

J0732 Small Steps Big Changes – Feed Your Way

Endpoint evaluation (phase 2)

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Executive summary

Background

The "Feed Your Way" campaign, developed by Hitch Marketing for Small Steps Big Changes (SSBC), had the aim of supporting breastfeeding initiation and continuation in Nottingham and Nottinghamshire through an inclusive public health initiative. Designed to address challenges and foster community support, the campaign was underpinned by self-determination theory, which prioritises autonomy (breastfeeding is a choice), relatedness (this is a collective issue and support is available), and competence (every attempt is a success) over health-based content. The campaign was delivered in two phases, with the first developing the brand identity, messaging and representation of different families in Nottingham. This led to Phase 2, which incorporated a content refresh and additional representation to increase outreach to a diverse demographic, including younger mothers, families from ethnic minority backgrounds, neurodiverse parents, and supportive family members.

Methods

The evaluation for Phase 2 used the RE-AIM framework, integrating qualitative, quantitative, and digital data. A survey conducted with 430 Nottingham residents assessed the campaign's reach, efficacy, and reception. Additional metrics included digital analytics from Meta and website performance to understand campaign engagement. The analysis focuses on awareness, messaging clarity, and behaviour change, particularly in relation to attitudes towards breastfeeding and willingness of relevant respondents to try or support their partner with breastfeeding.

Key findings

Phase 2 generated positive reach and awareness, with 25.5% of survey respondents recalling the campaign unprompted, and another 17.4% recognising it when shown campaign materials. 35.45% (n=39) of respondents who recalled the content were aged between 18-24. The campaign was also much more likely to be recalled by parents with children under 5 (40.5%). Social media engagement reached 99,030 accounts and brought 2,459 sessions to the website. Key findings include:

- **Awareness:** Pregnant individuals and their partners showed the highest unprompted recall, indicating effective targeting. Facebook proved to be the most impactful platform.
- **Reception:** Survey responses indicated the campaign was well-received, with clear, inclusive messaging. Most participants felt the campaign positively promoted breastfeeding and normalised the role of fathers and other family members providing support through relatable images of family life. Men reacted positively to the inclusion of storylines showing supportive fathers.
- **Digital performance:** While website visits were high, engagement rates were low, with users spending limited time on content. A review of how people access information on the site could be useful to understand how easily they can find the 'Feed Your Way' content.

- **Behaviour change:** About 52% of respondents felt the campaign encouraged them to breastfeed or support a partner to do so. Respondents valued the inclusion of family members in campaign stories, which promoted breastfeeding as a communal responsibility.

Recommendations

1. **Clarify campaign identity:** Position "Feed Your Way" as a comprehensive breastfeeding resource, not merely a brand, with clearer calls to action. Embed as a resource for healthcare professionals to utilise as part of a wider infant feeding strategy in Nottingham.
2. **Encourage workplace support:** Spotlight breastfeeding-friendly policies in workplaces and public venues to increase campaign relevance.
3. **Enhance digital engagement:** Increase website engagement by promoting downloadable resources and improving user experience, ensuring the campaign serves as a central, accessible hub for information.
4. **Expand educational content:** Encourage more healthcare professionals to promote the practical guidance on breastfeeding provided by "Feed Your Way", including information on expressing milk and integrating breastfeeding with work responsibilities.
5. **Extend inclusivity:** Continue featuring diverse family structures and backgrounds and incorporate local community partnerships to support varying cultural and social needs.

The campaign demonstrated success in changing social norms around breastfeeding and fostering a supportive community environment, and there is room to build engagement with both online and offline resources. This document will now explore the evaluation in more detail.

Background

The project

Small Steps Big Changes (SSBC) commissioned Hitch to develop, launch and evaluate a bespoke breastfeeding public health campaign in Nottingham. The campaign aimed to encourage uptake of breastfeeding initiation and maintenance by promoting choice and autonomy, encouraging family and community support, and through frank conversations.

The goals of this campaign were to change the social norm associated with breastfeeding and promote it as mutually beneficial to mum, baby, employers, and the wider community as well as enabling more babies to receive breast milk at birth and for a longer duration, focusing on feeding drop-off.

The project was divided into a number of phases: initial research, followed by strategy development, delivery, the midpoint evaluation, and then further research as part of phase 2 leading into the relaunch of the campaign, which will now be evaluated.

Phase 1

Evaluation findings from the first stage of the campaign identified:

- 30% of participants would change their behaviour as a result of seeing the campaign, however fewer, 15%, had seen the campaign.
- 26% of respondents could recall the campaign.
- The campaign was seen as non-judgmental due to its brand name and inclusive representation of families

There were some suggestions for improvement including:

- Requests were made to include other experiences, including stories with younger babies and how fathers and partners can support in overcoming breastfeeding challenges.
- The need to share more information about the challenges of breastfeeding and how to manage them.
- The importance of providing timely information to parents about where they can go to get support, especially in the initial weeks of breastfeeding.

Phase 2

This phase focused on a content expansion and a smaller-scale relaunch. For this burst of activity, we looked to fill some of the gaps in communication and representation from the original campaign to increase its reach and use.

Research

The desk research in the second phase of the project identified a number of groups who could benefit from additional support, representation, and messaging:

- **Young and teenage mums:** Our research found lower breastfeeding rates due to lack of peer networks and confidence. Tailored support and social media campaigns were identified as tools to help this group.

- **New mums:** Many new mothers wish they had been better prepared for breastfeeding and needed consistent, accessible support.
- **Diverse & underrepresented populations:** Cultural differences, language barriers, and lower healthcare access were found to be significant challenges for some mothers from minority ethnic backgrounds.
- **Disabled & neurodiverse parents:** These groups face unique barriers, such as lack of specialised information and healthcare support.
- **Grandparents & Partners:** Grandparents' attitudes can strongly influence breastfeeding, while partners' support plays a crucial role in breastfeeding initiation and continuation.

Next steps, objectives and KPIs

A key objective of this phase of the campaign was to raise awareness of *Feed Your Way* in Nottingham among core target audiences: parents of children under four, pregnant women, and grandparents, including a segment from ethnic minority backgrounds and individuals with disabilities or neurodiverse conditions. It sought to also provide targeted support for partners, grandparents, and culturally diverse communities. A continued theme of the project was to ensure that autonomy of mothers' choices be maintained.

The KPIs for the project looked at shifts in actual and intended behaviour as a result of campaign awareness including:

- Demonstrate improved knowledge, attitudes, and behaviours about breastfeeding, informed by FYW messaging.
- The % of people who are thinking about breastfeeding in the future as a result of seeing the campaign.
- The % who have initiated breastfeeding as a result of seeing the campaign.
- The % who continued breastfeeding longer as a result of seeing the campaign.
- The % who partners/family/friends who would be more supportive of a woman breastfeeding as a result of seeing the campaign.

Workforce objectives also included:

- Legacy and sustainability – support the smooth transition of Feed Your Way towards onward commissioning.
- Increase awareness amongst the workforce and promote the Feed Your Way website.
- Developing resources to better equip healthcare professionals with inclusive language and behaviour training.

Workforce objectives were not within the scope of Hitch's role in the project and as such have not been included within this evaluation.

Delivery

Three new case studies were developed with families across Nottinghamshire:

- **Danielle & Temi**: who recently gave birth and are breastfeeding their first child. Danielle was in the process of getting ADHD and autism diagnoses, and she soon noticed that her neurodiversity was impacting her feeding. Temi supports Danielle on their feeding journey.
- **Georgia & Amo**: 22-year-old Georgia and her partner Amo are new-parents to their 11-week-old son Ajay who is exclusively breastfed.
- **Halimah**: who supports her son and daughter-in-law on their feeding journey with their one-year-old daughter.

The campaign images and video content were shared via Meta, with links for videos redirected to the website.

These case studies and the wider project were underpinned by self-determination theory. In this approach, Ryan and Deci state that behaviour is motivated by basic psychological needs being met:¹

- **Autonomy** - a need for self-direction, choice, and control, providing a rationale for breastfeeding whilst avoiding controlling language.
- **Relatedness** - a need to feel supported and connected by exploring sources of support for breastfeeding and the role of partners and grandparents.
- **Competence** - a need to feel capable and accomplished through identifying barriers and obstacles that develop confidence to start and maintain breastfeeding.

¹ https://selfdeterminationtheory.org/SDT/documents/2000_RyanDeci_SDT.pdf

Research methods

Framework for evaluation and research design

The evaluation explored the impact and implementation of Feed Your Way by using the RE-AIM framework, which was also used to evaluate Phase 1.² This framework allows for the triangulation of qualitative, quantitative, and digital analytic data to produce a more complete picture of campaign reach and efficacy (see Appendix 1 for further information).

- 'Reach' seeks to ensure that the participants selected are representative of the target populations and that each are tested on their prompted and unprompted recall of the campaign.
- 'Efficacy' seeks to explore the impact of the campaign in changing behaviour and attitudes, either now or in the future.
- 'Adoption' assesses how the campaign has been adopted by healthcare professionals, organisations and how it has been rolled out across the area.
- 'Implementation' evaluates whether the campaign is appropriate for the target population based on survey feedback. It also seeks to evaluate the feasibility within healthcare settings.
- 'Maintenance' assesses the legacy of the campaign.

For this evaluation Reach and Efficacy were the focus, as these were in scope for the elements of the project undertaken by Hitch.

Survey design

A survey was utilised to capture a cross-section of views across Nottinghamshire towards the campaign. The speed that a survey can be disseminated was balanced against the restrictions of time that qualitative evaluation approaches require and to ensure a representative sample of the target groups is gained. Some questions were repeated for this evaluation from the midpoint evaluation including experiences of and attitudes towards breastfeeding and incorporated an infant feeding scale which is validated in many female populations.³ Other questions focused on campaign reach and efficacy.

Recruitment

To ensure an independent sample was recruited, Hitch commissioned an external agency to recruit an independent sample of 430 participants. The agency holds a database of potential participants across the UK who are willing to take part in research. Participants all lived in Nottingham or Nottinghamshire and were engaged as representatives of the characteristics of the core target audiences. There was an even split of genders and ethnic groups broadly reflected the demographic profile of Nottingham.

² Glasgow, R. E., Harden, S. M., Gaglio, B., Rabin, B., Smith, M. L., Porter, G. C., ... & Estabrooks, P. A. (2019). RE-AIM planning and evaluation framework: adapting to new science and practice with a 20-year review. *Frontiers in public health*, 7, 64. *In this instance the AIM elements are not relevant to this evaluation because they focus on the views of health care professionals, which are not the focus of this survey.*

³ <https://psycnet.apa.org/doiLanding?doi=10.1037%2Ft63654-000>

Analysis

Quantitative survey data was analysed using descriptive statistics in Microsoft Excel. Thematic content analysis was carried out on qualitative data collected through free-text responses; whereby consistent themes were identified.

Digital

The digital performance of the campaign was evaluate using measures of the following metrics:

- Groups targeted based on specific criteria on Meta and Google adds
- Reach (how many people saw adverts)
- Impressions (how many times adverts were seen)
- Clicks (where applicable)
- Cost per result
- Performance against specific campaign aims/objectives
- Comments overview

Key findings

- This second phase of activity generated very positive campaign reach and awareness, with 25.5% of the 430 survey respondents recalling the campaign unprompted, and another 17.4% recognising it when shown campaign materials.
- 35.45% (n=39) of respondents who recalled the content were aged between 18-24 and the campaign was much more likely to be recalled by parents with children under 5 (40.5%, n=106).⁴
- The respondents most likely to recall the campaign, prompted or not, were individuals who were currently pregnant or partners to someone who is pregnant.
- On social media, the campaign reached 99,030 accounts and generated 2,459 sessions on the website.
- Survey responses also showed that the Feed Your Way campaign has been positively received overall. Most respondents noted that messaging was clear, and the approach felt positive, inclusive and empowering.
- Some improvement areas were also identified in the survey, especially around clarity over Feed Your Way's goal as well as lack of understanding of its inclusivity. A few respondents mentioned the need to address breastfeeding and work, for more emphasis to be put on expressing and acknowledgment given to mothers who could not or chose not to breastfeed.
- Inclusion of feeding allies (partners and grandparents) landed very positively. Online, partner-inclusive content performed the best, closely followed by content based around Halimah's story, who talked about supporting her son and daughter-in-law on their breastfeeding journey with their daughter. Some of the highest recall and digital engagement rates were found to be amongst the male audience. Similarly, unprompted recall was also slightly higher amongst male survey respondents. A few survey responses noted the need for sustained education about how partners could help as it was still felt that breastfeeding was the mother's responsibility.
- When looking at website analytics in more detail, we do however note that, despite high traffic rates, engagement with the campaign materials is still relatively low. Notably, the average time spent on website pages sits at 23 seconds and return rates at 3.64%. Comparing this with survey responses, we noted that 53% of respondents agreed that the campaign helped them, and their partner seek support for breastfeeding, which may indicate that Feed Your Way assets are encouraging people to seek support generally, rather than strictly through the campaign website.

⁴ Significant campaign recall depends on a variety of factors. Larger campaigns with TV adverts can achieve between 50-85% unprompted recall, such as Change 4 Life got 85% and the Scottish Government's *Count 14* got 55%. For a relatively small campaign, carried out entirely online, the recall levels are positive, particularly in our key target audiences of younger age groups and people with children under 5.

Recommendations

- As noted above, this second phase of activity performed very well when looking at reach and website traffic generated. Feed Your Way is perceived positively, and recall rates are encouraging. However, engagement with the campaign materials, particularly the website was still low. Work could be done to improve any call to actions and messaging to clarify Feed Your Way's position as an information hub to help families find the information, support or services they may need, rather than simply a brand aimed at encouraging families to breastfeed.
- More work to be done promoting content of the website and goal of Feed Your Way as a resource beyond the brand / campaign.
- Phase 2 showed the value of spotlighting feeding allies. Voices of partners, co-parents, wider family members and friends should continue to be heard as it seemingly resonated and encourages people to view breastfeeding more positively and empathetically. There also remains an opportunity for work to be done with local businesses (e.g. Café, restaurants), public venues (e.g. sports clubs, gyms etc) and workplaces, spotlighting their voices and offering them the tools to make their environments breastfeeding friendly.
- Feed Your Way was saluted for its inclusive representation of many different families around Nottingham and its recognisable locations. This continued inclusive positioning remains crucial to the brand's success, not only by ensuring imagery and case study videos are featuring families from diverse backgrounds, but there is also an opportunity to work with relevant local community groups to help us understand local needs as well as further promote Feed Your Way as a breastfeeding support resource.
- As mentioned from the inception through to this final evaluation of Feed Your Way, the goal of campaign was to ensure that it felt inclusive and non-judgmental, which overall has been achieved. However, it is worth considering if and how the voices and perspectives of families who aren't able or choose not to breastfeed can be incorporated into the campaign. This should be considered as part of a wider strategy for infant feeding across Nottingham.
- There is also room for Feed Your Way to lead more conversations around expressing, especially in the context of parents returning to work or managing milk supplies. These experiences have been shared in [Becca and Danielle's](#) stories, but low engagement with the full videos on the website means members of the public are unaware of the diversity of infant feeding experiences in the campaign. Promoting these videos via healthcare professionals could be an important route to a wider variety of stories being accessed.
- Again here, more work can also be done with local businesses and workplaces, understanding what their current offer is (i.e. do they provide a private expressing space? a fridge to store milk? Do staff in commercial venues know how to speak to and help women who are feeding/ expressing in those places?) and whether this can be increased.

- To help retain users on the Feed Your Way website, digital advertising should aim to be more specifically targeted. For example, if a video is being pushed out promoting a particular case study, ads should then redirect to that case study page. Similarly, content could highlight the topic of breastfeeding and returning to work, in which case ads should redirect to the most relevant page.
- Following from the above recommendation, and also considering the needs and user journeys of the personas being directed to specific pages, there is an opportunity to strengthen redirect links on the page. For example, on the grandparent case study page (Halimah), we currently link to relevant resources (i.e.. how family and friends can support). There is also an opportunity to link to specific website pages that tackle themes mentioned in Halimah's video (e.g. partner support, grandparent support etc).

Survey results

430 respondents completed the survey between 26 September – 8 October 2024.

Demographic data

Location

Of the 430 respondents, the majority live in Nottinghamshire and Nottingham. Some live and work and/or study in the area and minority only work or study in Nottinghamshire. 23% of respondents lived in one of the four SSBC wards and 77% lived in another area of Nottingham or Nottinghamshire.

Age

All respondents were aged over 18 (Figure 1). 27% (n=116) were aged 18 to 24. 23% of respondents were aged between 25 and 34, 27% were aged between 35-44, and 14% were aged 45 to 54. 4% of respondents identify as being 55 to 64 years old. These respondents were either living or working in the area. 3% of respondents were aged 65 to 74.

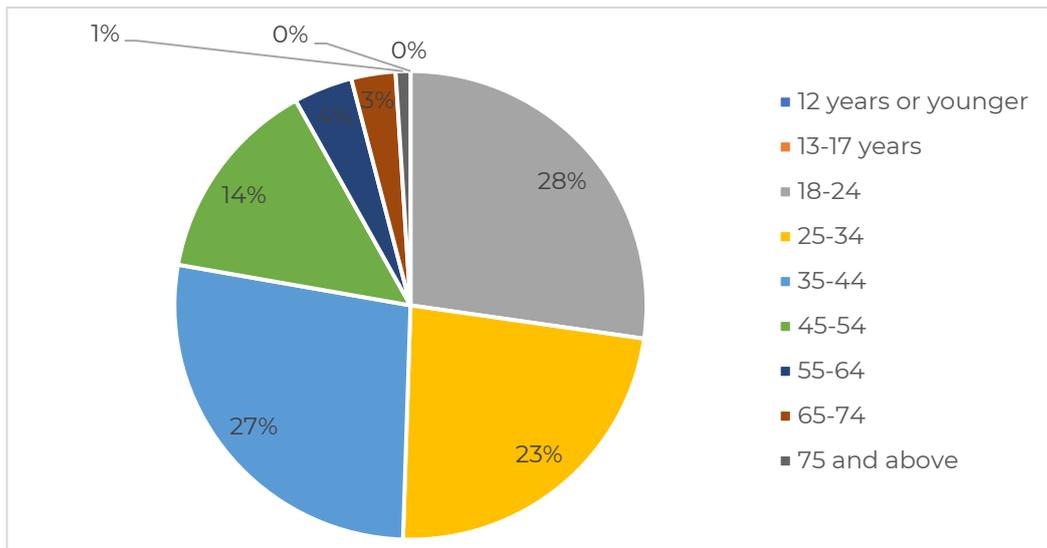


Figure 1: age distribution of respondents

Gender

426 respondents provided data relating to gender. 212 were male, 213 were female and 1 was non-binary, gender queer or gender nonconforming. Of the male and female response, 421 noted that they were cis gender, i.e. the gender of their birth, and four respondents said that they were not cis gender.

Ethnicity

64% of all 430 respondents (Table 1) were from a White English/Welsh/Scottish/Northern Irish/British background, 5% from 'any White background' and 30% were from an ethnic minority background, with 10% identifying as 'African' and 7% from Asian backgrounds. In the 2021 census, 65.9% of people in Nottingham identified their ethnic group within the 'White' category while 14.9% identified their ethnic group within the "Asian, Asian British or Asian Welsh" category, and 10% as 'Black, Black British, Black Welsh, Caribbean or African' category.⁵ This indicates that this survey was broadly representative of the population of Nottingham and Nottinghamshire.

Ethnicity	%	Ethnicity	%
Indian	3%	White and Black Caribbean	1%
Pakistani	3%	White and Black African	1%
Chinese	4%	White and Asian	2%
Any other Asian background	1%	English/Welsh/Scottish/Northern Irish/British	64%
Caribbean	2%	Gypsy or Irish Traveller	1%
African	10%	Any other White Background	5%
Any other Black, African or Caribbean background	1%	Prefer not to say	2%

Table 1: ethnic background of respondents

Respondent health conditions

Of the 430 respondents, 413 provided information about long-term health conditions (Figure 2). 82 (20%) said that they did have a long-term health condition. Of these, 22 had a physical disability, 11 had sensory impairment, 37 had a mental health condition, 5

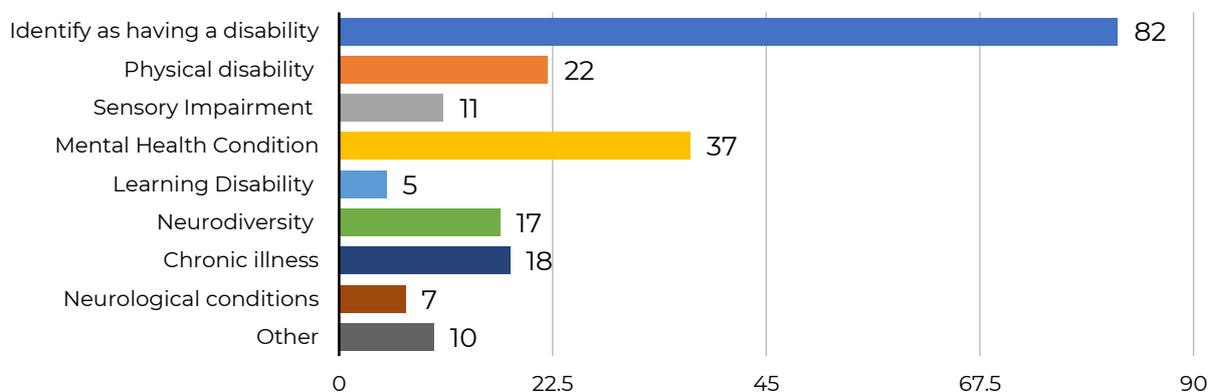


Figure 2: long term health conditions of respondents

⁵ <https://www.ons.gov.uk/visualisations/censusareachanges/E06000018/>

had a learning disability or difficulty, 17 had neurodiversity, 18 had chronic illness, and seven identified a neurological condition. 10 identified as 'other' long-term condition. Of those who responded 'other' the following conditions were identified: endometriosis, deafness, vitamin D deficiency, diabetes, asthma, autoimmune disease, acne, urticaria, ankylosing spondylitis, Hashimoto's Thyroiditis (Figure 2).

Parental status

430 respondents answered the question are you a parent? 249 (58%) said yes, 181 (42%) said no (Figure 3). Of the 249 who identified as a parent, 63 had children that were over 15. This left 186 respondents with children aged under 15.

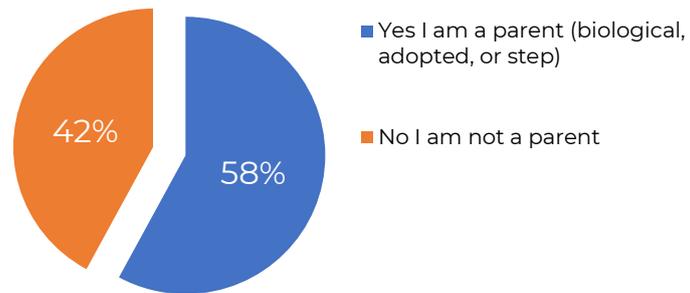


Figure 3: parental status

Of these, 75 respondents had one child under 15. 85 respondents had two children under 15. 18 respondents had three children under 15. Four respondents had four children under 15. Four respondents also had five or more children under 15 (Figure 5). Of the 186 respondents with children under 15, 44 had children between the ages of 11 and 15, and 39 had children between the ages of six and 10. This left 106 respondents with children under the age of five. Of these, 12 had a child between zero and five months. 20 had a child between six and 11 months, 26 had a child between 12 and 23 months, and 48 had a child between two and five years (Figure 4).

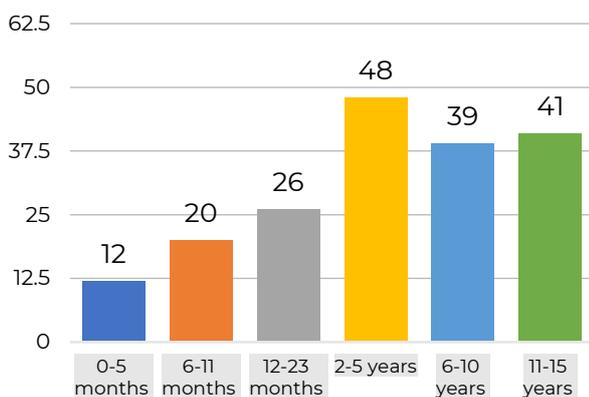


Figure 4: age of youngest child

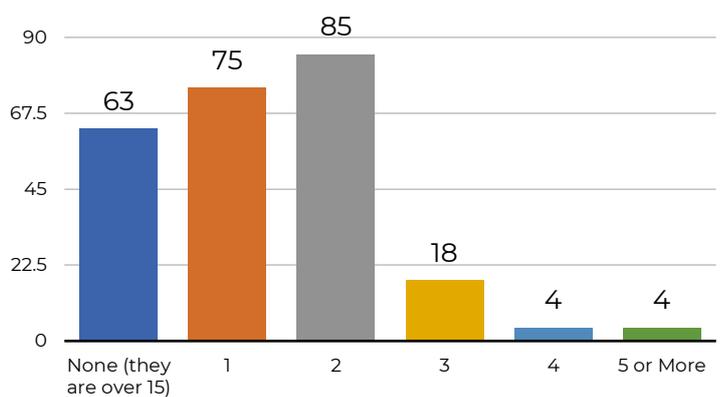


Figure 5: number of children under 5

Parental status was explored in more detail (Figure 6) by asking the question 'which statement best describes you?' 30% were women who had made different decisions about breastfeeding. 15% had breastfed one or more of their children, 4.8% tried but were unable to, 5.2% are currently breastfeeding, and 12.1% would like to try to breastfeed. 34% of respondents were the partner of someone who has breastfed their children, 6% were the partner of someone who had not breastfed their children, 15% were a parent to a child of childbearing age, and 10% were a grandparent.

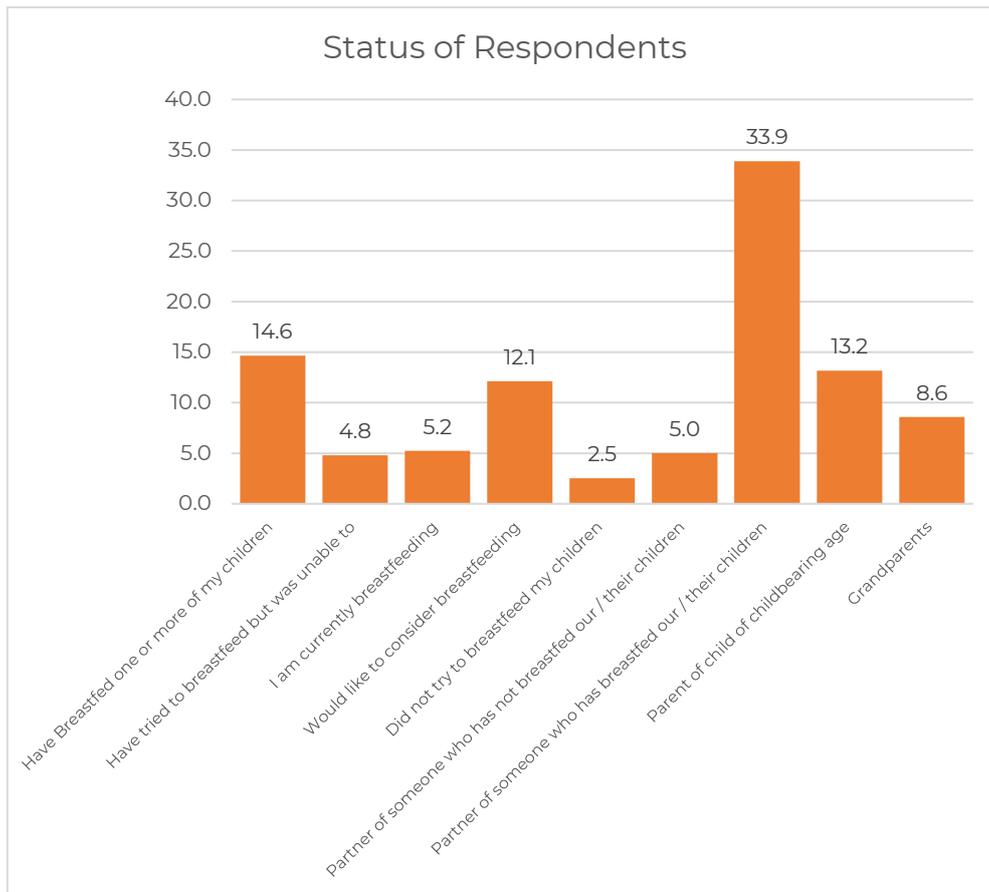


Figure 6: status of respondents

In addition, 5% of the 430 respondents were pregnant and 7% were the expectant father or co-parent (51 respondents). Meaning 28% of the 181 respondents who were not parents were pregnant or expecting.

Breastfeeding status:

87% (n=162) of respondents said they breastfed their children. 60% breastfed for as long as they wanted and 12% fed for longer than planned. The top reasons for breastfeeding in this cohort included health benefits for baby (86%), bonding with baby (67%), health benefits for the mother (49%) and the cost benefit (40%). In addition, 9% said it was because they had seen the previous SSBC campaign. 25 respondents were currently breastfeeding.

26% of n=162 respondents did not breastfeed for as long as they wanted. For this 26%, things that would have helped individuals breastfeed for longer included more support from healthcare professionals, more information about the challenges of breastfeeding, and the ability to feel more comfortable in public.

Of the 13% who did not breastfeed there were no clear trends across groups. Reasons given for not breastfeeding included convenience, their partner wishing to be more involved, issues with feeding in public, and not seeing any additional benefits over formula feeding.

91% of respondents who were pregnant or expecting (n=51) planned to breastfeed.

Perceptions of breastfeeding

The Iowa Infant Feeding Attitude Scale was embedded as a question within the survey.⁶ The IIFAS was developed to assess attitudes to feeding from the mother's perspective and is a validated measure of attitude and predictor of breastfeeding outcomes. As with Phase 1, respondents answered the IIFAS because it was felt that questions could be answered easily by all members of the community to assess public perceptions of infant feeding. Responses identified that people hold positive views of breastfeeding with 75% of respondents agreeing or strongly agreeing that breastmilk is best for baby, 79% thought it was cheaper, 78% thought it increased bonding, and 61% disagreeing or strongly disagreeing that women should not breastfeed in public. On each question at least 15% of respondents put a 'neutral' response. These responses could be due to disinterest, lack of awareness, or a lack of confidence with knowledge around breastfeeding. This may indicate a need for greater education on the benefits of breastfeeding within the wider community. More details for this analysis can be found in Appendix 3.

⁶ <https://dr.lib.iastate.edu/bitstreams/67ad714a-158c-4134-917f-715733032fc6/download>



Unprompted recall

25.5% of respondents (n=110) recalled the campaign with no prompting. 35.45% (n=39) of respondents who recalled the content were aged between 18-24 and the campaign was much more likely to be recalled by parents with children under 5 (40.5%).

		% of n=110	% of total in that group
Age of respondent for unprompted recall (n=110)	18-24	35.45%	33%
	25-34	27.72%	31%
	35-44	28.8%	28%
	45-54	3.6%	7%
	55-64	0.9%	6%
	64-74	2.7%	20%
41 respondents were grandparents but only n=4 recalled the campaign unprompted			
Gender of respondent for unprompted recall (n=110)	Male		54% (n=60)
	Female		44% (n=49)
	Not disclosed		2% (n=2)
Age of children and unprompted recall	Have children under 5 (total n=106). N=45 recalled the campaign. 40.5%		
Currently pregnant or partner is pregnant	N=51 of respondents were pregnant or partner to someone who is. N=33 recalled the campaign, 29.7% of n=110 who recalled the campaign, but 64.7% of all pregnant/partners of pregnant individuals.		
Disability or impairment	N=82 respondents recorded a disability or health issue. N=27 recalled the campaign unprompted (24.3%)		
Where campaign was viewed	Facebook		45%
	Facebook page/community		22% (67% across Facebook)
	Instagram ad		32%
	Instagram page		19% (51% across Instagram)
	YouTube		26%
	Google ads		18%
	Other social media		7%
	Website		2.7%
	I don't remember		16%

Table 2: unprompted recall data



Given that the majority of respondents were aged between 18-44, the higher rate of recall across these groups is not surprising, however it does indicate that younger audiences were more likely to see and recall the campaign. Interestingly more men were likely to recall the campaign unprompted, which may be linked to the nature of the content with more dads being present in the campaign. Facebook far outperformed where people remember viewing the content, which is reflected in the digital campaign (See page 23). The respondents most likely to recall the campaign were individuals who were currently pregnant or partners to someone who is pregnant (29.7% of all unprompted recall). 64.7% of this group recalled the campaign unprompted, which was very positive.

Unprompted recall comments

Of those who recalled the campaign unprompted (n=110), 77 respondents provided written feedback about what they could remember about the campaign. Respondents noted different aspects of the campaign. These included one or more of the following: locations they had seen the campaign, key messaging and images, such as

“It was a lady from Hyson Green talking about breastfeeding and the support she had received from the group.”

“An image of a mother breastfeeding outside a public place.”

“The messaging about doing what's right by you and not showing judgement on those who differently.”

A quote which captured the breadth of the comments was

“It was showing bright colours to represent how beautiful it is and how careful you need to be for the breastfeeding process.”

Respondents did not clearly recall the colours for the campaign, tending to remember them as pink or blue, rather than purple. However, the feeling of the campaign was reflected on, with individuals discussing the positive message, close relationships portrayed and many recalled that the campaign was called ‘Feed Your Way.’ Recognisable locations in Nottingham and Nottinghamshire were also remembered, which indicates the importance of rooting campaigns within their community to have a positive recall.

Prompted campaign recall

320 respondents did not recall the campaign. When they were shown campaign images, 75 people (17.44% of all respondents) then recalled seeing the campaign. Of n=75, 18-24- and 25-34-year-olds were the most likely to recall the campaign when prompted. There was no real difference in prompted recall across respondents who are parents, not parents, pregnant or who are grandparents. As with unprompted recall, respondents were more likely to have seen the campaign on either Facebook (52%) or Instagram (29%), with YouTube being the third most likely.

Digital Channel	%
Facebook ad	33%
Facebook page/community group	19%
Instagram ad	24%

Instagram page	5%
YouTube	28%
Other social media	15%
Google ads	12%
Other (Please specify)	1%
I don't remember	11%

Table 3: digital channels campaign was seen for prompted recall

Prompted and unprompted campaign image recall

This table provides information of the campaign images that we recalled by respondents.

	Unprompted (n=110)	Prompted (n=75)		Unprompted (n=110)	Prompted (n=75)
	48%	12%		27%	4%
<p>In unprompted awareness women were the most likely to remember this image.</p>					
	30%	6%		23%	3%
			<p>In prompted awareness this was most likely to be recalled by women</p>		

	39%	8%		29%	4%
<p>In prompted awareness this was most likely to be recalled by men</p>					
	22%	2%		11%	4%
<p>Don't remember seeing any of the images</p>	11%	77%			

Table 4: prompted and unprompted recall of campaign assets

Georgia's image with the caption 'support is available to you' was most likely to be recalled by unprompted and prompted respondents, with women being more likely to recall this image. This messaging appears to resonate with findings in Phase 1 where parents were looking for a campaign to help provide them with support. Recall across survey respondents also underscores the importance of representation within campaign materials. For example, the image of mother Danielle and father Temi's image "my partner by my side" was most likely to be recalled by men. Images of Amo and Tami alone with their babies were less likely to be remembered by both genders.

Clarity of messaging

92% of respondents felt that the campaign's message was clear, with 88% of 18–24-year-olds agreeing.

The campaign aimed to encourage breastfeeding and comfort with it while providing information about available support. Qualitative feedback included positive remarks such as,

“Very direct, but informative.”

Some respondents felt it emphasised support for fathers and normalised coparenting. Others appreciated the campaign's approach to challenging breastfeeding taboos, with comments like:

“It addresses all the nonsense about not breastfeeding in public”

“Destigmatise(s) the stupidity of people who are against breastfeeding.”

How did the campaign make respondents like or feel?

56% of all respondents felt more positive about seeing breastfeeding in public, especially those under 35 years of age (Figure 7). 20% of the total respondents said the campaign made them feel confident to breastfeed now or in the future. Of these respondents, 32% were pregnant, 43% wanted to consider breastfeeding, and 48% were an expectant father or co-parent. This is valuable as it shows that the campaign has had impact on respondents who may breastfeed or support their breastfeeding partner in the future.

Only 5% of respondents felt uneasy and 2% felt uncomfortable about the campaign. 29% said it made them feel happy, 27% felt positive, and 17% felt motivated to actively support breastfeeding.

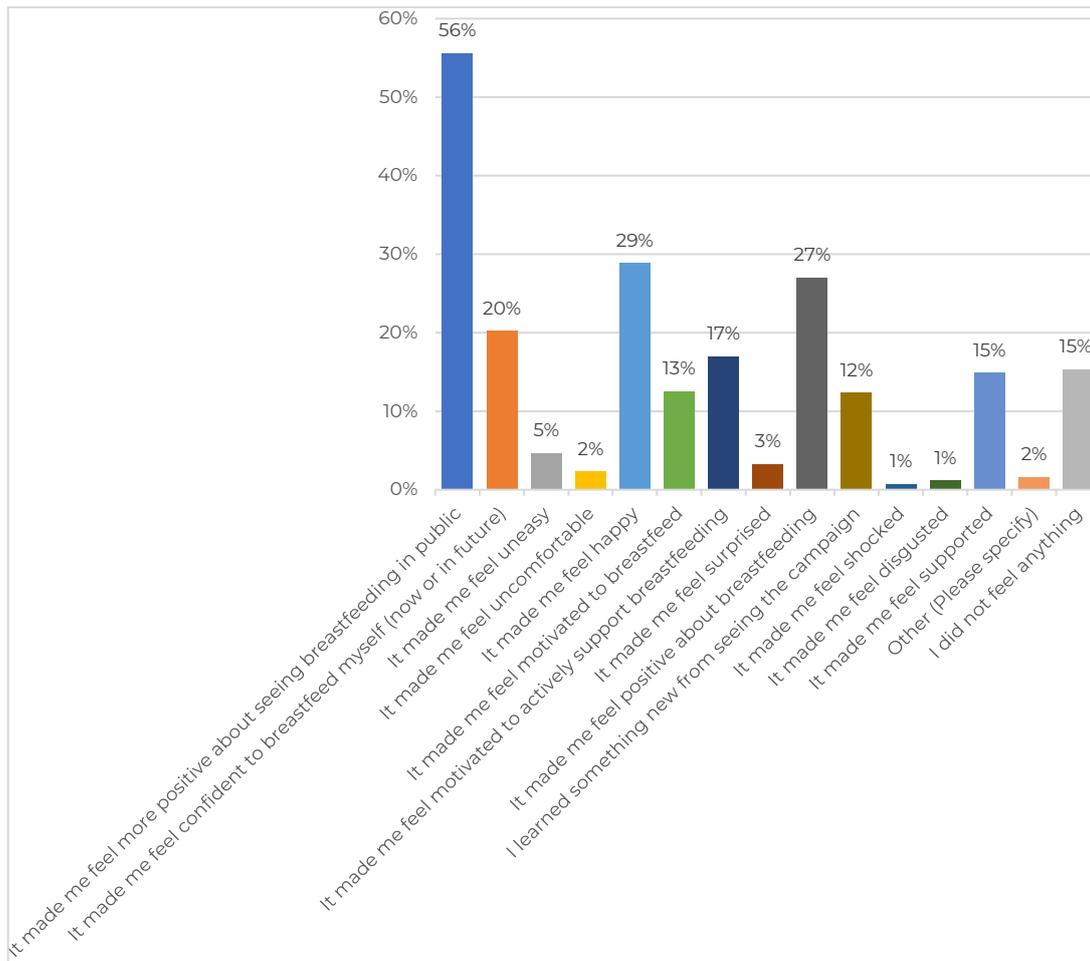


Figure 7: perceptions of the campaign

Respondents were also asked about the campaign’s colour, feel, message, clarity, and inclusivity. 69% of respondents either strongly agreed or agreed that they liked the colour, 71% liked the ‘feel’ of the campaign, 83% thought the campaign was positive, 80% felt the campaign was clear, and 81% liked the message. This overwhelmingly indicates the campaign was perceived positively.

The campaign was seen to foster a strong sense of community with 77% of respondents agreeing or strongly agreeing. It also rated well when being inclusive of fathers and different types of family types. 78% felt the campaign was inclusive of different ethnic groups, 79% felt that it was inclusive of different family types, and 76% agreed it was inclusive of fathers. 84% of respondents agreed or strongly agreed that the campaign was aimed at men and women. 39% of respondents were neutral as to whether the campaign was aimed at them. Appendix 2 provides more information about the feedback to these questions.

Behaviour change

224 of respondents (52%) felt that the campaign encouraged them and their partner to breastfeed, with men showing the strongest agreement (58%). 99 respondents indicated this question was not applicable to them (23%). Additionally, 53% (N=228) agreed that the campaign helped them, and their partner seek support for breastfeeding. When asked if the campaign encouraged them to support

breastfeeding women, including friends and family 78% agreed (n=335) agreed, with higher agreement among women (113 women compared to 95 men).

The campaign helped respondents better understand the challenges of breastfeeding, with 69% (n=297) agreeing on this point. When considering breastfeeding as a 'community issue,' 59% (n=253) of respondents agreed, although most only somewhat agreed. There was strong recognition of the value of breastfeeding for mothers and infants, with 80% (n=342) respondents agreeing. Likewise, 241 respondents strongly agreed with the statement, 'I understand that breastfeeding is natural,' and 99 somewhat agreed, totalling 80%.

The statement, 'I feel judged if I or my partner choose not to breastfeed,' received mixed responses. 21% (n=90) felt it did not apply, 28% disagreed, and 26% somewhat agreed or strongly agreed. This may demonstrate some of the social issues with parents who formula feed feeling judged for doing so.

As a result of the campaign, 53% (n=228) of respondents felt supported to try breastfeeding, and 48% (n=206) felt it encourages people to breastfeed for longer. Additionally, 21% (n=90) of 403 respondents indicated this question was not applicable to them.

Impact of the campaign on behaviour

Most responses were positive, with many noting that the campaign would not change their behaviour, as they were already supportive of breastfeeding. Some respondents, however, felt more empathetic and supportive due to the campaign. Others indicated that, while they would not change behaviour now, they might in the future when they become parents. For example, one respondent shared,

"It makes me want to talk to a potential new partner about whether we should breastfeed if we have children."

One respondent questioned whether the campaign could shift perspectives on public breastfeeding, asking,

"Maybe it will change the mindset of those who think breastfeeding in public is awful."

This hope was echoed by others who wished for more public acceptance and less judgement around breastfeeding. Another commented,

"It has taught me to respect people who desire to breastfeed."

However, a very small minority of respondents expressed criticisms. One respondent stated,

"Sorry for this, but men don't breastfeed, so having a male in the picture to promote breastfeeding is ridiculous. It should have been all women of mixed ethnicity. But to encourage men, you could have shown a male holding a bottle to represent his role in feeding."

This comment highlights the importance of viewing the campaign videos alongside the images to contextualise the messaging.

Another felt the campaign was overly directive, saying,

"The campaign made me feel forced into breastfeeding, as if it is the only way."

One respondent shared a personal experience, noting,

“This has been a very triggering topic for me, as I got septic mastitis while breastfeeding.”

These comments highlight the way in which infant feeding can be an emotive topic and a campaign encouraging breastfeeding can prompt strong emotions and reflections.

Despite these critiques, the overall response was positive. The campaign prompted many to reflect on their behaviour, boosted confidence, and even evoked a sense of “nostalgia” for “the old days and the old ways, when breastfeeding was the norm.”

Strengths and weaknesses of the campaign

Respondents perceived the campaign as delivering a positive message to new parents. Key strengths include its educational value, clear information, and increased awareness about breastfeeding. Many felt it is inclusive of both mothers and fathers, with the inclusion of men being largely viewed positively, though not universally. One respondent appreciated how the campaign,

“encourages women who don’t like breastfeeding their babies to breastfeed their baby and it shows how important it is to do that!”

A noted strength is the use of plain language and the clarity of the message, which some felt indicated careful design,

“an inclusive, clear, and vivid [campaign].”

Additionally, some respondents felt the campaign’s presence itself was impactful, with one noting they had seen more parents breastfeeding in public, which they attributed to the campaign’s influence.

While the campaign was generally well-received, some respondents highlighted a few weaknesses. Interestingly, many used the survey section on weaknesses to say there were none, writing responses such as “none,” “not sure,” or “no weaknesses.”

Others questioned how realistic the campaign is. One noted,

“I don’t see the participation of most fathers because their task will be centred on caring for either the mum or child, and not all fathers are kind enough to be in such a situation. This campaign didn’t include working-class mums. These days, mums even work from home, but it’s still a huge job, and the campaign posters should somehow include that. I doubt this campaign grabbed the attention of older mums who have experienced these issues with their kids who are now much older and should be represented in the posters and the campaign in general.”

While many found the messaging effective, some mentioned that it was not always entirely clear, with a few finding the campaign slightly confusing about what it aims to communicate. Some respondents felt it put undue pressure on mothers, with one commenting that there shouldn’t be judgement for using formula:

“A mother’s capacity to give breast milk depends on her health and psychological condition. If a mother fails to do so, no one can blame her, so it is important to let everybody know about this.”

One aspect mentioned as missing from the campaign imagery was breast pumping. A respondent suggested highlighting,

“pumping as a viable option, with images, for example, of people holding bottles of pumped breast milk, as this is how many working mothers manage to breastfeed. This could also show fathers bonding with a baby using breast milk in bottles.”

Again, this highlights the importance of respondents not having seen the longer videos, as this is captured in Becca’s story from Phase 1. The messaging within these stories could be more widely shared by healthcare professionals to help demonstrate the variety of experiences explored within the Feed Your Way support pages to reinforce that the campaign seeks to include a whole range of infant feeding approaches.

Digital performance

The second phase of the Feed Your Way campaign launched on 28th of August 2024 with a four-week burst of digital activity promoting the campaign's newest case study families.

Audiences were introduced to the full-length videos during the first week of advertising. The remaining three focused on pushing out the 30 and 15 second cuts of those videos, with users being encouraged to watch the full-length and redirected to the website.

Audience targeting

Ads were directed at three audiences:

- **Breastfeeding parents** – specifically, women of childbearing age across Nottingham.
- **Partners & co-parents** – specifically, men with priority given to dads with a child up to the age of 5.
- **Grandparents** – specifically, residents with children of childbearing age.

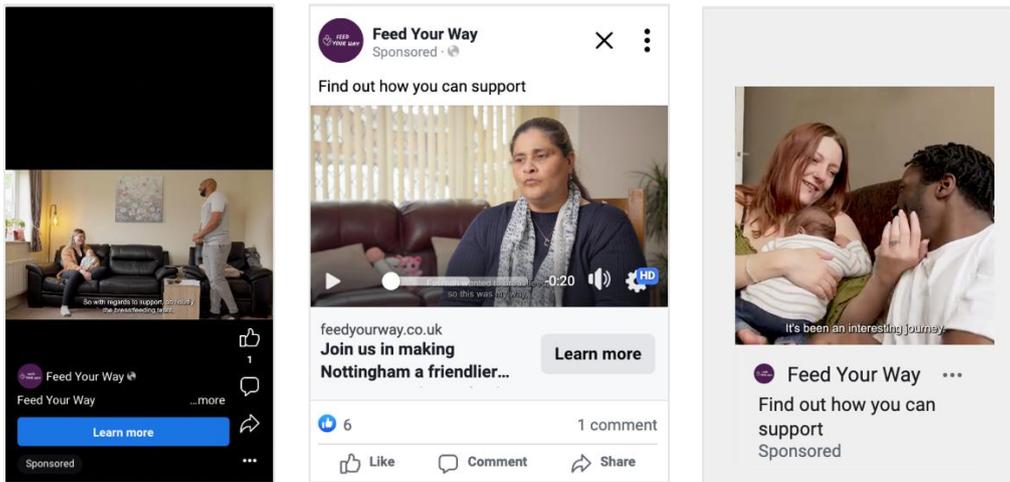
Due to the size of our budget, our digital strategy recommended specific creatives focused on different audience splits, to ensure our three audiences were reached in the most impactful way. The audience split was the following:

Audience	Budget split	Targeting criteria	Creative
Breastfeeding parent	£500	18-40 parents or women who are or might breastfeed in the future. We also targeted this audience by interest, of which the list can be found in the digital brief sent ahead of the launch.	Georgia & Danielle
Partners & co-parents	£750	18-50-year-old fathers and partners (not breastfeeding) and prioritise those with a child up to the age of 5.	Temí & Georgia / Amo
Grandparents	£250	40-70-year-old parents to children of childbearing age (grandparents).	Halimah

Table 5: overview of the budget split for each creative and each target audience

Meta

Meta is the platform that combines both Facebook and Instagram advertising.



Defining metrics

The report below evaluates specific campaign metrics found in relevant digital platforms' advertising managers. These include:

- **Reach:** defines the total number of people that have seen an ad.
- **Impressions:** accounts for each time an ad is displayed within an app or following a search.
- **Clicks:** represents the number of times an ad has been clicked on.
- **CPC:** stands for Cost Per Click and is the average cost of each click onto an ad. Depending on the word search, time and location of the ad, as well as popularity of a topic, this can be higher or lower.
- **CTR:** stands for Click-through Rate and number of clicks that your ad receives divided by the number of times your ad is shown, given you the rate at which views converted into clicks.

Overall

The below figures detail overall campaign performance on Meta across all audiences.

Character	Impressions	Reach	Clicks	CTR	CPC
Danielle	42,213	16,042	417	0.99%	£0.60
Georgia	91,410	37,199	1,192	1.30%	£0.52
Halimah	43,262	18,180	979	1.75%	£0.33
Temi	57,833	27,609	1,043	1.80%	£0.36
Totals	234,718	99,030	3,631	1.46%	£0.45

Table 6: overall Meta figures across Instagram and Facebook for each case study

- On Meta, the average engagement rates for Instagram tend to be higher, around 1.25% to 1.97% depending on the sector, with educational and NGO content performing better than commercial content ([SMM Dashboard](#)) ([Socialinsider](#)). Facebook engagement rates can range from 0.28% to 2.19% ([Socialinsider](#)) ([SMM Dashboard](#)). As a benchmark for behaviour change campaigns, we tend to consider CTR over 1% as a positive result.
- The campaign generated a total of 234,718 impressions across 99,030 accounts. Of those, 3,631 then clicked a link, which was the goal set for this campaign.
- The campaign generated an overall positive 1.46% CTR which shows a reasonable rate of engagement with the campaign. The £0.45 CPC shows the campaign was able to drive traffic to the website at a relatively stable and low cost.
- Additionally, and although it was not the main campaign objective, it is useful to highlight video view patterns. 3,154 users viewed a video in full. Out of those, 393 viewed the long cuts in full, with the remainder shared between the 30s and 15s cuts. We also registered 4,565 views of at least 95% of a video, and 7,941 users viewing at least 75%.
- Temi's story generated the highest CTR at the lowest cost, with just under 150 clicks less than Georgia's videos in comparison to a much lower impression rate. This shows a high level of engagement with Temi's content - the highest level across all creatives. CTR and CPC for Halimah were the second best performing. Temi's story gave us an isolated partner's perspective, whilst Halimah's focused on the role grandparents could play in supporting their family's feeding journeys. The higher engagement rates and lower costs could suggest there is a strong audience interest in narratives that show and celebrate the supportive roles of a breastfeeding parent's network.
- The above figures show us that Georgia and Amo's video garnered the highest number of impressions and reach, at a relatively low CPC. It should be noted that Georgia and Amo's video was the only video showed across two audiences which could in part, explain the higher impression rates. The CPC and CPR do show positive levels of engagement across each audience; however, both are above the campaign average.

Gender split

Gender	Impressions	Clicks	CTR	CPC
Male	121,483	2,137	1.76%	£0.39
Female	112,670	1,201	1.07%	£0.55

(Note: users of undisclosed gender are not included in the above figures)

Table 7: gender split between male and female audiences

Interestingly, we see the performance of males as notably stronger than that of females. However, it should be noted that males were targeted on Facebook, rather than Instagram, giving them an inherent advantage over the female cohort who were impacted by the lower rates on Instagram.

Despite this, seeing an outbound-CTR of 1.76% on breastfeeding content amongst males is still incredibly pleasing, and – as with prior bursts of campaign activity – re-enforces the benefit of including a male cohort.

Age split

Gender	Impressions	Clicks	CTR	CPC
18-24	33,889	258	0.76%	£0.65
25-34	82,933	1078	1.30%	£0.49
35-44	59,233	1006	1.70%	£0.44
45-54	22,555	415	1.84%	£0.37
55-64	11,988	174	1.45%	£0.35
65+	24,120	480	1.99%	£0.32

(Note: users of undisclosed age are not included in the above figures)

Table 8: insight on the age split between audience members

Reviewing campaign performance by age reveals some further notable findings. CPC decreases entirely uniformly throughout the age brackets, reflecting an increased openness and interest to learning about how to support breastfeeding as age increases.

CTR generally increases in line with age brackets, though the 55–64-year-old grouping does buck this trend by making a drop. Nonetheless, it re-enforces that older viewers were open to being involved in the campaign.

By audience

It is also useful for us to understand performance within each audience segment.

Breastfeeding parent

Targeting for this audience was set to reach 18-40 parents or women who are or might breastfeed in the future, also targeted interest related to infant feeding or general infant-related interests (e.g. Baby food, childcare, parenting etc.). This audience was showed Danielle and Georgia's videos.

Platform	Impressions	Reach	Clicks	CTR	CPC
Georgia	43,066	14,768	312	0.72%	£0.80
Danielle	42,213	16,043	417	0.99%	£0.60
Totals	85,279	30,811	729	0.85%	£0.69

Table 9: Meta figures for breastfeeding parents alone

Amongst the breastfeeding parent audience segment on Meta, the campaign achieved a reach of 22,215, generating 729 website clicks at a CTR of 0.85%. Danielle's creative appeared to resonate more, with a .17% higher CTR, and 20p smaller CPC.

Age breakdown

Creative	Impressions	Reach	Clicks	CTR	CPC
Georgia					
18-24	12,498	4,020	69	0.55%	£0.87
25-34	22,617	7,776	180	0.79%	£0.74
35-44	7,951	2,972	63	0.79%	£0.90
Danielle					
18-24	10,926	4,196	91	0.83%	£0.56
25-34	22,739	8,335	240	1.05%	£0.56
35-44	8,548	3,492	86	1.00%	£0.75

Table 10: an age breakdown of who is interacting with the content catered to breastfeeding parents

Looking at the age split for parents, the greatest reach was amongst the 25-34 age bracket with a total figure of 16,111, along with the greatest impressions, clicks and Click Through Rates.

This suggests that type of content is most appealing for younger to more middle-aged women of childbearing age who wish to explore this subject area the most, which means that we are successfully reaching our target audience. It also reflects the audience makeup of Instagram, where this tranche was promoted most heavily.

Partners & co-parents

Targeting for this audience was set to 18-50-year-old fathers and partners (not breastfeeding) and prioritised those with a child up to the age of 5. This audience was shown Temi and Georgia and Amo's videos.

Creative	Impressions	Reach	Clicks	CTR	CPC
Temi	57,833	27,447	1,043	1.80%	£0.36
Georgia & Amo	48,344	23,509	881	1.82%	£0.43
Totals	106,177	50,956	1,924	1.81%	£0.39

Table 11: showing Meta figures for the partners and co-partners alone

The creatives used for this audience bracket performed notably higher than those of the breastfeeding parent cohort, with higher CTRs and lower CPCs. We also note the greater reach – having a wider audience via Facebook allowed the adverts to perform to a higher level, and we would recommend including Facebook for all creatives in future.

Age breakdown

Creative	Impressions	Reach	Clicks	CTR	CPC
Temi					
18-24	4,670	2,465	58	1.24%	£0.43
25-34	19,458	9,797	344	1.77%	£0.36
35-44	23,611	10,739	455	1.93%	£0.34
45-54	10,094	4,446	186	1.84%	£0.36
Georgia					
18-24	5,795	2,953	40	0.69%	£0.79
25-34	18,119	8,738	315	1.74%	£0.42
35-44	17,073	8,502	364	2.13%	£0.41
45-54	7,357	3,316	162	2.20%	£0.38

Table 12: an age breakdown of who is interacting with the content catered to partners and co-parents parents

We note the greater CTR as the age brackets increase, reflecting an increasing openness (and quantity) of co-parents who wish to be a helpful feeding partner. We would recommend future bursts retain the level of male activity, as it is returning notable web clicks at a positive CTR.

Grandparents

Targeting for this audience was set to 40-70-year-old parents to children of childbearing age (grandparents). This audience was showed Halimah's video.

Creative	Reach	Impressions	Clicks	CTR	CPC	Frequency
Halimah	18,169	43,262	759	1.75%	£0.33	2.38

Table x – breakdown of Meta figures for grandparents alone

Age breakdown

Age	Reach	Impressions	Clicks	CTR	CPC
35-44	1,028	2050	38	1.85%	£0.30
45-54	2,661	5100	67	1.31%	£0.37
55-64	5,495	11989	174	1.45%	£0.35
65+	8,996	24123	480	1.99%	£0.32
Totals	18,180	43,262	759	1.75%	£0.33

Table 13: insight of age breakdown

The creative for Halimah focussed on how to help a child who is experiencing breastfeeding themselves. Where we have previously seen a correlation between increased age and CTR, we note that the 35–44-year-old age group buck that trend in this bracket.



Again, CTRs are such that we believe there is validity in displaying 'grandparent' centric content to older adults, who help form a part of the wider feeding community.

Website analytics

Defining metrics

- **Users:** each unique visitor that interacts with the website.
- **Active users:** unique visitor who has an engaged session on the website.
- **Sessions:** a session starts from when a user either opens the website or views a page and accounts for the entire time a user spends on a website. Sessions time out after 30 minutes of inactivity.
- **Page views:** counts every time a user loads or reloads a page on the website.
- **Event:** refer to specific interactions or occurrence on the website. These include page views, sessions start, first visit, user engagement, scroll, file download and clicks.
- **Average session duration:** average amount of time a user spends on the website.
- **User engagement:** amount of time user spends on the website or a webpage in focus.

Overall

Sessions	Page views	New users	Returning users	Average session duration	Events	File downloads
2,889	3,209	2,565	89	23 seconds	9,300	33

Table 14: overall Feed Your Way website figures

- The above table provides overall figures for the advertising period. To provide a comparison point, the month preceding advertising registered 238 sessions, 366 page views and 167 users, 139 of them were new users.
- 2,454 sessions originated from paid social or search advertising which is a positive result given our campaign goals. Another 214 visits did not have a clear referral source, the source being denoted as 'direct traffic'. Direct traffic usually refers mostly to website visitors who land on the website through typing the campaign URL in their browser, and was the third largest source, which could indicate some organic interest in the website, either from users who saw the URL elsewhere or returned to the website after being introduced to it through other avenues. We also tracked 15 sessions originating from referrals to the Feed Your Way website on other websites. There could be an opportunity for the website to be linked on more reputable websites to help drive that figure up.



- It is interesting to note that the website registered a high majority of new users. This is encouraging, especially considering the campaign's goal is to target and attract more new parents as well as feeding allies such as partners and grandparents. However, the number of return users was lower than we might have hoped, which may suggest that while the campaign did raise initial awareness, more work could be done to solidify Feed Your Way's position as a central hub for families to come back to.
- The session and page views figures also enable us to determine the page view per session ratio which stands at about 1.11, suggesting most users would have viewed one page per session. This is in line with the session duration which stands at 23 seconds, indicating users might not always be staying on the website for as long as we would like. These figures will be analysed in the context of a page-by-page analysis below to add more information about user journeys.
- 33 files were download, 23 of which were resources aimed at families and feeding allies, 8 were campaign assets, and the other 2 were not identified. This is a relatively positive figure, which could increase with more awareness raised about the available resources, which in this case, was not a central element of our strategy.
- Overall, the above figures allow us to conclude the initial reach of the digital campaign was strong. However, there is room for improvement when looking at engagement rates.

Event type

Looking at the type of interactions taken by users reveals a little more about user journey on the website, helping us understand what action users were most likely to take and to what extent the amount of traffic resulted in meaningful interactions with the content beyond simply opening the website and staying on it for a few seconds.

Page view	Session start	First visit	User engagement	Scroll	File download	Click
3,209	2,855	2,565	477	144	33	17

Table 15: insights on types of engagement

- The page view, session start, and first visit rate are in line with our above findings and confirm that traffic to the website was high as a result of our advertising campaign.
- When looking at user engagement, which denotes instances where visitors interact meaningfully with the website, as well as scroll and click rates, these were quite low, which also confirms our above findings that engagement once on the website could do with improving. The above figures also show us that users are not spending much time on each page or the website, which aligns with findings noted above.

Page metrics

The below table details the top 10 best performing pages as well as the relevant page performance for this burst of activity.

Page	Views	Active users	Views per active user	Engagement time per active user	Event count
1. Homepage	2,883	2524	1.14	1s	8339
2. Resources	39	23	1.7	35s	118
3. Your stories	38	17	2.24	41s	108
4. About breastfeeding	27	22	1.23	14s	73
5. About the campaign	27	25	1.08	19s	75
6. Support for you	26	25	1.04	9s	76
7. Halimah	24	14	1.71	9s	67
8. Breastfeeding families	19	17	1.12	31s	40
9. Pregnant families	16	14	1.14	40s	51
10. Campaign assets	13	9	1.44	1m09s	44
12. Danielle & Temi	11	5	2.2	25s	20
15. Georgia & Amandeep	10	6	1.67	19s	24
19. Partners & co-parents	7	6	1.17	17s	13

Table 16: the best performing pages on the website

- The homepage unsurprisingly attracted the most overall traffic, and the event count revealed 233 user engagements, 75 scrolls and 5 clicks, with the rest of them being visits, views and session start. This shows some level of interaction on the page, however, combined with the average time spent on the page and views per active rate still reveals low engagement with the homepage.
- The resources page, case study and campaign asset pages, although garnering much less traffic, showed much higher engagement rates with more time being spent on pages and users being more likely to return back to those pages. These are pleasing results considering the campaign goals were to encourage people to go to the case study pages, which themselves link to resources for audiences to look at.
- When looking at individual stories, we do note lower numbers of views and users. However, once again, engagement metrics are encouraging, with higher views per active user and engagement time rates across the three videos. This could suggest that, although users still may not be fully engaging with the content, those pages and stories are appealing.



- It is notable that similarly to digital ad performance, Danielle and Temi's page shows the highest return rate and highest time spent on the page, reinforcing the success of this video in reaching and connecting with users.
- 'About' pages and breastfeeding specific pages placed in the top 10, with much lower engagement than the homepage but still moderate engagement rates reflecting a level of interest in finding out more about Feed Your Way and breastfeeding which can be built on.

Discussion

Campaign awareness and reach

As previously discussed, the overall objectives and KPIs for this project were as follows:

- Demonstrate improved knowledge, attitudes, and behaviours about breastfeeding, informed by FYW messaging.
- See an increase in:
 - The % of people who are thinking about breastfeeding in the future as a result of seeing the campaign.
 - The % who have initiated breastfeeding as a result of seeing the campaign.
 - The % who continued breastfeeding longer as a result of seeing the campaign.
 - The % who partners/family/friends who would be more supportive of a woman. breastfeeding as a result of seeing the campaign.

This second phase of activity generated very positive campaign reach and awareness. Indeed, 25.5% of the 430 survey respondents recalled the campaign with no prompting, and a further 17.44% recalled seeing the campaign after being shown Feed Your Way materials. Individuals who were currently pregnant or the partner to someone who is pregnant made up 29.7% of all unprompted recall (this was 64.7% of this category of respondent, n=51). 91% of respondents who were pregnant or expecting (n=51) planned to breastfeed.

The campaign is likely to have had some influence on this decision for those who saw it as 224 of respondents (52%) felt that the campaign encouraged them and their partner to breastfeed. Additionally, 53% (n=228) agreed that the campaign helped them, and their partner seek support for breastfeeding. When asked if the campaign encouraged them to support breastfeeding women, including friends and family. 78% agreed (n=335) agreed. This data provides positive outcomes for the KPIs in this phase of the research.

In addition, this phase of the campaign has been positively received with 71% of participants in the survey strongly agreeing or agreeing that they liked the 'feel' of the campaign, 81% liking the messaging, and 83% feeling it is positive. On social media, the campaign reached 99,030 accounts and generated 2,459 sessions on the website.

Behaviour change

The campaign was underpinned by the Self-Determination Theory, helping us understand what might impact women's motivation and confidence around breastfeeding. This theory has been used to explain breastfeeding behaviours in that some women might feel external pressure to breastfeed (e.g., through harm-avoidance messaging which tells them that they should breastfeed to avoid baby's ill health) while others might feel intrinsic motivation to breastfeed (e.g., because they had an enjoyable first experience with breastfeeding, or they were supported by family to do so). The most powerful type of motivation is intrinsic motivation and is likely to lead to sustained behaviour. In order for motivation to become intrinsic, self-determination theory

identifies three basic psychological needs that must be fulfilled; autonomy (a sense of choice and self-direction); relatedness (a sense of social belonging or closeness); and competence (the feeling of being able or capable).

Autonomy

The campaign aimed to foster a sense of choice by promoting breastfeeding without using controlling language, encouraging mothers to make informed, self-directed decisions. This is evident in survey responses where 84% felt the campaign was inclusive of both men and women, and 52% of respondents noted it encouraged them and their partners to seek breastfeeding support.

Relatedness

The campaign highlighted the importance of community, family, and partner support. By spotlighting grandparents and partner voices throughout the second phase, Feed Your Way reinforced a collective support system. The campaign's inclusivity was well received, with 78% of respondents noting it was inclusive of various ethnic backgrounds and family types. This resonates with the theory's concept of relatedness, as participants felt the campaign reflected a broad social acceptance of breastfeeding.

Competence

Self-Determination Theory suggests that people are more likely to maintain behaviours when they feel capable. The campaign addressed breastfeeding challenges and encouraged confidence through positive messaging, with 69% agreeing the campaign helped them understand breastfeeding challenges. High engagement from partners further highlighted the perception that they could contribute meaningfully to the breastfeeding journey.

Appendix 1

Framework for evaluation

The evaluation explored the impact and implementation of Feed Your Way through objectives, which were guided by the RE-AIM framework.⁷ This framework allows for the triangulation of qualitative and quantitative and digital analytic data to produce a more complete picture of campaign efficacy. The objectives of the evaluation are displayed in table 17. Previous work that Hitch has conducted has found that a 30% unprompted recall rate for a campaign is seen to be successful.

RE-AIM element	Objective
Reach	<p>To determine the proportion of the target population who accessed and engaged with the campaign. We will gather this through:</p> <ul style="list-style-type: none"> • The use of demographic questions. • Unprompted recall questions • Prompted recall questions about the campaign • Platform the campaign was seen • If people have not seen the campaign, ask them to review the campaign (likes and dislikes).
Efficacy	<p>To determine impact of the campaign on previous behaviours (motivation, attitude, intention, etc.) and potential impact on behaviour change. For those who have seen the campaign:</p> <ul style="list-style-type: none"> • Ways in which the campaign has affected behaviour. • Understand the extent to which the audience groups feel the campaign helps develop feelings of autonomy, relatedness and competence as part of the self-determination theory. <p>For those who have not seen the campaign</p> <ul style="list-style-type: none"> • Ways the campaign could change their attitudes • Their perception of the campaign to impact motivation, attitudes etc in others.

Table 17: RE-AIM framework

Recruitment of participants was based on the criteria below. Other than a slightly lower ethnic minority representation all other criteria were achieved.

- Participants who live in Nottingham or Nottinghamshire.
- Female participants of childbearing age (18-45) (45% of sample).

⁷ Glasgow, R. E., Harden, S. M., Gaglio, B., Rabin, B., Smith, M. L., Porter, G. C., ... & Estabrooks, P. A. (2019). RE-AIM planning and evaluation framework: adapting to new science and practice with a 20-year review. *Frontiers in public health*, 7, 64. In this instance the AIM elements are not relevant to this evaluation because they focus on the views of health care professionals, which are not the focus of this survey.



- Male participants, with some being a parent to a child under 5 (45% of sample).
- Male and female participants who are expecting a baby (15% of male and female participants).
- Male and female participants of any age who are grandparents to a child under the age of 4-years (10% of sample).
- Participants from ethnic minority backgrounds (40% of total participants).
- Participants with a long-term health condition, disability or who are neurodiverse (5% of total participants).

Appendix 2

Responses to the campaign

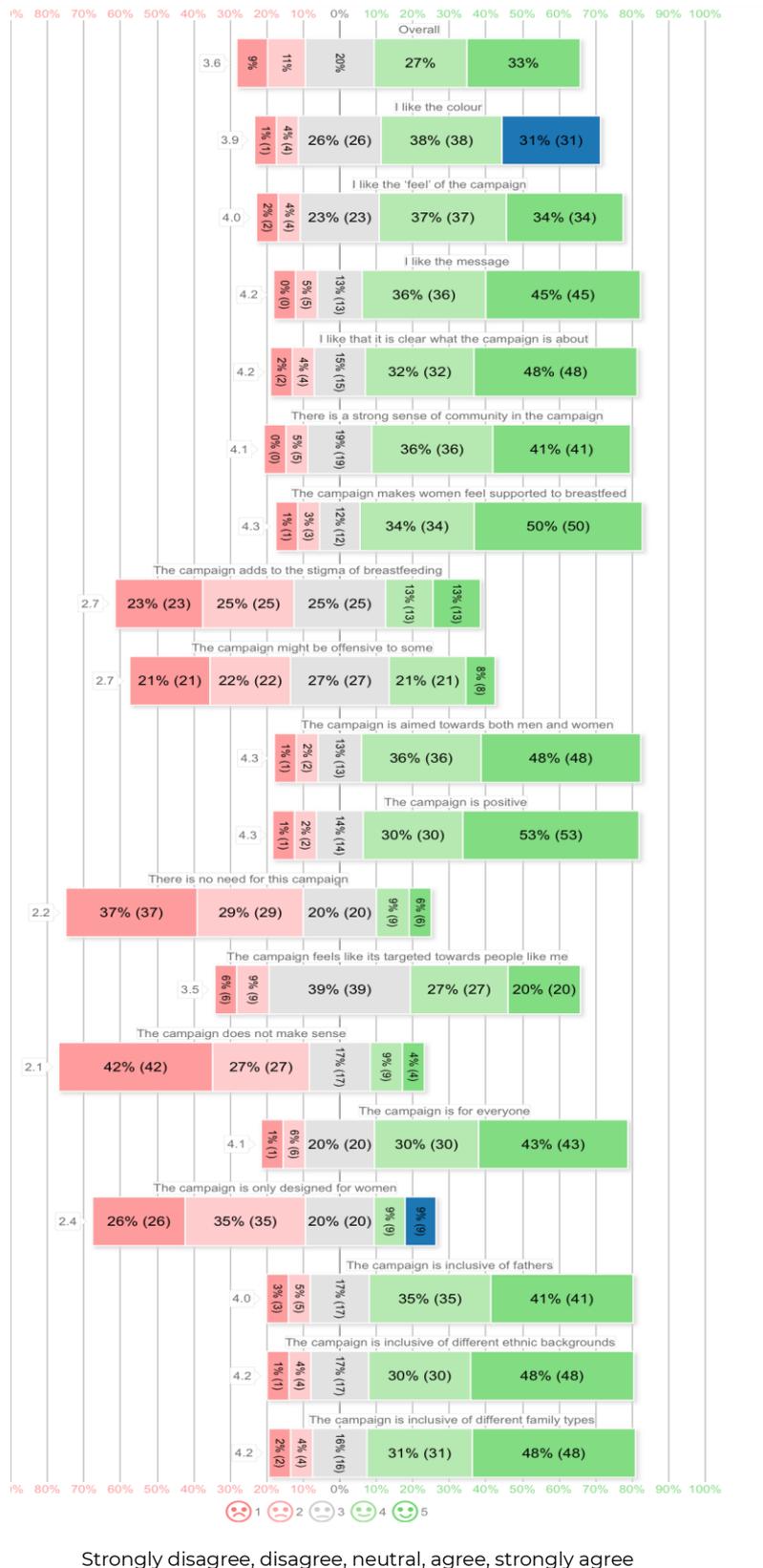


Table 18: perceptions of the campaign

Appendix 3

IOWA scale of perceptions of breastfeeding

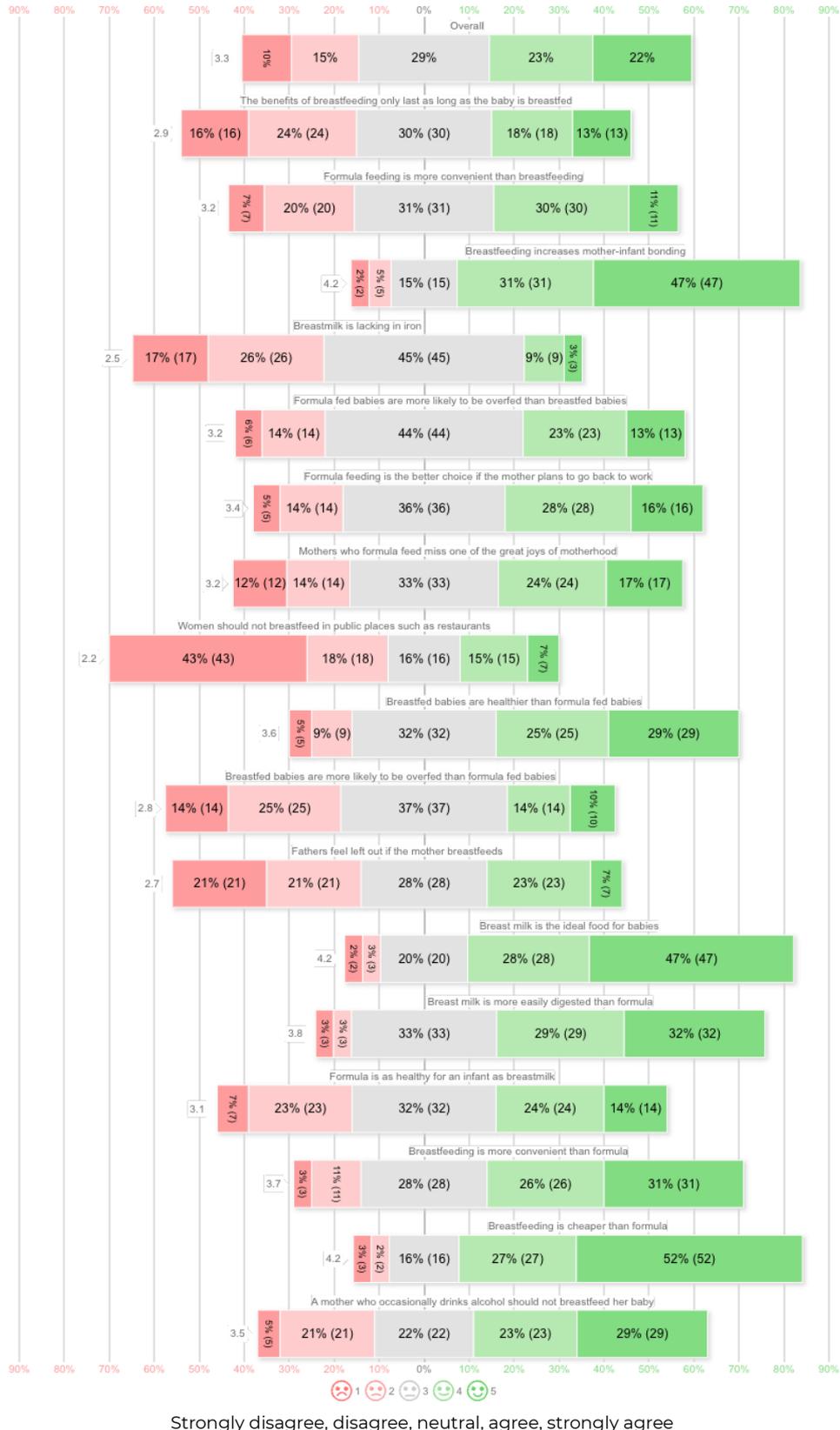


Table 19: IOWA scale responses