For You & Baby

Campaign Plan

February 2019 - October 2019
Welcome

This plan gives you all the information you need to know about the “For You & Baby” campaign running in Derbyshire. This document is for any person or organisation that would like to know more about the campaign and how they can promote a healthy lifestyle in pregnancy and early years – with a focus on two important behaviours – quitting smoking and breastfeeding.

This campaign is running from February 2019 to October 2019.
The Derbyshire Maternity Transformation Programme identified a need to run a county-wide campaign to promote healthy lifestyle behaviours in pregnancy and early years. Specifically, the programme want to decrease smoking in pregnancy and at time of delivery and increase breastfeeding initiation and continuation rates across Derbyshire.

Nationally, 10.6% of women (2017) smoke during their pregnancy and at time of delivery. In Derbyshire, the number is higher – 14.8%. The goal is to reduce this to the national level and then around 6% or less, which is the national ambition.

71.8% of mums in Derbyshire initiate breastfeeding which is less than the national average (74.3%). The programme wants to encourage more women to breastfeed their babies and support women and their families to continue to breastfeed for 6-8 weeks. Initiation does drop off as the weeks pass. 41.2% in Derbyshire and 44.4% in Derby were totally or partially breastfeeding at 6-8 weeks compared with the national average of 42.7% in England.

The case for intervention is strong. Smoking in pregnancy causes up to 2,200 premature births, 5,000 miscarriages and 300 perinatal deaths a year in England. It is a significant risk factor for poor birth outcomes and doubles the risk of stillborn deaths.

Breastfeeding provides a range of health benefits for both mum and baby, and helps strengthen their bond. The health benefits for baby include protection against ear infections, tummy upsets and chest infections and wheezing and lowers the risk of diabetes, being overweight or obese and having allergies.

For mum, breastfeeding burns 500 calories a day, lowers the risk of early breast cancer and ovarian cancer and helps gain stronger bones later in life. It is the case that boosting breastfeeding rates for infants under 6 months in the UK could lower costs of treating common childhood illnesses and save almost £23million.
Campaign goals

The overall aim of this campaign is to encourage and support more families in Derbyshire to breastfeed their baby and to encourage families to stop smoking before, during and after pregnancy. To achieve this, the campaign will:

- Promote the benefits of a healthy lifestyle during pregnancy and early years, targeting families rather than just women. This includes promoting the benefits of partners and family members giving up smoking to support their loved ones and help them achieve a Smokefree status as a family unit.
- Raise awareness and promote the benefits of breastfeeding and the support available to families in Derbyshire, should they choose to breastfeed.
- Challenge assumptions and dispel myths about both smoking in pregnancy and breastfeeding that might be stopping women and their families from making the behaviour change and sustaining that change.
- Build confidence and resilience in women so they feel able to try, and sustain breastfeeding, challenging societal norms and personal assumptions.
- Promote a non-judgemental stop smoking service for pregnant smokers, explaining what support they can expect from their local service, accepting that it might be hard to quit, but it can be done with the right support and self-belief and confidence – not just for baby but for their benefit too.
- Signpost families to targeted groups of people or to relevant online resources – including a dedicated campaign website -which is designed to be seen as ‘useful’ to families, rather than just promotional.

The campaign goals will help the programme to deliver on their programme goals which are to reduce miscarriages, stillbirths and early neonatal deaths (towards the “halve-it” ambition), low birth weight babies and gestational diabetes. Derbyshire has set a footprint-wide reduction in smoking at the time of delivery from the current 14.2% to 11.0% by the end of 2019.
In terms of geography, we will be targeting families and parents-to-be across Derby and Derbyshire. We will be using advanced online targeting tools to ensure online advertising with relevant messaging and call to action reaches the right person, in the right place, at the right time. Some geographical areas are of greater interest because the data tells us that either smoking in pregnancy is higher in these areas than other localities or breastfeeding initiation is low. We will be increasing the budget in these areas.

**Derbyshire**
- Breastfeeding • at birth: 72.5% • at 10 days: 57% • at 6-8 weeks: 47%

**Derby**
- Breastfeeding • at birth: 76% • at 10 days: 63% • at 6-8 weeks: 55%

**High Peak**
- Breastfeeding • at birth: unavailable • at 10 days: unavailable • at 6-8 weeks: 42.1%

**North East Derbyshire**
- Breastfeeding • at birth: 67% • at 10 days: 52% • at 6-8 weeks: 41%

**South Derbyshire**
- Breastfeeding • at birth: 68.7% • at 10 days: unavailable • at 6-8 weeks: 38.6%

**Chesterfield**
- Breastfeeding • at birth: 61% • at 10 days: 42% • at 6-8 weeks: 31%

**Bolsover**
- Breastfeeding • at birth: 73.4% • at 10 days: unavailable • at 6-8 weeks: 38.4%

**Erewash**
- Breastfeeding • at birth: unavailable • at 10 days: unavailable • at 6-8 weeks: 42.1%

**Derby City**
- Breastfeeding • at birth: unavailable • at 10 days: unavailable • at 6-8 weeks: 42.1%
Campaign customer journey

Offline 'Public' campaign
- Leaflets
- Posters
- Advertising
Goal: Raise awareness (general) challenge norms

Print

Digital campaign
- Facebook advertising
- Instagram advertising
- Programmatic advertising
Goal: Reach 5,000 average each month

Paid

Actions on website
- Send questions
- Visitors to relevant pages
- Referrals to services/support
- Video views

Website

Organic
- Content marketing
Goal: Raise awareness and direct people to a dedicated website.

Other services

Smoking services
Goal: Increase enquiries/sign-ups

Breastfeeding support
Goal: Increase enquiries/attendance at groups

Health visitors, GP practices and maternity services report greater interest/questions from families about smoking and breastfeeding.
We will largely be running a digital campaign from February 2019 (for up to nine months) but the campaign will be supported by some print – especially to communicate the messages that challenge societal norms around breastfeeding. These social cues and signals are important for the campaign and challenging assumptions, rules, perceptions and behaviours.

The activity that will take place over nine months include:

- Paid advertisements running at different time points, targeting different groups of people
- A social media takeover – we will provide content for NHS channels and help push out relevant content via established social media platforms. This includes the wide range of stakeholders identified during the scoping stage and the people and organisations delivering support to our target audience.
- The distribution of print to relevant places where the target audience are likely to see and engage with our messages
- Press engagement activities – we want to engage the local media in the campaign to increase the reach and support for the digital campaign. PR activities will engage magazines, newspapers and other local media to communicate the campaign.
- Identifying and engaging potential influencers and encouraging them to push out our content during the campaign period.

Facebook and Instagram are the two main social channels that we will utilise for this campaign. We will be placing paid ads over six months targeting specific people and geographical locations in Derby and Derbyshire. In addition, we will be creating content for the new website to support the programme’s work to help boost the campaign and encourage sharing and engagement with the message and call to action.

Video will also be utilised as part of this campaign, as well as GIFs and moving image to increase engagement levels.

We will also be applying behavioural insights and using behavioural theory in content design and delivery.

The following plan sets out the activity during the campaign period starting Mid February 2019.
Logo variations

We are proposing brand architecture to help families navigate the website and help you (the client) develop a brand asset and resource that can be used now and in the future. Although this campaign focuses on smoking in pregnancy and breastfeeding, families wanted a resource that promoted ‘happy, healthy babies and families’. In the future this brand architecture can be extended to healthy eating, alcohol and topics related to early years.

> We have added ‘breastfeed’ above the logo which creates a call to action. It also alerts the viewer to the topic (or section on the website) they are engaged with.

> This displays the quit smoking call to action and tells the viewer/ user what the topic is about. Someone who smokes in pregnancy will quickly know this section is for them.

> Finally, we have included ‘Eat healthy’ to show how the brand architecture can be extended in the future to support families during pregnancy. We will include some healthy eating messages in this campaign to increase engagement - especially with those who might dismiss resources just focused on smoking and breastfeeding.
Typeface

We have chosen a clear typeface for this campaign that can be used online and offline.

AaBbCc123 Museo

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Brand colour palette

After a lot of user testing and engagement these colours were chosen for the campaign.

The brand have sufficient contrast for accessibility. This also includes text on images, icons, and buttons. Colours used to convey information on diagrams, maps, and other types of images must be distinguishable. The colours should only be used in the following ways to ensure they meet accessibility requirements.

- *is acceptable when the text size is above 18px and bold.*

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<td>Green #6DA333</td>
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* is acceptable when the text size is above 18px and bold.
Campaign hashtags

Hashtags group content and allow us to monitor the conversation on social and facilitate a search for it. Whenever a user adds a hashtag to their post, it’s able to be indexed by the social network and becomes searchable/discoverable by other users.

#quittogther

- This hashtag is used to promote the ‘quit together’ concept. The message will focus on quitting smoking as a family and the promotion of NHS support to help families quit smoking.

#breastfeedingsuperpower

- This hashtag is used to promote the ‘breastfeeding superpower’ concept. The message will focus on breastfeeding, and how it is normal to breastfeed and isn’t anything to be embarrassed about and promotes the power of breastfeeding.
Please note: This is not how the website will look on completion. This is a mock up to give the viewer an idea of the style and layout.
This website will feature a parents Q&A. During the campaign we will be encouraging parents to ask our experts questions. All questions will be published for other parents to see. We will also be publishing myths and facts as our research found that decision making can sometimes be determined after reading false truths and information that has been passed to them culturally and socially. We aim to challenge perceptions and misunderstanding through this campaign.
Specific content pages have been designed to provide bespoke and relevant information on three topic areas: Smoking, breastfeeding and diet. We have purposefully included diet because a resource just dedicated to smoking and breastfeeding may put some people off, so we want to position the website as a useful resource for users that is not just focused on two behaviour changes. Someone who smokes may not engage with a resource just about smoking but they will look at diet and this will act as a key opportunity to engage them about smoking.
For You & Baby

Campaign creative
Breastfeeding

This concept is aimed at the following audience groups: Keen But Fear Failure, Easily Influenced, Shamed but Hiding, and the General Public. “Breastfeeding Superpower” achieves the following:

- Promotes breastfeeding as normal and not something that should be done in secret or in shame
- Promotes breastfeeding as a positive action
- Promotes the power of breastfeeding for mother and baby (Superfood)

Breastfeeding...

Builds a bond
Prevents ear infections
Protects against cancer
Helps mum burn 500 calories a day
Never runs out
Is always at the right temperature

Breastfeeding with superpower.

Breast milk is a natural medicine for regaining an infections, it also helps maintain your baby’s skin, helps improve brain development, and is a rich source of calcium. It is used in hospitals worldwide to treat various conditions.

Breastfeeding is a superpower.
This campaign is largely a digital campaign so many assets will be developed to work online. We will focus on promoting breastmilk as a superfood, and showing the reasons why mums should breastfeed.

Breastfeeding...
Builds a bond
Protects against cancer
Protects against obesity
Protects against cot death
Protects mum from heart disease
Gives mum stronger bones when older

Breastfeeding...
Builds a bond
Prevents ear infections
Protects against cancer
Helps mum burn 500 calories a day
Never runs out
Is always at the right temperature
Breastfeeding

A superfood with superpower

> Breastfeeding lowers the risk of allergic diseases like eczema

> Breastfeeding provides protection against tummy upsets

> Breastfeeding helps brain development

> Breastfeeding prevents against chest infections and wheezing
Breastfeeding

A superfood with superpower

> Breastfeeding protects against cancer

A superfood with superpower

> Breastfeeding protects mum from breast cancer
Breastfeeding

A superfood with superpower
Breastfeeding lowers the risk of allergic diseases like eczema

A superfood with superpower
Breastfeeding protects mum from breast cancer

A superfood with superpower
Breastfeeding helps brain development

A superfood with superpower
Breastfeeding helps mum burn 500 calories a day
Breastfeeding friendly

This campaign will promote breastfeeding friendly places in Derby and Derbyshire. The aim is to not only highlight the 200+ places that are ‘friendly’ but to encourage more outlets to come forward and sign up to the scheme. This will help to normalise breastfeeding in Derby and Derbyshire at a population level. The long term vision is that all public spaces are deemed ‘breastfeeding friendly’ places and those who are not friendly are marginalised.
Breastfeeding myths and facts

Myth: You have to be careful what you eat whilst you’re breastfeeding
Fact: You can continue with your usual diet – there are no special foods to eat or avoid

Myth: Breastfeeding is painful
Fact: When your baby has a lot of breast tissue in their mouth, breastfeeding is usually comfortable and pain-free

Research told us that decision making can sometimes be influenced by myths and false information. We want to challenge myths through the campaign to change perceptions and inspire action. In addition to static ads, we will produce moving ads/GIFs to support this aspect of the campaign. Here is a sample of the creative (static images) that will be used on social. We will also be asking the audience to tell us what they have been told about breastfeeding and putting these to experts to answer or challenge.
Breastfeeding testimonials

Research told us that women want to hear from people like them. We have gathered quotes and testimonials from mums across Derbyshire and presented these in visuals that can be shared on social and online in wider community groups. A sample of what to expect is presented below.

“I’ve fed my child on buses, in churches, walking around the supermarket, on the side of a race track. It’s normal!”
- Mother, previously breastfed

“If you breastfeed, you should do it wherever and whenever your baby needs feeding.”
- Mother, previously breastfed

“I’ve fed my child on buses, in churches, walking around the supermarket, on the side of a race track. It’s normal!”
- Mother, previously breastfed

“If you breastfeed, you should do it wherever and whenever your baby needs feeding.”
- Mother, previously breastfed
We have created an advert that shows women breastfeeding in many different ways and in different places. They show women of all types and ages breastfeeding. The key message is that all types of women breastfeed and that breastfeeding is normal.
This concept will work well for social. We can ask people to guess who is breastfeeding and present them with the answer - all of them - to emphasize that breastfeeding is normal.
Digital content

We will be utilising video content as part of this campaign. The video, which will be hosted on YouTube and available to view on the website and on social channels will promote the benefits of breastfeeding, the challenges and how to overcome them. Real Derbyshire mums will feature in the video to ensure the campaign resonates with the target audience. The video will also be 'cut up' into mini videos for use online. These will be 30 seconds or less in length.
Smoking

To discourage smoking in pregnancy and early years, we have created the ‘family quit’ concept. Creative and content will be motivational and aspirational and will target families - not just pregnant mums. The message will focus on quitting as a family and the promotion of NHS support to help families quit smoking. We want to move away from the responsibility only being on the pregnant mother to quit smoking.
Smoking myths and facts

Similar to breastfeeding, there are many myths circulating about smoking in pregnancy that must be challenged through this campaign. In line with the brand we will use social to dispel these myths. Here is a sample.

**Myth:** Quitting causes stress, which will only harm the baby more
**Fact:** Smoking during pregnancy causes more harm to the baby than the stress of quitting

**Myth:** My baby is protected in the womb
**Fact:** Poisons from cigarette smoke are passed from mother to baby through the placenta

**Myth:** It’s not a big deal. My parents did it and I’m fine
**Fact:** Smoking is a serious risk to your baby, it increase the risk of miscarriage and premature birth
Research told us that many people do not know what is available locally to help them so awareness raising is really important because if we can inspire action through the campaign, families need to know where to go for help and support and the messages of encouragement need to live up to reality when accessing local services.

All the campaign content and creative will reassure smokers that there is support available to them locally in Derbyshire and that the support they will get will be friendly, non-judgemental and caring. Images and key messages need to inspire action and behaviour change.

Promoting support to quit
Non-judgemental and friendly, caring support to help your family quit smoking for good.
Digital content

We will be utilising video content for promoting smokefree in pregnancy. The video, which will be hosted on YouTube and available to view on the website and on social channels will promote what support is available to families who are pregnant and why quitting together is important - not just for mother and baby but for the entire family. The video will feature a smoking cessation advisor who works with families in Derbyshire.
This campaign was designed and is managed by Social Change UK

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