



Encouraging mums to breastfeed for longer Campaign briefing

Background

With the breastfeeding rates in Lancashire being considerably lower than the national average, the county council's communications service has worked with representatives from the county's Infant Feeding Partnership to launch a county wide breastfeeding continuation campaign.

We know that you and your teams are already delivering a comprehensive approach to breastfeeding in Lancashire. The aim is for our campaign to complement this work. The campaign will launch in May 2015.

The six week breastfeeding challenge

In an effort to normalise breastfeeding up to 6 weeks, the campaign will encourage mums who have already chosen to breastfeed to challenge themselves to continue for at least the first 6 weeks.

We know that the majority of women have a general understanding of the benefits of breastfeeding however many lack exposure to information or practical help on how they can overcome some of the obstacles they may experience in those early days of breastfeeding.

Why 6 weeks?

- The baby is supported through the most vulnerable part of their infancy.
- It gives mums a tangible goal to work towards.
- Mums are likely to overcome the most common challenges and therefore succeed in continuing to breastfeed past the 6 week mark.

We know that the rate of mum's breastfeeding in Lancashire at 6-8 weeks after birth is around 32%, significantly lower than the England average of 46% and the campaign aims to increase these figures.

The main way we'll be encouraging mums to get involved will be to use our breastfeeding challenge app, to give them access to essential advice and support which will help them through their breastfeeding journey
www.breastfeedingchallenge.co.uk.



Promotional materials will encourage mums to sign up to the challenge before or just after baby arrives to begin learning about the benefits of breastfeeding.

The breastfeeding challenge app is simple and easy to use and is configured to work best on mobile or tablets so that mums can get the support they may need and log feeds on the go.

New parents will be able to:

- Personalise their baby's profile.
- Get advice and tips about breastfeeding.
- View a log of all baby's feeds and nappies.
- Read breastfeeding tips from other mums and share their own.
- Track their progress through the challenge.

Promoting the challenge

To support the challenge we've produced a suite of resources which will be used to promote the challenge in key locations across the county. These include posters, leaflets, pull-up banners and outdoor vinyl banners that you can fix to railings.



We'll be encouraging mums to take part in the challenge online but for those mums who would prefer to take part offline, we've produced a reward chart leaflet which will be available to pick up from the local children's centre or from their midwife.

We'll also be promoting the challenge online via partner social media pages and websites and on parent-friendly websites.

Download campaign resources

Campaign materials have been distributed via representatives of the Infant Feeding Partnership in key locations across the county. Campaign materials can be accessed online via our Public health campaigns service website www.lancashire.gov.uk/public-health-campaigns.

If you work in healthcare or have regular contact with pregnant women and new mums your role is vital in helping us spread the six week breastfeeding challenge message.

How you can help us spread the word

Share campaign messages on Facebook, Twitter and other social media channels.

- Use the #sixweekchallenge hashtag to join in the conversation.
- Access our social media toolkit (via our public health campaigns service website www.lancashire.gov.uk/public-health-campaigns) containing:
 - artwork and images that you can use on your social media pages
 - a bank of messages which you can use to promote the campaign across your channels
 - suggestions how you can extend the reach of messages

If you have a website...

- include a permanent link to the challenge website www.breastfeedingchallenge.co.uk. We'll supply you with text and images, including a copy of the reward chart so mums can easily download it and take part offline.

Other ways you can help

- Mention the challenge in your local news releases and help us get the message out there.
- Ask colleagues to add the web link to their email signatures and any other correspondence with mums/health professionals.
- Share challenge information through your local newsletters, mail shots and intranet sites.
- Use our resources (posters, pop up displays) at events or classes.
- Get in touch if you have any case studies of mums who have taken part in the challenge which we can use in our publicity.

If you know of any other ways to help us promote the challenge in your area please get in touch and we'll do our best to help make it easy for you.

Further information and feedback

We'll be actively seeking feedback from mums via the breastfeeding challenge app however, if you wish to share your feedback please get in touch.

We look forward to working with you to help promote the challenge and encourage and support mums to breastfeed for longer. Thank you for your support.

For further information about the campaign please contact Saf Munshi, Communications Manager at Lancashire County Council by email saf.munshi@lancashire.gov.uk.



#sixweekchallenge
www.breastfeedingchallenge.co.uk