Interactive Visitor Guide

An art exhibition to engage the parents of tomorrow, brought to you by:

- Healthy Schools
- NHS
- best beginnings

www.bestbeginnings.org.uk
It is a great pleasure to introduce the interactive visitor guide to the Best Beginnings ‘Get Britain Breastfeeding’ Art Exhibition. As a doctor who looks after newborn babies, I know how important breastfeeding is to mothers, babies and the health of our society. I am delighted that this exhibition is a success all around the UK, because it is successfully engaging tomorrow’s parents. My teenage children found the posters and the interactive guide extremely stimulating. I’m sure that the posters and guide will promote plenty of healthy discussion in classrooms, cafes and homes across Britain.

This new approach to raising awareness and promoting understanding of breastfeeding amongst young people will hopefully enable more of the next generation of babies to have a healthier start in life. As a trustee of Best Beginnings, I am proud to be part of it.
Alison Baum, CEO of Best Beginnings
Best Beginnings was set up in 2006 to help give babies from all backgrounds the best possible start in life. Increasing breastfeeding rates was our first focus because it is a powerful way to improve child health.

The Get Britain Breastfeeding Art Exhibition showcases what can be achieved when people from the arts, advertising and health sectors work with young people. Students from Central Saint Martins School of Art and Design were set the challenge to create a poster to rebrand breastfeeding for the parents of tomorrow. Then, through the prestigious D&AD Student Awards, Best Beginnings challenged artists worldwide to create a postcard that captures what a positive choice breastfeeding is. The two competitions resulted in a collection of compelling images that we hope will trigger lots of thought and discussion.

This exhibition is the realisation of an immense amount of work by many talented people to whom I give my heartfelt thanks. It was thanks to the vision of Dr William Wynn-Jones who first proposed the idea to Best Beginnings, NHS London who backed it financially, Healthy Schools Tower Hamlets, D&AD and Central Saint Martin’s that we were able to make this exhibition a reality. Special thanks go to Trish Morris-Thompson, Chief Nurse NHS London and Francesca Entwistle, Regional Infant Feeding Co-ordinator DH London.

Francesca Entwistle, Regional Infant Feeding Co-ordinator for DH London and author of this guide
Breastfeeding is a highly charged subject that evokes ‘an opinion’ in all of us, young and old, rich and poor, black and white. The journey these students have taken in their artistic creations raises psychosocial, political and cultural issues surrounding breastfeeding. This interactive guide has been designed to engage young people in a ‘big conversation’ around breastfeeding, something to get you talking to your friends and family about, and challenging society about. Midwifery is considered to be an art and a science; this exhibition brings the two together to raise awareness, tackle inequalities and challenge perceptions of breastfeeding in British society today. Special thanks go to the Regional Public Health Group for their support and encouragement and to Best Beginnings for their enthusiasm and motivation. It has been a pleasure working with them all — thank you.

William Wynn-Jones, A&E Doctor, Central Saint Martin’s competition instigator & project manager
When I came up with the idea for this competition I envisaged talented young people producing images to promote breastfeeding to their peers. I really feel that what we have achieved has far exceeded this. All of the entries were of such a high standard and really got to grips with the brief. It has always been my belief that central to changing health behaviours is the need for a grassroots movement lead by those who stand to benefit. This project has brought together so many talented people from so many different backgrounds in the realisation of this vision.
The postcard display features artwork from the 2008 D&AD Student Awards

In 2008, Best Beginnings challenged international artists to promote breastfeeding to young people through the renowned annual D&AD Student Awards.

In advertising, the designers and writers have to respond to a written brief. This is the Best Beginnings brief:

Through postcard advertising, sell the idea that breastfeeding is a positive choice that young people will want to make when they become parents.

The students also had access to more information about breastfeeding, and to a special film we made for them and put on YouTube: www.youtube.com/bestbeginnings
Phil Brewer & Wayne Blenkin
Winners: D&AD Student Awards 2008
Best Beginnings
Category: Advertising

Over 400 students from all over the world produced postcard sized designs promoting breastfeeding.

Phil and Wayne from the University of Gloucestershire were the winners of the D&AD Student Award for the Best Beginnings brief.

The postcard is made up of tiny images of breasts, covered by a special protective bubblewrap.
The students from Central Saint Martins who created the posters featured in the exhibition and this interactive guide were young and did not have children. They were asked to research breastfeeding before designing their posters. We hope the questions in this guide will allow you to learn more about breastfeeding too. (The answers are on the inside back page!)

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"I Wish I was Breastfed!"
Kristina Akopian

1a Breastfed babies can get everything they need to survive from breast milk alone for the first six months of their life. **true or false?**

1b Babies fed on formula milk (cow’s milk) have the same chance of growing up healthy as a baby fed on breast milk. **true or false?**

1c The World Health Organisation recommends breastfeeding combined with other foods until two years of age and beyond. **true or false?**
Keep Going Mum
Harry Bugden and Anna Katrine-Parker

When a woman has had a baby she will be very tired and need time to get used to having a new baby. To make breastfeeding work it is best if the baby sleeps in the same room.

Jot down ways that other people can help mum, so that she has time to spend with her baby.
Look carefully at the image. Do you see a pair of breasts or a packet of pills? The poster aims to inform, in an interesting way, that breastfeeding is free and does wonders for the health of the mother and baby.

Breast milk protects a baby from many illnesses including diabetes, heart disease, asthma and allergies.

Why is breast milk so special?

2a It contains antibodies to fight infection.  
   true or false?

2b It helps the baby’s stomach grow a lining to protect it from harmful bacteria.  
   true or false?

2c It is always at the right temperature.   true or false?
Turn Your Child into a Little Einstein
Chloe Carter

Einstein was a very intelligent man and a great scientist. Chloe’s unusual poster teaches us that if you breastfeed your baby you can increase their chances of being bright and top of the class.

Answer the questions below:

3a If you left school at 16 are you more or less likely to breastfeed your baby? more or less?

3b If you have a good job and earn a lot of money, are you more or less likely to breastfeed your baby? more or less?

3c If you have a baby before you are 20 years old, are you more or less likely to breastfeed your baby? more or less?

3d If your mum breastfed you, are you more or less likely to breastfeed your baby? more or less?
Breastfeeding Will Help You Lose Weight
Julian Salaun and Joseph Bruce

When you have a baby your body changes. Think about how a woman’s body changes.

4a A mum gets her figure back quicker when she breastfeeds. **true or false?**

4b Your breasts can double in size when you breastfeed. **true or false?**

4c Your breasts sag after you have breastfed, more than if you bottlefeed. **true or false?**

4d You have to have a special diet to be able to breastfeed. **true or false?**

Did you know that breastfeeding helps prevent children from becoming obese.
Nature Gave us Boobs For a Reason
Sophie Reeve

In creating her poster, Sophie decided that “the target market are particularly image-conscious, so to these people their breasts are a huge part of that image.”

Her campaign was designed with the intention of reminding women that “they have breasts for a purpose. If we weren’t meant to breastfeed, we wouldn’t even have boobs.”

5a Breastfeeding is a natural function.  true or false?

5b All mammals breastfeed their babies.  true or false?

5c Breast milk is made in the breast in pregnancy.  true or false?
Look at this poster of breastfeeding women. They look cool and trim.

‘Yummy Mummy’ sometimes refers to celebrity mothers who spend a lot of time on their appearance.

These famous people breastfed their babies:

6a Myleene Klass  true or false?
6b Davina McCall  true or false?
6c Elle Macpherson  true or false?
6d Angelina Jolie  true or false?
6e Jools Oliver  true or false?

Theo Walcott. This famous person was breastfed. Can you think of any others?
Did you know the United Kingdom has one of the lowest breastfeeding rates in Europe? Mari, the student who designed this poster, is from Norway where 98% of women breastfeed their babies.

78% of women in England start breastfeeding, but by 6 weeks only 64% of women are giving their babies any breastmilk and many have introduced artificial milk. More than 85% of babies born to young mothers are not getting any breastmilk at six weeks of age. These babies are not enjoying the many health benefits of breastfeeding.

Do you think this art exhibition will encourage more young women to breastfeed in the UK, just like they do in Norway, Australia and many other countries?

The Department of Health and the World Health Organisation recommend that babies are given breastmilk only (i.e. nothing else) for:

7 Four months, six months or eight months?
Just a couple of reasons to Breastfeed..

Daniel Foo and Iana Batourskaia

Daniel and Iana remind us that breastfeeding does not harm our planet. Draw a quick little doodle of the Earth below.

List three ways in which you think breastfeeding is good for the environment:

8a

8b

8c

Whether you're family planning, environmentally conscious, health conscious, or just plain love your baby (and the list goes on), breastfeeding is the way to go.

For more information, visit www.bestbeginnings.info or ask your paediatrician for an informational DVD.
Daniel has used a very different approach in his poster by using fun nonsense words that sound like medicines to promote breastfeeding.

Sometimes women find breastfeeding difficult to begin with and need help to position and attach their baby at the breast.

Think about the words ‘oral solution’. What is the double meaning of the word ‘solution’ in this example?

Later in this booklet there is a National Breastfeeding Helpline number that people can ring for support.

Write down the National Breastfeeding Helpline number:

Imagine a new vaccine that could prevent one million or more child deaths a year, and that was moreover cheap, safe and administered orally. It would become an immediate public health imperative.

Breastfeeding can do all of this and more. But mothers need to build their confidence and learn what to do, to protect their children from harmful practices.

And that’s what we are here for.

www.bestbeginnings.info
Winson and Lu have taken inspiration from the ‘I Love New York’ image in creating their poster. Think about big cities and breastfeeding in public.

What does ‘public’ mean to you?

Would you breastfeed in front of your friend, brother or dad?

If you have a sister would you mind if she breastfed in front of you?

In other countries mums feed anywhere, any time, any place. Why do you think it is different in the UK?

How can you help women to feel comfortable when their babies need feeding in public?
I Wish that Daddy Could Breastfeed Too…
Olga Grotova

Olga has created a challenging and interesting image. Imagine if dads could breastfeed too. Do you think it would be a good thing?

List two ways dads can have fun with their baby.

•

•

List two ways that dads can help mums to breastfeed successfully.

•

•
The poster is designed to shock. It forces the viewer to think about whether they would want their baby to bond with a bottle rather than with their mother.

Some mums think that their breasts are not for breastfeeding. What do you think?

When a mum has her baby she will cuddle him/her skin to skin, this means the baby naked next to mum’s skin, under a blanket or nightie.

This can be a special time for ALL mums and babies.

Do you think every mum and baby should have this special time even if they choose not to breastfeed?
Get Britain Breastfeeding
Bernardo Dominguez

This bold and simple poster was designed to promote breastfeeding across the UK.

List three health benefits of breastfeeding for the baby:

10a

10b

10c

discuss
A baby is protected by its mother’s milk when it is breastfed. To capture the attention of the target audience Michelle and Paul decided to use the shock factor of highlighting negative effects of feeding a baby formula.

In pregnancy the baby is protected by its mother’s milk, and breast milk continues to protect a baby as a child and a grown up.

Babies who receive artificial/bottle milk are more likely to develop:

11a Diabetes true or false?
11b Asthma true or false?
11c Obesity true or false?
11d Cancer true or false?
This image uses the photograph of a woman’s breast to demonstrate that human milk is ‘brand specific’ to the needs of your baby and will therefore provide all its nutritional needs.

How can you help Britain to get breastfeeding? Write down your ideas here.
In Scotland it is the law that women have the right to breastfeed wherever and whenever they need to. But in England, Northern Ireland and Wales it is still legal to ask a woman to stop breastfeeding in public.

Do you think babies should have the right to be breastfed in:

- Restaurants? [ ] yes [ ] no
- Play areas? [ ] yes [ ] no
- Shopping centres? [ ] yes [ ] no
- Buses/trains? [ ] yes [ ] no

If you think a woman’s right to breastfeed should be protected in the UK, add your support at www.breastfeedingmanifesto.org.uk.

Give your child the best start in life. Whenever. Wherever.
Jack has produced a poster to look like a page of a tabloid newspaper portraying a sexy image of breastfeeding.

He has designed the poster to make us think about why we see sexy images of breasts in public but not images of breastfeeding.

When a woman breastfeeds, she produces a hormone called oxytocin. Oxytocin helps the milk to get from the breast into the baby’s mouth—this is sometimes known as the let down reflex.

Write down your feelings about this poster and discuss it with your friends.
Feed Your Baby with Love
Ken Kirton

In his specially commended poster, Ken promotes breastfeeding through the loving relationship between mother and child.

We used Ken’s motif as an integral part of the packaging and menu design for the “from bump to breastfeeding” DVD.

Look at the poster and answer these questions:

12a Breastfeeding helps a mother to bond with her baby.  
\textcolor{red}{\textbf{true or false}}

12b The hormones released when a mother breastfeeds help her to feel good about her baby.  
\textcolor{red}{\textbf{true or false}}

? What do you think the symbols in this poster look like? Does it work well as an image?
T-Shirt Design
Sam Pilling and Anna Berman

Anna and Sam produced a specially commended poster of a t-shirt they designed that looks as if you are breastfeeding. Their idea is that people will wear the t-shirt so that more of us get used to seeing breastfeeding as natural and normal.

Would you wear this t-shirt to promote breastfeeding?

yes [  ] no [  ]
Plastic to Plastic, Skin to Skin
Kim Kwang Su

Kim’s powerful and challenging poster won 3rd prize.

Think about when you were growing up. Did you play with a baby doll or did your brother/sister have a baby doll to look after and play with?

Baby dolls are often sold with a bottle and dummy. Do you think this makes children believe they need to bottle feed their baby when they are older? Think of other places you may have seen pictures of baby bottles.

13 Breastfed babies should not have bottles or dummies in the early days of life as this can confuse their suck.

true or false?
The Answer is Right Under Your Nose
Sid Rogers

In his poster, which won second prize, Sid plays with words and images. He makes us think about how nature designed our bodies perfectly to fill our basic needs.

“In my poster, I wanted to communicate to young mothers that the key to being a brilliant parent is already within them, they don’t need to seek out special pills, formulas or products. I hope it comes across in a reassuring and thoughtful manner.”

Imagine you have a baby in your arms. Cradle the baby across your body, look down at the baby, under your nose! This is where a baby lies when he/she is breastfeeding.

Did you know that when a baby is born he/she can see about 30cms (the length of a long ruler). If you measure the distance between your eyes and your chest this is about 30cms. Breastfeeding is just the right distance for mum and baby to be able to see each other when the baby is born!

What do you see first: dumbbells or breasts? Do you think they have much in common?
Sophie Barker & Kayleigh Brooks

Sophie and Kayleigh, the winners of the Central Saint Martin’s poster competition, have been daring in their design. This is a four-poster campaign which will be seen in public places to advertise the breastfeeding DVD.

Give a Free Drink. Get a Free Drink

Designer Mum. Designer Milk

additional photography: Frank Herholdt
Do you think your friends and family will discuss breastfeeding when they see this poster?

What statement does this poster make on how we think about breasts in our society?

All 12 judges of the Central Saint Martin’s poster competition agreed that these four posters are the best.

Do you agree? Email us at feedback@bestbeginnings.org.uk and let us know your thoughts.

The winning posters are now available for free to all healthcare professionals across the UK. The other posters featured in this guide are available to buy at www.bestbeginnings.org.uk/shop.
Breastfeeding Timeline

In our families we have all grown up with different experiences of breastfeeding. Check yours out here. On the line below put a cross to show where, if anywhere, breastfeeding has come into your life, and where you hope it might come into your life in the future.

An example of a breastfeeding timeline:

YOUR breastfeeding timeline:

Compare your timeline with your friend’s or teacher’s.
How about designing a breastfeeding poster or postcard? Think of a slogan or catchy sentence to promote breastfeeding.

Thank you for taking part today.
We hope you enjoyed the exhibition.

special thanks from alison baum to the many people who worked long and hard, often behind the scenes and through the night, to make this exhibition become a reality including: william wynn-jones for his idea, tenacity and drive; the brilliant students from both competitions; the tutors and heads of department who have supported them, particularly alan baines, kasia rust and maggie souter at central saint martin’s; the two expert judging panels; fergal and his team at the d&ad student awards; peter souter and his team at amv-bbdo; frank herholdt and his team for the photoshoot of the winning poster design; rebecca, david and baby edwin for modelling during the shoot; photographer stephen jakub for shooting sid rogers’ work; director vicki psarias and her team for making the short youtube films that inspired and informed the students; all the creatives involved in the breastfeeding dvd and in particular producer/director jacqui smith and editor sasha olswang for their extraordinary commitment and work; petra finkenzeller for the beautiful photo on this page; solopress and adelphi graphics for printing; weheartweb for website design; ccom for multimedia support; will jennings at william jennings exhibition services; tower hamlets healthy schools for funding the translation of this guide into bengali and somali; all the volunteers (lay and professional) who are supporting this exhibition; the rcm and particularly janet fyle for her continued effort & support. finally, heartfelt thanks to trish morris-thompson for encouraging nhs london to fund the original exhibition and francesca entwistle for her fantastic work on this project, including writing all the questions for this workbook; alison johnson, the project director, for her incredible commitment; joanna bradshaw for design work; the rest of the fabulous best beginnings team (including our staff, patrons, board and generous donors) and of course our families and friends for their love and encouragement.

WE LOOK FORWARD TO A SOCIETY WHERE:

• women feel enabled to initiate and continue breastfeeding for as long as they wish
• parents are supported to make informed choices about feeding their babies
• everyone is aware of the significant benefits associated with breastfeeding

DON’T FORGET TO SHOW YOUR SUPPORT BY SIGNING UP AT:
www.breastfeedingmanifesto.org.uk
(best beginnings is a proud member of the breastfeeding manifesto coalition)

We are thrilled to be able to take Get Britain Breastfeeding on tour, and would like to engage as many children and young adults as possible. If you think your Strategic Health Authority or PCT would like to purchase or hire the exhibition, please email exhibition@bestbeginnings.org.uk

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