



About Loving Support

Loving Support Makes Breastfeeding Work™ is the result of a 1996 cooperative agreement between the USDA's Food and Nutrition Service (FNS) and Best Start Social Marketing, Inc. The purpose of the campaign was to develop and implement a breastfeeding and promotion campaign that is national in scope and implemented at the State level.

Loving Support™ Campaign Target Areas

- Social marketing research, both qualitative and quantitative, to fully identify and describe the target audience
- Media campaign that includes radio and television public service announcements, education pamphlets and outdoor advertising
- Campaign logo to provide a clear indication of the initiative and serve as a focal point for campaign activities
- Staff support kit that provides WIC staff with a set of tools for initiating community awareness and coalition building in their communities
- Breastfeeding resource guide that provides resources and materials to help support local efforts
- Conference training seminar to highlight the campaign materials and provide participants with the foundation for utilizing materials
- Continuing education and technical assistance to help mentor WIC staff while they assimilate and practice new skills and implement the campaign
- Translation of certain materials into Spanish
- Physician and health care worker resource kit contains helpful, easy-to-use materials to help provide an optimal environment for breastfeeding promotion in clinics and offices

Campaign Goals

- Increase breastfeeding initiation rates among WIC participants
- Increase breastfeeding duration among WIC participants
- Increase referrals to WIC for breastfeeding support
- Increase general public acceptance and support of breastfeeding

- Provide support and technical assistance to WIC State and local agencies in the promotion of breastfeeding

Key Messages

- Helping women feel comfortable with breastfeeding
- Tips on how breastfeeding can work around a busy schedule
- The involvement of family and friends to make breastfeeding a success

Loving Support™ Pilot States

Arkansas
California
Chickasaw Indian Tribal Organization
Iowa
Mississippi
Nevada
New Jersey
New York
Ohio
West Virginia

Spotlight on Iowa:

In 1997 and 1998, the Iowa WIC program implemented the Loving Support™ campaign. Baseline and post-campaign surveys were mailed to a random sample of women enrolled in the Iowa WIC Program. The analysis of these surveys resulted in these findings:

The campaign had a significant impact on WIC participants' attitudes towards breastfeeding and the amount of support they reported receiving from their relatives and health providers.

The key campaign message appeared in open-ended, un-cued responses in the post-campaign questionnaire where mothers cited "bonding opportunities" as the primary reason they felt positively about breastfeeding.

Iowa Breastfeeding Education and Training Materials

http://www.nal.usda.gov/wicworks/Sharing_Center/gallery/wic_fam1.htm#fa2

Spotlight on Mississippi:

In 1998, the Mississippi WIC program was awarded a Special Project Grant to reinforce the Loving Support™ campaign goals and messages and address the special breastfeeding needs of Mississippi. The grant enabled Mississippi to develop two promotional projects:

The Clinic Environment Project funded clinics throughout the State to become Breastfeeding Friendly by creating supportive breastfeeding environments.

The “Another Way of Saying I Love You” video highlights the breastfeeding experiences of six Mississippi families.

http://www.nal.usda.gov/wicworks/Sharing_Center/gallery/wic_fam1.htm#msvideo

Other components included a statewide public awareness and media campaign, staff training, and community and health professional marketing and outreach.

The Mississippi Comprehensive Campaign resulted in a significant increase in the State’s breastfeeding initiation and duration rates, along with:

- Greater community awareness and support for breastfeeding
- Increased referrals to WIC by healthcare providers
- Increase in positive knowledge, attitudes and beliefs about breastfeeding by WIC staff and community health providers