

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

Secondary Audience: Family and friends, and WIC staff and health providers

BEHAVIOR CHANGE. Do this specific behavior:

Primary: Increase initiation and duration of breastfeeding

Secondary-Family and Friends: Provide support of breastfeeding; Increase referrals to the WIC program for breastfeeding support

Secondary-WIC staff and health providers: Encourage breastfeeding during patient contact; Use campaign materials and resources

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

Secondary-Family and Friends: Being able to encourage and see the close, loving bond and special joy that breastfeeding mothers share with their babies

Secondary-WIC staff and health providers: Being able to encourage this bond

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

Secondary-Family and Friends:

Barrier	Product	Price	Place	Promotion
Misconceptions about breastfeeding leaden to lack of support of the breastfeeding mother	Emphasize the special bond between mother and child. Position breastfeeding as a way families can realize their dreams of establishing a special relationship with their children.	Public information and consumer education materials were developed for each target segment to influence attitudes about breastfeeding and correct common misperceptions about the “price” of breastfeeding	Public information materials were developed to reach women in their homes where they can discuss breastfeeding with relatives and friends.	Public information materials addressing concerns about breastfeeding and emphasizing the special bond between mother and child.

Secondary-WIC staff and health providers:

Barrier	Product	Price	Place	Promotion
Providers’ lack of time, training, and resources needed to encourage breastfeeding	Training on three-part counseling strategy	established a hotline for lactation consultants and other breastfeeding professionals to receive technical assistance Education materials to influence attitudes about breastfeeding and correct common misperceptions about the “price” of breastfeeding	Public information working closely with the Baby Friendly Hospital Initiative, an international breastfeeding promotion program developed by the United Nations Children’s Fund and the World Health Organization, to create hospital environments that fully support	Provider’s kit with Q&A, tear off sheets, patient letter and pocket guidebook

			breastfeeding mothers.	
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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>Secondary Audience— family and friends</p> <p>Print materials and mass media addressing concerns about breastfeeding and emphasizing the special bond between mother and child</p>	<p>Provide support of breastfeeding; Increase referrals to the WIC program for breastfeeding support</p>	<p>Advertising By December 1997, 3 television and 3 radio spots recorded in English and Spanish will be produced and placed where WIC mothers and their family and friends are likely to see and hear them.</p>	<p>Increase in:</p> <p>Support from family and friends</p> <p>Referrals to WIC for support</p>	<p>(See above)</p>
<p>Secondary Audience— WIC staff and health providers</p> <p>Training on three-part counseling strategy</p> <p>Printed educational materials</p> <p>Provider's kit with Q&A,</p>	<p>Encourage breastfeeding during patient contact</p> <p>Use campaign materials and resources</p>	<p>Training By 1997, 100 health care professionals will be trained to deliver patient education on the basics of lactation, breastfeeding counseling, and lactation management</p>		<p>(See above)</p>

tear off sheets, patient letter and pocket guidebook				
Collateral materials				