The Brazilian National Breastfeeding Promotion Program
Social Marketing Lessons Learned

IOM Workshop
Sponsored by USDA-FNS
Keck Center, Washington DC, April 26, 2011
Key Reference

Rea M. A review of breastfeeding in Brazil and how the country has reached ten months of breastfeeding duration. Cad. Saude Publica 2003;19(suppl):S37-S45
Figura 1

Duração mediana da amamentação, Brasil.

(Rea 2003)

IBFAN

Wellstart

Resolução WHAs/WHO de

IGAB

10 passos

Inocência e Pula

IHAC Awaia o código ICDC

SMAM - WABA

Curso 18h + Curso 80h +
Curso de Londres

Curso de Aconselhamento

Curso de Gestores

Resolução AMEX 6m
Curso Alimentação Complementar
Sensitization of Decision Makers: 1980

• Audiovisual documentary
  – Developed by Brazilian Food & Nutrition Institute
  – With support from PAHO-UNICEF

• Target audience
  – Politicians, policy decision makers, mass media, religious organizations, etc…

• Key messages
  – “BF saves money” & “we know what works to promote BF”
  – Delivered by well known Pediatricians

• Result
  – Ministers of Health and Social Development approve launching of Brazilian National BF Promotion Program
Duração mediana da amamentação. Brasil.

(Rea 2003)

**Goals of social communication launching phase:**

- Social mobilization of key stakeholders
- Well designed mass media campaigns
First Mass Media Campaign: 1981

- National and state-level coordination
  - Stakeholders: civil society, community and faith based organizations, mother support groups
- Key messages
  - “BF for at least 6 months”
- Delivery channels targeting population at large
  - TV: 100 channels (15.5 million families)
  - Radio: 600 stations, (20 million families)
  - Sports lottery tickets; water, telephone & energy bills; bank statements (10 million contacts)
- Delivery channels targeting opinion leaders
  - Newspaper articles
First Mass Media Campaign: 1981

- Delivery channels targeting practitioners & academics
  - Brazilian Association of Obstetrics & Gynecology, Brazilian Association of Pediatrics
  - Scientific meetings, dissemination of BF research articles
Second Mass Media Campaign: 1982-1983

- Built upon lessons learned from first campaign
- Key messages
  - “Continue BF, every woman can”
  - “You can produce enough milk”
  - “Your breast will not drop if you breastfeed”
  - “You can breastfeeding and work”
  - “Make your own mind” (Pediatricians’ biases for FF)
- Delivery channel
  - TV PSAs: Celebrities
    - “Crazy In Love” Soap Opera
  - 500 million contacts in Sao Paulo and 169 million in Recife
  - Kit for journalists
Figura 1
Duração média da amamentação. Brasil.

Rea 2003

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Resolução WHA

Resolução do Convenção

IGAB

10 passos

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Curso de Gestores

Curso de Aconselhamento HIV+

Resolução AMEX 6m
Curso Alim. Complem.
Social Marketing: Post 1983

- Enforcement of 1981 WHO Code for marketing of breast milk substitutes
- Implementation, dissemination and evaluation of BFHI
  - Training manuals & courses, national/state meetings
  - Reduction in C-sections as part of BFHI
- Implementation, dissemination and evaluation of community based approaches
- Need for legislation
  - e.g. maternity leave, work environment
- Implementation, dissemination and evaluation of human milk banks
Social Marketing Framework: The 4P’s

Advocacy
Social Participation
Mass Media
Policies & Legislation
Political will
Intersectoral Coordination
Research & Evaluation
Training
Intersectorial Coordination
Social Participation
Advocacy
Policies & Legislation
Mass Media
Political will
Research & Evaluation
Training
Advocacy
Social Participation
Mass Media
Policies & Legislation
Political will
Intersectoral Coordination
Research & Evaluation
Training
Conclusions

- Social marketing played a central role in Brazilian BF promotion program
- Likely to have been instrumental in major impact of program
- Possible reasons for success
  - Targeting of multiple stakeholders with effective messages and dissemination channels
  - Took advantage of global consensus on need to reverse decline in BF
  - Well thought out national BF promotion program based on social marketing framework
    - Product, price, promotion, place
Innovative BF Social Marketing Continues in Brazil: From National to……Local

800 women breastfeeding in Santos, Brazil
Source: mamamiaamamentar.wordpress.com/2010/06/
Implications for Loving Support Campaign

- Political support is key
  - public opinion shapes political support
- Sustainability likely to depend on well coordinated national BF promotion program-social marketing
  - coalition building, monitoring & evaluation
- Understand messages that resonate across different stakeholders
  - and how these change across time
- Be effective at reaching out to diverse audiences
  - different racial/ethnic, socio-economic groups
  - different age groups
  - mothers, fathers, families, communities