

NHS North Yorkshire and York Be a Star Evaluation Report



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Be a Star Evaluation Report – York and Scarborough

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Be a Star Evaluation Report – York and Scarborough

Summary

This report presents the findings and makes recommendations of the Social Marketing programme Be a Star evaluation at six months and provides an overview of current breastfeeding work.

NHS North Yorkshire and York commissioned a Social Marketing Company to develop insight work that would inform the creation of a campaign to increase and sustain the uptake of breastfeeding for new mums aged between 16 and 24 in York and Scarborough. The initial Insight report was produced by The Hub (a specialist Social Marketing agency based in Preston, Lancashire) and the subsequent development of the programme was based on this work.

The focus of national policy on increasing breastfeeding initiation and duration rates and anticipated return on investment in terms of the reduction in health inequalities provides a clear mandate for NHS North Yorkshire and York to take a proactive lead on addressing these issues locally.

Background

Breastfeeding has a major role to play in public health, promoting health in both the short and long term for baby and mother. The UK has one of the lowest rates of breastfeeding worldwide, especially among families from disadvantaged groups and particularly among disadvantaged white young women.

Evidence suggests that attitudes are affected by a number of factors, including socio-economic status, geography, cultural background and education. The Infant feeding survey (2005)¹ showed that 85% of mothers in higher socio-economic groups initiate breastfeeding, compared to only 59% in low socio-economic groups.

In England and Wales the rate for 2005 was 77%. However in some areas of North Yorkshire our rates are substantially lower. In York the initiation rates are as low as 66.4% and in Scarborough 57.6% (Infant Feeding Survey, 2005). More recently figures for 2007/08 Vital Signs show 71% initiation across North Yorkshire and York, York 67.9% and Scarborough 56.7%.

In some communities there is a deeply entrenched bottle feeding culture, with children and adults rarely, if ever, seeing a woman breastfeeding. Partners, mothers and sisters who play a key role in the decision to breastfeed, or not, may have been socialised in the same culture. In these situations women have negative expectations and a lack of confidence when it comes to choosing whether to breastfeed. (*Good Practice and innovation in breastfeeding, DH 2004*)².

Scope of the campaign

The Hub conducted insight work within the identified areas of York and Scarborough with young women aged 16-24.

In order to develop and deliver a successful social marketing campaign, it was crucial to understand the target audience, what is important to them and how they operate. The primary purpose of the research was to gain an insight into and understand the behaviours, attitudes, relationships, barriers and resistance to breastfeeding within the target audience.

Be a Star in NHS North Yorkshire and York

The Hub had previously worked with other PCTs particularly in the Lancashire area and had produced an effective campaign to meet the needs of the proposed segment of young women. The insight report³ details how the respondents within NHS North Yorkshire and York would receive the Be a Star campaign well, but with some changes.

[The insight report](#) noted that respondents felt:

- The wording of the campaign could be upsetting to those mothers unable to breastfeed but equally felt it important that the messages were bold and succinct.
- The visuals and messages reflected a mother's enjoyment of breastfeeding and the emotional benefits of bonding with a child this way.
- Feeling comfortable about being a mother and being able to provide the child with the best possible start in life were key values for this target audience and they wanted the visuals to reflect this, rather than be open to criticism of the women looking self absorbed or detached from the baby.
- The visuals needed to retain some real-world qualities. The young mothers were looking for signs that these were really women like them and therefore those images where the women were too skinny or too overdressed were not as effective as those who were easily identifiable as new mums, but new mums who dressed to look their best.

Other suggestions included:

- The inclusion of partners and parents in the visuals to show support for the mother.
- Shooting the images in public places to reassure young mums about breastfeeding in public.
- Remote services such as SMS messaging, the telephone helpline and internet blog were also seen as useful sources of information however concerns about accessibility and immediacy needed to be addressed as did being able to verify the information.
- Using the campaign to build momentum behind a movement to promote breastfeeding –friendly venues. Giving women 'safe' places to go where they knew they would be likely to meet other breastfeeding mothers and be welcomed by members of staff was seen as an important factor in increasing duration rates.

Be a Star Implementation Timeline

Task	Timescale
Tender advertised on Supply 2 Health	December 2009
Presentations from possible providers made to panel	February 2009
The Hub awarded the tender	March 2009
Initial stakeholder workshop held at Swinton Grange. Representatives from health (acute and PCT), Children's Centres, Community Health Services and non voluntary organisation	April 2009
Insight research took place which included self completed questionnaires, street intercept interviews and focus groups in both York and Scarborough area.	June/July 2009
Insight Report was published	September 2009
Second Stakeholder workshop held, attendance not as good as initial workshop	September 2009
Initial photo shoot of Nikki and Rachel	October 2009
Feedback to The Hub on the visuals produced	November 2009
Second photo shoot of Kim and Kat	December 2009
Health Visitors did their own in-house training	January 09
Launch of Be a Star in both York (5 th) and Scarborough (1 st) to key professionals	February 2010
Media launch of BAS – York (9 th) and in Scarborough (11 th)	February 2010
Jo Orgels appointed to help 'fast-track' Scarborough and York Hospital through BFI accreditation	March 2010
Morag White appointed as Infant Feeding Coordinator for York Trust funded through the DH grant for BFI implementation	March/April 2010
Jacqui Mortimer appointed as Infant Feeding coordinator for Scarborough Trust (DH BFI grant).	April 2010
National Breastfeeding Awareness Week	June 2010
Evaluation of BAS took place	July 2010

Launch of Be a Star in York and Scarborough to key professionals

The launch of Be a Star took place over two phases, to present the materials to the key professionals, clarify the target audience and the key messages. Both of the launch events were well attended by health professionals and other colleagues including Children’s Centres, Education and other groups, e.g. Foundation Housing. The materials were well received and the professionals agreed to circulate the resources and facilitate this among themselves.

There are two ‘stars’ in both York and Scarborough: Kat and Rachel are the York Stars and Kim and Nikki are the Scarborough Stars.

Materials produced:

- Blog site
- A3 posters 500 each of the 4 images (Kat, Kim, Rachel and Nikki)
- A4 posters 1000 each of the 4 images
- A6 postcards 1000 each of 4 designs
- Banners X 8 – 2 of each of the 4 images.

Total budget costs

Source	Income	Expenditure
Regional SHA Obesity grant	£20,000	
NY Teenage Pregnancy	£5,000	
CYC Teenage pregnancy	£3,000	
Cost of Scoping Phase including research and insight report		£14,800.00 inc. VAT
Cost of Development and implementation phases*		£10,019.10
Launch events (x4) including hire of venue, refreshments		£357.13
Incentives to ‘stars’ including Taxi’s and vouchers		£298.60
Total	£28,000	£25,492.73

* The development phase includes the concept licence, account management costs photography, styling, art direction and studio hire.

The implementation phase includes production of resources and blog.

Note on licence fee

The Hub holds the licence to the Be a Star concept in order to protect the integrity and effectiveness of the images produced. NHS North Yorkshire and York have taken out an agreement to cover the use of the campaign materials for up to 3 years. The photography agreement is held by an independent contractor employed by the Hub and therefore is separate; the licence for this is 12 months. The remaining budget will be used to cover these costs.

How the materials convey the messages of the campaign

NHS North Yorkshire and York's 'Be a Star' campaign features two young mums from Scarborough and two from York and showcases the beauty, confidence and pride that can be achieved with breastfeeding, while highlighting the unique health benefits it can bring for both mother and baby.

Images and the wider suite of materials e.g. blog, show the bonding of mums and babies as raised by the young women in the primary research, the copy on the post cards speak to the young women themselves from the 'stars' and includes some information on the importance of breastfeeding and the positive impact on both the 'star' and their baby, and a 'call to action' they are given the name of the local breastfeeding coordinator, the National Breastfeeding Helpline number and the blog spot.

The posters speak from the key influencers and were decided by the young women themselves and their family situation; they included messages from the baby, grandmother and sister of the 'stars'. As the primary research dictated the copy on the posters included a description of the 'stars' who they were and where they lived and they were styled in high-street affordable and attainable clothes.

Initial launch media coverage

Media outlet	Page or time	Picture Caption	Summary – including spokesperson quoted
Community Newswire	Online		Two glamorous mums from Scarborough are starring in a campaign to inspire more young women in the town to breastfeed their babies. Nikki Carr, 22, and Kim Swales, 23, have been chosen as poster girls for Be a Star, a campaign that aims to showcase the beauty, confidence and pride that can be achieved with breastfeeding, as well as highlighting the health benefits it can bring for both mother and baby. www.communitynewswire.press.net/article.jsp?id=6501630

The Press Covers York Readership 33045 General public	11	Rachel Lawson and Katherine Barber	Two York mothers got a glamorous make over for a poster campaign to persuade mums-to-be that breastfeeding is the best option for their babies and themselves. Quote from Lynn Fitzharris, breastfeeding consultant for NHS NYY.
The Press website General Public		Rachel Lawson and Katherine Barber on their posters	The story above was also posted here: www.yorkpress.co.uk/news/4993005.Mums_poster_girls/?ref=rss Readers Comments Three people commented with one saying that the “campaign makes breastfeeding look sleazy” and “she is proud to bottle feed her children”.
Scarborough Evening News Readership 13626 General Public	Front + 9	Posters	Two young Scarborough mums are set to be the stars of an eye-catching campaign to inspire more young women in the area to breastfeed their babies. Quote from Anita Eldridge-Smith, breastfeeding consultant for the NHS NYY.
Minster FM 91000 General public	News Bulletins		Two young mums from York spoke to Minster about the Be a Star campaign and how the NHS is encouraging all young mums to breastfeed.
Yorkshire Coast Radio 42,000 General public	News Bulletins		Scarborough breastfeeding mums gave interviews about ‘Be a Star’ campaign encouraging young mums to breast feed.
Yor-OK Parents area Website = worldwide			Two York mothers got a glamorous make over for a poster campaign to persuade mums-to-be that breastfeeding is the best option for their babies and themselves. Quote from Lynn Fitzharris, breastfeeding consultant for NHS NYY. www.yor-ok.org.uk/breastfeeding
Changing Times Professionals in North Yorkshire	5		Glamorous mums from Scarborough and York are starring in a campaign to inspire more young women in the town to breastfeed their babies. The mums have

area Readership			been chosen as poster girls for Be a Star, a campaign that aims to showcase the beauty, confidence and pride that can be achieved with breastfeeding, as well as highlighting the health benefits it can bring for both mother and baby.
NY Times Delivered to all homes in the north Yorkshire area.	16		Two glamorous mums from Scarborough are starring in a campaign to inspire more young women in the town to breastfeed their babies. Nikki Carr, 22, and Kim Swales, 23, have been chosen as poster girls for Be a Star, a campaign that aims to showcase the beauty, confidence and pride that can be achieved with breastfeeding, as well as highlighting the health benefits it can bring for both mother and baby.

A wide range of media sources took the story and used it positively and the overall affect was a positive one. However, the article published in The Press went to print before the launch and as such the local newspaper did not turn up to the launch event. They also used the term 'glamour model' which has certain connotations which is completely against the campaign message that breastfeeding can be done discreetly and with no exposure and/or embarrassment.

Lessons learned - ensure embargo is placed on press releases if they are issued before launch dates!

Overview of Other Local Breastfeeding Initiatives

In February 2009 NHS North Yorkshire and York was one of eight areas which successfully secured £100K from the Department of Health's Inequalities Initiative to 'promote good health in early years and to reduce inequalities by raising breastfeeding numbers and rates within the local area'.

A project plan was developed in consultation with the Department of Health and their guidance on how the funding should be allocated was followed. The funding is aimed to provide a 'kick start' to achieving the BFI (Baby Friendly Initiative) accreditation through UNICEF⁴. The funding awarded cannot cover all that is required to achieve accreditation.

The project follows a phased approach:

Phase one concentrates on improving initiation rates and will be taken forward through supporting Scarborough and York hospitals to achieve BFI accreditation. Alongside this support, funding will be given to provider services to enable them to prepare to go forward towards achieving BFI accreditation.

To date the following has been achieved:

- York Hospitals Foundation Trust to achieve BFI accreditation. Funded 0.8 wte, Band 7 Infant Feeding Coordinator for 12 months, the initial funding from BFI is for 12 months. The post holder commenced in March 2010. To date York has registered intent with UNICEF to go baby friendly, received an action planning visit from UNICEF with a plan in place to achieve accreditation. York received the Certificate of Commitment, the first award given when there is a breastfeeding policy, an action plan and signed commitment form from senior staff. The post holder has started monthly training with 10 midwives and 5 Health Care Assistants. York will be going for Stage 1 assessment before December 2010 that assesses the mechanisms that have been developed to enable the standards to be implemented and maintained.
- Scarborough District Hospital to achieve BFI accreditation. Funded 0.5 wte band 7 Infant Feeding Coordinator. Scarborough has registered intent with UNICEF to go baby friendly, received an action planning visit from UNICEF with a plan in place to achieve accreditation. Scarborough received the Certificate of Commitment, the first award given when there is a breastfeeding policy, an action plan and signed commitment form from senior staff. A key workers group has been set up, meeting monthly for support and consultation. There are 3 peer support groups set up and running. Training staff started in September 2010.

The wte posts were based on birth rates.

The PCT is working with Community Mental Health Services (CMHS) and possible volunteer providers to decide how to take this forward in the community. The funding has also covered a number of staff training events which must be in place to achieve BFI which includes breastfeeding Management and Train the Trainers course.

Phase two will involve planning, through the Infant Feeding Strategy Group how we can extend BFI status to all our providers, including peers supporters, identifying gaps and delivering a costed plan for sustainability of provision and support the delivery of increased levels of initiation and maintenance of breastfeeding rates.

North Yorkshire and York Infant Feeding Strategy Group

The Infant Feeding Strategy Group is a key vehicle in promoting the importance of breastfeeding with key stakeholders. Membership of this group includes midwives from both York and Scarborough Acute trusts, BFI infant feeding coordinators and rep from Harrogate hospital, NHS North Yorkshire and York, CMHS and voluntary organisations.

The aim of the North Yorkshire and York Infant Feeding Strategy Group is to take the lead on all infant feeding and nutrition issues. Initially the groups focus was on breastfeeding with a particular focus on reaching women from disadvantaged groups, their partners and influencers.

Governance arrangements for the group include reporting to the Children and Young people's, Sexual Health and Maternity Services Commissioning Group.

A recent Infant Feeding Implementation visit with The Department of Health took place and a report following that visit is being collated. The visit explored breastfeeding activity across the patch, discussion identifying good practice, gaps and opportunities, where outcomes could be maximised at little or no cost. This information will shape the direction of the Infant Feeding Strategy Group.

Performance and Data Collection

Community and Mental Health Services

Breastfeeding initiation

Breastfeeding initiation data is collected from the midwifery departments. Since 2003/04, each primary care trust has been required to submit quarterly data on the number of births, showing how many mothers initiate breastfeeding and how many do not.

The data below shows breastfeeding initiation at the start of the Be a Star programme Q4 January to March 2009/10 and then following 6 months of the campaign in Q1 April to June 2010/11.

Line description	Trust	2009/10 Q4 (Jan-Mar)	2010/11 Q1 (Apr-June)
Number of new mothers known to have initiated breastfeeding	Scarborough and NE Yorkshire	162	187
	York	489	503
Number of maternities	Scarborough and NE Yorkshire	275	288
	York	738	746
% of women known to have initiated breastfeeding	Scarborough and NE Yorkshire	58.91%	64.93%
	York	66.26%	67.43%

The data above shows that for both York and Scarborough the initiation rates have increased from Q1 to Q4. It is however not possible to conclude whether this is due to the implementation of the Be a Star campaign.

Breastfeeding Duration 6-8 weeks

Since 2008/09, each primary care trust has been required to submit quarterly data on the prevalence of breastfeeding at 6-8 weeks. This indicator is included in tier 2 of the NHS Vital Signs performance framework⁵.

Unfortunately the breastfeeding duration data is not reliable due to different systems for recording data with a manual, hand written system in place in many areas recording an incomplete data set, i.e. no birth date of mother, postcode, date of birth of the baby and method of feeding (exclusive breastfeeding/exclusive bottle feeding or mixed bottle and breastfeeding).

A review of data collection needs to be completed as a priority. It is essential to have good quality data for the journey through UNICEF BFI accreditation. This will help identify areas with high need and evaluate the success of commissioned programmes.

Be a Star Questionnaire results

Audit and evaluation of breastfeeding interventions is a requirement of the UNICEF UK Baby Friendly Initiative Seven Point Plan⁴ for sustaining breastfeeding in the community which is recommended by The Department of Health as a key delivery mechanism for increases in breastfeeding prevalence at 6-8 weeks (DH/DCSF, 2009)⁶.

It has been 6 months since the Be a Star launch. To evaluate its effectiveness a covering letter and 2 questionnaires were sent out to all key contacts in York and Scarborough who have played a significant role in the promotion of the programme with the target group (Appendix 1). One questionnaire was for postnatal Mums to complete to gauge the impact (if any) on breastfeeding (Appendix 2). The other questionnaire was for health workers and their opinions of the campaign and if they had noticed any difference in breastfeeding among young women (Appendix 3).

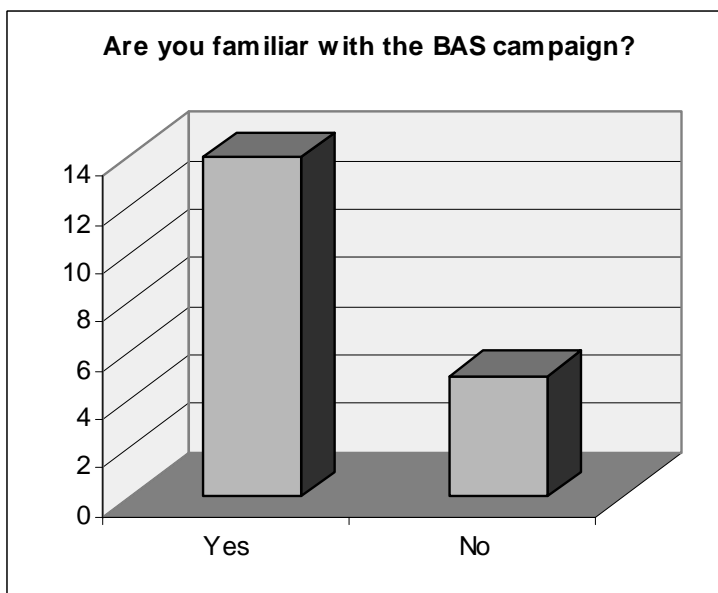
Mums postnatal – questionnaire summary

- 19 questionnaires were completed and returned.
- The majority of the mums who completed the questionnaire were older than 24 (11) and the remainder were 16-24 (8), this therefore means that much of the feedback is from outside the target audience.
- For most of the respondents it was their first child (13) with 6 respondents having 1 other older child. 5 from the 6 older children were breastfed and 1 was not.

Q5 9 mums were currently breastfeeding their present child and 9 stated that they were not, 1 did not respond.

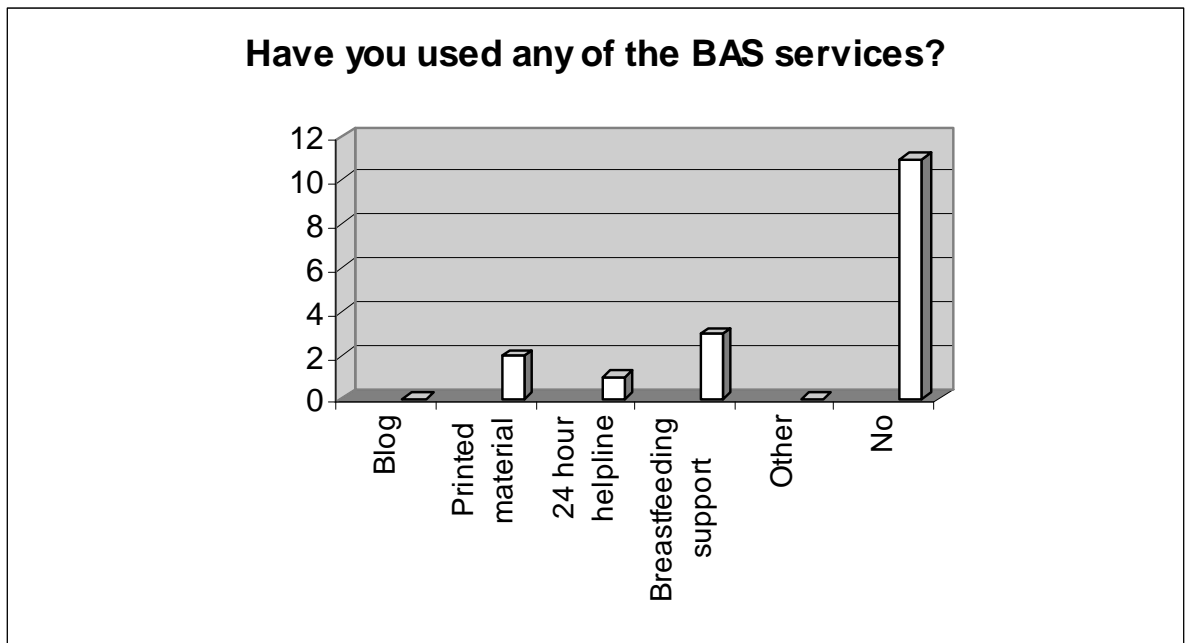


Q6 14 mums were familiar with the BAS campaign and 5 were not.



- Most people heard about the campaign via a poster or other printed material (11), 1 response for through a friend or family member, 2 responses for the website on a search engine, and 2 responses for via a health professional and 1 had seen a bus advert.

Q8 11 mums had not used any of the services provided as part of the campaign, 3 had used breastfeeding support, 1 had used the 24 hour helpline and 2 had used the printed materials.



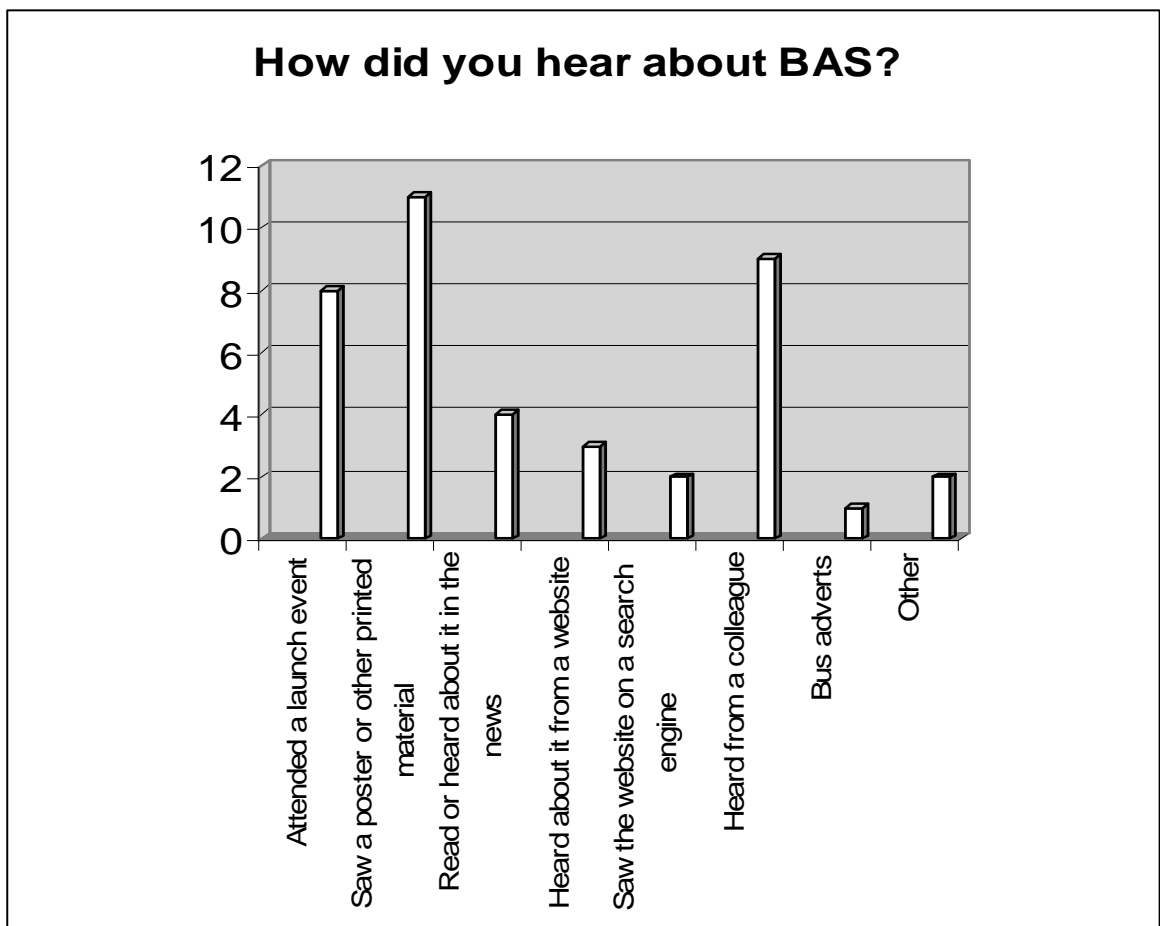
Q9 15 mums stated that if they were to have any more children they would breastfeed them, 3 stated that they would not because it was painful, not for them and one child emergency caesarean and second child traumatic natural delivery.

- All respondents stated that the Be a Star campaign did not affect their initiation decision to breastfeed, although 4 mums felt supported by the campaign to breastfeed, 2 did not, for 9 it was not applicable and 3 did not respond.
- The images were the most liked about the campaign (5), the poster/postcard received 3 responses, the message and information received 2 responses each and 1 responded that they liked it all.
- 1 mum did not like anything about the campaign, although there was no explanation as to why that was. 1 mum commented that the campaign was only really aimed at younger mums. 1 Mum commented that she didn't like the poster/postcards because they looked 'too posh'.
- Any other comments: 1 mum stated that she didn't really understand what the campaign was actually about.

Health Workers – questionnaire summary

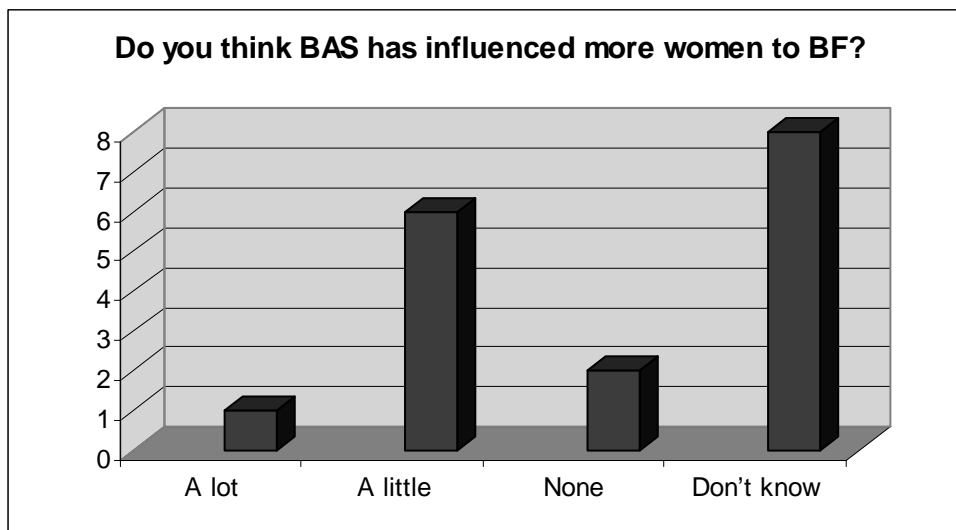
- 18 questionnaires were completed and returned.
- All 18 health workers were part of the NHS, so unfortunately there is no representation of views from other organisations regarding the campaign.

Q2 The majority of health workers had heard about Be a Star by seeing a poster or other printed materials (11), 9 had heard from a colleague, 8 respondents had attended a launch event, 4 had read or heard about it in the news, 3 had heard about it from a website, 2 saw the website on a search engine and 2 had heard about it as both the young women stars were part of the M2B project (other). 1 respondent had seen a bus advert. (Please note more than one response was asked for).



Q3 Thinking of all the women the health workers work with Some (7), Most (6), Only a few (1) and very few (1) say they plan to breastfeed.

Q4 7 respondents stated that they didn't know if the Be a Star campaign has influenced more women to breastfeed. 1 thought it had influenced mums a lot and 6 thought a little and 1 thought it had no influence at all.



Q5 7 health workers didn't know if the campaign had had an effect on young women aged 16-24, 5 thought it had made an impact and 3 didn't think it had made any impact.

The reasons for these responses are as follows:

“Hear pregnant girls discussing the pictures”

“Younger mums have said it seems ok to breastfeed, you can look glamorous and breastfeed”

“Girls were impressed by the posters and did make them think more about breastfeeding and consider it”

“Girls have commented on how good Kat looks on the posters at college”

“I don't know, I have had some success with this age group, but am not sure if this is greater than before the campaign”

“I have not seen an impact in my clients but it may have affected others”

“May know from the questionnaire result”

“None of the women I work with have mentioned it”

“Too early to tell”

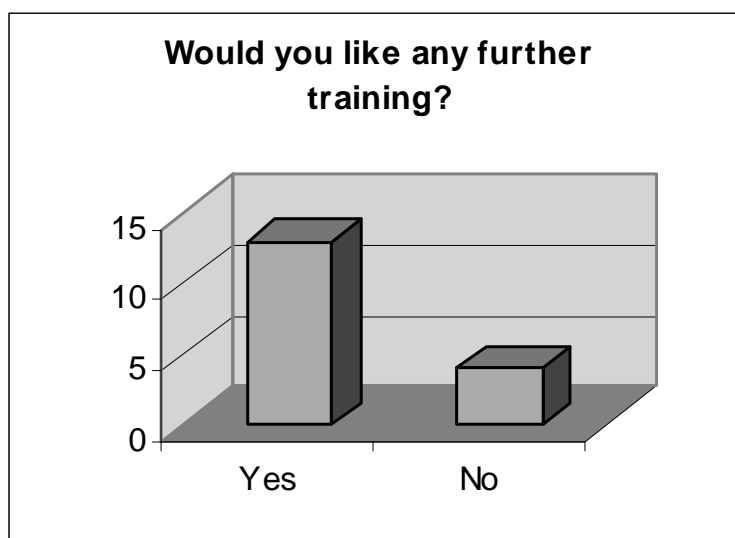
- No health workers have seen an increase in other age groups, 2 responded as not applicable, 3 did not respond and 1 stated that they did not know.

Q7 All health workers have attended some form of breastfeeding training with wide variations as follows:

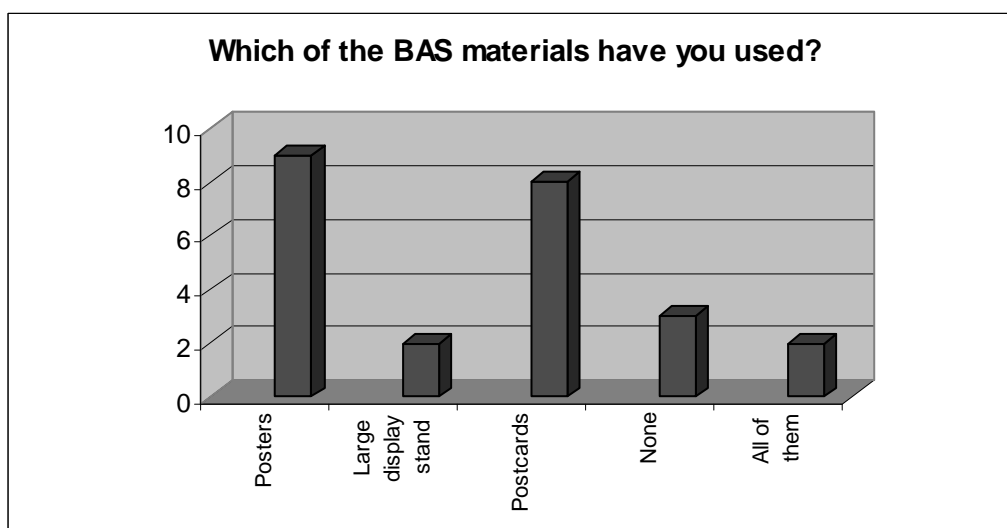
Trust led updates for midwives (5)

Breastfeeding workshop at the end of Yor babe courses (1)
 ½ a morning in 5 years (2)
 2 long courses 8-10 years ago and ½ day refresher last year (1)
 Basic awareness (2)
 UNICEF 3 day management course (3)
 ½ day with specialist breastfeeding HV (1)
 One day by breastfeeding counsellor about 18 months ago (1)
 Student midwife training (1)

- 13 of the respondents would like to undertake further training in the following areas: ongoing updates and managing problems, although ½ day was interesting would welcome more “grass roots” training as felt this was quite technical, UNICEF train the trainers course, establishing breastfeeding, regular training updates to reinforce good sound advice.



Q9 When asked which of the Be a Star resources the health workers have used, 9 had used posters, 2 the large display stands, 8 the postcards, 3 had not used any of them and 2 had used all of them. (Please note more than one response was asked for).



- Q10 The respondents would like the following extra resources to help promote breastfeeding, leaflets, display stand, DVD, calling cards, electric pump to demo expressing, dedicated lactation specialist (2), peer supporters and 1 health worker feels they use enough.
- Q11 13 health workers viewed the campaign as having a positive impact on breastfeeding. 1 health worker thought the campaign had a negative impact on breastfeeding, 2 thought that there was no significant impact either way, 1 respondent was unsure and 1 did not respond.

Other comments:

- “Positive for staff – some of written information assumes all young mothers are literate.”
- “I think it presents a very positive view of breastfeeding.”
- “I feel the posters help to give out a positive message so impact should be positive.”
- “No impact as not seen by clients.”
- “Anything that promotes BF is positive, by the time HV see new mothers they have usually decided on method of feeding.”
- “I would imagine positive as opposed to negative, however I have no evidence to suggest this certainty.”

Feedback from NYY Infant Feeding Strategy Group and York Healthy Weight, Active Lives

All attendees at both meetings had seen the Be a Star campaign which is a positive outcome. Many of the attendees said that they were unsure of the campaign message and didn't associate it with breastfeeding. It was noted that the bus advert was obscure, missed the message and one commented that they thought it was a competition. The strap line 'Be a Star' was also questioned stating that this could be applied to any situation and could mean anything so therefore was confusing. Some group members thought that it should have been aimed at older mums as well as young Mums. Many however were still using the materials and thought that the local girls added impact and created discussion. Children's Centres really liked the resources and wanted it rolling out across the patch. Health professionals said it helped them to think about how to use the materials to best advantage and to think outside the box.

Some members of the group requested that the questionnaires be resent as it was due to timings (schools holidays) that they did not manage to distribute the questionnaires.

Scarborough Stars – Nikki Carr and Kim Swales

The feedback they gave for taking part in the campaign

Nikki Carr, who gave birth to son Alfie at Scarborough Hospital, said: “I think it’s great that young mums are being encouraged to breastfeed their babies as I think a lot of people my age either aren’t aware of the benefits or are too embarrassed or scared to try it.

“I think that glamorising breastfeeding will catch the attention of young mums and hopefully give more young women the confidence to give it a go.”

Kim Swales, mother of seven month-old Molly, added “I’d be lying if I said I’d never had any funny looks for breastfeeding in public, and that’s the main reason I wanted to get involved in this campaign. Breastfeeding is the most natural start you can give your baby so I don’t see why people should be made to feel uncomfortable about doing it. I do think there’s a balance to strike and there are ways to breastfeed subtly, as we’ve demonstrated in our photos.

“Health benefits aside, I don’t think a lot of young mums appreciate the amount of time and money that breastfeeding can save over bottle feeding. All in all, breastfeeding simply makes sense!”

York Stars – Rachel Lawson and Katherine Barber

The feedback they gave for taking part in the campaign

Rachel Lawson, who gave birth to daughter Chloe at York Hospital last March, said:

“I’ve often had funny looks when breastfeeding my baby in public so I think it’s great that this campaign shows breastfeeding in a positive light.

“I hope it will help to change some of the perceptions that breastfeeding is old-fashioned and no longer socially acceptable, when in reality it’s one of the best things a mother can give her baby.

“I think that women can be discreet when breastfeeding their babies and it doesn’t necessarily mean you have to bare all, as we’ve shown in our photos.”

The second York star, Katherine Barber, added:

“I was never in any doubt about whether to breastfeed my baby as I knew what a difference it would make to his health. So far he’s had no illnesses whatsoever, unlike some of my friends’ babies who have been bottle-fed.

“Putting the health benefits aside, choosing to breastfeed can also make life far easier for you as a mother. You don’t need to worry about making-up bottles and it saves a lot of money too!”

“I can appreciate why some young mothers don’t want to breastfeed – whether it’s because they are too embarrassed or think it will hurt. When I first started I did get sore nipples but that soon stopped and now I don’t have any side-effects. Learning how to breastfeed is important so get yourself along to a group, meet like-minded mothers and pick up some tips and techniques from the experts.”

Conclusion

Only limited conclusions can be drawn from this evaluation due to the small sample size and the fact that the majority of the sample was not from the target group. However, from the feedback it appears that the Be a Star campaign has overall been well received by both mums and health workers in York and Scarborough.

Feedback received from the Infant Feeding Strategy Group (IFSG) and the York Healthy Weight, Active Lives meetings suggested that the campaign message was unclear and the strap line was not specific to breastfeeding. However, the use of real, local girls created an impact and discussion. The health professionals were still using the materials and they were helping them to engage with families to discuss breastfeeding.

The local stars from York and Scarborough highlighted a real need for this campaign with young mums; this supports the insight work undertaken in York and Scarborough. The stars hoped that by taking part in the campaign that it would encourage more young mums to give it a go, it would change attitudes and behaviour by promoting breastfeeding as the healthy option for both mum and baby, and that it can be done discreetly and it saves time and money.

The majority of the mums who filled out a questionnaire were aware of the campaign and had seen the printed materials. Although the associated Be a Star services had not been utilised by many of the respondents, the breastfeeding support, 24 hour helpline and the printed material had been used by a few of the women.

The majority of the respondents stated that they would breastfeed any future children. The campaign did not appear to affect any current decisions to initiate breastfeeding, this was perhaps due to the feeding decision already been made before they had seen or heard of the campaign postnatal. Mums did however feel supported by it and it may have encouraged them to continue for longer. The images were the most popular feature of the campaign. A criticism of the campaign was that it was only aimed at younger mums this was highlighted by several health workers and a mum. 1 mum thought that the poster/postcards looked too posh and 1 mum was unsure what the campaign was all about.

All the feedback from the health workers was from the NHS, unfortunately there is no representation of views from other organisations. Be a Star appears to have reached all staff and through a number of channels. Some or most of the women they come into contact with say they plan to breastfeed so the health worker has an ideal opportunity to encourage and support this decision further. The majority of the respondents did not know if the campaign had influenced or impacted mums to

breastfeed. All respondents had attended breastfeeding training and the majority would be interested in further training. The resources of the campaign appeared well used and extra resources to promote breastfeeding were requested by some. Overall the respondents thought that the campaign was a positive message for breastfeeding.

The initiation rates in both York and Scarborough have increased from the start of the campaign to 6 months later, although this could be due to a whole range of factors.

Finally it is important to recognise that this campaign was developed using the NHS North Yorkshire and York breastfeeding social marketing insight report findings and that this campaign forms one strand of a comprehensive approach to breastfeeding and cannot be seen in isolation.

Recommendations

- 1 To re evaluate in 6 months time (at 12 months), questionnaires to be sent out in December 2010 to obtain a larger sample size from the correct target audience.
- 2 Resources to be built into evaluation with immediate input at 3 and 6 months for future projects.
- 3 Working with the media should be incorporated into future project plans.
- 4 Ensuring robust performance data at 6-8 weeks is collected across North Yorkshire and York.
- 5 Understanding social marketing, further work/training with health workers.
- 6 Breastfeeding should continue to be a priority and the insight work will inform future commissioning/local interventions.
- 7 Explore using a range of approaches to deliver further breastfeeding training to staff.

References

- 1 Infant Feeding Survey. The Information Centre for Health and Social Care, 2005. Available online: www.ic.nhs.uk/pubs/ifs2005
- 2 Good Practice and innovation in breastfeeding, Department of Health, 2004. Available online: www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_4097202
- 3 NHS North Yorkshire and York Breastfeeding Insight Report, The Hub, 2009. Available online: www.northyorkshireandyork.nhs.uk/StayingHealthy/breastfeeding/LocalInitiatives.htm
- 4 The Seven Point Plan for Sustaining Breastfeeding in the Community. UNICEF Baby Friendly Initiative, 2008. Available online: www.babyfriendly.org.uk/page.asp?page=219
- 5 Vital Signs Return, 2007/08. NHS North Yorkshire and York.
- 6 Commissioning Local Breastfeeding Support Services. Department of Health/Department for Children, Schools and Families, 2009. Available online: www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_106497.pdf

APPENDIX 1



North Yorkshire and York

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7 July 2010

Dear Colleague

Re: Be a Star 6 month Evaluation

The social marketing campaign 'Be a Star' was launched in February 2010 in York and Scarborough. 'Be a Star' focused its work on young women aged 16-24. The main aim of the work was to increase breastfeeding initiation and duration among young women where there are currently low levels of uptake in comparison to the rest of the Primary Care Trust and across England and Wales as a whole. An evaluation is crucial to review the campaign for future service delivery.

Attached are copies of two questionnaires:

1. Health workers evaluation questionnaire
2. Postnatal Mums evaluation questionnaire

I would be grateful if you could distribute the questionnaires as widely as possible to all staff you work alongside including different organisations. Please distribute to Mums that you have contact with, through groups that you run, who fall into the 16-24 age group. We would like your views and the Mums views on the campaign to find out if it has had a positive impact on breastfeeding.

If any Health workers have collected evidence/data of their own, this would be really useful to include in the report, please attach this to your questionnaire or alternatively send to me via email.

Please could you return the completed questionnaires to me by the **6 August 2010** at the address above. If you have any questions please feel free to contact me.

I will send out a copy of the evaluation report for your information.

Yours sincerely

Emma Davis
Health Improvement Practitioner Specialist



Chair: Kevin McAleese CBE

North Yorkshire and York Primary Care Trust

Chief Executive: Jayne Brown OBE Clinical Executive Chair: Dr Vicky Pleydell

**Be a Star Evaluation Questionnaire – 6 months
Mums Postnatal**

Please take the time to complete this questionnaire and hand in before you leave. The results are anonymous and will be used to inform future breastfeeding services.

1. How old are you? (Please tick)
16-24 **older**
2. Is this your 1st child? (Please tick)
Y **N** **If Yes, please go to question 5**
3. If no, how many older children do you have? (Please tick)
1 **2** **3** **4+**
4. Did you breastfeed any of your older children? (Please tick)
Y **N**
5. Are you breastfeeding your present child? (Please tick)
Y **N**
6. Are you familiar with the 'Be a Star campaign'? (Please tick)
Y **N**
7. If yes, how did you hear about the campaign?
(Please tick all that apply)
 - Saw a poster or other printed material**
 - Heard from a friend or family member**
 - Read or heard about it in the news**
 - Heard about it from a website**
 - Saw the website on a search engine**
 - Heard from a health professional**
 - Bus adverts**
 - Blog**
8. Have you used any of the services provided as part of the campaign?
(Please tick all that apply)
 - Blog**
 - Printed material**
 - 24 hour helpline**
 - Breastfeeding support**
 - Other, please state:** _____

9. If you are planning to have more children would you breastfeed them?
(Please tick)

Y N

10. If no, why not?

11. Did the Be a Star campaign affect your decision to breastfeed? (Please tick)

Y N

If yes how?

12. Did you feel supported during breastfeeding by the campaign? (Please tick)

Y N N/A

13. Was there anything in particular that you liked about the campaign?
(Please tick all that apply)

- Images
- Information
- Website/Blog spot
- The message
- Poster/postcard
- Other, please state: _____

14. Was there anything about the Be a Star materials that you didn't like?
(Please tick all that apply)

- Images
- Information
- Website/Blog spot
- The message
- Poster/postcard
- Other, please state: _____

Thank you for taking the time to complete this questionnaire.

Return to: Emma Davis, Health Improvement Practitioner Specialist, NHS North
Yorkshire and York, Station Road Business Park, Station Road, THIRSK, YO7
1PZ.

Thank you.

**Be a Star Evaluation Questionnaire – 6 months
Health Workers**

Please take the time to complete this questionnaire. The results will be used to inform future breastfeeding services. Please complete this questionnaire if you are familiar with Be a Star.

1. What is your current job role? (Please tick)
 - NHS**
 - Local Authority**
 - Voluntary sector**
 - Other, please state:**

2. How did you hear about Be a Star?
(Please tick all that apply)
 - Attended a launch event**
 - Saw a poster or other printed material**
 - Read or heard about it in the news**
 - Heard about it from a website**
 - Saw the website on a search engine**
 - Heard from a colleague**
 - Bus adverts**
 - Other**

3. Thinking of all the women you work with, how many say they plan to breastfeed? (Please tick)
 - All**
 - Most**
 - Some**
 - Only a few**
 - Very few**
 - None**
 - Don't know**

4. Do you think the Be a Star campaign has influenced more women to breastfeed? (Please tick)
 - A lot**
 - A little**
 - None**
 - Don't know**

**If it has increased, do you have any evidence of this, i.e. have you collected data which you would be willing to share?
If so please could you attach this.**

5. The campaign was aimed at women 16-24. Do you think it has had an impact on this age group? (Please tick)
Y N

Please give reasons for your answer:

6. Have you seen an increase in other age groups?
Y N

If yes, please state how this is evidenced:

7. What breastfeeding training have you attended?
Please state:

8. Would you like any further training? (Please tick)
Y N

If yes, in any particular area?

Please state:

9. Which of the Be a Star materials have you used?

Please state:

10. What further resources (if any) would help you to promote breastfeeding?

Please state

11. Generally do you view the campaign as having a positive or negative impact on breastfeeding? (Please tick)

- Positive**
 Negative

Please give further comments:

If you would like further information on breastfeeding training available please complete your contact details below:

Name:

Job role:

Contact details:

Return to: Emma Davis, Health Improvement Practitioner Specialist, NHS North Yorkshire and York, Station Road Business Park, Station Road, THIRSK, YO7 1PZ.