

TARGET AUDIENCE. In order to help this specific target audience:

Tertiary Audience: General Public

BEHAVIOR CHANGE. Do this specific behavior:

Tertiary: Increase general knowledge and support of breastfeeding

EXCHANGE/BENEFITS. We will offer these benefits that the audience wants:

Tertiary: Might have been enabling the creation of close, loving families.

STRATEGY. And lower these barriers, address these 'Ps':

Tertiary:

Barrier	Product	Price	Place	Promotion
<p>Misconceptions about breastfeeding resulting in lack of support (e.g., not breastfeeding in work and public places).</p>		<p>Education materials to influence attitudes about breastfeeding and correct common misperceptions about the “price” of breastfeeding</p>	<p>Media advocacy and policy development were also used in many pilot states to promote policies supportive of breastfeeding in workplaces and pass legislation permitting breastfeeding in public settings.</p>	<p>The promotional strategy used multiple approaches to create a supportive public norm for breastfeeding. These included legislation, policy development and organizational change, professional training and provider’s kit, peer counselor programs, curriculum development, consumer education, public relations, direct marketing, advertising (television and radio), face-to-face communication, media advocacy, and grassroots advocacy.</p>

Through these intervention activities and tactics:

<i>Activities and Tactics</i>	<i>Behavior Change Goals</i>	<i>Program Delivery & Reach Objectives</i>	<i>Outcome Objectives</i>	<i>Resources Needed</i>
<p>Tertiary—General public</p> <p>Print materials</p> <p>Mass media</p> <p>Policy</p> <p>Media advocacy</p> <p>Public relations</p>	<p>Increase general knowledge and support of breastfeeding</p>	<p>Program delivery and reach objectives might have been phrased as: By December 1997, a kit for conducting media advocacy and approaching policy makers will be produced and distributed to local breastfeeding support coalitions.</p> <p>By December 1997, 3 television and radio PSAs spots will be produced and aired during evening news and drive time air segments.</p>	<p>An example objective might have been phrased: 10 % Increase in number of businesses and public venues (e.g. shopping malls) that offer a private, safe place for women to breastfeed their children.</p>	<p>(See above)</p>