

PN-ABF-517  
62093  
Latin America & the Caribbean

# BREAST FEEDING

a sampling of promotional materials



**AED**

Nutrition Communication Project  
of the

United States Agency for International Development

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**BREASTFEEDING IN LATIN AMERICA AND THE CARIBBEAN:  
A SAMPLING OF PROMOTIONAL MATERIALS**

January 1990

**Nutrition Communication Project**

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# **Breastfeeding in Latin America and the Caribbean: A Sampling of Promotional Materials**

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# I. INTRODUCTION

## **The Purpose of this Collection**

This collection of materials shows the vitality and breadth of breastfeeding promotion programs throughout Latin America and the Caribbean (LAC). With it we hope to inspire you and convince you that:

1. Breastfeeding promotion has high payoffs for several development sectors including child survival, diarrheal disease control, and family planning;
2. Breastfeeding promotion merits higher priority than it is now getting; and
3. Creative, motivational materials can be developed to address impediments to optimal breastfeeding.

This packet is a companion piece to the guide, "Media Promotion of Breastfeeding: A Decade's Experience," a worldwide review of breastfeeding promotion efforts using mass media. The guide, published by the Nutrition Communication Project (NCP) of the Academy for Educational Development (AED), is a thorough review of the strategies that have succeeded in the past. The guide is intended to provide program managers with practical information on planning and implementing mass media programs to promote breastfeeding. As such it will complement the sampling of media products presented here.

Over the past decade, a number of countries in Latin America and the Caribbean have mounted national breastfeeding promotion campaigns using a variety of approaches, messages, and media. The materials shown on the following pages are divided into groups according to their message content and the audience they aim to reach. They come from the following countries: Belize, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Jamaica, Mexico, Panama, Paraguay, Peru, and Trinidad and Tobago.

The materials presented here are not intended for reproduction but, rather, to be illustrative and to provide ideas for local adaptation. To be effective, breastfeeding promotion materials must be developed to address local concerns and priorities. Only country-specific investigations can reveal the root causes of faulty breastfeeding practices. For example, a mother may start to give supplements too early because of local tradition, the belief that her milk supply is low, or the demands of employment. Once her reasons for early supplementation are understood, these can be targeted by materials that are clear, accessible, and appealing to her. The range of messages, audiences, and materials contained in this collection alerts us to some of the forces

audiences, and materials contained in this collection alerts us to some of the forces that lead to less-than-optimal breastfeeding in the LAC region and provides ideas on culturally-appropriate motivational strategies.

### **Why Breastfeeding Is Important**

The scientific evidence of the nutritional, health, and economic benefits of breastfeeding has been mounting steadily. These benefits include:

- Nutritional value -- breastmilk is the ideal food source for infants and the best food for optimal growth during the first 4-6 months of life;
- Immunological protection from infection -- a bottlefed baby is five times more likely to contract severe diarrhea than a breastfed baby from the ingestion of unclean water;
- Reduced seriousness and duration of diarrhea -- breastmilk is a vital source of nutrients and fluids for rehydration during diarrhea;
- Prolonged infertility following birth -- exclusive breastfeeding in some populations has proved 98 percent effective in protecting women from unwanted pregnancies and in aiding child-spacing efforts;
- Financial savings to families during the infant's first year --feeding a baby with substitutes can cost up to 80 percent of a worker's salary in some countries;
- Reduced outflow of foreign currency -- infant formula imports drain national economies.

### **Why Breastfeeding Deserves Higher Priority**

There are at least five good reasons to give breastfeeding higher priority in program allocations.

**ONE** Most women are already favorably disposed to breastfeeding. A little effort will go a long way in encouraging breastfeeding since, in many traditional areas, breastfeeding is still highly valued and, in some urban centers, it has already begun to appeal to "modern" tastes.

**TWO** Breastfeeding promotion programs are highly cost-effective. Demands on limited health care services are substantially reduced by increased breastfeeding because it helps to prevent babies from getting sick.

**THREE** Breastfeeding is low-technology and non-controversial. Unlike many other child survival interventions, breastfeeding does not require the importation of a new technology, the development of a new product, or the establishment of a distribution system.

**FOUR** Multiple programming options exist for breastfeeding promotion. Breastfeeding campaigns can be readily linked to various child survival interventions or established as a separate initiative.

**FIVE** Breastfeeding promotion programs work. Numerous studies have documented that more women breastfeed, and for longer periods of time, as a result of targeted programs.

### **Impediments to Optimal Breastfeeding**

Health program planners and health care providers in most parts of Latin America and the Caribbean are already armed with information on the nutritional, health, and economic benefits of breastfeeding. And yet, the question remains why, in many areas, breastfeeding is not practiced as widely, or for as long as, it should be. Simply conveying information on the benefits of breastfeeding is not enough. Actually, most women believe that breastmilk is best for their child, but various impediments prevent them from breastfeeding in a way that is optimal for their child's health and development. In Latin America, the major obstacles or practices associated with less-than-optimal breastfeeding include:

- Hospital Deliveries - Growing numbers of women are delivering in hospitals, which often discourage breastfeeding through such practices as separating mothers and infants for long periods of time and providing free formula samples;
- Early Supplementation - In many areas, mothers routinely introduce teas, liquids, and semi-solids well before the infant is 4-6 months old;
- Women's Employment - Many women must return to work soon after birth and therefore have difficulty establishing and maintaining lactation;
- Time Constraints - For women working in the home, bottlefeeding is an attractive option, especially in rapidly urbanizing areas where women may not have the broad extended family to share basic household tasks;

- **Social Influences** - Some women do not breastfeed because they believe that using infant formula is more "modern" and they lack role models and supportive relatives and friends; and
- **Misinformation** - Many women stop breastfeeding a few weeks after birth because they believe their milk is insufficient or inadequate.

Breastfeeding promotion programs in selected countries have shown that, many of these impediments, once identified, are amenable to change. Even a relatively modest intervention can have a major impact on breastfeeding behavior.

### **Breastfeeding Promotion Programs Work**

Many people have assumed that a decline in breastfeeding practices is an inevitable by-product of modernization and urbanization. Over the past decade, rates of breastfeeding initiation and duration have declined in many countries, especially among urban women. However, this decline has been reversed in roughly a dozen countries. In some cases, it seems likely that breastfeeding promotion campaigns and/or extensive media coverage of the infant formula controversy helped to bring about these reversals, while in other cases the causes are less clear. In any case, successful efforts to promote breastfeeding are testimony to the fact that breastfeeding behavior is malleable. Some of the success stories from Latin America are listed below.

Other countries report a positive response to media campaigns but have not documented their impact by collecting appropriate data before and after the interventions.

- **Brazil** - After extensive media campaigns in 1981 and 1982, some areas reported a 20 percent increase in breastfeeding prevalence and a 200 percent increase in duration.
- **Honduras** - Average breastfeeding duration increased from 15.2 months in 1981 to 16.2 months in 1984, following an intensive radio campaign and the training of health workers in key urban hospitals.
- **Dominican Republic** - Following a three-year campaign in 90 communities which included home visits by promoters and audio-cassettes and visual aids, the proportion of mothers breastfeeding on demand increased by 80 percent between 1983 and 1986.
- **Jamaica** - After a major media campaign in 1977-79, the average duration of breastfeeding increased from 10 to 13 months.

Mass media campaigns often serve as a catalyst for policy changes. Following Colombia's 1978-80 media campaign, the Ministry of Health adopted a resolution to encourage breastfeeding in all its facilities, and the president signed a decree regulating promotion of milk substitutes. It is important to consider, however, that in some cases policy changes should precede a breastfeeding campaign to ensure that those reached by the campaign receive adequate resources and support.

### **Multiple Programming Options**

Breastfeeding promotion programs need not be limited to a specific nutrition project. Breastfeeding promotion is compatible with the promotion of a variety of programs, including child survival, health, nutrition, diarrheal diseases control, family planning, growth monitoring, immunization, and women in development. Various interventions have been used, including changes in hospital practices, training of health workers, promotion of support groups, expert consultations for specific problems, orientation of employers and union officials, and changes in infant formula promotion. All of these interventions require some form of communication support, whether it involves a full-scale mass media campaign or use of print and audiovisual materials.

In order to design effective breastfeeding promotion programs, research is needed to collect information on attitudes and practices, develop messages to address target groups' specific concerns, and select a format that will most clearly and effectively convey developed messages to target groups. Section II, the core of this manual, presents a sampling of materials that use different messages, in different formats, to reach different target groups. Section III gives a brief overview of the steps needed for effective communication, and shows where materials development fits in.

## **II. SAMPLE MATERIALS ORGANIZED BY THEME**

### **Integrating Breastfeeding With Oral Rehydration Therapy**

Breastfeeding is an important aspect of oral rehydration therapy (ORT) programs, since breastfeeding provides nutritious, uncontaminated fluids which can prevent diarrhea and lessen dehydration during diarrhea. Key messages for ORT programs are: 1) Exclusive breastfeeding during the infant's first 4-6 months is important for child health and development and can prevent diarrhea; 2) Breastfeeding continues to be an important source of nutrients to strengthen infants 1-2 years old; and 3) Mothers should continue to breastfeed while their child has diarrhea. The following sample materials illustrate these messages:

#### **1. Paraguay**

This poster produced by the Ministry of Health in Paraguay shows how to mix oral rehydration salts and tells the mother to continue breastfeeding the child as often as possible. Pocket calendars and leaflets contain the same message.

#### **2. Ecuador**

The Ministry of Public Health in Ecuador produced this handsomely illustrated flipchart covering six topics related to diarrheal disease control, including breastfeeding. Two versions for the mountainous and coastal regions were developed and pretested with their intended audiences. Made of fabric bound by a wooden handle, the flipchart is durable and portable.

#### **3. Honduras**

The Ministry of Public Health in Honduras produced this six-page booklet in a comic book format to provide mothers with instructions on treatment of diarrhea and dehydration, including advice to continue breastfeeding. A second booklet on acute respiratory infection also mentions breastfeeding.

#### **4. Guatemala**

Product packaging can also carry the breastfeeding message. Inside the cover of these Litrosol packets of oral rehydration salts (ORS) distributed in Guatemala are instructions on mixing ORS and feeding and breastfeeding during diarrhea. These packets were produced by the private sector with support from USAID in research and message/materials design.

# Integrating Breastfeeding with Oral Rehydration Therapy



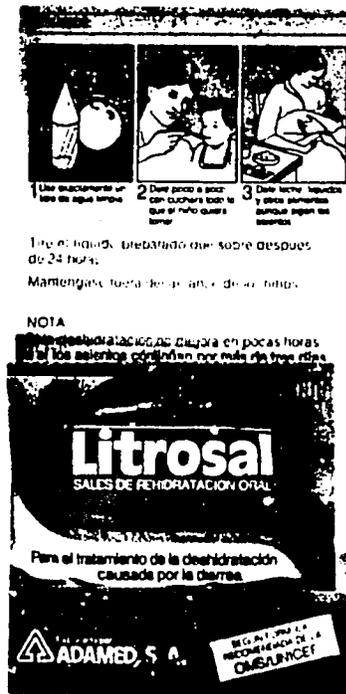
1. Paraguay



2. Ecuador



3. Honduras



4. Guatemala

## **Integrating Breastfeeding With Family Planning**

Family planning programs have promulgated several messages on breastfeeding: 1) Exclusive breastfeeding during the infant's first 4-6 months can extend the period of infecundity following a birth; 2) Once ovulation has returned, use of appropriate contraception can extend the breastfeeding period by postponing a second pregnancy; and 3) Contraception must be introduced in a timely fashion in order to prevent pregnancy. Some programs have also sought to reinforce the idea that childspacing and breastfeeding are both important to child health.

### **5-6. Guatemala**

APROFAM, the Guatemalan family planning association, produced a series of 30-second television spots on breastfeeding using upbeat songs and featuring new parents and their child. Here is one of the songs:

"You have been caring for your baby since he was born.  
You offer him the warmth of your love.  
You are breastfeeding him.  
You give him all your love.  
Because of that he will grow strong and healthy.  
With your love, with your love.  
His little heart is as close to you as it can be.  
His future and his health depend on you.  
Give your child mother's milk.  
APROFAM looks after you and your family's health."  
during the day and sleep with the child at night so that they can breastfeed frequently.

### **7. Honduras**

PROALMA, the breastfeeding promotion group based in Honduras, produced a booklet for mothers explaining how breastfeeding can be used to space pregnancies. This page states that frequent nursing can delay the resumption of menses and that mothers should keep their child close

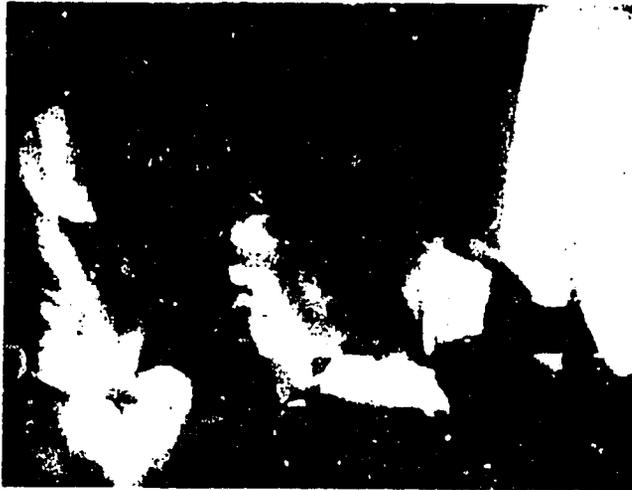
### **8. Bolivia**

COF, the family planning association of Bolivia, included a breastfeeding mother in this poster, which points out that responsible parents educate their children.

### **9. Mexico**

Using the slogan "Healthy baby: Happy family," the Mexican Federation of Private Family Planning Associations (FEMAP) initiated a breastfeeding promotion program in 1988. This colorful booklet designed for mothers addresses concerns about becoming pregnant while nursing. The visiting health worker advises the new mother that breastfeeding protects against pregnancy and tells her that she can use various contraceptive methods for an extra measure of security.

# Integrating Breastfeeding With Family Planning



## 5-6. Guatemala

**TAMBIEN AYUDA A PREVENIR DE UN NUEVO EMBARAZO SI:**



Mantener a su niño en la edad el mayor tiempo posible para disminuir el riesgo de un nuevo embarazo.



**ADICIONALMENTE:** Entre más amamante a su niño, más leche producirá y retardará el apareamiento de su menstruación.

## Los padres responsables educan a sus hijos



La familia boliviana cuida su educación para vivir mejor.

**COF**

## 7. Honduras



## 8. Bolivia

## 9. Mexico

## **Using Immunization and Health Campaigns**

In several countries, materials promoting immunization and other child health interventions have included references to breastfeeding as one of the key ways to protect child health. Typically the breastfeeding messages serve as reminders of its importance, rather than addressing the specific impediments to optimal breastfeeding. Nevertheless, such reminders help to create a social climate in which breastfeeding is the expected behavior. Some examples:

### **10. Ecuador**

The PREMI (Plan to Reduce Child Morbidity and Mortality) campaign in Ecuador included heavy promotion of immunization. This poster urges mothers to obtain the diploma indicating that their child had been completely vaccinated. The diploma contains drawings symbolizing breastfeeding, immunization, diarrhea treatment, and growth monitoring.

### **11. Ecuador**

The four symbols from the PREMI campaign in Ecuador are repeated on this small plastic bag. The bag, which can be used by households for many things, has a calendar on its flip side. The symbols were also used as an insert in a soccer magazine.

### **12. Honduras**

This booklet promoting a national vaccination day in Honduras includes a picture of a nursing mother on its cover.

### **13. Ecuador**

This infant health card produced by the Ministry of Public Health of Ecuador underscores the importance of breastfeeding.

Using Immunization and Health Campaigns

# Gánese!

**éste Diploma de Vacunación**

Presente el Carnet de Salud Infantil en el Centro de Salud. Si su niño menor de 5 años tiene anotadas todas las vacunas, el PREMI le dará este diploma.

Regístrate en áreas fuertes y zonas a todos los amigos que quieras



10. Ecuador

## PREMI

Plan de Reducción de Enfermedad y Muerte Infantil.

Dale el beso

Llévelo a vacunar



11. Ecuador

**POR LA VIDA DEL NIÑO...**

**GRAN MOVILIZACIÓN NACIONAL!**

ESTE **Viernes 25 ABRIL 1988**

**VACUNACIÓN**  
5 años

Contra el TETANOS para Mujeres entre 15 y 44 años



12. Honduras

REPUBLICA DEL ECUADOR  
MINISTERIO DE SALUD PÚBLICA



**Carnet de Salud Infantil**

IDENTIFICACION  
ESTABLECIMIENTO DE SALUD

Nombre: \_\_\_\_\_ Fecha de Nacimiento: \_\_\_\_\_  
 Fecha de inscripción: \_\_\_\_\_

MINISTERIO DE SALUD PÚBLICA

13. Ecuador

## **Tailoring Messages to Key Target Groups**

While most breastfeeding campaigns are geared to pregnant women and mothers of small children, a few have effectively used audience segmentation techniques from social marketing to target messages for different groups--each with unique concerns and motivational needs. Evidence from other public education campaigns indicates that applying these strategies to breastfeeding promotion could yield major payoffs. Examples of specialized audiences that have been targeted in breastfeeding campaigns include: 1) groups of women having lower breastfeeding rates, such as women living in urban areas or women from specific ethnic or income groups; 2) husbands and other relatives who can provide support to the nursing mother; 3) policymakers; 4) employers and union leaders; and 5) community leaders.

### **14. Panama**

The Division of Nutrition in Panama produced posters featuring women from two indigenous groups, the Guaymi and Cuna. The message, "Breastfeed your child so he will grow healthy and strong," is written in both Spanish and the local language.

### **15. Brazil**

These bottles containing dollar bills were used in a slide/tape presentation for Brazilian policymakers to dramatize the large amount of foreign exchange used in infant formula purchases, and hence the value of breastfeeding to the domestic economy.

### **16. Colombia**

This portable, spiral-bound flipchart produced in Colombia notes that husbands should be supportive of breastfeeding and help their wives with household chores.

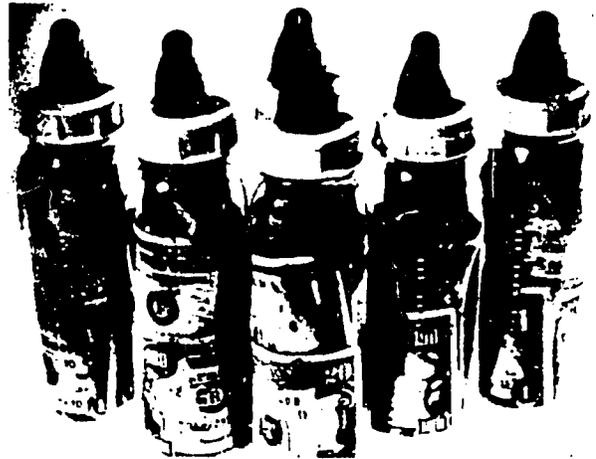
### **17. Peru**

This cloth flipchart, which includes a panel on the importance of breastfeeding, was produced as part of a project on the dietary management of diarrhea. The target audience was residents of a valley in the central highlands of Peru.

# Talloring Messages to Key Target Groups



14. Panama



15. Brazil



16. Colombia



17. Peru

## **Educating Mothers on Breastfeeding Benefits**

In some countries, infant formula advertisements have promoted their product as modern, nutritious, and convenient and have portrayed the loving mother as one who gives her child formula. Breastfeeding programs need to counteract these claims by emphasizing the many benefits of breastfeeding as well as its convenience and superior food value.

### **18. Jamaica**

In Jamaica, the Ministry of Health has emphasized the benefits of breastmilk in its media campaigns. This newspaper advertisement from 1978 emphasizes that breastmilk is the best food for babies during the first four months of life and protects them from several diseases. It also stresses the convenience of breastfeeding.

### **19. Jamaica**

This newspaper advertisement was produced by the Jamaican Ministry of Health in 1982. It continues the emphasis on the benefits of breastmilk and introduces two new themes: the importance of maternal nutrition during pregnancy and lactation and the need to nurse frequently to increase milk production. It also promotes radio programs on breastfeeding.

### **20. Chile**

"Mother's milk is the best milk for your child up to two years" states this poster from Chile.

**Educating Mothers on Breastfeeding Benefits**



**18. Jamaica**



**19. Jamaica**



**20. Chile**

## **Addressing the Needs of Working Mothers**

As growing numbers of women work outside the home, development of specific messages for working women is important. To date, few breastfeeding promotion programs have focused on this key audience. Developing messages for working mothers is difficult because it is not a homogenous group: some women are able to take long maternity leaves, while other women must return to work soon after childbirth, and some women can take breastfeeding breaks during the day, while others are separated from their child all day. Expressing milk is not always practical, and employers are not always sympathetic to the needs of nursing mothers. In some cases, the child's health may be better served by advocating some supplementation of breastmilk; this is a complicated message that can be easily misconstrued.

### **21. Costa Rica**

This well-illustrated booklet produced by the Social Security Institute of Costa Rica provides basic information on why and how to breastfeed. The page shown explains how to resume breastfeeding if it has been suspended for a short period and advises working mothers that the law requires employers to give them time off from work to breastfeed and that they can express their milk if they do not work near home.

### **22. Brazil**

The National Breastfeeding Promotion Program of Brazil urged working women to defend their right to breastfeed. This poster makes a strong political statement to all Brazilians to defend that right.

### **23-24. Paraguay**

Since research in Paraguay revealed that educated urban working women were less likely than rural mothers to breastfeed, the Ministry of Health decided to target this group in two, nationally-aired television spots and in radio spots. Complementary materials including a pamphlet, poster, sticker, and flipchart were developed with the assistance of AED's HEALTHCOM project and PATH/PIACT. These materials echoed the campaign's key themes: breastmilk is sufficient for the first five months of life; special steps can be taken to enable a working woman to leave breastmilk with her child when she works; and, good maternal nutritional care is very important before and after giving birth. Explicit yet tasteful demonstration of breastfeeding was revolutionary on Paraguayan television, and stimulated much positive comment and recall.

## Addressing the Needs of Working Mothers

Mientras el niño permanece internado, su madre debe estar informada del tratamiento que está recibiendo. Diariamente debe sacar su leche cada dos o tres horas y velar porque se la dé a su hijo cuando corresponde.

### 6. Suspensión del amamantamiento

Si por alguna razón su bebé ha dejado de amamantar durante algún tiempo, ella a su vez puede amamantarlo nuevamente cuando él lo solicite.

Si el niño no quiere volver a mamar, no se debe forzarlo. Debe alentar al niño a que mame cuando él lo solicite. Esto que puede ser difícil de hacer, pero una madre puede intentar hacerlo. Puede ayudar al niño a que mame aumentando la cantidad de leche que él toma.

### 7. La madre que trabaja

Una madre que trabaja puede tener dificultades para amamantar a su bebé. Si ella trabaja en un lugar que no tiene un baño para lactar, puede tener dificultades para amamantar a su bebé.

Si una madre que trabaja quiere amamantar a su bebé, ella puede amamantarlo en su lugar de trabajo. Si no es posible, ella puede amamantarlo en un lugar de trabajo que tenga un baño para lactar. Si ella no puede amamantarlo en su lugar de trabajo, ella puede amamantarlo en un lugar de trabajo que tenga un baño para lactar.



21. Costa Rica

22. Brazil



23-24. Paraguay

## **Transmitting Breastfeeding Skills**

In many countries, studies have found women generally favorable to breastfeeding but lacking basic information on how to do it successfully. With greater knowledge of breastfeeding techniques, women are able to breastfeed longer. For example, many women are concerned about having sufficient milk; they need to know that frequent suckling can increase their milk supply.

### **25. Honduras**

This booklet, produced by the Ministry of Health in Honduras, provides basic advice on breastfeeding in nine lessons, known as the "Nine Golden Rules of Breastfeeding." The booklet was used to accompany an 11-week radio course on breastfeeding.

### **26. Panama**

The "Nine Golden Rules of Breastfeeding" from Honduras were adapted in this colorful calendar from Panama. Nursing mothers are reminded of these practical tips for breastfeeding management throughout the year.

### **27. Peru**

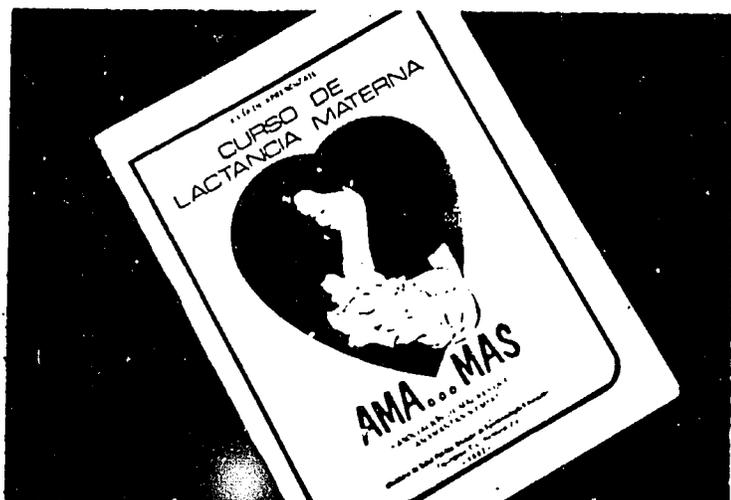
In Peru, ethnographic research identified feeding infants with teas and other liquids as a common practice. Based on this research, Peru-Mujer, a women's group, included a message about supplemental feedings in a series of counseling cards on breastfeeding.

The cards were complimented by a poster/calendar and a special guide on breastfeeding for medical staff for use in maternity hospitals. This card explains that the baby will not have room in his stomach for mother's milk if it is full of teas and other liquids, that unsanitary bottles can cause infection, and that the use of both bottle and breast can result in nipple confusion.

### **28. Costa Rica**

The Costa Rica Ministry of Health produced this colorful child nutrition wallchart/calendar which emphasizes exclusive breastfeeding during the first four months and breastfeeding supplemented by other foods through the baby's months 6-12. The large numbers and illustrations of baby movements at various ages convey the key points to women who may have low reading skills. The wallchart, which was later adapted by PROALMA for use in Honduras, also includes the average weights for boys and girls by month and information on the appropriate ages for immunizations.

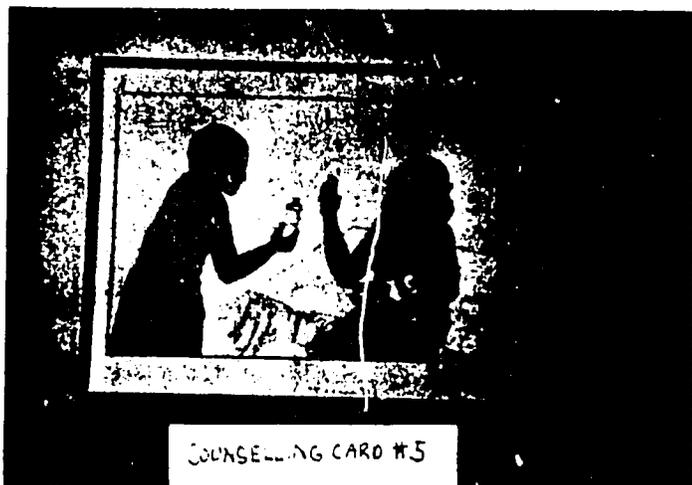
# Transmitting Breastfeeding Skills



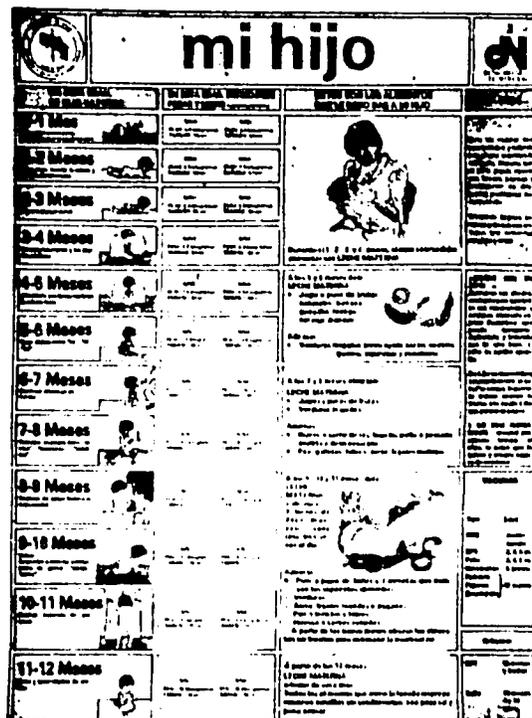
25. Honduras



26. Panama



27. Peru



28. Costa Rica

## **Increasing Health Worker Effectiveness**

Health workers are an important target audience because they are in direct contact with pregnant women and women giving birth. Not only are women heavily influenced by health workers' opinions about breastfeeding and behavior with the newborn in the hospital, but also health workers are often the first source of advice sought by women encountering problems breastfeeding. Promotional materials highlighting the important role of health workers can motivate them to become more involved in counseling new mothers. Clear and practical breastfeeding reference materials can be valuable aids for medical professionals.

### **29. Brazil**

The Brazilian Ministry of Health produced this poster in 1987, stressing the importance of rooming-in for newborns.

### **30. Brazil**

This flipchart from Brazil shows correct positions for breastfeeding. The text on the reverse side explains that correct positioning can help to avoid sore or cracked nipples.

### **31. Guatemala**

This illustration is from a flipchart for Guatemalan health workers and is intended to show the dangers of bottle feeding. While the mother is grinding her maize, her child is playing with the bottle on the ground while the dog waits to lap up the contents.

### **32. Brazil**

This breastfeeding doll was created by women participating in an income generation project of the Brazilian National Food and Nutrition Institute (INAN). The innovative doll made of felt, named "Amiga do Peito" ("Breastfriend"), gives birth to a baby doll that snaps onto her breast. The doll demonstrates the importance of immediate postpartum breastfeeding to mothers and health workers.

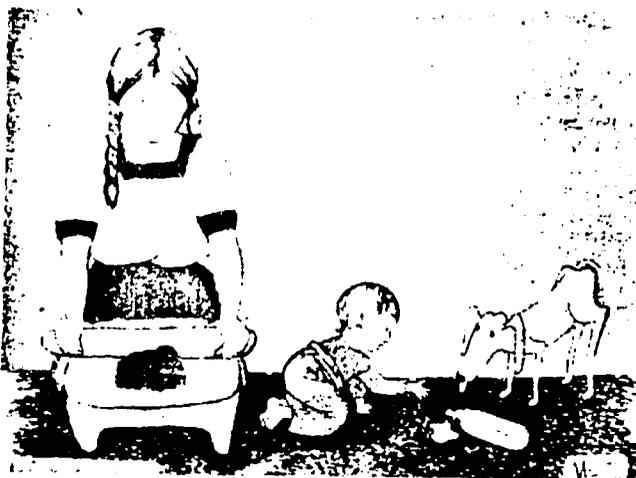
Increasing Health Worker Effectiveness



29. Brazil



30. Brazil



31. Guatemala



32. Brazil

## **Promoting Support Groups**

Private breastfeeding support groups have been instrumental in breastfeeding promotion in several Latin American countries. Despite limited funds, they have obtained high-visibility media coverage of the breastfeeding issue and have provided expert counseling from health professionals as well as practical advice from experienced nursing mothers.

### **33. Mexico**

This poster was produced by the La Leche League of Mexico, a breastfeeding support group. "Breastfeeding is easy," it proclaims and provides information on where to go for free instruction and support group meetings. The use of two colors is much more economical than full color.

### **34. Belize**

The Breast Is Best League of Belize uses a variety of media, including radio and TV spots, posters, adult and baby T-shirts, pamphlets, bumper stickers, and certificates for mothers who have breastfed fully for their baby's first four months.

### **35. Trinidad and Tobago**

"t.i.b.s. News," published by the Informative Breastfeeding Service of Trinidad and Tobago, features first-person stories, answers to common questions, notices of garage sales and other fundraising events, and summaries of the latest research findings.

### **36. El Salvador**

Breastfeeding promotion is part of a general health message advocated by the Breastfeeding Assistance Center of El Salvador (Centro de Apoyo de Lactancia Materna--CALMA). This poster exhorts parents to nourish children's bodies and stimulate their minds.

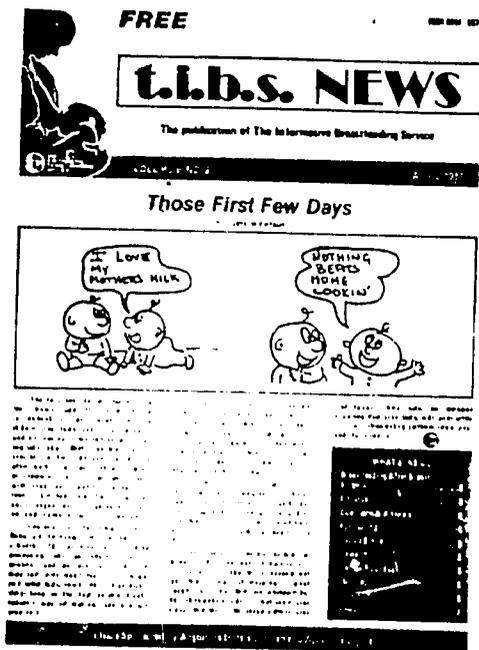
Promoting Support Groups



33. Mexico



34. Belize



35. Trinidad and Tobago

SI QUEREMOS NIÑOS SANOS....



ALIMENTEMOS SU CUERPO,  
Y ESTIMULEMOS SU MENTE.

**calma**

CENTRO DE APOYO DE LACTANCIA MATERNA EL SALVADOR

36. El Salvador

## **Promoting Public Support**

Several media campaigns have focused on the benefits of breastfeeding to generate broad public support and increase awareness of its importance.

### **37. Guatemala**

"Breastmilk--a gift for his entire life," states this billboard sponsored by the Guatemalan National Commission for the Promotion of Breastfeeding.

### **38. Brazil**

The Sao Paulo Ministry of Health, Brazil, produced this poster, which focuses on the child and states "Love and give your child caring and protection."

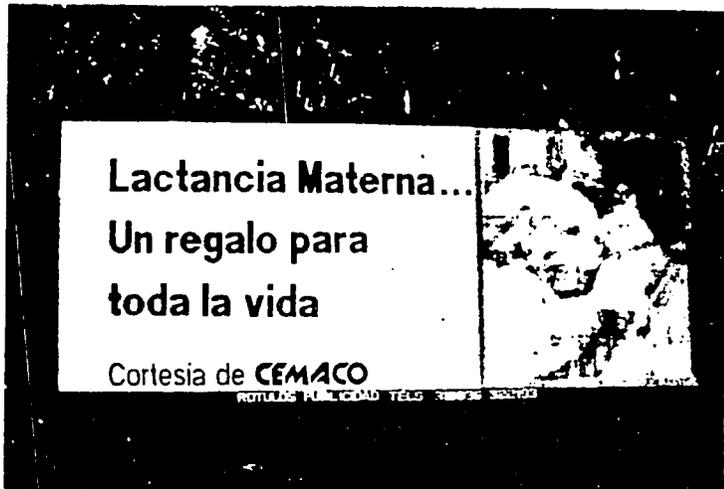
### **39. Peru**

This Peruvian poster proclaims: "You are love and a source of health."

### **40. Costa Rica**

This poster from the Costa Rican Social Security Institute emphasizes the nutritional benefits of breastfeeding.

Promoting Public Support



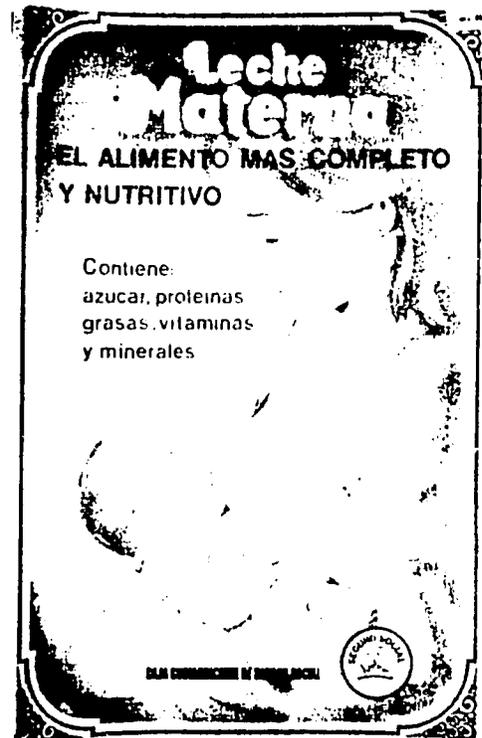
37. Guatemala



38. Brazil



39. Peru



40. Costa Rica

## **The Best From Around The World**

These materials were selected because they show how breastfeeding promotion programs are seeking to reach new audiences such as husbands, working women, or low- to middle-income women and are focusing on key issues such as exclusivity.

### **41. Thailand**

This flipchart from Thailand was designed to encourage men to be supportive of their wives while breastfeeding. It shows two husbands helping to feed the child and being supportive of a nursing mother. The message is that husbands can help share child care to free up time for breastfeeding.

### **42. Kenya**

The Breastfeeding Information Group of Kenya produced an illustrated, two-color brochure containing information on the importance of breastfeeding, ways of increasing milk production, breastfeeding techniques, breastfeeding while working, and introducing solid foods. A panel addressed to the husband, entitled "Please help your wife to breastfeed," emphasizes that nursing mothers need healthy foods, liquids, plenty of rest, and encouragement.

### **43. The Philippines**

This bus and jeepney placard from the Philippines provides tips on breastfeeding for working mothers and information on a local support group.

### **44. Jordan**

In Jordan, the Noor Al Hussein Foundation developed television and radio spots on breastfeeding to address specific breastfeeding problems identified in the baseline research, including delayed initiation, early supplementation and early weaning. This TV spot emphasizes the importance of exclusivity during the baby's first four months. The new mother is advised: "Your baby has not reached his fourth month yet, he needs your breast milk. There is no need for any other food or drink."

### **45. The Philippines**

In the Philippines, the magazine Click! included statements from movie stars and other celebrities about breastfeeding. The magazine, which was marketed on a trial basis in 1985, showed the commercial feasibility of a popular magazine interspersing breastfeeding messages with advice columns, feature stories, and comics.

The Best From Around the World



41. Thailand

**PLEASE HELP YOUR WIFE TO BREASTFEED**

Do you know that your wife needs your help to get going with baby breastfeeding? Do you know that your wife needs your support to get going with baby breastfeeding? Do you know that your wife needs your support to get going with baby breastfeeding?

Do you know that your wife needs your support to get going with baby breastfeeding? Do you know that your wife needs your support to get going with baby breastfeeding? Do you know that your wife needs your support to get going with baby breastfeeding?

**WITH YOUR HELP AND ENCOURAGEMENT, YOUR WIFE CAN BREASTFEED HAPPILY**

42. Kenya



44. Jordan

Para sa karagdagang impormasyon:

- tumawag sa BUNSO : 922-8328
- sumulat o magpaday sa PAN Breastfeeding Project c/o FNRI-NSTA, Taft - P. Gil, Manila

PHILIPPINE BREASTFEEDING PROJECT



43. The Philippines

**Click!**

VILMA, NORA & SHARON

*Silang-Talaga*

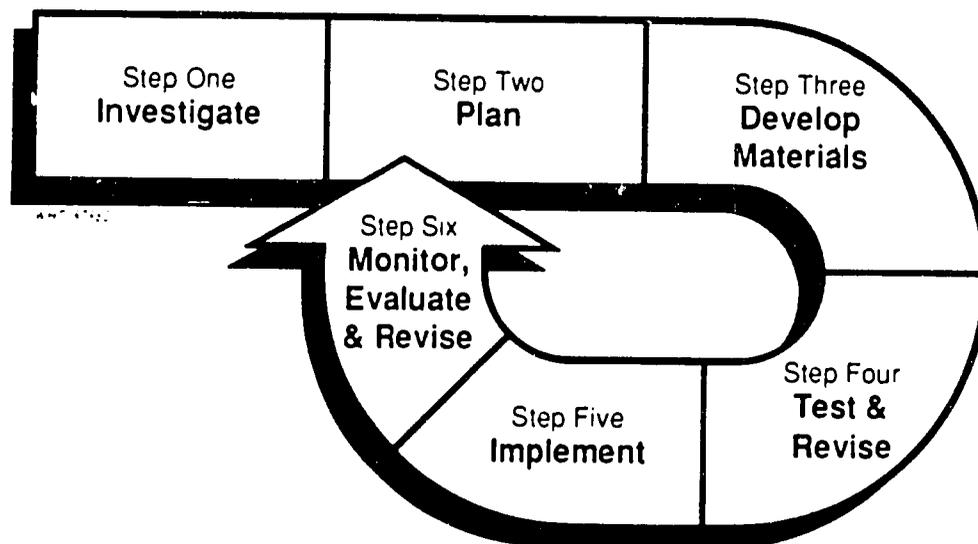
- WHOLE SOME JANICE
- WILLIAMS & GABBY
- CLOSE-BOYS

45. The Philippines

### III. OVERVIEW: AN EFFECTIVE COMMUNICATION CAMPAIGN

The sampling of materials on these pages illustrates that breastfeeding promotion has come a long way over the years -- a great deal can be learned from successful efforts throughout the Latin American/Caribbean region. After much trial and error, breastfeeding promotion efforts have demonstrated that effective materials must be developed within the context of a thoroughly-planned and well-implemented communication campaign. Without the framework of a communication campaign, materials run the risk of sending misguided messages to inappropriate audiences and of overlooking the need for coordinated support activities that build on the message dissemination component. When a communication framework is not built, money and time poured into the materials may be wasted and, most importantly, breastfeeding practices may remain unchanged.

#### Six Steps Toward Effective Communication



The good news is that effective communication campaigns do not require a lot of time or resources. Six steps to take in building a solid breastfeeding promotion campaign are shown in the graphic illustration above. It is beyond the realm of this manual to describe each communication step in detail. The purpose of the model is simply to show where materials development fits into a broader scheme. However limited the scope of an educational effort, investigation and planning are essential. These steps are needed for informed decisions to be made for materials development. Who is the target audience? What information will motivate them to change behaviors or will reinforce positive behaviors already being practiced? What media channels and messages will best reach them? How, when, and through whom?

Once preliminary materials have been developed, they must be pre-tested and revised to assure that they are understood and that they motivate behavior change in the intended direction. Care must be given to develop final materials that both achieve a specific objective and complement the objectives of other materials. For example, a poster that positions breastfeeding as the right of working women, will be enhanced by a pamphlet that shows working women how to express and store milk. Without a complementary relationship between materials, a programs' efforts can be lost: messages in one material can conflict with the messages in another; materials may promote an activity without having provided essential information; and important target groups may be ignored. Good monitoring and evaluation will help to identify where gaps or inefficiencies exist and help program planners to rechannel limited resources to where they are most needed. In short, money and time invested in promotional materials is magnified when the materials are developed as an integral part of a well planned communication plan, following a few easy steps.

## IV. ACKNOWLEDGEMENTS AND ORDERING INFORMATION

***Breastfeeding in Latin America and the Caribbean: A Sampling of Promotional Materials*** was prepared by the Nutrition Communication Project (NCP), a project conducted by the Academy for Educational Development (AED), 1255 23rd Street, N.W., Washington, D.C. 20037. Support for the manual was provided by the U.S. Agency for International Development (A.I.D.), Office of Nutrition through contract number DAN-5113-Z-00-7031-00 and by the Bureau for Latin America and the Caribbean through PIO/T number 597-0000-3-7653041. In 1987, AED was competitively contracted by A.I.D. to implement the NCP (#936-5113) to apply state-of-the-art knowledge about communication and social marketing to priority issues in international nutrition such as breastfeeding. NCP is currently assisting in the nutrition communication efforts of USAID missions and collaborating organizations throughout Latin America, the Caribbean, Africa and the Near East. NCP assists organizations through country programs, needs assessment and planning, comprehensive trainings, and technical assistance. Areas of assistance include audience research, materials development, program evaluation and other activities for the development of effective programs to improve maternal and child nutrition.

Many of the materials presented here were obtained from the American Public Health Association's (APHA) Clearinghouse on Infant Feeding and Maternal Nutrition, which maintains an extensive collection of reference and sample materials. AED is grateful to the Clearinghouse staff for their assistance in identifying appropriate materials. Other materials were drawn from the Academy for Educational Development's NCP and HEALTHCOM media collections.

To order copies of this manual, or its more extensive companion piece, *Media Promotion of Breastfeeding: A Decade's Experience*, contact the APHA Clearinghouse on Infant Feeding and Maternal Nutrition, 1015 Fifteenth Street, N.W., Washington, D.C. 20005 (Telephone: 202-789-5600; telefax: 202-789-5661). The manual is available in both English and Spanish.

The photograph on the cover of this collection was taken from a poster promoting breastfeeding support groups in Brazil. The full poster, created by Brazil's National Food and Nutrition Institute (INAN), carries the text: "Mothers and children have the right. Participate in mothers' groups." The names of support groups are also listed on the poster.