TODAY WE WILL ...

• Talk about why the W.K. Kellogg Foundation cares about breastfeeding
• Share national opinion research on people’s attitudes and perceptions about breastfeeding
• Present messaging and tips for talking about breastfeeding
WHY THE W.K. KELLOGG FOUNDATION CARES ABOUT BREASTFEEDING

“Use the money as you please so long as it promotes the health, happiness and well-being of children.”
WHOLE CHILD DEVELOPMENT

INTEGRATED APPROACH
HEALTHY KIDS

FIRST FOOD STRATEGY

Improve children’s health by ensuring all babies have the opportunity to benefit from breastfeeding as their first food experience.
THE BREASTFEEDING SYSTEM

- Media
- Social Norms
- Community Support
- Family
- Policy
- Friends
- Employers
- Advocates
- Health Care Providers
- Formula Industry

Let's Talk Breastfeeding

The New York Times

Motherlode
Living the Family Dynamic

When Breast Isn’t Best

The Atlantic

The Case Against Breast-Feeding

Jezebel

Sorry — You Can’t Guilt Trip Me About Bottle Feeding My Kids

Time

Are You Mom Enough?
WHAT THE RESEARCH TELLS US
WHAT IS FRAMING?

“The way in which the world is imagined determines at any particular moment what [people] will do.”

~ WALTER LIPPMAN, PUBLIC OPINION

HISTORY OF FRAMING
KEY FRAMING PRINCIPLES

• Invoke common values
• Focus on environmental and systemic changes
• Emphasize our interdependence
• Present solutions

FRAMING MATTERS

“Frames change the way we talk – they accommodate debate but they set new terms.”

~ MANUAL PASTOR AND RHONDA ORTIZ
RESEARCH OBJECTIVES

- Understand perceptions and beliefs about breastfeeding
- Assess current breastfeeding and non-breastfeeding practices and reasons for each
- Explore barriers and opportunities to support breastfeeding in the workplace and test messages that resonate with employers
- Identify barriers and opportunities, as well as test messages with health care professionals

RESEARCH METHODS

- SIX FOCUS GROUPS WITH NEW MOTHERS
- NATIONAL SURVEY OF 1,300 PEOPLE
- FOUR FOCUS GROUPS AND 10 INTERVIEWS WITH EMPLOYERS
- THREE FOCUS GROUPS AND 10 INTERVIEWS WITH HEALTH CARE PROFESSIONALS
SHARED VALUES

OPPORTUNITY

Ensuring an equal chance for women to make real choices about breastfeeding, free from structural and cultural barriers.

SHARED VALUES

HEALTH

A shared commitment to the health and well-being of every child, family and community.
SHARED VALUES

SUPPORT

A responsibility to encourage and help all women and babies successfully breastfeed.

FRAMING FIRST FOOD

THE BIG IDEA – OPPORTUNITY
FRAMING FIRST FOOD

THE ISSUE – HEALTH

THE BIG IDEA – OPPORTUNITY

FRAMING FIRST FOOD

THE SPECIFIC ISSUE – SUPPORT

THE ISSUE – HEALTH

THE BIG IDEA – OPPORTUNITY
THE IMPORTANCE OF FIRST FOOD

IT’S UP TO ALL OF US

61% strongly agree that everyone can play a role in making it easier for mothers who want to breastfeed.
THE ROLE OF
FAMILIES AND COMMUNITIES

PUBLIC SPACE TO NURSE

71%
say it would be very helpful to have clean, private spaces in malls, restaurants and other public places where women can go to breastfeed their children.
Promoting breastfeeding works. In communities where breastfeeding is promoted, breastfeeding rates rise significantly.

The focus groups revealed that encouragement from family members played an important role in women’s breastfeeding success.
THE ROLE OF HEALTH CARE PROFESSIONALS AND HOSPITALS

BABY-FRIENDLY HOSPITALS

68% strongly agree that hospitals should be baby-friendly, meaning they provide new moms with the support and encouragement they need to breastfeed.
Parents who successfully breastfed are more likely to have support from their doctors and a lactation consultant.

Health care providers recognize they have a key role to play in supporting women in breastfeeding.

Specifically, they have a role in talking with expectant mothers about the health benefits of breastfeeding, as well as about planning ahead with their family and employers to address obstacles.

Messaging that resonates: “Every breastfeeding mom deserves the best chance for success – health care providers can help by sharing the benefits of breastfeeding with expectant mothers, supporting new mothers as they learn to breastfeed and encouraging them to continue nursing through their baby’s first six months.”

THE ROLE OF EMPLOYERS AND WORKPLACES
Employers recognize the importance of breastfeeding and are willing to do their part to help.

Employers like the fact that by making their workplace breastfeeding-friendly they can boost their bottom lines with fewer sick days taken and increased employee retention.

One of the biggest barriers is lack of communication between the employer and employee about breastfeeding support.

Messaging that resonates: “Helping breastfeeding moms succeed can be as simple as providing break time and a private space to pump breast milk at work.”
LET’S MAKE BREASTFEEDING POSSIBLE TOGETHER.
BREASTFEEDING BENEFITS NOT ONLY BABIES AND MOMS, BUT ALSO WHOLE COMMUNITIES.

EVERY ONE OF US CAN PLAY A ROLE IN SUPPORTING BREASTFEEDING SUCCESS.
TO GIVE ALL MOTHERS AND BABIES THE STRONGEST CHANCE AT BREASTFEEDING SUCCESS, WE NEED TO BUILD SUPPORT IN COMMUNITIES, HOSPITALS AND WORKPLACES.

HELPING BREASTFEEDING MOMS SUCCEED CAN BE AS SIMPLE FOR EMPLOYERS AS PROVIDING BREAK TIME AND A PRIVATE SPACE TO PUMP BREAST MILK.
TIPS FOR TELLING YOUR STORY

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

~AUTHOR AND COMEDIAN BEN STEIN

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

~COMEDIAN FANNY BRICE

3. USE CLEAR MESSAGES
IN CREATING MESSAGES, ASK YOURSELF...

• What are the *three* most important points we want our audience to understand?
• What *action* do you want to your audience to take?
• Is what you are saying *clear, concise and compelling*?

4. DON’T FORGET ABOUT VISUALS
OUR BRAINS PROCESS VISUAL CONTENT 60,000 TIMES FASTER THAN TEXT

For Mothers and Families

Black Mothers’ Breastfeeding Association
Let's Talk Breastfeeding

Hector Cruz, Project Breastfeeding

Greater New Orleans Breastfeeding Awareness Coalition
QUESTIONS AND ANSWERS

RESOURCES

- Every One of Us, Part 2 video, https://www.youtube.com/watch?v=pjddc0z9Bpo
- Growing a First Food Movement video, https://www.youtube.com/watch?v=Zhx-R6p1xAQ
- WKKF First Food Message Guide,