

Newsletter of the  
Lactation Improvement  
Network of Kentucky  
in cooperation with the  
Kentucky WIC Program



World Breastfeeding Week ■ 2011

# Breastfeeding Kentucky



## Kentucky Celebrates Breastfeeding Awareness Month

August is Breastfeeding Awareness Month in Kentucky, and the World Alliance for Breastfeeding Action (WABA) has declared August 1-7 to be World Breastfeeding Week. This year's theme is "Talk to Me! Breastfeeding: A 3-D Experience." The theme focuses on communication at various levels and between various sectors.

According to WABA, breastfeeding support is three-dimensional. The dimensions of time (pre-pregnancy to weaning) and place (the home, community, healthcare system, etc.) are obvious, but these dimensions lack impact without the third dimension of communication!

The objectives for the theme this year include:

- Encouraging the use of new media to reach larger numbers of people;
- Creating and increasing communication between different sectors so information can be accessed and enhanced;
- Increasing communication skills;
- Encouraging mentorship of new breastfeeding advocates;
- Working to creatively implement new approaches to communication and providing a space for people to develop their ideas; and
- Encouraging breastfeeding advocacy in youth, men, and other traditionally less involved groups.

With the unveiling of the state plan, we are actively engaged in furthering many of these World Breastfeeding Week goals! From our work in developing education and marketing resources targeting grandmothers and fathers, to our actions toward developing an integrated network of online media, LINK is making strides toward increasing the communication that helps make breastfeeding a "3-D Experience!"



For more information on World Breastfeeding Week (WBW), please visit [worldbreastfeedingweek.org](http://worldbreastfeedingweek.org). While you are there, be sure to check out the "downloads" page, where you can access the calendars, doll cutouts, and WBW icons. The WBW Action Folder is also available on the "downloads" page.

In addition to the WABA materials, you may also want to visit the ILCA website ([www.ilca.org](http://www.ilca.org)) for additional information. La Leche League also has resources for WBW at their website: [www.llusa.org/wbw/](http://www.llusa.org/wbw/).

# Social Marketing: It's Not Just PSAs Anymore

Jan Johnson, RD, LD, IBCLC

Co-Chair of LINK's Media and Social Marketing Workgroup

*Marketing*...it sounds so corporate and cold. Most people in the breastfeeding community want to be anything but cold! This is where *social* marketing comes in. Instead of advertising for financial gain, according to Weinreich Communications, social marketing is the use of marketing principles to "sell ideas, attitudes, and behaviors" to create change for the greater good of society. For breastfeeding, the goal of social marketing is not to simply have more women choose to breastfeed and do so successfully, but to make breastfeeding normal.

Over the past few decades, social marketing has grown from simple public service announcements (PSAs) into elaborate multimedia campaigns. The development and widespread use of social media (Facebook, Twitter, YouTube, blogs, message boards, etc.) has also expanded the horizon for social marketing outlets. Social media can be a great aid to social marketing. It supplies a means of rapid communication that keeps networks connected and the public engaged. In a time of limited funding



and strapped budgets, it is also important to note that utilizing internet-based tools can be much less expensive than traditional television, print, and radio advertisements.



The hallmark of any effective social marketing campaign is that it is a grassroots effort. La Leche League can probably be credited for starting the effort to support breastfeeding when, in the 1950s, a few moms got together and decided breastfeeding is important. In following the "Strategic Plan for Improving Breastfeeding Rates in Kentucky," part of LINK's role is to keep the effort continuing from the ground up by linking together parents, breastfeeding specialists, healthcare providers, and concerned citizens to help them push the message to the rest of society.

LINK's website is up and running. You can visit it at [www.breastfeedinglink.org](http://www.breastfeedinglink.org). LINK will be opening social media accounts in the future. If you have ideas for the site, or if you would like to be involved in LINK's Media and Social Marketing Workgroup, feel free to contact Jan Johnson at [JanE.Johnson@ky.gov](mailto:JanE.Johnson@ky.gov).

## Text4Baby

Text4Baby is an educational program of the National Healthy Mothers, Healthy Babies Coalition and is the first ever *free* mobile health information service in the U.S.

Women who sign up for Text4baby receive free text messages every week that are tailored to their due date or baby's date of birth. The messages focus on a variety of topics including breastfeeding, immunizations, nutrition, and oral health. The messages also direct women to prenatal and infant care services, including WIC.

This program has been made possible through a broad public and private partnership that includes all of the major U.S. mobile phone companies to ensure that this service remains free to all subscribers.

To sign up, participants send the text "BABY" to 511411 or visit [text4baby.org](http://text4baby.org). To receive text messages in Spanish, the text "BEBE" should be sent to 511411.

Help spread the word about Text4baby to your clients and patients. For more information, visit [www.text4baby.org](http://www.text4baby.org).

# Breastfeeding Support: Stay Connected!

Doraine Bailey, MA, IBCLC  
Lexington-Fayette County Health Department

For mothers to successfully meet their breastfeeding goals, they need access to information, support, and clinical care during their pregnancies, at the hospital, and when they're at home. To provide such support across the miles and mountains, breastfeeding supporters are looking toward new sources of communication, especially digital media through websites, social media pages, and cell phones. To highlight this, World Breastfeeding Week 2011 is focusing on new and emerging communication strategies to protect, promote, and support breastfeeding.

Digital media gives us many opportunities for outreach:

- Static webpages can host evidence-based content and consistent messages so that families can access accurate information.
- Website-hosted forums, blogs, and commenting areas give families a space to post information, questions, and experiences to create a conversation with the website host as well as other posters.
- Social media pages such as Facebook expand the conversation and allow for more rapid posting and dissemination of information about events and breastfeeding news.
- Microblogs like Twitter rapidly share information to followers, who can forward the information out to other networks of followers for an exponential reach.
- Mobile phones can use texting capabilities to send and receive messages about events, to communicate in real time with lactation questions, and even to post photos for clinical care. Smartphones expand the capabilities through apps to access web information, keep a breastfeeding diary, and post to social media networks.

Access to the internet is booming, especially through the spread of smartphone technology. Young families are especially likely to invest in smartphones, even over home computers. Although moderate-income families are most likely to utilize social media, access is becoming increasingly available in rural and other underserved areas. Additionally, regardless of income,

audiences are increasingly sophisticated and proactive in their search for information and support.

Breastfeeding advocates and clinicians must create a digital presence. We have valuable resources and evidence-based information for citizens in our communities. As "influencers," we need to take advantage of new social media in addition to our traditional networks, because this builds our credibility among these sophisticated audiences. As we build credibility, we reinforce trust in our message and services and improve the probability that our citizens will come to us for breastfeeding help and support, especially where other sources of support may be lacking.

## How do I learn more about social media?

The U.S. Centers for Disease Control and Prevention has developed a number of online resources on their website, [www.cdc.gov](http://www.cdc.gov), and these work as great primers on what social media is, how to use it, and how to control information and feedback, etc. One of the many resources you'll find is *The Health Communicator's Social Media Toolkit*, [http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit\\_BM.pdf](http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf). This fabulous document gives you the basics on a variety of social media platforms and how to use them. It is also easy to share with colleagues and administrators who might have questions about using social media. Especially helpful is their "CDC's Top Lessons Learned from Using Social Media," which walks you through where to start and the pitfalls to avoid.

Another great resource is the Social Media Marketing Exchange online news by Ogilvy Public Relations, <http://smexchange.ogilvypr.com/category/social-media/>. The proceedings of a November 2010 conference focusing on public health is especially helpful: *Using Social Media Platforms to Amplify Public Health Messages*, Ogilvy Washington, 2010. [http://smexchange.ogilvypr.com/wp-content/uploads/2010/11/OW\\_SM\\_WhitePaper.pdf](http://smexchange.ogilvypr.com/wp-content/uploads/2010/11/OW_SM_WhitePaper.pdf)

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### **Develop a Digital Presence**

Since surfing the web is now the most common way for young people to discover health information, some kind of online presence is essential. From a basic introductory page, you can link visitors to other pages with evidence-based materials, resources for finding help (like ILCA's Find a Lactation Consultant page), and even addresses and phone numbers.

If you are uncertain where to begin, use a social media service, like Facebook. It is easy to create a page and is free or low-cost. Be sure to create a *professional* page, **not** a personal page. Your page is for professional breastfeeding outreach, and you want to keep it separate and business-oriented. Also, be sure to follow any policies or protocols for your agency or organization concerning the development and monitoring of such pages.

If your agency or organization already has a website, add more breastfeeding-related content to that existing website. Any breastfeeding services deserve their own page on the website, because mothers are looking for that evidence-based information. Plus, a breastfeeding presence on the company website increases the internal visibility of your work, and provides a focus for special breastfeeding-related activities, such as World Breastfeeding Week; staff recognition, such as new or renewed IBCLC certification; or awards or data reports, such as baby-friendly worksites or breastfeeding rates. From there, create cross-links to your organization's social media pages.

Create a website or social media page for your 2011 events, your mother-to-mother support group, or your community coalition. Use it as a central communications hub for your networks to create, announce, and document events that you do for World Breastfeeding Week and throughout the year.

Create an email address specific to your event or group. You can create it free through a number of services like Hotmail, Yahoo, and Google, and you can have the messages forwarded to another account if you don't want to check the account frequently. This provides another communications hub for your activities. However, be sure to only send emails to those who agree to receive them. Unsolicited email, even about something as important as breastfeeding, is still considered spam.

### **Using your Digital Presence**

Once you've taken the time to create an online hub for breastfeeding information, continue to monitor and update the information. No one wants to visit the same boring site over and over! Be sure to post dates and times for local classes, support groups, and other breastfeeding events. Upload blogs, news, and breaking information with local importance. This helps the information become more relevant to your own community

Enroll families in auto-communications services when enrolling them in other public health services such as pregnancy testing, home visits, or WIC. Give them your website, social media addresses, and blog feeds.

Create an informational resource list of IBCLCs in your community who are available to assist mothers with breastfeeding, as well as contacts for prenatal and postpartum support groups, and how to access breast pumps. Give the list as a handout and also post it to a website or social media page. Links can include telephone, email, and website addresses of resources like private practice IBCLCs, public health agencies, mother-to-mother support groups, peer counselor programs, home visiting nurses, and others who can help and support breastfeeding families. Ensure that all healthcare providers have the resource list so that timely referrals can be made when mothers have questions or concerns.

At a local library or internet café, hold an open house for pregnant women and mothers to become oriented to using a computer. Discuss helpful websites for breastfeeding information and how to use social media to share info or connect with friends via computer, smartphone, cell phone texting, etc.

Set up automated text messaging or emails to remind mothers of the normal course of breastfeeding. A database of messages can automatically post information based on the age of the baby and the progression of breastfeeding; for example, how to handle fullness or engorgement can be sent out on day three or four postpartum.

Remember, communication is vital in breastfeeding promotion and support. Today, much of that communication occurs digitally. We can reach more people than ever before using these digital resources.

# Important Dates to Remember

**August 4, 2011**

**Breastfeeding and The New Media**

8:30—10:30 am Eastern

Please visit [www.albany.edu/sph/cphce/bfgr11.shtml](http://www.albany.edu/sph/cphce/bfgr11.shtml) for more information and to register for this free webcast.

**August 6, 2011**

**Big Latch On**

10:00 am local time

Celebrate World Breastfeeding Week and join the fun of trying to set the record for the most women breastfeeding simultaneously! Visit [www.llusa.org/wbw/BigLatchOn](http://www.llusa.org/wbw/BigLatchOn) for more information and to view an updated list of locations in Kentucky.

**August 9, 2011**

**LINK Conference Call/CDC-USBC Teleconference**

12:30—3:00 Eastern

Please visit [www.breastfeedinglink.org/meetings](http://www.breastfeedinglink.org/meetings) to find a location near you.

**August 18—August 28, 2011**

**Rock 'N Relax**

**Kentucky State Fair**

**Louisville, KY**

Located in South Wing B as part of Kidz Biz. Sponsored by the Louisville Metro Department of Health and Wellness and Baptist Hospital East.

**August 24, 2011**

**Eastern Kentucky Breastfeeding Coalition Annual Conference**

**Paintsville, KY**

Featuring Diane Wiessinger

Please visit [www.breastfeedinglink.org](http://www.breastfeedinglink.org) to download conference brochure and registration form.

For more information, please contact

Jan Johnson

(606) 437-5500 ext. 590

[JanE.Johnson@ky.gov](mailto:JanE.Johnson@ky.gov)

**August 26, 2011**

**Western KY Breastfeeding Coalition Annual Conference**

**Bowling Green, KY**

Featuring Diane Wiessinger

Please visit [www.breastfeedinglink.org](http://www.breastfeedinglink.org) to download conference brochure and registration form.

For more information, please contact:

Dana O'Meallie Bennett

(270) 237-4423

[Dana.Bennett@ky.gov](mailto:Dana.Bennett@ky.gov)

**September 9, 2011**

**KLIC Annual Conference**

**Louisville, KY**

Featuring Kathy Kendall-Tackett and Glenda Adams

For updated information, please visit the KLIC

website: [www.klicbreastfeeding.org](http://www.klicbreastfeeding.org)

**September 21, 2011**

**3rd Annual Breastfeeding Golf Scramble**

**Bowling Green, KY**

For more information, please contact:

Dana O'Meallie Bennett

(270) 237-4423

[Dana.Bennett@ky.gov](mailto:Dana.Bennett@ky.gov)

**September 26-30, 2011**

**Certified Lactation Specialist (CLS) Course**

**Laurel County Health Department**

**London, KY**

Sponsored by: Kentucky Nutrition Services Branch and the Laurel County Health Department

For more information, please contact:

Marlene Goodlett

(502) 564-3827 ext 3612

[Marlene.Goodlett@ky.gov](mailto:Marlene.Goodlett@ky.gov)

**October 11, 2011**

**LINK Conference Call/CDC-USBC Teleconference**

12:30—3:00 Eastern

Please visit [www.breastfeedinglink.org/meetings](http://www.breastfeedinglink.org/meetings) to find a location near you.



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WIC is a registered service of the U.S. Department of Agriculture  
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