

Reproduced with kind permission of the NHS and The Hub

SHE'S NOT
A MODEL.
SHE'S A STAR



STRENGTHS

Holistic approach
Stakeholder engagement
Group identity formation
Peer-to-peer support community
Word on mouth

PROJECT TITLE

Breastfeeding Initiation Programme

CLIENT

National Health Service NHS, UK

DESIGN SUPPLIERS

The Hub, Bristol, United Kingdom

LAUNCH DATE

March 2008

USEFUL LINKS

www.beastar.org.uk

TITLE

SUMMARY

Breastfeeding promotion has a key role to play in tackling a range of health, social, economic and environmental issues. Even though it is widely known that breastfeeding is beneficial for a baby's development, babies from disadvantaged backgrounds are less likely to be breastfed. *Be A Star* is a social marketing campaign that promotes breastfeeding amongst young women (aged 15-25) by celebrating mothers that breastfeed as 'stars'.

INSIGHT

Given the direct correlation between socio-economic status and breastfeeding, the health benefits of breastfeeding represent a powerful means in the fight to reduce health inequalities. Prior to launch, the number of mums breastfeeding in the targeted area was 52% against a national average of 78%. The formula milk companies spend 10 times more on advertising than the government spend on promoting breastfeeding, however, a 10% increase in breastfeeding could save NHS £2.6 million on the cost of treated gastroenteritis alone.

APPROACH

By leveraging the influence that celebrities have within the target group, breastfeeding was effectively repositioned as something that was glamorous, stylish and a declaration of identity. The programme was designed according to a phased approach that would move through awareness raising, engagement and service design, to long-term normalisation of the desired behaviour. Additionally, strategies and materials were designed to target fathers, friends and grandparents—the key influencers whose attitudes define the social norms around breastfeeding. The “stars” are real mothers and of the audience and that caused a world of mouth within the community.

OUTCOME

Twelve months after the launch, the program had brought significant improvement with national government targets being exceeded 4 times over and a 13% increase in breastfeeding initiation over the first 6 months against a 2% target. A full 12 months following launch, an increase of 9% was still being maintained.