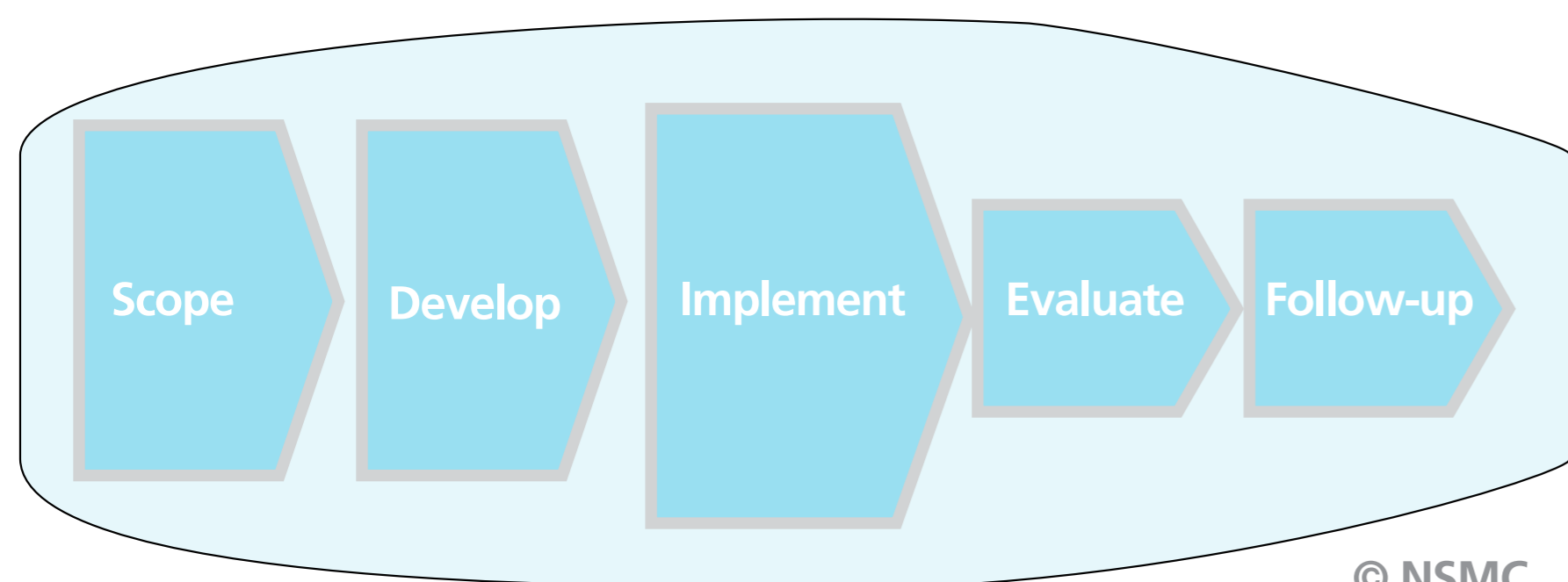


A social marketing approach to increasing breastfeeding rates

Scoping and building insight

Social Marketing – systematically planned and delivered to achieve behavioural goals



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Social Marketing – a customer focused approach

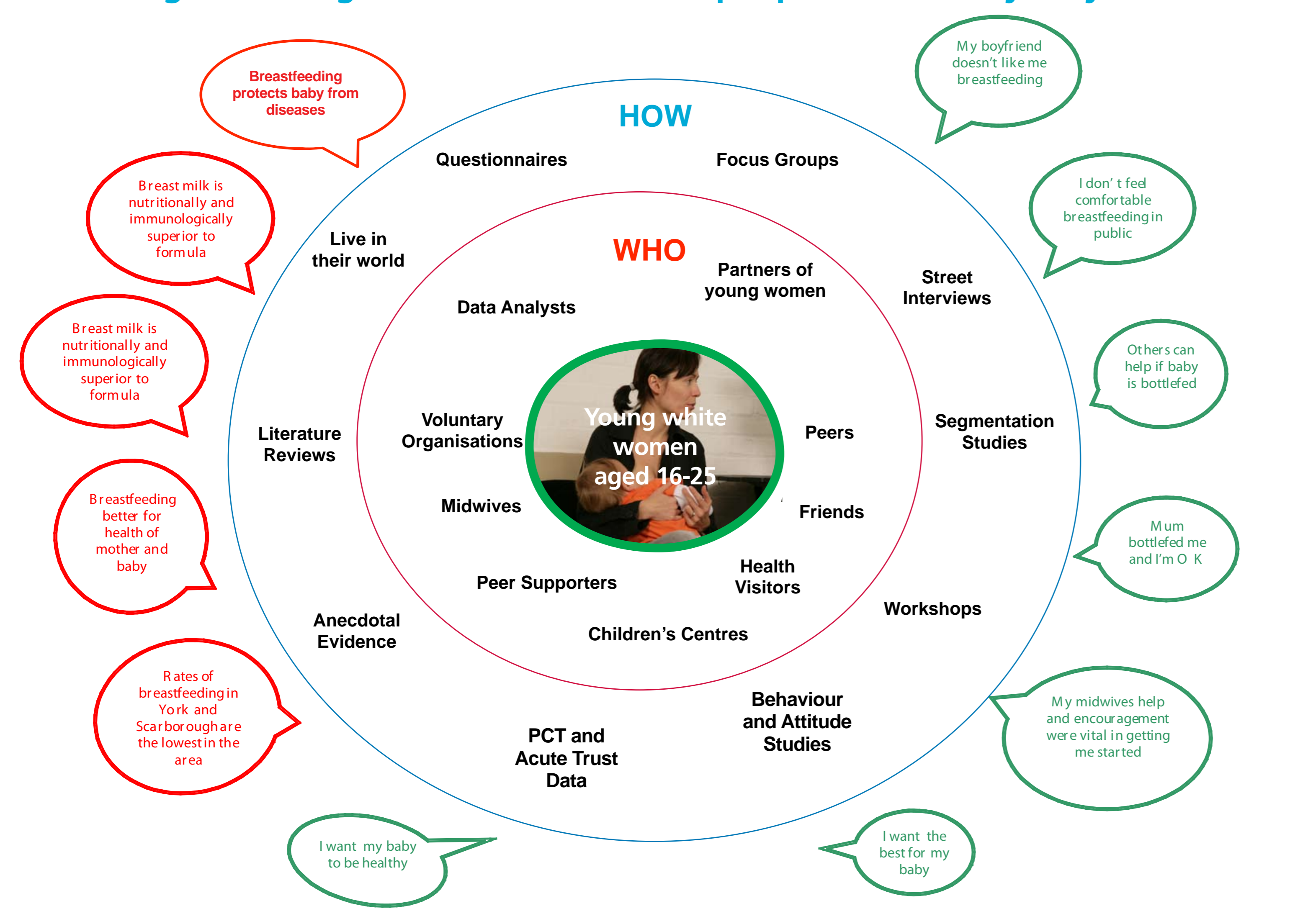


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The Total Process Planning Model

What is 'insight'? Insight is developing an understanding of what it is like to live the lives of our target audience. It avoids professional assumptions about what our target audience wants, needs or thinks.

Building local 'insight' – understand what people do and why they do it



The UK has one of the lowest rates of breastfeeding worldwide, especially among families from disadvantaged groups and particularly among disadvantaged white young women.

Breastfeeding rates in North Yorkshire and York (2005) Infant Feeding Survey

England and Wales	77.0%
York	66.4%
Scarborough	57.6%

Are you a social marketer?

Social marketers:

- Understand what people do and why they do it.
- Put people at the heart of public health.
- Build on what they know works.
- Systematically plan and deliver achievable behavioural goals.
- Inform policy, strategy and implementation.
- Focuses on measurable behaviour goals.
- Promote behaviour that people can achieve.

From insight to development: Social marketing is both strategic and operational

Policy formulation

Informed by insights, e.g. Infant Feeding policy

Strategy development and intervention scoping

Informing selection of interventions to achieve goals, e.g. Baby Friendly Hospital Initiative, peer support, working with voluntary organisations and health professionals

Operational social marketing – a planned process:

- Media campaign
- Service design and delivery
- Local initiatives

Philippa Press
Health Improvement Manager
– Social Marketing
NHS North Yorkshire and York



North Yorkshire and York