

Framing Breastfeeding: Why the Health Message Isn't Enough

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Breastfeeding Controversy

LA LECHE ALL-STAR LEAGUE

Maggie Gyllenhaal Is A Feminist Superhero

By Emily Gould 9:10 PM on Wed Jun 6 2007, 14,006 views

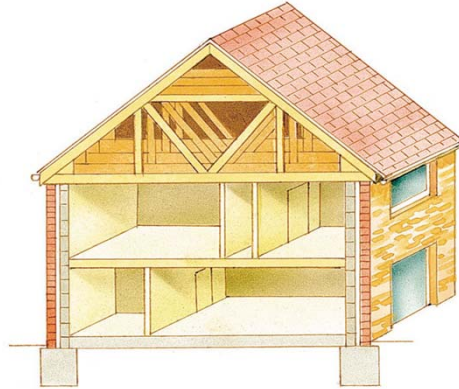


Framing Breastfeeding

- What are frames and why do they matter?
- What frames appear in news on breastfeeding?
- If we don't like those frames, what can we do about it?



Frame Definition



Frames are mental structures that help people understand the world.



Just a few cues...

BREASTFEEDING



...might surprise you

PBFASTEFFDJNC



Methods: Discourse Analysis

- Documents published 2006-2009
- Academic literature
- Cognitive analysis
- California news coverage of the Baby-Friendly hospitals initiative being carried out by state and local advocates
- Selected high-profile news coverage



Frames in the Background

- Food
- The Good Mother
- Health (Disease Prevention)
- Modernity (Expert)
- Nature (Non-expert)



Modernity

Formula companies:

Formulas “have been clinically shown to help reduce common feeding problems...”

Breastfeeding advocates:

“Research shows that breast milk is the best food for your newborn...”



Nature

Formula marketers:

“all natural, no artificial ingredients”

“nutrients naturally found in breast milk”

Breastfeeding advocates:

“Most babies will make their way to the breast on their own within the first hour after birth. It’s a natural process.”



The Good Mother

“Vivovich is still breastfeeding her child and plans to continue as long as she can. ‘It’s really hard,’ Vivovich said. ‘As busy as I am, I make it the #1 priority of my day because it’s going to provide her with all the defenses of the immune systems for the rest of her life.’”



The Good Mother

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The Good Mother & Health

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Implications for Breastfeeding



Who decides?

Will higher rates of breastfeeding
come about **primarily** as a result of:

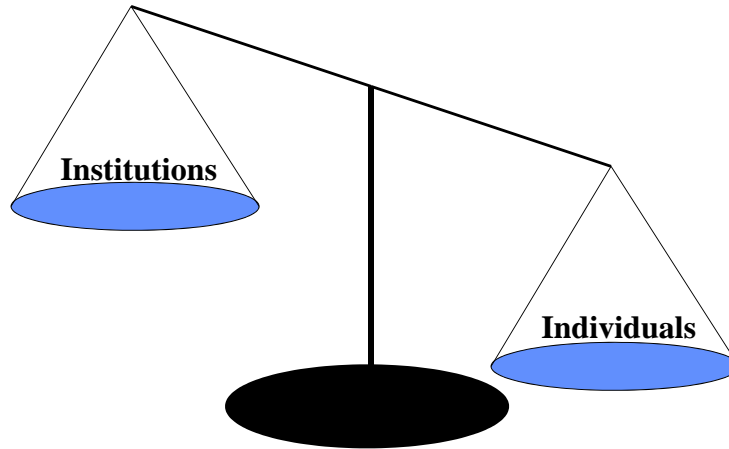
individuals getting more knowledge
about health benefits and how to do it?

or

removing the barriers in hospitals,
workplaces, and other areas of society?



The Need to Reframe



b m s g

Tasks for Reframing Breastfeeding

- Offer policy solutions.
- Make the landscape as vivid as the portrait.
- State the values and connect them.
- Don't just talk, act.

b m s g

Reports Available Online



<http://www.bmsg.org/proj-food-breastfeeding.php>

