

## IOWA DEPARTMENT OF PUBLIC HEALTH Breastfeeding Promotion Initiative

This program provides technical assistance and information to health care professionals and assists in the development of local breastfeeding task forces.

### **Breastfeeding Rates in Iowa**

Breastfeeding rates were up in 2002 with 64.9% of babies being breastfed at birth according to the Iowa Newborn Metabolic Screening Profile. Iowa has seen a steady increase in breastfeeding rates since 1991. The following table shows rates for the past 8 years:

1995	1996	1997	1998	1999	2000	2001	2002
56.4%	57.7%	59.9%	61.6%	62.7%	63.1%	64.6%	64.9%

### **WIC National Breastfeeding Promotion Project and Evaluation Report**

The WIC National Breastfeeding Promotion Project was a cooperative agreement between USDA/Food and Consumer Service and Best Start Social Marketing. The goals of the project were to increase:

- Breastfeeding initiation and duration among WIC participants
- Referrals to WIC for breastfeeding support, and
- General public acceptance and support of breastfeeding.

Carefully targeted messages, materials, and other media interventions were developed by Best Start based on social marketing research. The project strategy included a media campaign, pamphlets, posters, and resource materials for program staff. While developed at the national level, the project was implemented at the state level.

The project kicked off on August 1, 1997. Paid television ads and outdoor billboards appeared in selected media markets in August and September of 1997. A second phase of paid ads were used in 1998 and include some new media markets. In addition to television ads and outdoor billboards, radio ads were also featured in 1998. Newspaper advertisement was added in 2000 with both daily and weekly papers being utilized statewide.

The project evaluation showed an increase in awareness of the breastfeeding messages targeted in the campaign and more positive attitudes on breastfeeding.