-proven benefits might surprise you.

Breastfeeding protects the baby in ways nothing else can and any amount helps.

1. It reduces the baby’s risk of childhood cancers.
2. It reduces the risk of sudden infant death syndrome (SIDS).
3. Breastfeeding also reduces the baby’s risk of being hospitalised by serious stomach and chest infections.
4. It even increases the baby’s IQ.
5. And mum benefits too – breastfeeding lowers her risk of breast and ovarian cancer.

Yet, breastfeeding rates in Northern Ireland are lower than in the rest of the UK and Ireland. Eight out of ten people here have said that mums should be made to feel comfortable breastfeeding their baby in public. It’s important that everyone shows their support for breastfeeding mums.

That’s why the Public Health Agency set up the ‘Breastfeeding Welcome Here’ scheme. The scheme helps mums find breastfeeding-friendly venues when they’re out and about.

More than 500 venues have already signed-up, including coffee shops, restaurants, supermarkets, shops and hairdressers.

Of course, mums can breastfeed anywhere they like. The ‘Breastfeeding Welcome Here’ scheme just makes it easier to find places where breastfeeding is especially welcome.

Participating businesses support breastfeeding in all areas open to the general public and their staff know how to help breastfeeding mums if required. They even display the ‘Breastfeeding Welcome Here’ sticker in their windows so you can identify them.

You can see a full list of local businesses participating in the scheme, and get more information on the benefits of breastfeeding, by visiting: www.notsorrymums.info

The Public Health Agency recently launched a campaign, ‘Not Sorry Mums’, to support breastfeeding and promote its health benefits.

You can join the conversation online by using: #NotSorryMums
Newspaper

Breastfeeding: What are the health benefits for baby and mum?

The Public Health Agency (PHA) has launched a new campaign highlighting the health benefits of breastfeeding and supporting mums to feel more comfortable breastfeeding in public.

Northern Ireland has the lowest rates of breastfeeding in the UK. Therefore the Not Sorry campaign aims to encourage mums to breastfeed and highlights how mothers never have to apologise for feeding their baby in public.

Janet Calvert, Regional Breastfeeding Lead for the PHA, said, “Information and support are key to helping mums to breastfeed and sharing positive stories of others’ experiences can add that extra bit of encouragement that mums need.”

Public Health Agency

Improving Your Health and Wellbeing
Here is Janine’s breastfeeding story:

“My breastfeeding journey began in July 2014 when my son, Oliver was born. I honestly thought it was going to be easy but both Oliver and I really struggled to find an effective latch. ... See more
Instagram

gezzcaneez Follow
White Park Bay

1,365 likes
gezzcaneez Definitely one of the more picturesque places we’ve nursed. Normalize breastfeeding #breastfeeding #notsorrymums #anytimeanywhere

niyanna.pitre Follow
It makes me happy to see that you aren’t afraid to do it out in public. It makes me sad to see that some mothers are afraid because they’re scared to be shamed but it’s such a natural thing! Good on you! gezzcaneez. @niyanna.pitre. That’s why I share these sort of photographs, not to show off but maybe it would inspire some other young mums to see that it’s ok and not embarrassing. And also to let other people see how natural and beautiful it is.

angela_mallon Follow

aoibbw Love the ad!! Saw the posters first and felt very defensive “what has she got to be sorry for in the first place?” but the ad is brill!! cliona_clo Love this. I was always a bit nervous about 2 be honest but I loved it. Pls need 2 wiseup. Most natural thing 2 feed ur child. Xx

angela_mallon Breastfeeding in public for the first time takes a lot of courage! Most of the nerves are down to fear of how people around you will react but I can honestly say I have never experienced any negativity. This ad raises awareness and helps give those first time mums the courage to get out there feed in public. NormalizeBreastfeeding #NotSorryMums

rachiepeachh Follow
76 likes
rachiepeachh #notsorrymums 😊 because we made it this far and still going strong 😊. #nostigma #proud #breastfeeding.

HSC Public Health Agency

Improving Your Health and Wellbeing
Selfie Frames

Support breastfeeding mums

#NotSorryMums

I support breastfeeding mums

Public Health Agency

Improving Your Health and Wellbeing
Napkins

A little gesture of support :)

Breastfeeding in public is nothing to apologise for, but some mums need your moral support. Join the conversation using #NotSorryMums

notsorrymums.info

HSC Public Health Agency

Improving Your Health and Wellbeing
Evaluation

1137 (2017) and 1120 (2018) adults (aged 16+) who were representative of the NI population. Within the sample 100 interviews with women who met at least one of the following criteria:

- Plan to get pregnant within the next two years;
- Are pregnant currently;
- Have given birth within the past six months.
Awareness of the campaign

Three-quarters (75%) of respondents were aware of the advertising campaign overall and this rises to 86% amongst those recently gave birth, are currently pregnant or are planning to get pregnant.

Awareness was strong for elements of the campaign:

- TV - 65%;
- Radio - 35%;
- Outdoor/print / online - 32%.

Public Health Agency

Improving Your Health and Wellbeing
Responses to the campaign

(73%) of respondents agreed that the advertising would encourage them to think more positively about breastfeeding in general and (74%) about breastfeeding in public.

(72%) agreed that the advertising would encourage them to think more positively about mums who breastfeed.

(63%) agreed that the advertising would encourage them to advise pregnant women they know to consider breastfeeding.
Attitudes towards breastfeeding

- (87%) respondents agreed that people should support mums who breastfeed in public places, (baseline 84%).

- (71%) agreed that they would encourage a pregnant woman they know to breastfeed, (baseline 65%).

- (56%) agreed that more mums are breastfeeding in Northern Ireland now compared to 15 years ago, (baseline 50%).
Breastfeeding Welcome Here Scheme

700 Members up 28% this year

- Libraries
- Councils
- Government buildings
- Pharmacies
- Businesses

www.breastfedbabies.org
Value of breastfeeding

- (80%) agreed that breast milk is healthier than formula for babies, an increase from 72% in 2017.

- (82%) respondents agreed that any amount of breastfeeding is good for the baby, an increase from the previous year (75%).
Value of breastfeeding

- 62% agreed with the statement ‘breastfeeding reduces the risk of breast and ovarian cancer in women’, significantly more than the proportion who agreed in 2017 (45%).

- 65% agreed that ‘breast milk reduces a baby’s risk of serious stomach and chest infections in a way that nothing else can’, a big increase in agreement from the previous wave (53%).
Social Media Reach

- The initial organic Facebook post reach was 1.25 million with 417,000 video views.

- The initial Twitter post reached more than 50,000 with 9,700 video views on twitter – 355 likes and 270 retweets.

- Selfie frame pics, and mum’s stories had audiences of 7,500 people (Facebook) and 6,500 (Twitter).

- Instagram organic posts 350-450 people.
Award Winners!