OVERVIEW

Media campaigns and social marketing initiatives include promotions and advertising that support or encourage breastfeeding, as well as visual and audio media that strengthen the perception of breastfeeding as a normal, accepted activity. Media campaigns are commonly presented to a wide audience and use public channels, such as television, radio, printed materials, or outdoor advertising. Social marketing campaigns go beyond media campaigns. They are comprehensive, multifaceted approaches providing targeted, coordinated interventions to a variety of audiences, including consumers, their support systems, health care providers, the community, and the general public. Social marketing can take place through many venues traditionally considered part of advertising or can be more targeted. Targeted social marketing can use methods such as professional endorsements, providing items to targeted audiences, and sponsoring events focused on a specific demographic group.

Supported by:

- CDC’s [Guide to Breastfeeding Interventions](#)

Setting:

Community

EXAMPLES

**Media campaign** to distribute information, such as the *Babies Were Born to Be Breastfed* from the U.S. National Breastfeeding Awareness Campaign. Campaign targets first-time parents through television, radio, out-of-home, internet, and print advertising and highlights health consequences of not breastfeeding.

**Social marketing strategy** such as *Loving Support Makes Breastfeeding Work* from the U.S. Department of Agriculture’s WIC National Breastfeeding Promotion Program. Campaign includes public awareness materials, print materials, promotional items for diverse audiences, training (for WIC staff, community advocates and peer counselors), counseling skills development, and technical support to those implementing strategies.

TRT REVIEWED INTERVENTIONS

- [The North Carolina Maternity Center Breastfeeding-Friendly (NCMCFB) Designation Program](#)
RESOURCES AND TOOLS

COMMUNITY

- **Loving Support Makes Breastfeeding Work** (Women, Infants, and Children Works, United States Department of Agriculture)
  This website describes a national social marketing breastfeeding campaign, Loving Support, and includes sample tools, goals, key messages, target areas, and promotional materials which can be used to develop a breastfeeding campaign. The website also provides information on other breastfeeding promotion projects.

- **Every Ounce Counts Media Toolkit Breastfeeding Campaign Toolkit** (WIC)
  This toolkit is distributed to all local agency breastfeeding coordinators in Texas. It contains all of the media components (two radio commercials, four television commercials, and three outdoor public service announcements), a sample press release and discussion points for the Every Ounce Counts breastfeeding campaign.

- **Every Ounce Counts Commercials** (WIC)
  These are previews of the radio and television commercials for the Every Ounce Counts breastfeeding campaign, offered in both English and Spanish.

REFERENCES