

Title V / Maternal and Child Health Success Story: October 1, 2017–September 30, 2018

MCH Grantee (check box):

- Bismarck-Burleigh Public Health
- Fargo Cass Public Health
- Grand Forks Public Health Department
- North Dakota State University
- South East Education Cooperative

North Dakota Maternal and Child Health Priority Area (check box):

- Increase the rate of breastfeeding at 6 months
- Reduce overweight and obesity in children

In a sentence or two, describe the problem you were trying to solve or the reason why your intervention is needed.

Over 80% of North Dakota moms initiate breastfeeding; however, this number decreases at six months at which over two-thirds of moms are back to work. Supporting breastfeeding women planning to return to work after having a baby has the potential to significantly impact breastfeeding duration rates.

In a brief paragraph, please share what you implemented and how it made a difference.

Fargo Cass Public Health contracted with a local communications team at AE2S to develop and implement a media campaign to promote breastfeeding. The Balance of Breastfeeding campaign was designed to target businesses and moms.

The business campaign, titled Balance Your Bottom Line, was aimed to 1). Increase the awareness of the business benefits of supporting breastfeeding employees; 2). Show the ease of becoming an Infant Friendly designated workplace in 3 easy steps: Create a space, Draft a policy, Submit an application; and 3). Provide mini grant funds to businesses to create a private, comfortable space for breastfeeding families.

The mom campaign, titled Balancing Baby and Career, was aimed to increase support for moms planning to go back to work and continue breastfeeding and awareness of programs available for moms.

In addition, the campaign resulted in a restructured website, press conference, newspaper insert, social media posts and advertisements, digital billboards, videos on YouTube and Public Access, a brochure, and magazine ads.

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Are there any specific NUMBERS or OUTCOMES you can share as a result of your work?

Analytics Overview:

- 827 website visitors
- 1,931 online engagements
- 19,299 online impressions
- Other outreach that included a potential 153,663 other impressions in print and digital space

** Final Report of comprehensive media campaign attached.

Were there any “AHA” or “lightbulb” moments you can share?

Social media is an excellent, creative and budget-friendly avenue to reach moms and businesses in the community to increase breastfeeding support awareness.

Are there any “quotes” from anyone benefitting from this that you can share?

“I saw the Forum insert on the Breast-feeding Friendly initiative in Fargo. Very well done.”

Mark A. Strand, PhD, CPH

Professor / Pharmacy Practice and Public Health Departments

Associate Editor, *CDC Preventing Chronic Disease*

North Dakota State University

“I’m sitting under your billboard and am wondering about grant funds available for our business to create a nursing mothers space.”

Employee from Anchor Ingredients, a local business that received mini grant funds and is also an Infant Friendly designated workplace.

Eidebailly: We appreciate the recognition. We’re so happy to support our moms + families!

Response from Eide Bailly to the congratulatory video posted to Fargo Cass Public Health’s Instagram account.

Is there anything else you want to share?

Working with communication experts allowed us to develop a thoughtful campaign that produced sustainable materials and had an impactful outreach.