Evaluation of the National Breastfeeding Awareness Campaign:

Implications for the WIC Campaign

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Babies were born to be breastfed
TARGET POPULATION FOR THE NBAC

• **Strategy:** The National Breastfeeding Awareness Campaign aimed to promote breastfeeding among first-time parents (mothers and fathers) who would not normally breastfeed their baby.

• **Lessons Learned:** Pediatricians, ob/gyns, family practitioners, nurses, and worksites were not our primary target audience but should be a part of any new campaign. Although they were partners in the research and publicity for the campaign, they were not targeted per se in the campaign.

• **WIC campaign** must be comprehensive, multi-modal, and multisectorial (socio-ecological) to be successful.
Overall Goals of the Campaign

• **Strategy:** The overall goal of the campaign was to increase the proportion of mothers who breastfeed their babies in the early postpartum period to 75% and those within 6 months postpartum to 50% by the year 2010. The campaign also aimed to empower women to commit to breastfeeding.

• **Lesson learned:** The goal to increase 6 months breastfeeding rates was unrealistic for a social marketing campaign that lasted only 2 years. It will probably take 10 years to reach the 6 month goals, and can’t be done by social marketing alone. Empowerment must come from other aspects of a mother’s surrounding— that haven’t been addressed in social marketing campaigns.
Focus Group Research on Mothers

**Strategy:** Largest qualitative study to explore the process that successful breastfeeding mothers use in making the decision to breastfeed. The 24 focus groups were conducted in Chicago, San Francisco and New Orleans in 2002.

- 12 groups of pregnant women, half were age 16-24 yrs and half were 25-34 yrs
- 6 groups of breastfeeding mothers
- 6 groups of formula feeding mothers
- Half of the groups were African American (N=86) and half were Caucasian (N=66)
- Pregnant women were excluded if they stated that they planned to breastfeed exclusively for at least 6 months
Focus Group Research on Mothers

- **Lessons Learned**: two processes were associated with successful breastfeeding: “Confident Commitment” and “Workplace accommodation apprehension.” Practical barriers (pain, latching, enough milk) best addressed by information or education from health organizations rather than advertising. Returning to work barrier best addressed via dialogue with business community. Heavy confusion about duration such that returning to work became a practical time/convenience to wean.
Focus group results

- Confidence in the process of breastfeeding: All groups voiced lack of confidence in prenatal period
- Confidence in one’s ability to breastfeed: varied and was affected by ability to nourish and satisfy baby and ability to cope with discomfort and inconvenience: Most intended to “TRY,” few said definitely “WOULD.”
- Commitment to making breastfeeding work despite challenges or lack of support
- Confident Commitment: related to self-efficacy and breastfeeding mothers were confident in the process & committed to make it work
- **Lessons learned:** Women might benefit by reconceptualizing breastfeeding as a learned skill: this is something that can be learned even if it does not work the first few times. “Trying” to breastfeed vs “learning” to BF; not “easy” and “Natural.”
Focus Group Conclusions


• Women who believe that their bodies can produce milk of sufficient quality and quantity, that their babies are capable of latching and feeding properly, and who conceptualize breastfeeding as a learned process may be more likely to succeed at breastfeeding than those who conceptualize breastfeeding as “natural” and “easy.

• Confidence is beneficial, but may not be sufficient to ensure successful breastfeeding.

• Commitment, although essential, may fall apart if naïve and in the absence of confidence.

• Challenge: It will take more than a social marketing campaign to build “Confident Commitment” in mothers! But, We Can Do it!
Components of the Campaign

• **Strategy # 1: Public Service Announcements (PSA)**
  Advertising Council selected the National Breastfeeding Awareness Campaign for official sponsorship. OWH worked in close coordination with the Ad Council to roll out the campaign on:
  - TV, Radio, Cable, Internet, Bus stop shelters,
  - Newspapers, Magazines, Billboards

• **Lessons Learned:** Although $30 million dollars of free advertising was earned in 2 years, the Formula industry spent $80 million in 2004-2005 in paid advertising. Paid advertising is preferred. Most baby magazines had funded ads by formula industry and did not place our PSA print ads.

• Radio, print, and Billboards produced large % of paid media and should be considered along with social media.
<table>
<thead>
<tr>
<th>Demographic Characteristics</th>
<th>N</th>
<th>Ad Aware %</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mother’s Race/Ethnicity</strong></td>
<td></td>
<td></td>
<td>P&lt;.001</td>
</tr>
<tr>
<td>White</td>
<td>3863</td>
<td>24.8</td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td>300</td>
<td>35.0</td>
<td></td>
</tr>
<tr>
<td>Hispanic</td>
<td>335</td>
<td>30.5</td>
<td></td>
</tr>
<tr>
<td>API</td>
<td>136</td>
<td>30.9</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>120</td>
<td>28.3</td>
<td></td>
</tr>
<tr>
<td><strong>Enrollment in WIC</strong></td>
<td></td>
<td></td>
<td>P&lt;.001</td>
</tr>
<tr>
<td>Not enrolled</td>
<td>3254</td>
<td>22.0</td>
<td></td>
</tr>
<tr>
<td>Enrolled</td>
<td>1639</td>
<td>34.8</td>
<td></td>
</tr>
<tr>
<td><strong>Mother’s Education</strong></td>
<td></td>
<td></td>
<td>P&lt;.001</td>
</tr>
<tr>
<td>Less than high school</td>
<td>205</td>
<td>38.1</td>
<td></td>
</tr>
<tr>
<td>High school graduate</td>
<td>851</td>
<td>30.4</td>
<td></td>
</tr>
<tr>
<td>Some college</td>
<td>1757</td>
<td>24.3</td>
<td></td>
</tr>
<tr>
<td>College graduate plus</td>
<td>1465</td>
<td>19.9</td>
<td></td>
</tr>
</tbody>
</table>
Percent (%)

- (4902) Any Ad
- (4861) Billboard, Print, Internet
- (4881) Any Print
- (4879) Any TV
- (4875) Any Radio
Components of the Campaign (Cont’d)

- **Strategy # 2.** OWH funded 18 Community-based demonstration projects (CDPs) throughout the United States to implement the campaign at the grass roots level.

- The CDPs included: Breastfeeding coalitions, hospitals, universities, State health departments, and other organizations

- CDPs were funded to:
  - Increase their existing breastfeeding services
  - Provide outreach to their communities
  - Train healthcare providers on breastfeeding
  - Implement the media aspects of the campaign
  - Track breastfeeding rates in their communities.
Locations of the Community Demonstration projects

- Atlanta, Georgia
- Birmingham, Alabama
- Boston, Massachusetts
- Camden, New Jersey
- Chicago, Illinois
- Kansas City, Missouri
- Knoxville, Tennessee
- Los Angeles, California
- New Orleans, Louisiana
- Philadelphia, Pennsylvania
- Portland, Oregon
- Providence, Rhode Island
- Pueblo, Colorado
- Rosebud, South Dakota
- San Francisco, California
- San Juan, Puerto Rico
- St. Paul, Minnesota
- Washington, DC
### Breastfeeding Rates by Ad Awareness and CDP Area

<table>
<thead>
<tr>
<th>Breastfeeding duration and exclusivity</th>
<th>Not Aware (%)</th>
<th>Aware (%)</th>
<th>P Value</th>
<th>Not CDP Area</th>
<th>CDP Area</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breastfed &gt;1 month</td>
<td>70.6</td>
<td>66.2</td>
<td>.02</td>
<td>68.3</td>
<td>78.5</td>
<td>&lt;.001</td>
</tr>
<tr>
<td>Breastfed &gt;6 months</td>
<td>41.2</td>
<td>34.7</td>
<td>.002</td>
<td>38.8</td>
<td>45.4</td>
<td>.01</td>
</tr>
<tr>
<td>Exclusively breastfed &gt;3 months</td>
<td>41.4</td>
<td>16.3</td>
<td>&lt;.001</td>
<td>19.6</td>
<td>24.1</td>
<td>.04</td>
</tr>
<tr>
<td>Exclusively breastfed &gt;6 months</td>
<td>3.4</td>
<td>3.1</td>
<td>NS</td>
<td>3.2</td>
<td>4.5</td>
<td>NS</td>
</tr>
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</table>
Breastfeeding rates in WIC and Non-WIC Mothers- IFPS II *

<table>
<thead>
<tr>
<th>BF (%)</th>
<th>WIC</th>
<th>Non-WIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ever or tried</td>
<td>77.9</td>
<td>87.7</td>
</tr>
<tr>
<td>EBF Neonatal</td>
<td>23.5</td>
<td>45.5</td>
</tr>
<tr>
<td>EBF 3 MO.</td>
<td>22.7</td>
<td>42.5</td>
</tr>
<tr>
<td>EBF 6 MO.</td>
<td>3.2</td>
<td>4.9</td>
</tr>
</tbody>
</table>

*BF rates among WIC (1211) and Non-WIC (2078) women
The Elephant in the Room

Rates of Ever breastfed or tried to BF by “Infant formula is as good as breast milk”:

<table>
<thead>
<tr>
<th>BF (%)</th>
<th>WIC</th>
<th>NON-WIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>91.6%</td>
<td>96.8%</td>
</tr>
<tr>
<td>Neither</td>
<td>72.2</td>
<td>85.0</td>
</tr>
<tr>
<td>Agree</td>
<td>56.8</td>
<td>67.0</td>
</tr>
</tbody>
</table>

Detailed analysis should be conducted in IFPS II.
Components of the Campaign (Cont’d)

Strategy # 3. *BREASTFEEDING HELPLINE and Website*

- The National Women’s Health Information Center created a new breastfeeding helpline and highly recommended website to help mothers with common breastfeeding questions and challenges.
- Trained (LLLI) Breastfeeding Information Specialists were and are available to answer emails and assist callers with issues about positioning, pumping, storage, etc. Provides support to families and providers as well.
- The number and website, 1-800-994-WOMAN (9662), womenshealth.gov/breastfeeding, are available in English and Spanish. Warmline open Monday through Friday from 9 am-6 pm, EST.
- **Lessons Learned:** Website most popular feature (50,000 users per month) as compared to warmline during office hours (max of 500 calls per month). Would recommend 24 hour warmline in new WIC campaign.
Cues to Action: media campaign

Demographics

Perceived susceptibility to disease - risk

Perceived threat of disease

Self-efficacy
Perceived benefits
Perceived barriers

Likelihood of behavioral change
Hypothesis: Direct correlation of Ad awareness and breastfeeding awareness was not seen because:

- The NBAC reached more of the population of pregnant women traditionally less likely to breastfeed
- More time (at least by 2010) would be needed to change BF rates - 2 years not enough for any successful Ad Council campaign
- 40% of mothers still agreed or were neutral that Infant formula is as good as breast milk
- Formula industry outspent us: $80 Million in 2004 and 2005 in advertising VS our $30 million donated media
- Marketing alone can’t change behavior without the help of family members, hospitals, health professionals, and worksites
- Confident commitment was not increased enough by risk susceptibility alone
Key readings

• Making Health Communication Programs Work. USDHHS. NIH, National Cancer Institute. Order from 1-800-4-Cancer or go to www.cancer.gov

Risk based model for Campaign

• **Strategy**: Theory based on Health Belief Model of risk susceptibility. Highlighted recent studies that showed that babies who are exclusively breastfed for 6 months are less likely to develop ear infections, diarrhea, respiratory illnesses, and may be less likely to develop childhood obesity.

• **Lessons Learned**: Risks must be documented by formal evidence-based reviews *before* the campaign begins or may be subject to formula company challenge and interference. OWH funded AHRQ to conduct the 2007 Evidence Report 153 for *Breastfeeding and Maternal and Infant Health Outcomes in Developed Countries* which supported the risk statements, post hoc.