



FEED
YOUR WAY

A bespoke breastfeeding
public health campaign for
Nottingham City – what
have we learned?



Feed your Way

- SSBC commissioned a bespoke breastfeeding public health campaign for Nottingham City.
 - Aims of increasing breastfeeding uptake and continuation.
 - Extending the conversation beyond the parent and baby.
 - Co-produced with stakeholders
 - Significant public consultation and market research
 - Launched in October 2022.
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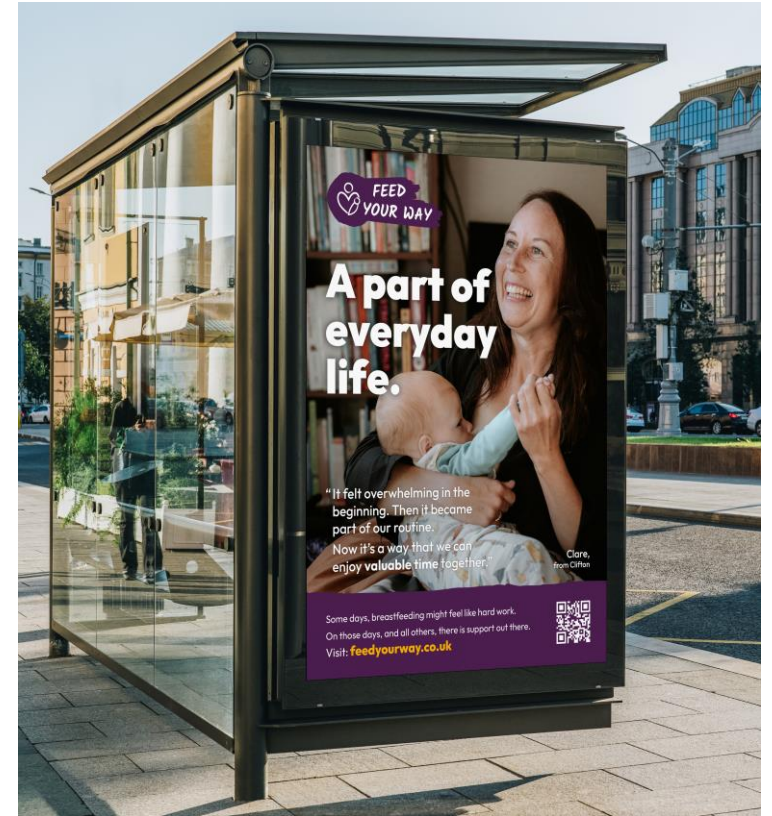
Midpoint evaluation

- The FYW campaign is landing well.
 - The campaign is clearly a breastfeeding campaign and described as 'non-judgmental'.
 - People did not feel excluded because of the Feed Your Way name.
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Areas for future development

- Increase reach
- Future iterations should consider other means to reach families
- Collaboration with workforce colleagues
- Engagement with business and development of workplace support
- Increase representation of father figures/supporters



Challenges

- Future funding of activity
 - Diversity and representation in our research
 - Balancing differing needs of families in the stories we tell
 - Challenging stereotyping
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Legacy and ending well

- Small Steps Big Changes funding coming to an end.
 - What is Feed Your Way?
 - Feed your Way as an approach and facilitator of system change
 - Capturing the learning for the future
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