



LET'S NURTURE TOGETHER
**ONE FEED
 AT A TIME**

Stakeholder Toolkit

As part of Family Hubs Start for Life programme in Torbay, Family Hubs Torbay have developed a brand and strategy to raise awareness of and promote breastfeeding in an informed, positive way.

The objectives behind this initiative are to:

- **Raise awareness** of breastfeeding benefits
- **Promote** early and prolonged breastfeeding
- Foster **positive** attitudes
- **Enhance** public and workplace support

Our research showed that women and families across Torbay wanted honest conversations about breastfeeding and its benefits, but also about the realities and challenges of this in order to be able to prepare for it more accurately.

Speaking to women across Torbay confirmed what we already knew, breastfeeding can be very tough, and women do not always know or feel confident to ask for support.



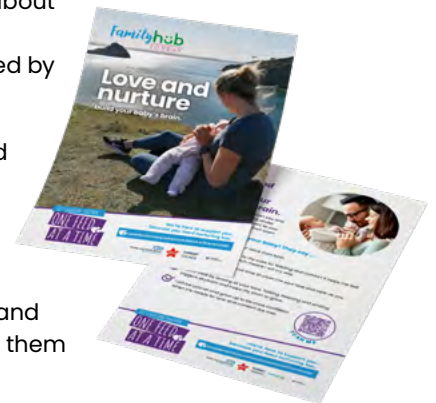
We have developed a range of assets for you to share with your teams and the families you work with, both online and physically. The following content pack contains:

- Campaign brand guidelines
- Digital and print-ready A4 posters
- Social media assets & organic social media copy
- Branded leaflets about:
 - Infant feeding support across Torbay.
 - Baby's brain.
 - Peer support information.
 - Feeding back about infant feeding support received by parents.

In response to this, we developed a strategy and campaign identity that focuses on highlighting the realities of breastfeeding and validating women's experiences. The **'One Feed At a Time'** campaign adopts a supportive tone to remind parents they are not alone and are encouraged to reach out as Torbay has a range of support and services families can refer to.

For this first intervention, we have focused on developing content that empowers and validates women, as well as giving them practical support and advice.

We have also developed a bespoke campaign page where members of the public can find out more about infant feeding, the campaign and the support available to them in Torbay.



To access the toolkit of assets, click [here](#).

To access the campaign web page, click [here](#).

We would appreciate any support you can offer in helping promote this campaign and the assets developed to support it. If you have any questions about this work or how you can get involved in future phases, please contact [\[client name + email\]](#).

