



Báúil le  
**Cothú Cíche**



We're  
**Breastfeeding  
Friendly**



FOSTERING BREASTFEEDING AT A LOCAL LEVEL  
- SET UP AND BRANDING GUIDELINES

# INDEX

<b>Introduction</b>	<b>2</b>
<b>Branding guidelines</b>	<b>3</b>
<b>Implementation guidelines</b>	<b>15</b>
<b>Appendix 1 - Sample terms of reference</b>	<b>19</b>
<b>Appendix 2 - Sample framework</b>	<b>20</b>

## INTRODUCTION

**We're Breastfeeding Friendly** aims to help improve the health and wellbeing of breastfeeding mothers, babies and their families through the development and promotion of breastfeeding friendly businesses, organisations and communities.

This document is to support the roll-out of **We're Breastfeeding Friendly** in Ireland following the pilot in Limerick City and County funded by Healthy Ireland Strand 1 Funding in 2018. It sets out the brand guidelines for **We're Breastfeeding Friendly**, as well as some suggested guidelines for planning, implementing, monitoring and evaluating **We're Breastfeeding Friendly** at a city/county level.

### **Two key points to remember about We're Breastfeeding Friendly:**

- 1) **It is about** targeting the wider population. **We're Breastfeeding Friendly** is about fostering a breastfeeding friendly culture. A mother may want to breastfeed, but if those around her do not support breastfeeding or understand how to help her, it may be difficult for her.
- 2) **It is not** about targeting mothers to educate, inform, persuade or dissuade. It is surprisingly easy to drift towards targeting mothers and aiming to change their behaviours (known as 'lifestyle drift').

### **Ten principles of We're Breastfeeding Friendly:**

1. Evidence-informed practice
2. Informed by the social determinants approach to health
3. Intersectoral partnership working
4. Keeping things manageable
5. Learning from practice
6. Local leadership/ownership
7. Ongoing communication
8. Positive messaging
9. Sustainability
10. Voluntary participation

In developing the content of this document, every effort has been made to ensure that the information provided is complete, accurate and up-to-date. The content is based on the very early learnings from the implementation of **We're Breastfeeding Friendly** in Limerick. Healthy Ireland and its partners give no guarantees or warranties concerning the accuracy, completeness or up-to-date nature of the information provided and do not accept any liability arising from any errors or omissions. Errors or omissions brought to the notice of Healthy Ireland will be investigated and amendments or corrections will be made as soon as practicable.



# BRANDING GUIDELINES

The brand guidelines define the usage of the **We're Breastfeeding Friendly** brand and resources. These guidelines are to maintain the integrity of the initiative: keeping it true to its purpose and ethos and building a strong recognisable national **We're Breastfeeding Friendly** brand that remains aligned to the Healthy Ireland brand.



# PRIMARY LOGO



The **Healthy Ireland** logo is used in conjunction with the **We're Breastfeeding Friendly** logo.



# CUSTOMISED LOGO FOR YOUR COUNTY/CITY



Luimneach  
**Báuil le**  
**Cothú Cíche**



We're  
**Breastfeeding**  
**Friendly**  
Limerick

The **Healthy Ireland** logo is used in conjunction with the **We're Breastfeeding Friendly** logo.



## SECONDARY LOGO



A landscape version for use in areas of restricted height.



# ONE COLOUR LOGO

Primary  
Logo



Secondary  
Logo



# OFFICIAL LANGUAGES ACT 2003

The Official Languages Act 2003 sets out the duties of public bodies regarding the provision of services in Irish and the rights of the public to avail of those services. Included in the list of public bodies are: Government departments and offices; local authorities; Health Service Executive; universities, other third-level institutions and Education and Training Boards; agencies, boards and state companies (commercial and noncommercial).

The Act is available at [www.coimisineir.ie](http://www.coimisineir.ie)

In relation to signs, a public body has a duty to ensure that signs placed by it or on its behalf within or outside the State are in Irish or bilingual. This means that public bodies displaying the **We're Breastfeeding Friendly** sticker and/or poster can either display the signage in Irish only or display both with the signage in Irish being placed first. More information on the duties under the Official Languages Act 2003 can be found on the website of An Coimisinéir Teanga ([www.coimisineir.ie](http://www.coimisineir.ie)). Oifig an Choimisinéara Teanga can be contacted for advice at any time. Contact details are 091-504006 or [eolas@coimisineir.ie](mailto:eolas@coimisineir.ie)





# OUR COLOURS

Colours are an essential part of the **We're Breastfeeding Friendly** identity and should be used correctly at all times.



Pantone 7565C  
C 72 M 4 Y 38 K 0  
R 43 G 181 B 174



Pantone 7473C  
C 85 M 15 Y 55 K 12  
R 0 G 142 B 126



Pantone 325C  
C 60 M 0 Y 26 K 0  
R 89 G 197 B 198



Pantone 380C  
C 31 M 0 Y 100 K 0  
R 188 G 214 B 49



Pantone 349C  
C 87 M 34 Y 96 K 26  
R 26 G 105 B 56



# CLEAR SPACE

Allow the logo clear space, uncluttered by surrounding graphics and text.



## Minimum Size

Make sure the logo appears at a size that is clearly legible.



# TYPEFACE

**LOGO** typeface is Gotham

We're  
**Breastfeeding**  
**Friendly**  
 Limerick

- Gotham Rounded Book
- Gotham Rounded Bold
- Gotham Rounded Bold
- Gotham Rounded Book

**TEXT** typeface is Montserrat

Montserrat  
 Light Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

Montserrat  
 Bold Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890



# USE OF LOGO

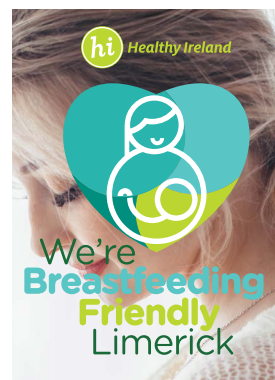
The **We're Breastfeeding Friendly** brand depends on careful usage. Here are examples of what not to do when using the logo.



Do not distort the logo in any way



Do not place the logo against any background that makes it hard to read



Do not remove elements of the logo



Do not rotate the logo

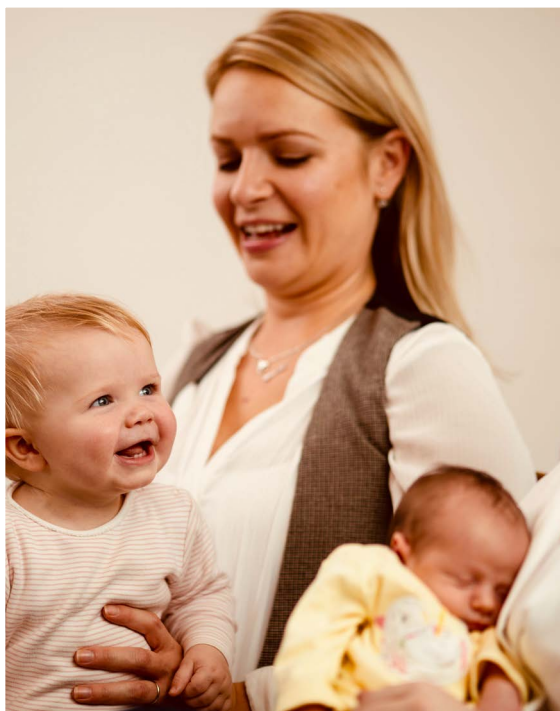


# IMAGERY TO BE USED

**We're Breastfeeding Friendly** has a bank of imagery that can be used in publicity material related to the non-for-profit activities associated with implementing the Healthy Ireland **We're Breastfeeding Friendly** in a city or county. Images can be obtained by contacting Healthy Ireland. Email [HealthyIreland@health.gov.ie](mailto:HealthyIreland@health.gov.ie) to obtain these files.







# IMPLEMENTATION GUIDELINES

The suggested guidelines are based on the very early experiences of planning and implementing **We're Breastfeeding Friendly** Limerick in 2018. It is expected that the learning will be an ongoing process that will be shared and built upon through the Healthy Cities and Counties Network which has a growing membership of local authorities in Ireland.



# SUGGESTED IMPLEMENTATION GUIDELINES

## Links to Local Community Development Committee:

- 1) **We're Breastfeeding Friendly** will be a Local Community Development Committee-led action or joint action with the local Children and Young People's Services Committee, with reporting done to the Local Community Development Committee through existing Healthy City/County structures
- 2) **We're Breastfeeding Friendly** will cover the whole geographical area the Local Community Development Committee/local authority serves

## Working Group membership will:

- 1) Have an agreed terms of reference - sample terms of reference in appendix 1
- 2) Have an agreed planning, learning, and working framework – sample framework in appendix 2
- 3) Be convened by the Healthy City/County Coordinator or other suitable person
- 4) Reflect a balance between health and non-health sectors
- 5) By its membership, facilitate access to a number of local networks (public, private, community, voluntary and private sectors)
- 6) May include front-line personnel who will ultimately be implementing **We're Breastfeeding Friendly** in publicly-accessible premises (for example, security/reception staff in local authority customer services who meet the public on a day-to-day basis)
- 7) Ideally include some communications/marketing expertise
- 8) Agree the agency to act as contact point for the initiative for the long-term
- 9) Prepare the Healthy Ireland or other funding applications to support the initiative on behalf of or with the Local Community Development Committee
- 10) Commit to supporting **We're Breastfeeding Friendly** for the long-term (beyond the initial Healthy Ireland funded phase)

- 11) Liaise with the National Breastfeeding Coordinator at key strategic times in the life of **We're Breastfeeding Friendly**

## The 'contact point' agency will:

- 1) Ideally be an agency with a whole city/county remit
- 2) Be a non-healthcare agency
- 3) Have access to established communications and marketing platforms – for example, an existing website to host information on **We're Breastfeeding Friendly** and which other platforms can have links to
- 4) Receive and record all new signed agreements submitted by businesses, organisations and groups
- 5) Respond to public and media queries on **We're Breastfeeding Friendly**
- 6) Bring issues, feedback, data and learning to the working group to monitor and generally support the initiative
- 7) Distribute stickers/posters to businesses, organisations and groups who submit signed agreements
- 8) Make the necessary time-commitment to support the initiative:  
Once **We're Breastfeeding Friendly** is up and going in the city/county, the time commitment is relatively small and is primarily about receiving signed agreements, sending out stickers/posters and sending list of new participating premises to the nominated website (approximately one hour per week/ forty hours per annum), with additional time to support the interagency group (two-four times per year/approximately ten hours per annum), support the agreed communications plan which includes additional communications around National Breastfeeding Week (maximum thirty hours per annum) – approximately 10.5 FTE days per annum





### Booklet, poster, sticker templates, logo and images:

- 1) Available through Healthy Ireland. These will need to be amended to suit local context (i.e. name of city/county; local partners' logos; local contact details); therefore 1) procurement of a professional service to amend and print the resources and 2) funding (to cover resources and launch) will be required.
- 2) Their usage will be solely determined by the branding guidelines
- 3) **A5 Booklet/brochure:** 16 page - full colour - self cover - saddle stitched on 150gsm matt  
**A3 Poster:** Full colour - 1 side - on 170gsm Gloss  
**Window sticker:** A6 size - vinyl (adhesive on front) - full colour - rounded corners  
**Foamboard with curved outlines of logo:**  
A3 & A1 to foamboard 5mm - full colour - 1 side - curved cutline
- 4) The original booklet includes an acknowledgement section. Any reproductions of the **We're Breastfeeding Friendly** booklet are required to include an acknowledgement section that reads as follows:

#### We wish to acknowledge:

- All the partners involved in **We're Breastfeeding Friendly Limerick** who developed the **We're Breastfeeding Friendly** concept and resources and made them available for use through the membership of the national Healthy Cities and Counties Network
  - Public Health Agency in Northern Ireland for sharing their Breastfeeding Welcome Here scheme concept and for permission to replicate their resources available at [www.breastfedbabies.org](http://www.breastfedbabies.org)
- 5) The original booklet includes a references section. Any reproductions of the **We're Breastfeeding Friendly** booklet are required to include the same references with the exception of the name of the Local Economic and Community Plan. Other references may be added to suit local context.

### Launching We're Breastfeeding Friendly in the city/county:

- 1) Aim for a public launch at a relevant time, for example National Breastfeeding Week
- 2) Invite breastfeeding mothers - including membership of local breastfeeding support groups - their children and families, (ensure venue is family-friendly)
- 3) Useful elements: personal stories from mothers, political support and strong representation from both non-health and health sectors

### Promoting participation in We're Breastfeeding Friendly:

- 1) The working group members will commit to actively promoting participation in **We're Breastfeeding Friendly** through their existing networks and contacts and where appropriate, by their own organisations
- 2) The learning from Limerick was that while, following the launch, there was exceptional coverage of **We're Breastfeeding Friendly** across a range of platforms and media, a substantial number of local businesses and community organisations did not know a) about the initiative, b) that they could sign up, and/or c) how to sign up. It is therefore recommended that traditional communication methods that rely on face-to-face contact and personal connections are included in the plan. A suggestion is that individual working group members agree to target 10-20 named businesses and community groups or perhaps a defined geographical area (eg. a street or town) with the information
- 3) An ongoing communications campaign should be planned covering all forms of media
- 4) The annual National Breastfeeding Week is an excellent event to plan communications/ publicity around
- 5) If using Twitter, include #breastfeedingfriendly



**Businesses, organisations and communities have to see how participating in We're Breastfeeding Friendly progresses their own priorities and need to have freedom and time to decide how they implement We're Breastfeeding Friendly based on their own priorities and resources. They should also have freedom about what publicity they undertake.**

**For example:**

- 1) A large healthcare organisation may decide to develop their own business plans to make their premises breastfeeding friendly over time and with specific targets, for example "Have five sites breastfeeding friendly by end of Q3", or "Incorporate staff awareness raising as part of staff induction programmes across all/specific departments by end of Q4".
- 2) A community council may decide to promote participation in **We're Breastfeeding Friendly** with local groups and businesses and use the opportunity to demonstrate their commitment to support their community's health and wellbeing as a collective. They may decide to submit their breastfeeding friendly status for any community awards initiatives that may present.
- 3) An agency with a family support focus may include in its annual work plan the target to increase the number of participating premises in their area and may organise their own events and publicity to recognise local achievements.
- 4) A restaurant may add their breastfeeding friendly status to their promotional material to enhance interest in their christening packages aimed at families or a hotel may do so to further demonstrate their family-friendly service.



# APPENDIX 1:

## SAMPLE TERMS OF REFERENCE FOR WORKING GROUP

### **We're Breastfeeding Friendly** **[Name of city/county] working group**

#### **Terms of Reference**

##### **1. Purpose:**

To oversee the **We're Breastfeeding Friendly** initiative as per the 2019 Healthy Ireland Fund application [include application at end of terms of reference].

##### **2. Functions:**

- 1) Planning: provide guidance and information to support the planning of the initiative.
- 2) Delivery: support the cross-sectoral delivery of the initiative across [name city/county].
- 3) Learning and evaluation: Assess the merit of the initiative in terms of outcomes and processes. Share learning with relevant stakeholders.

##### **3. Term and meetings:**

- This group will run from [date] to [date]. This will remain open to review.
- Meetings will be [frequency of meetings].
- After the setting up phase of the initiative, the terms of reference will be reviewed and amended to support the initiative for the long-term

##### **4. Membership:**

Membership is drawn from a cross section of relevant agencies and departments whose own operational/ strategic plans and priorities have a relevance to supporting breastfeeding in [name of city/county] – this will remain open to review.

##### **5. Members:** [name members]

##### **6. Healthy Ireland funding application** details



# APPENDIX 2:

## SAMPLE FRAMEWORK TO GUIDE THE PLANNING, LEARNING AND DELIVERY OF WE'RE BREASTFEEDING FRIENDLY

This is the agreed framework to guide the planning, learning and delivery of the 2019 Healthy Ireland-funded **We're Breastfeeding Friendly** initiative in [name of city/county]. Due to the nature of the funding and the project, monitoring and evaluation is primarily process-focused.\* This document remains open to ongoing review.

*\* Improvements in breastfeeding rates are multifactorial and cannot be attributed to any one initiative. **We're Breastfeeding Friendly** [name of city/county], in addition to the many existing breastfeeding support and promotional projects will contribute to the gradual but steady rise in our breastfeeding rates.*

FRAMEWORK QUESTIONS		INDICATORS TO MONITOR, EVALUATE AND LEARN	SOURCE OF DATA	DETAILS
<b>What is the need we are trying to address?</b>	Poor rates of breastfeeding in [city/county]	Improvement in breastfeeding rates	a) HSE Health and Wellbeing b) Local maternity services	
<b>What specifically needs to change?</b>	Creating a more supportive physical and social environment for breastfeeding by: a) Enhancing the health determinants of social support and neighbourhood and social capital and networks for mothers, fathers and families b) Making breastfeeding everybody's business by adopting an intersectoral collaborative approach	a) Number of publicly accessible places in [city/county] that are signed up to the initiative (target: )	Project monitoring documents	a) Baseline: b) Mid -way: c) End of initiative:
		b) Type of publicly accessible places in [city/county] that are signed up to the initiative	Project monitoring documents	a) Baseline: b) Mid -way: c) End of initiative:
		c) Number of agencies involved in planning and working	Project monitoring documents	Number:
		d) Type of organisations involved in planning and working	Project monitoring documents	Types:
		e) Feedback from practitioners, participating organisations and other stakeholders including members of the public	Survey monkey at end of initial phase: a) What worked b) What did not work c) Challenges d) Recommendations	

FRAMEWORK QUESTIONS		INDICATORS TO MONITOR, EVALUATE AND LEARN	SOURCE OF DATA	DETAILS
		f) Extent of coverage and reach of the communications	Google analytics to measure reach of campaign	
	Developing knowledge-base on effectiveness of intersectoral actions to promote breastfeeding in Ireland that may inform future national or regional endeavours	Learning shared with relevant national stakeholders	a) Project monitoring documents b) Feedback from working group members c) Feedback from participating organisations  a) Who learning is shared with b) How is the learning to be implemented?/ What now needs to change?	

FRAMEWORK QUESTIONS	INDICATORS TO MONITOR, EVALUATE AND LEARN	DETAILS
<b>Resources</b>	a) <b>Group members:</b> skills, knowledge, energy, time and access to existing data and networks b) <b>Healthy Ireland:</b> funding, branding, national supportive policy c) <b>Funding:</b> to cover all campaign resources and launch d) <b>Statutory, community, voluntary and private organisations which have publicly accessible places and spaces</b> e) <b>Marketing company:</b> expertise in branding and promotion f) <b>HSE/<a href="http://www.healthpromotion.ie">www.healthpromotion.ie</a>:</b> range of existing information materials on breastfeeding g) <b>[Local website]:</b> online platform to promote the initiative and participating facilities d) <b>Communications teams</b> of partners	
<b>Processes</b>	1) Working with all stakeholders to prepare a branding and promotion campaign with commitment and visible statements of support in publicly accessible places 2) Ongoing communication using existing resources available to acknowledge and encourage participation/sign-ups	
<b>Outputs</b>	<i>*Workplan covers initial phase of <b>We're Breastfeeding Friendly</b> and is based on: Healthy Ireland funding being applied in May, funding contracts signed in early September, and funded action running until March of the following year</i>	

MONTH	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL
Key milestones	Establishment of an inter-agency project working group with full terms of reference and planning, learning and implementation framework for the initiation phase of <b>We're Breastfeeding Friendly</b>		Agreement on action plan including communications campaign plan	Campaign resources developed						Completion of the initiative with review meeting by project working group	Final financial and non-financial reports prepared, signed off and sent to Pobal
		Tender process initiated and concluded – to contract professional company to support campaign/ prepare resources (can only be concluded when funding contract arrangements are finalised)								Revision of terms of reference to create a steering group to provide general direction for the next (maintenance) phase of <b>We're Breastfeeding Friendly</b>	
				Launch of initiative for National Breastfeeding Week							
		Brief management staff of key partner organisations to inform about initiative and prepare for sign-up				Ongoing communications – in person, via social media, through local and national contacts and networks working group members have access to					





Báúil le  
Cothú Cíche



We're  
**Breastfeeding**  
**Friendly**

JANUARY 2019

Available to download from  
[www.gov.ie/healthyireland](http://www.gov.ie/healthyireland)

