



# **Convenience Advertising**

# EDUCATIONAL MESSAGE SERVICES, INC.

"MARKETING FOR SOCIAL CAUSES"



## PROGRAM EVALUATION KEY FINDINGS

- Your baby misses out on natural protection against illnesses, all the good health benefits you miss the help breastfeeding gives your body in recovering from pregnancy.
- Your baby misses the perfect food for strength and development.
- You spend more time and money on artificial milk or formula.

FOR THE:  
**RIVERSIDE COUNTY "LOVING SUPPORT" 2001  
BREASTFEEDING ADVOCACY AND EDUCATION  
NARROWCAST PROGRAM**

**COUNTY OF RIVERSIDE, HEALTH SERVICES AGENCY  
DEPARTMENT OF PUBLIC HEALTH NUTRITION SERVICES  
4065 COUNTY CIRCLE DRIVE, SUITE 311  
RIVERSIDE, CALIFORNIA 92503**

*Ask why your Doctor recommends Breastfeeding*

Take one

and get the information and resources you need to breastfeed

**AUGUST 2001**

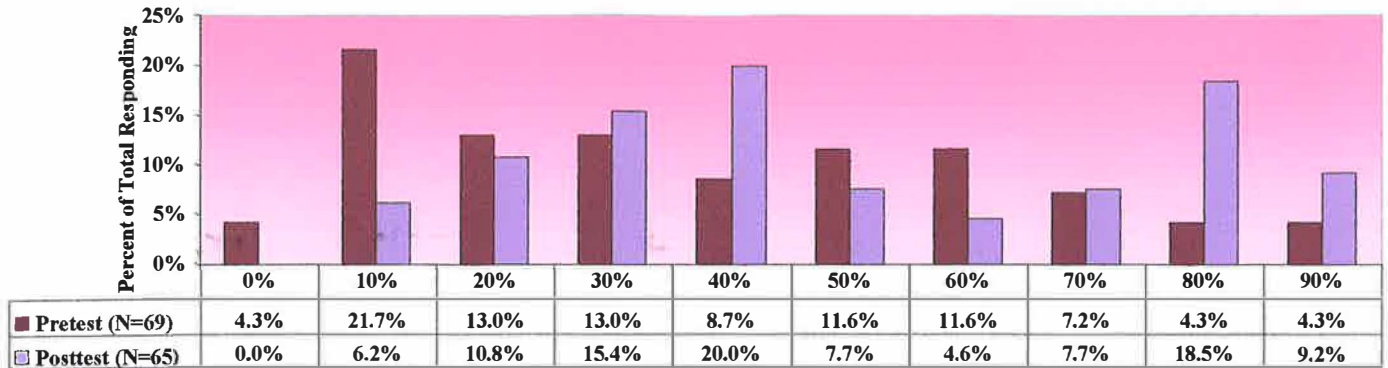


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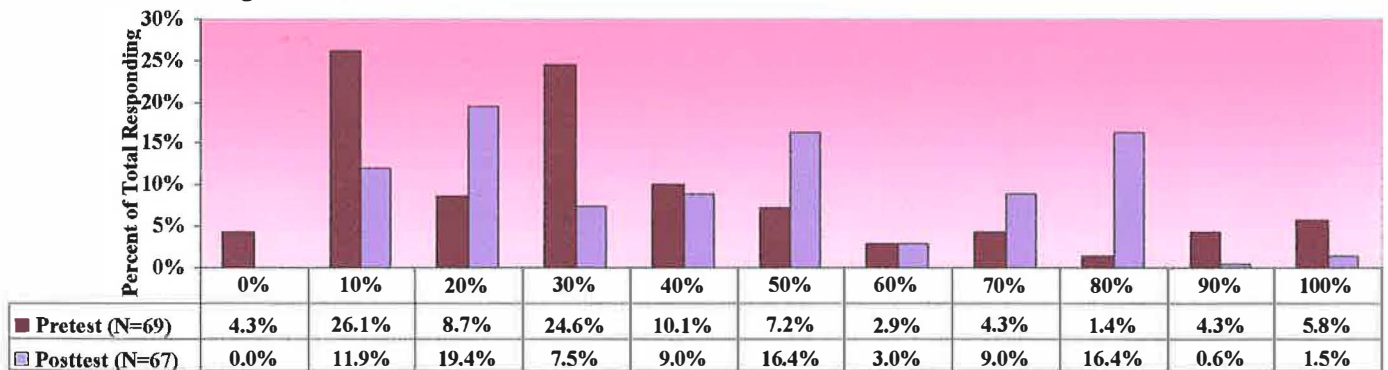
5474 Rainier Street, Ventura CA 93003 • phone: (805) 650-7706 • fax: (805) 650-0416 • email: edmesserv@worldnet.att.net  
AMSTERDAM, DUBLIN, LIVERPOOL, LOS ANGELES, MELBOURNE, MUNICH, NEW YORK, SAN FRANCISCO

## County of Riverside- Loving Support Provider Survey

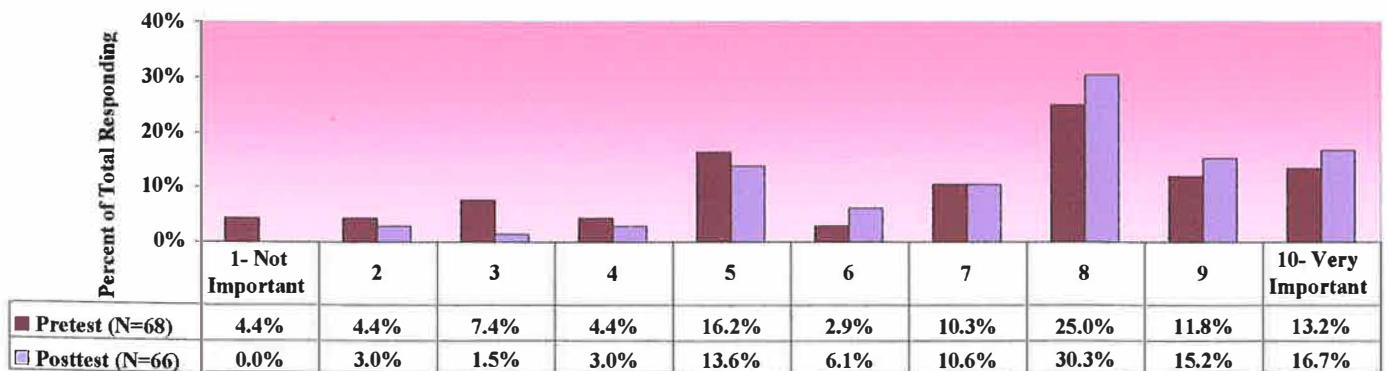
1. What percentage of your patients who are currently either pregnant, considering pregnancy in the next year, or are parents of a baby up to age one now ask you for information about breastfeeding?



2. What percentage of your patients want to know the reasons why breastfeeding is a good idea?

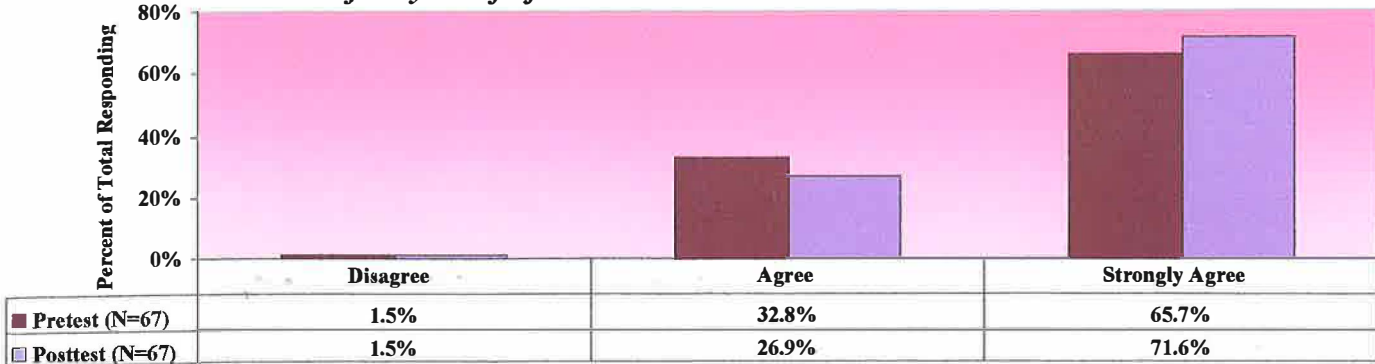


3. On a scale of 1 to 10, rate how important your patients believe breastfeeding to be.

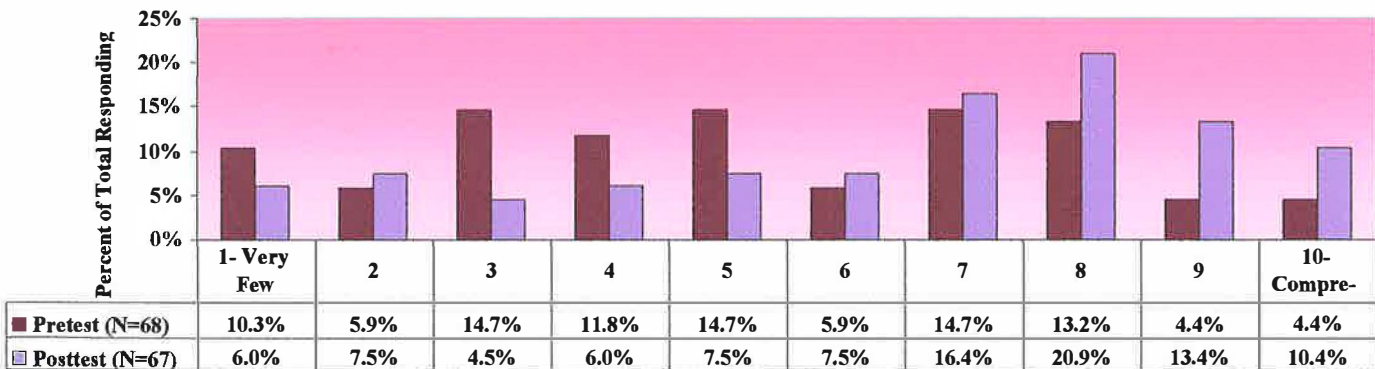


## County of Riverside- Loving Support Provider Survey

4. *I currently support the AAP recommendations that infants breastfeed for at least the first year of life.*

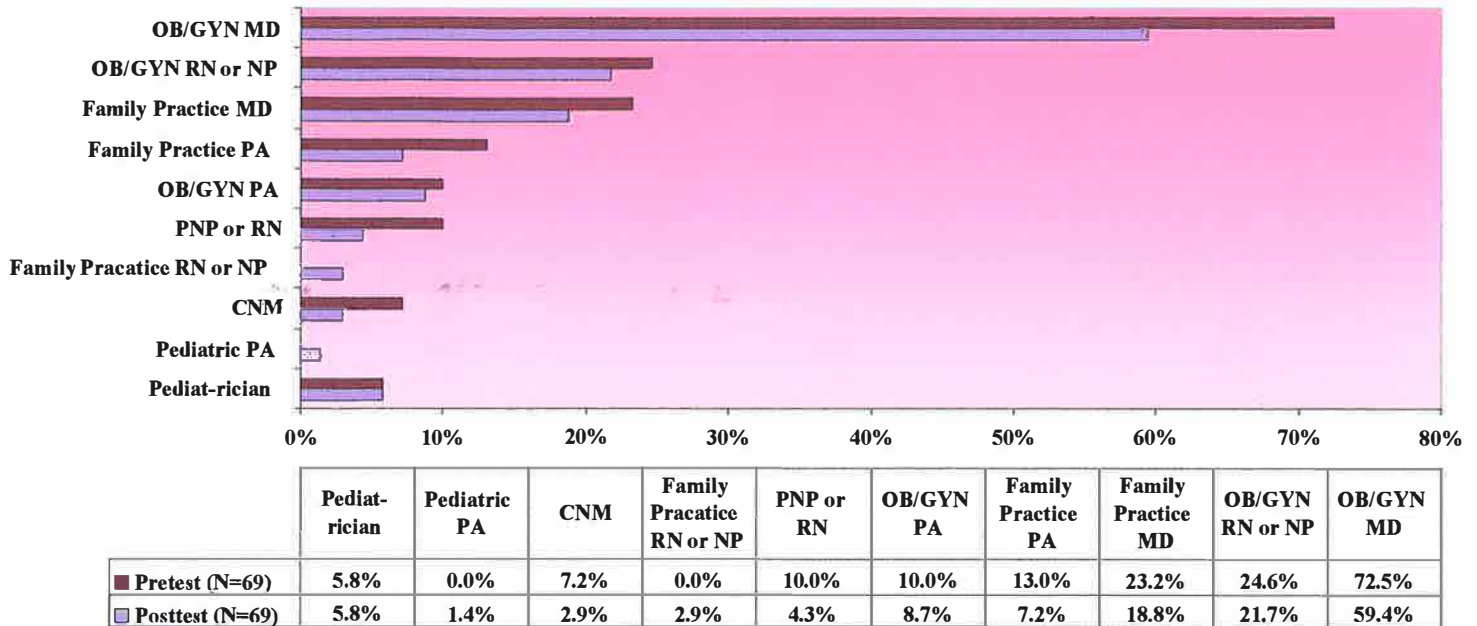


5. *Rate the availability of breastfeeding resources in the community.*



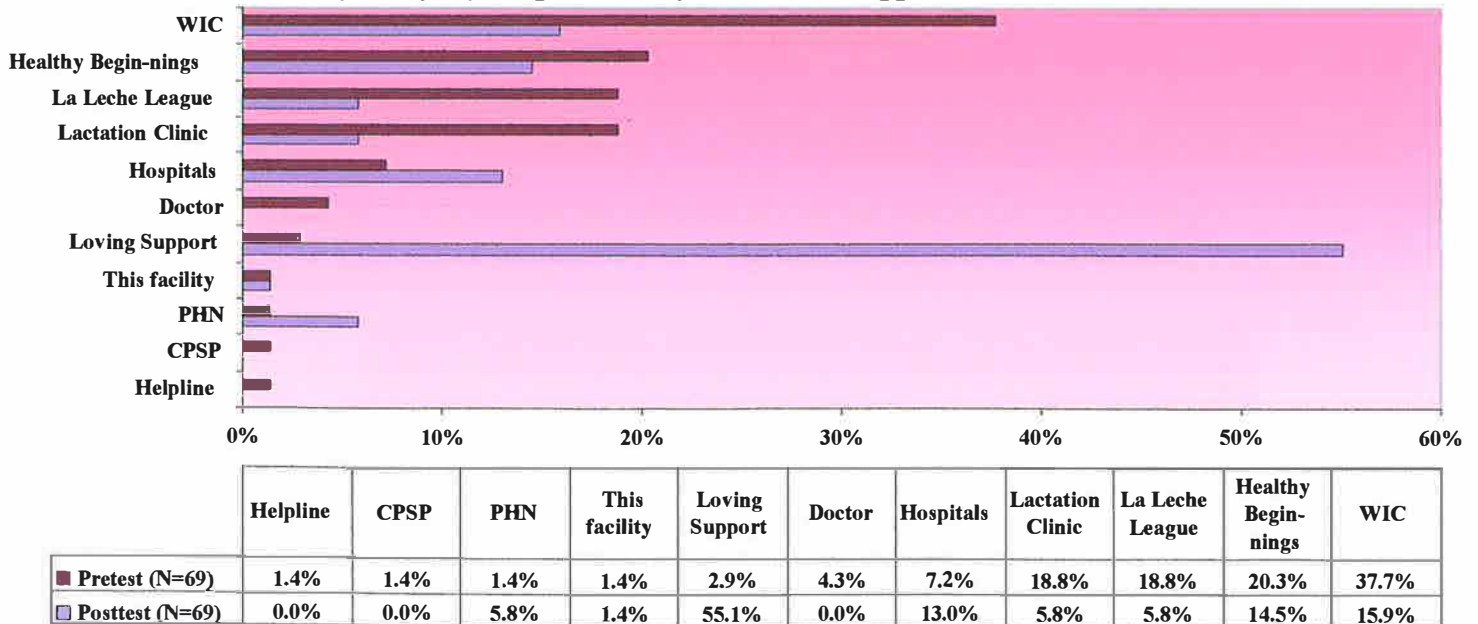
## County of Riverside- Loving Support Provider Survey

### 6. What is your medical provider specialty?



Multiple specialties given.

### 7. Who do you refer your patients to for lactation support?



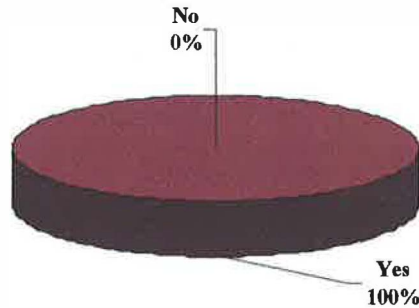
Multiple sources given.

## County of Riverside- Loving Support Provider Survey

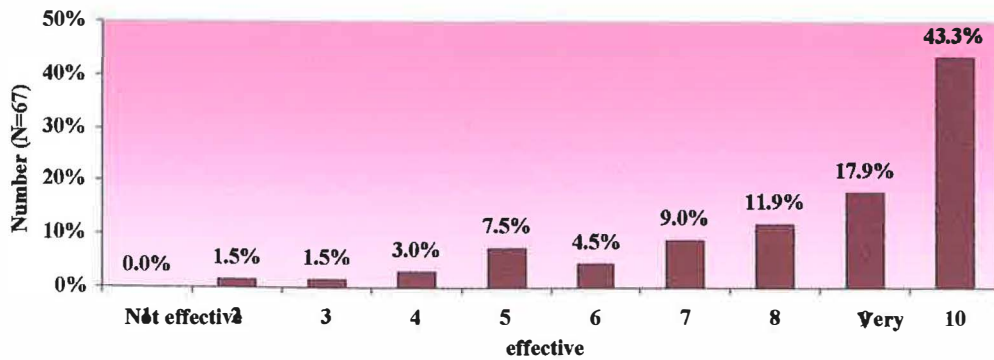
8. Are you willing to report breastfeeding statistics?



9. Have you been aware of the display with Breastfeeding information displayed in your office?



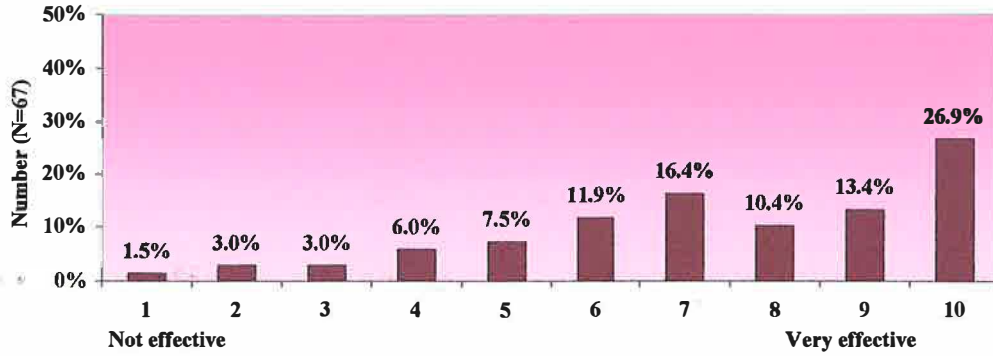
10. On a scale of 1 to 10, rate the effectiveness of the display for the following:  
 a. The display was effective in providing useful information to patients.





## County of Riverside- Loving Support Provider Survey

- b. *The display was effective in increasing the dialog between patient and doctor regarding breastfeeding.*



- c. *The display was effective in helping families consider the breastfeeding choice.*

