



FREE!

- ♥ Makeover
- ♥ Two 6" x 9" prints of you and your baby

Application form: 2012 Campaign Photo Shoot
Friday 10th and Saturday 11th February 2012

What is iBreastfeed?

Launched in 2010, iBreastfeed provides support for new parents, giving young mums the confidence to breastfeed with the support of their families, friends and partners. This year, the campaign is being refreshed using a host of new families across Hull and East Riding, which is why we need you!

If you are selected to take part in the iBreastfeed photoshoot, your pictures could be used on any of the iBreastfeed materials that will be distributed across the region, including in magazines, on posters and on JC Decaux sites around the area. By filling in this form and applying to take part, you agree to your photos being used for this purpose. If you are not comfortable with people seeing photos of you breastfeeding, please don't apply – but keep up the good work!

Please note - this is a campaign to promote the benefits of breastfeeding. If you are not currently breastfeeding, unfortunately you cannot take part.

About You:

Name: _____ DOB: _____
 Postcode: _____ Email: _____
 Telephone: _____ Mobile: _____

About Equality:

Which best reflects your ethnic background? (Please tick one)

- White English/Welsh/Scottish/Northern Irish British
- White Irish
- White Gypsy or Irish Traveller
- Any other white background (please give more info) _____
- Black or black British African
- Black or black British Caribbean
- Any other black or black British background (please give more info) _____
- Asian or Asian British Bangladeshi
- Asian or Asian British Chinese
- Asian or Asian British Indian
- Asian or Asian British Pakistani
- Any other Asian background (please give more info) _____
- Mixed / Multiple ethnic group white and Asian
- Mixed / Multiple ethnic group white and black African
- Mixed / Multiple ethnic group white and black Caribbean
- Any other mixed / multiple ethnic group background (please give more info) _____
- Arab
- Any other ethnic background (please give more info) _____

Are your day-to-day activities limited because of a health problem or impairment that has lasted, or is expected to last at least 12 months?

Yes No

If 'yes', please give details: _____

About Your Family:

Please give details of family members that will be joining you to take part in the photoshoot as somebody that has supported you with your decision to breastfeed (this can include your partner, mum, sister etc.)

Name: _____

Relation to you: _____

DOB: _____

Agrees to take part? Yes No

Name: _____

Relation to you: _____

DOB: _____

Agrees to take part? Yes No

Name: _____

Relation to you: _____

DOB: _____

Agrees to take part? Yes No

About Your Baby:

Baby's Name: _____

Baby's DOB: _____

Does your baby have any medical conditions? Yes No

Was your baby born prematurely? Yes No

If 'yes', please give details: _____

If 'yes', please give details: _____

About Breastfeeding:

Do you currently breastfeed? Yes No

Are you currently breastfeeding more than one child?

Yes No

Do you express breast milk for your baby? Yes No

If 'yes', please give the D.O.B. of the other child(ren):

Will you still be breastfeeding in February? Yes No

Tell us a little bit about your breastfeeding experience: _____

About Your Availability:

The photoshoot will take place in Hessle on Friday 10th and Saturday 11th February 2012 between 9am – 6pm. You and your family would be required for a 2-hour period, to include a makeover, the photoshoot and a short filmed interview which may be used on the iBreastfeed website.

If your application is successful, we will contact you to offer you a timeslot on or before Thursday 9th February.

Please state below if there are any times during the shoot dates that you are not available, to ensure we offer you a time that you and your family members are available to attend. (For example, if you are available both days, but your partner is only available on Saturday due to work commitments on Friday, let us know and we'll do our best to give you a slot on Saturday.)

Please tick this box if you and your accompanying family / friends are all available at all times during the photo shoot period, and would be able to accept any time slot offered. Please note: This will improve your chance of being able to take part in the shoot []

Or, please state below any times you would not be available on each day of the photoshoot.

Friday 10th February: _____

Saturday 11th February: _____

Thank you for taking the time to apply for a place in this year's photo shoot.

If submitting your application by post, please send this form to Beccie Deighton, Force-7, 161 High Street, Hull, HU1 1NQ

If submitting this application online, please email to beccie@ibreastfeed.co.uk

If you have any queries, please call Force-7 on 01482 223883.