

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

Primary Audience: Pregnant women in WIC (African American, Anglo, Native American\* and Hispanic/Latino women) who had not made a decision to breast or bottle feed and who expressed these barriers to breastfeeding: embarrassment; fear of being tied to the baby and conflict with work, school, or an active social life; fear of not being able to nourish or nurse adequately; fear of jeopardizing relationships with the grandmother or father of the baby or other network ties; lack of support or encouragement from family and friends

Pregnant women eligible for WIC (annual income was below 185 percent of the federal poverty level)

**BEHAVIOR CHANGE. Do this specific behavior:**

Primary: Increase initiation and duration of breastfeeding

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

Primary: The close, loving bond and special joy that breastfeeding mothers share with their babies

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

*Primary:*

<b>Barrier</b>	<b>Product</b>	<b>Price</b>	<b>Place</b>	<b>Promotion</b>
Embarrassment, time pressures, Confidence in ability to nurse and nourish	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.	a three-step counseling training designed to teach health providers to identify patients' perceptions of breastfeeding's costs and help lower them.  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.  Provide lactation counseling in the hospital.	Public information materials addressing concerns about breastfeeding and emphasizing the special bond between mother and child.

**Through these intervention activities and tactics:**

<i>Activities and Tactics</i>	<i>Behavior Change Goals</i>	<i>Program Delivery &amp; Reach Objectives</i>	<i>Outcome Objectives</i>	<i>Resources Needed</i>
<p>Primary Audience Counseling services</p> <p>Print materials and mass media addressing concerns about breastfeeding and emphasizing the special bond between mother and child</p> <p>Collateral materials (branded hats, cups, etc.)</p>	<p>Increase initiation and duration of breastfeeding</p>	<p><b>Counseling</b> In six months, 50% of pregnant women enrolled in WIC will report receiving one-to-one counseling from WIC staff about breastfeeding.</p> <p><b>Advertising</b> 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: Breastfeeding initiation Breastfeeding duration</p>	<p>As part of the program's implementation plan, Best Start Social Marketing received approximately \$516,000 to work closely with the 10 pilot states for 18 months to provide materials and technical assistance with marketing and team and consensus building</p> <p>An advertising agency, to design public information messages and prepare consumer education materials. An instructional designer assisted with the development of the three-step counseling program.</p>