

ShowCase

Be A Star

Topic: Breastfeeding

Organisation: Central Lancashire PCT

Location: Lancashire (North West)

Dates: 2007 to ongoing

Budget: £52,000

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Overview

Commissioned by Central Lancashire Primary Care Trust (PCT), in partnership with Little Angels breastfeeding peer support organisation and The Hub social marketing agency, Be A Star promotes breastfeeding amongst 16- to 25-year-old mothers. It does this by celebrating mothers who breastfeed as 'Stars' and supporting them through the breastfeeding process, via peer support and improving understanding and acceptance of breastfeeding within the community. Local breastfeeding mums are transformed to look like models, celebrities, singers and actresses, and star in a campaign to make breastfeeding glamorous, sexy and appealing to the target audience.

Be A Star first launched in Central Lancashire in March 2008 and has since been rolled out to 14 other PCTs throughout England.

Results:

- From March to May 2008, breastfeeding initiation rates (among 18- to 25-year-olds) in Central Lancashire increased from 52 per cent to 63 per cent
- This increase was also seen in the particularly deprived Preston locality in Central Lancashire
- Three 'Stars' have been trained as peer-to-peer supporters and one enrolled on a midwifery course within six months of involvement

1. BEHAVIOUR

- To increase breastfeeding initiation rates amongst 16- to 25-year-old mothers by shifting community norms around breastfeeding

2. CUSTOMER ORIENTATION

- Focus groups with young mothers and their peer network
- Desk research
- Research with key breastfeeding stakeholders (e.g. peer support workers, midwives, health visitors)
- Pretesting of concepts with target audience
- Local breastfeeding mums chosen to star in campaign

3. THEORY

- **Social Learning Theory:** People learn behaviour by watching people they identify with, including role models
- **Social Capital Theory:** Redefine the shared norms of the audience and shift the balance of social capital
- **Value Attachment Theory:** Attach the behavioural issue to the target audience's existing value set

4. INSIGHT

- Breastfeeding is 'not for people like me'
- Influence of image and celebrities – But unable to relate own worlds to celebrity lives
- Not engaged by national breastfeeding campaigns
- Breasts are sexual objects
- Influence of partners and grandparents
- Self-esteem is an issue

5. EXCHANGE

- **Barriers:** No family history of breastfeeding; Fear of failure; Perceived difficulty and painfulness
- **Solutions:** Peer support; Celebration of sexy breastfeeding mums just like them; Involvement of partners and families in campaign; Health advice and breastfeeding tips
- **Key offer:** Breastfeeding is your achievement – your baby will get the best start in life because of you – it's something amazing that only you can do

6. COMPETITION

- Marketing budgets of formula milk companies
- Lack of identification with national breastfeeding marketing material
- Discouragement and lack of support from peers, family and partners
- Issues around body image and style

7. SEGMENTATION

- Prioritisation of four deprived wards
- 16- to 25-year-old mums, white and mixed race ethnicity, in low paid or no employment
- Their peers
- Their partners
- Their families

8. METHODS MIX

- Local 'Stars' given a make-over and photo shoot, to become the local, sexy face of breastfeeding mums
- Peer supporters provide on-demand at-home support
- 24-hour peer support helpline
- Internal training with health and maternity professionals
- Website and blog providing support
- Radio advertising, leaflets, posters and outdoor marketing
- Engagement with local retailers, cafes and restaurants
- Leaflets and advice specifically for dads