LET'S TALK BREASTFEEDING
United States Breastfeeding Committee | Jun. 11, 2013

W.K. Kellogg Foundation Report
Let's Talk Breastfeeding

The Case Against Breast-Feeding

When Breast Isn't Best

A Woman's Right to Choose (Not to Breastfeed)

The Milk Wars

Bloomberg's Breastfeeding Initiative: Let's Start With Paid Parental Leave...

Sorry — You Can't Tell Me About Breastfeeding My Kid

When Breast Isn't Best

Several years ago, I was on a flight home next to a — slim, blond, earth mother — attendant offered her a blanket. "Is this another baby?" she asked me sarcastically. I explained that my daughter was two months old and I loved breastfeeding her.

"It's pink.... It's yellow.... It's blue..." she said.

I told her that I didn't really care what color her breast milk was. I just knew it was good for my daughter.

The attendant answered, "I don't care if it's milk. I just don't like to see children in public sitting on their mothers' laps — it's just not right."

I explained to her that I simply didn't want to breastfeed in public. "I just wanted her to be comfortable and happy in the airport, and I didn't want my daughter to feel self-conscious because the ma...
A FRAME IS AN ORGANIZING PRINCIPLE. IT IS THE WAY A STORY IS TOLD THAT TRIGGERS THE SHARED AND DURABLE CULTURAL MODELS THAT PEOPLE USE TO MAKE SENSE OF THEIR WORLD.

~FRAMEWORKS INSTITUTE

FRAMING AN ISSUE

• People are not blank slates.
• We use frames to make sense of the world.
• Frames trigger emotions, values and associations we have in our heads.
How do we assign responsibility to the system and not the individual mother?

What frame is most effective in moving Americans to support breastfeeding?

Which values associate breastfeeding with commonly held values of Americans?

Which frame and messages elevate breastfeeding to a public health issue of all Americans?
FIRST FOOD RESEARCH

Focus Groups and National Survey conducted by Lauer Johnson Research

RESEARCH OBJECTIVES

- Gauge reaction to breastfeeding
- Assess current breastfeeding and non-breastfeeding practices
- Test the strength of pro-breastfeeding messaging
- Test reaction to system changes that could make breastfeeding easier for women
- Develop a demographic profile of message targets and key audiences to increase breastfeeding rates
RESEARCH METHODS

- Four focus groups were held in Southfield, Mich. on Jan. 8 and 9, 2013 and two groups were held in Chicago on Jan. 15, 2013.
- National survey of 1,300 United States residents age 18 and over conducted by landline and cell phone from Jan. 27- Feb. 4, 2013.
- Base sample of 500 interviews nationwide and an oversample of 200 adults each in Michigan, Mississippi, New Mexico, and the city of New Orleans.
- Sampling error of plus or minus 2.9%.

REACTION TO FEEDING OPTIONS

[Pie charts showing percentages of reactions to breastfeeding and formula feeding.]
BREASTFEEDING PROMOTION

<table>
<thead>
<tr>
<th></th>
<th>Promoted</th>
<th>Discouraged</th>
<th>Neither</th>
<th>Not sure/Ref.</th>
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</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td>50%</td>
<td>5%</td>
<td>44%</td>
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</tr>
<tr>
<td>BF white moms</td>
<td>62%</td>
<td>7%</td>
<td>31%</td>
<td>0%</td>
</tr>
<tr>
<td>Non-BF white moms</td>
<td>27%</td>
<td>7%</td>
<td>66%</td>
<td>0%</td>
</tr>
<tr>
<td>BF moms of color</td>
<td>83%</td>
<td>0%</td>
<td>17%</td>
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<tr>
<td>Non-BF moms of color</td>
<td>34%</td>
<td>5%</td>
<td>56%</td>
<td>5%</td>
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BREASTFEEDING RATES*

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<tr>
<th></th>
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<tbody>
<tr>
<td>All Respondents</td>
<td>57%</td>
<td>42%</td>
</tr>
<tr>
<td>White moms</td>
<td>53%</td>
<td>46%</td>
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<tr>
<td>Moms of color</td>
<td>56%</td>
<td>42%</td>
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<tr>
<td>Married moms</td>
<td>61%</td>
<td>39%</td>
</tr>
<tr>
<td>Single moms</td>
<td>53%</td>
<td>46%</td>
</tr>
<tr>
<td>Age 18-24</td>
<td>73%</td>
<td>27%</td>
</tr>
<tr>
<td>Age 25-34</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>Age 35-49</td>
<td>62%</td>
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<tr>
<td>Age 50-64</td>
<td>55%</td>
<td>44%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>43%</td>
<td>54%</td>
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*Question asked only of parents.
## POSITIVE THINGS ABOUT BREASTFEEDING*

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<th>All Respondents**</th>
<th>White moms</th>
<th>Moms of color</th>
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<tr>
<td>Bonding</td>
<td>40%</td>
<td>31%</td>
<td>36%</td>
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<tr>
<td>Good for baby</td>
<td>37</td>
<td>23</td>
<td>40</td>
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<tr>
<td>Convenience</td>
<td>15</td>
<td>17</td>
<td>11</td>
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<tr>
<td>Less expensive than formula</td>
<td>12</td>
<td>19</td>
<td>8</td>
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<tr>
<td>Good for moms</td>
<td>11</td>
<td>16</td>
<td>5</td>
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<tr>
<td>Natural</td>
<td>6</td>
<td>7</td>
<td>14</td>
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<tr>
<td>Everything</td>
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<td>3</td>
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<td>None</td>
<td>2</td>
<td>4</td>
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<tr>
<td>All other</td>
<td>5</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Not sure/Refused</td>
<td>7</td>
<td>12</td>
<td>8</td>
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*Multiple responses accepted. Totals may be greater than 100%.
**Asked only of parents whose children were breastfed.

## BREASTFEEDING CHALLENGES*

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<th></th>
<th>All Respondents**</th>
<th>White moms</th>
<th>Moms of color</th>
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<tbody>
<tr>
<td>Mechanics of breastfeeding</td>
<td>37%</td>
<td>31%</td>
<td>33%</td>
</tr>
<tr>
<td>None</td>
<td>26</td>
<td>21</td>
<td>35</td>
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<tr>
<td>Privacy</td>
<td>18</td>
<td>22</td>
<td>11</td>
</tr>
<tr>
<td>Time constraints</td>
<td>15</td>
<td>18</td>
<td>8</td>
</tr>
<tr>
<td>All other</td>
<td>9</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>Not sure/Ref.</td>
<td>8</td>
<td>12</td>
<td>11</td>
</tr>
</tbody>
</table>

*Multiple responses accepted. Totals may be greater than 100%.
**Asked only of parents whose children were breastfed.
REASONS FOR NOT BREASTFEEDING*

<table>
<thead>
<tr>
<th>Reason</th>
<th>All Respondents**</th>
<th>White moms</th>
<th>Moms of color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mechanics of breastfeeding</td>
<td>34%</td>
<td>23%</td>
<td>53%</td>
</tr>
<tr>
<td>Personal choice</td>
<td>25</td>
<td>29</td>
<td>16</td>
</tr>
<tr>
<td>Inconvenient</td>
<td>24</td>
<td>26</td>
<td>14</td>
</tr>
<tr>
<td>All other</td>
<td>12</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Not sure/Ref.</td>
<td>13</td>
<td>18</td>
<td>11</td>
</tr>
</tbody>
</table>

*Multiple responses accepted. Totals may be greater than 100%.
**Asked only of parents whose children were not breastfed.

AGREEMENT WITH STATEMENTS ABOUT BREASTFEEDING*

- Hospitals should be baby friendly: 68% agree
- Encourage health benefits for babies: 65% agree
- Encourage health benefits for babies/society: 62% agree
- BF shouldn't be dictated by h/c/work: 61% agree
- Everyone can help make BF easier: 61% agree
- Health benefits for babies-specific examples: 60% agree
- Moms benefit from BF: 59% agree
- Any amount of BF better than none: 59% agree
- Society needs to do more to support BF: 58% agree
- Comfortable with public BF: 54% agree
- Media should portray more BF stories: 46% agree
- Exclusive access for 6 months: 44% agree
- BF helps moms lose weight: 43% agree
- Increased BF rates will lower h/c. costs: 40% agree
- Formula industry discourages BF: 33% agree
- BF should only be done in private: 26% agree
- BF impossible unless stay at home mom: 20% agree

*Percentage saying they "strongly agree" with each statement.
**BREASTFEEDING HELP**

- Clean/private BF places in public areas: 71%
- Discussions with OB/GYN during pregnancy: 67%
- Workplaces that support BF: 60%
- Support/info from pediatrician: 65%
- Education about BF for everyone: 65%
- Pre-natal breastfeeding classes: 60%
- Written materials sharing real experiences: 58%
- More lactation consultants in hospitals: 53%
- BF moms' support groups: 53%
- Free/discounted/deductible pumps: 51%
- Home visit from lactation consultant: 48%
- Video sharing real experiences: 47%
- Govt. policies supporting BF: 41%

*Percentage saying each would be “very helpful.”

**REACTION TO TERMS**

- **Optimal first food**
  - Very positive: 67%
  - SW positive: 24%
  - Negative: 9%
  - Not sure: 0%

- **Optimal first food-healthy start and thrive**
  - Very positive: 61%
  - SW positive: 29%
  - Negative: 7%
  - Not sure: 3%
KEY FINDINGS

- Respondents are extremely positive toward breastfeeding
- Respondents are more neutral toward formula but not particularly negative; there is little to be gained by making the formula industry the villain
- Promotion of breastfeeding drives up breastfeeding rates significantly
- A slim majority of parents say their children were breastfed
- All agree breastfeeding offers health benefits to babies
- Breastfeeding isn't easy
KEY FINDINGS

- 75% of those who are not breastfeeding faced a mechanics of breastfeeding, system or societal challenge that prevented them from being able to do so.
- There is very strong agreement that hospitals should be Baby-Friendly.
- Whether or not a woman breastfeeds should not be dictated by the quality of health care she receives or her work situation.
- Parents who successfully breastfed are more likely to have had support from their doctors and a lactation consultant.
- There is near universal support for clean/private breastfeeding spaces in public areas and workplaces that support breastfeeding.

IT’S NOT JUST UP TO MOMS. BREASTFEEDING SUCCESS IS UP TO ALL OF US.
FIRST FOOD COMMUNICATIONS

STRATEGIC COMMUNICATIONS
ALIGN YOUR GOAL AND OBJECTIVES WITH YOUR EFFORTS TO REACH THE RIGHT AUDIENCE, THROUGH THE RIGHT MEDIUMS, WITH THE RIGHT MESSAGES AND MATERIALS, AT THE RIGHT TIME.
THE 5Ms OF STRATEGIC COMMUNICATIONS

• Mighty Goal & Objectives
• Market
• Messages
• Messenger
• Medium

THE INDISPENSABLE FIRST STEP TO GETTING THE THINGS YOU WANT OUT OF LIFE IS THIS: DECIDE WHAT YOU WANT.

~AUTHOR AND COMEDIAN BEN STEIN
1. MIGHTY GOAL & OBJECTIVES

• What is your end goal?
• What is your vision for change?
• What does success look like?
• Why are you doing this work?
• TIPS:
  – Avoid generic goals like “raise awareness.”
  – Once the mighty goal is defined, be SMART (Specific, Measurable, Attainable, Realistic, Time-bound) in defining objectives.

YOUR AUDIENCE GIVES YOU EVERYTHING YOU NEED. THERE IS NO DIRECTOR WHO CAN DIRECT YOU LIKE AN AUDIENCE.

~COMEDIAN FANNY BRICE
2. MARKET

- Who needs to be reached to achieve your goal and objectives?
- Who are the influencers or key decision makers who can make it happen?
- Who is affected by your work?
- Who do you want to engage?

TIPS:
- Be specific about audiences.
- Take time to segment audiences into distinct groups.

SIMPLICITY IS THE ULTIMATE SOPHISTICATION.

~LEONARDO DA VINCI
3. MESSAGES

• What are three most important points you want your audience to understand?
• When people talk about your organization, what do you want them to say?
• What action do you want to your audience to take?
• TIP:
  – Key messages should be clear, compelling and memorable.

BREASTFEEDING SUCCESS IS UP TO ALL OF US.
HOSPITALS, WORKPLACES, AND COMMUNITIES ARE KEY TO MAKING BREASTFEEDING EASIER FOR MOMS.

THE FOX NEVER FOUND A BETTER MESSENGER THAN HIMSELF.

~IRISH PROVERB
4. MESSENGER

- Who is the best person to communicate your message?
- Who has credibility with the audiences you want to reach?
- TIPS:
  - To choose the right messenger, identify who is influential with your key audiences.
  - You may have more than one messenger to reach different audiences.

I WORK IN WHATEVER MEDIUM LIKES ME AT THE MOMENT.

~MARC CHAGALL
5. MEDIUM

• What is the best way to reach and engage your market?
• How and where do your audiences take in information?
• EXAMPLES:
  – Online
  – Print
  – Television
  – Radio
  – In-person

QUESTIONS & ANSWERS