



Northern Colorado Breastfeeding Coalition

**Breastfeeding Friendly Worksite
Guide for Outreach Partners**

Table of Contents

1. Welcome	Page 01
2. How Outreach Partners Can Help	Page 02
3. Suggested Outreach Strategies	Page 03
a. Be a Role Model	
b. Determine Your Target	
c. Planning Your Approach	
d. Establishing Communication	
e. Employer Training for Multiple Employers	
f. Branch Out	
g. Take it to City Hall	
h. Get Noticed	
i. Be Social	
4. References	Page 09
5. Appendices	Page 11
a. Developing your elevator pitch with sample	Page 12
b. Template employer contact letter/e-mail	Page 14
c. Template letter-of-support request to community leaders	Page 15
d. Health professional talking points	Page 16
e. Employer self-assessment	Page 17
f. Making it work tool kit for employers	Page 18
g. Breastfeeding and returning to work tool kit for employees	Page 34
h. Criteria for Breastfeeding-Friendly Worksite designation	Page 50
i. Nomination form for Breastfeeding-Friendly Worksite	Page 51
j. Power point presentation (on-line only)	



Welcome!

Health care professionals have an opportunity to improve a wide range of health outcomes by promoting the adoption of worksite policies and procedures that support breastfeeding employees. The Northern Colorado Breastfeeding Coalition (NCBC) welcomes the support of local public health, community agencies, and individual breastfeeding advocates as worksite outreach partners who raise awareness about the importance of breastfeeding and the benefits of worksite lactation support. The purpose of this tool kit is to provide suggestions for strategies and tools for outreach partners to assist employers in their efforts to support breastfeeding

employees. Breastfeeding-Friendly designation may be used to provide incentive for employers to implement workplace support policies and procedures. Employers who meet criteria may be recognized and promoted as a Northern Colorado Breastfeeding-Friendly Worksite. As employers begin to understand the human and financial benefits to their businesses, more breastfeeding employees will achieve their breastfeeding goals, ultimately leading to a healthier Northern Colorado. Thank you for support as an outreach partner!

Goals for Outreach Efforts

- Raise awareness of workplace breastfeeding barriers and how they affect our community.
- Demonstrate how lactation support programs help breastfeeding employees achieve their breastfeeding goals, positively impact public health, and benefit employers' bottom lines.
- Provide technical assistance to worksites by sharing worksite lactation support resources.
- Increase the number of Breastfeeding-Friendly Worksites in Northern Colorado.

How Outreach Partners Can Help

Outreach partners may use the suggested strategies and tools within this guide to establish communication with worksites and community organizations and to assist them with implementing supportive policies and procedures for breastfeeding employees. The tools listed are located in the appendix and can be downloaded from the NCBC website <http://www.nocobreastfeeding.org> and customized for your specific audiences.

Outreach Tools:

- Developing your elevator pitch with sample
- Template employer contact letter/e-mail
- Template letter-of-support request to community leaders
- Health professional talking points
- Employer self-assessment
- Power point presentation (on-line only)
- Making it work for employers tool kit
- Breastfeeding and returning to work tool kit for breastfeeding employees
- Criteria for Breastfeeding-Friendly Worksite designation
- Nomination form for Breastfeeding-Friendly Worksite designation



Suggested Outreach Strategies

- 1. Be a Role Model:** Be a role model for others and encourage other organizations to be role models by adopting a worksite lactation support policy. Form a committee at your own worksite to assess and improve lactation support. Become recognized as a Breastfeeding-Friendly Worksite and share your experience with other worksites. While the worker and business benefits of being breastfeeding friendly are often enough of an incentive, businesses that become designated as a Breastfeeding-Friendly Worksites enjoy extra recognition from positive publicity. Role-model businesses provide inspiration for other businesses to adopt their own worksite lactation support programs and achieve Breastfeeding-Friendly Worksite designation. You can ask them to share their stories about the designation process with other worksites.
- 2. Determine Your Target:** Initially, consider reaching out to organizations whose health-related missions align with yours and recognize the benefits of breastfeeding, workplace flexibility, and wellness. Get the support of health-care providers and health-related businesses in your area. Breastfeeding's powerful health benefits for mom and baby can convince health-care professionals to be powerful allies. Some employers may already have lactation support policies in place and will be interested in learning how they could benefit by becoming a designated Northern Colorado Breastfeeding-Friendly Worksite. Others will want a step-by-step guide to adopting worksite lactation policies; these employers can be directed to the employer toolkit.

Employer compliance for breastfeeding support is lower among low wage employers. Many may not be aware of the law and do not inform their employees of their right to have a private area and reasonable break time to pump at work. Moreover, many low-income mothers are unaware of the law or reticent about insisting they be allowed to pump at work. For these reasons, consider targeting large, lower wage employers.

Connect with groups that have multiple businesses as members, such as local wellness associations, whose employer members might be interested in learning the latest trends related to employee health and health-care cost savings. In many cases, these organization leaders may be a champion for supporting

breastfeeding employees at their own work-site and may also be able to educate other leaders within their own spheres of influence about the benefits of worksite lactation support programs.

Consider Contacting:

- County and City Government
- Society of Human Resource Managers local affiliates.
- Health Care Organizations.
- Local Chambers of Commerce, including minority chambers.
- Industry associations, such as restaurants, grocers, bankers, health insurance plans, etc.
- Local Worksite Wellness Groups.
- Educational Institutions

3. Planning Your Approach: Preparation is essential. Learn more about the benefits of worksite lactation support and solutions to specific industry barriers at <http://www.womenshealth.gov/breastfeeding/employer-solutions/>. Before reaching out to an organization, do your best to understand its values and goals. You'll want to make the connection between its values and goals and the benefits of offering lactation support programs. For instance, an organization that is fighting obesity might be interested in the ways breastfeeding reduces risk of childhood obesity. An organization focused on cancer might be interested in the ways breastfeeding reduces cancer risks for moms and babies. The employer assessment tool may be used to identify which areas the employer needs support in. You may direct them to the employer tool kit. If possible, offer to provide a presentation to their staff and use the customizable power point presentation for this purpose.

4. Establishing Communication:

- **Find the right contact:** Develop a list of business and community organizations to target and determine the person who is best positioned to share information within this organization.



- **Reach out:** Initial contact can be made through an introductory e-mail or letter using the customizable employer contact letter/e-mail I. While drafting the letter, keep in mind the specific interests, organizational culture, and goals of the recipient.
- **Reach out again:** Call the key contact to explain the benefits of providing lactation support and inform them of the NCBC'S Breastfeeding Friendly Worksite Program. Use the customizable elevator pitch to develop your own. An "elevator pitch" or "elevator speech" is a term used to describe a carefully planned promotional speech that could be given at a moment's notice in about the same amount of time it might take you to go up an elevator, or about 90 seconds.
- **Employer Assessment:** Ask the employer to complete the employer assessment tool which will inform where technical assistance is needed (policy, establish a private area, staff education, etc).
- **Provide a presentation:** Offer to provide a presentation for the leadership and employees of the worksite. If the employer has completed the self-assessment prior to the presentation, you will be able to modify the customizable power point and provide technical assistance to facilitate the implementation of their lactation support program or make improvements to their existing program.
- **Follow up:** After the presentation, follow up with contact to offer additional coaching and resources.
- **Nominate for Breastfeeding-Friendly Worksite designation.** As employees benefit from lactation support at work, encourage them to nominate their worksite for Northern Colorado Breastfeeding-Friendly Worksite designation. Nominations will be evaluated by the NCBC and awarded to employers who meet criteria.



5. Employer Training for Multiple

Employers: Employers that are reluctant to have an on-site presentation may be willing to attend group training for supporting breastfeeding employees. Hosting a training event is a great way to reach multiple organizations about the benefits of worksite lactation programs.

You might show a PowerPoint and then open the floor for questions. Invite representatives from organizations that have already received Breastfeeding-Friendly Worksite designation to share their experiences, provide real-world advice, and further inspire your guests. Employee testimonies of how breastfeeding support has impacted them are also very powerful.

6. Branch Out: Ask to speak at events sponsored by organizations that are already reaching out to local businesses. These might include chamber of commerce meetings, Rotary luncheons, networking events, business development fairs, or entrepreneur events. You can ask the chambers of commerce, search online, and look through local publications to find advertisements for these types of events.



7. Take It to City Hall: Get the attention of local officials by presenting at city council meetings, committee meetings, etc. You can check out the local government website for a calendar of events.

11. Get Noticed: Have a media event in the community to recognize businesses that are already Breastfeeding Friendly. This type of event is a great way to both recognize community champions and encourage others to seek out the Breastfeeding-Friendly designation.

12. Be Social: The NCBC will be promoting the Northern Colorado Breastfeeding-Friendly Worksite Program and worksites that have been designated breastfeeding-friendly on Facebook and on the NCBC website. Make sure to like the NCBC Facebook page and share their posts with your friends.

Get Started!

Now that you have learned of some suggested strategies and tools for influencing employers to provide lactation support, get started. Plan your goals for outreach and make a list of action items. Together, we will increase awareness of the benefits of breastfeeding and influence employers to provide a supportive environment for breastfeeding employees. Thank you for your supportive outreach efforts!

References

- 1 Mutual of Omaha. (2001). Prenatal and lactation education reduces newborn health care costs. Omaha, NE: Mutual of Omaha.
- 2 Health Resources and Services Administration (HRSA). (2008). [The business case for breastfeeding: steps for creating a breastfeeding friendly worksite: bottom line benefits](#). Rockville, MD: U.S. Department of Health and Human Services, HRSA.
- 3 American Academy of Pediatrics Section on Breastfeeding. (2012). Breastfeeding and the use of human milk. *Pediatrics*.129(3):e827-841.
- 4 U.S. Department of Health and Human Services. (2011). [The Surgeon General's call to action to support breastfeeding](#). Washington, DC: U.S. Department of Health and Human Services, Office of the Surgeon General.
Available: <http://www.surgeongeneral.gov/topics/breastfeeding/>
- 5 U.S. Department of Health and Human Services, Agency for Healthcare Research and Quality (2007). [Breastfeeding and maternal and infant health outcomes in developed countries](#). Evidence report, Technology Assessment, Number 153.
- 6 Schwarz EB, Ray RM, Stuebe AM, Allison MA, et al. (2009). Duration of lactation and risk factors for maternal cardiovascular disease. *Obstetrics and Gynecology*. 113(5):974-982.
- 7 Bartick M, Reinhold A. (2010). The burden of suboptimal breastfeeding in the United States: a pediatric cost analysis. *Pediatrics*.125(5):e1048-1056.
- 8 U.S. Department of Health and Human Services. (2011), [Healthy People 2020. Maternal, Infant and Child Health Objectives](#).
- 9 Cohen R, Mrtek MB & Mrtek RG. (1995). Comparison of maternal absenteeism and infant illness rates among breastfeeding and formula-feeding women in two corporations. *American Journal of Health Promotion*, 10 (2), 148-153.
- 10 Ball T & Wright A. (1999). Health care costs of formula- feeding in the first year of life. *Pediatrics*, 103 (4), 871-876.
- 11 Ortiz, J, McGilligan K, & Kelly P. (2004). Duration of breast milk expression among working mothers enrolled in an employer-sponsored lactation program. *Pediatric Nursing*, 30(2):111-119.
- 12 EEO Trust. (2001). *New Zealand's Best Employers in Work and Life 2001*. Auckland, NZ.
- 13 Galtry J. (1997). Lactation and the labor market: breastfeeding, labor market changes, and public policy in the United States. *Health Care Women Int.*, 18, 467-480.
- 14 Dickson V, Hawkes C, Slusser W, Lange L, & Cohen R. (2000). The positive impact of a corporate lactation program on breastfeeding initiation and duration rates: help for the working mother. Unpublished manuscript. Presented at the Annual Seminar for Physicians, co-sponsored by the American Academy of Pediatrics, American College of Obstetricians and Gynecologists, and La Leche League International, on July 21, 2000.
- 15 Centers for Disease Control and Prevention. [Healthier Worksite Initiative: Lactation Support Program](#). [Internet].

- 16 Centers for Disease Control and Prevention. [Breastfeeding. Frequently Asked Questions](#). [Internet].
- 17 United States Department of Labor, Occupational Safety & Health Administration. (1992). Standards Interpretation. Standard Number 1910.1030. [Breast milk does not constitute occupational exposure as defined by standard](#). [Internet].
- 18 Academy of Breastfeeding Medicine Protocol Committee, Eglash A. ABM clinical protocol #8: human milk storage information for home use for full-term infants (original protocol March 2004; revision #1 March 2010). *Breastfeed Med*. 2010;5(3):127-30.
- 19 Centers for Disease Control and Prevention, [Proper Handling and Storage of Human Milk](#). [Internet].
- 20 United States Breastfeeding Committee. Breastfeeding in the workplace [issue paper]. (2002). Raleigh (NC): United States Breastfeeding Committee.
- 21 Shealy K, Li R, Benton-Davis S, Grummer-Strawn L. (2005). The CDC guide to breastfeeding interventions. Atlanta, GA: US Department of Health and Human Services, CDC.
- 22 Slavit W, editor. (2009). Investing in workplace breastfeeding programs and policies: An employer's toolkit. Washington (DC): Center for Prevention and Health Services, National Business Group on Health. Available from:
<http://www.wbgh.org/benefitstopics/breastfeeding.cfm>
- 23 Women in the Labor Force: A Databook. Report 1011. (2008). US Department of Labor, Bureau of Labor Statistics.
- 24 Cardenas R & Major D. (2005). Combining employment and breastfeeding: utilizing a work-family conflict framework to understand obstacles and solutions. *Journal of Business and Psychology*. 20(1): 31-51.
- 25 Centers for Disease Control and Prevention, Department of Health and Human Services. (2011). Provisional Breastfeeding Rates by Socio-demographic Factors, Among Children Born in 2007. [National Immunization Survey](#).
- 26 US Department of Labor, Bureau of Labor Statistics. [Employment Status of Women and Men in 2008](#). Monthly Labor Review.
- 27 Johnson, Tallese D. (2007). [Maternity Leave and Employment Patterns: 1961-2003](#). Current Population Report, P70-113. U.S. Census Bureau, Washington, DC.
- 28 Fein B & Roe B. (1998). The effect of work status on initiation and duration of breastfeeding. *American Journal of Public Health*. 88 (7): 1042-1046.
- 29 Texas Department of State Health Services. (2009). Texas WIC Infant Feeding Practices Survey.
- 30 Centers for Disease Control and Prevention, [Breastfeeding Report Card 2011, United States: Outcome Indicators](#), National Immunization Survey, Provisional Data, 2008 births.

Appendices (all appendices may be downloaded from <http://www.nocobreastfeeding.org>)

Appendix A	Developing your elevator pitch with sample	Page 12
Appendix B	Template employer contact letter/e-mail	Page 14
Appendix C	Template letter-of-support request to community leaders	Page 15
Appendix D	Health professional talking Points	Page 16
Appendix E	Employer self-assessment	Page 17
Appendix F	Making it work tool kit for employers	Page 18
Appendix G	Breastfeeding and returning to work tool kit for breastfeeding Employees	Page 34
Appendix H	Criteria for Breastfeeding-Friendly Worksite designation	Page 47
Appendix I	Nomination form for Breastfeeding-Friendly Worksite	Page 50
Appendix J	Power point presentation (on-line only)	Page 51

Developing Your Elevator Pitch



An “elevator pitch” or “elevator speech” is a term used to describe a carefully planned promotional speech that could be given at a moment’s notice in about the same amount of time it might take you to go up an elevator, or about 90 seconds.

Instructions:

Spend a few minutes by yourself, with a partner or small group discussing answers to the following questions regarding the benefits of worksite lactation support programs. Use your responses to develop a 90-second pitch.

What service are you proposing? _____

What problem will it solve? _____

What target group will it impact? _____

How will the program improve the bottom line? _____

What is the competitive advantage for providing this program? _____

What are you asking the listener to do? _____

How will you help? _____

SAMPLE ELEVATOR PITCH

Hi, my name is (*insert name*) and I represent the Northern Colorado Breastfeeding Coalition (NCBC). I would like to speak to you about the importance of workplace lactation support and a program available to help employers meet the needs of their breastfeeding employees. All major medical authorities recommend infants be breastfed at least through the first year. Yet, many moms don't meet their breastfeeding goals. The Centers for Disease Control and Prevention (CDC) has identified returning to work as a major reason why many women stop breastfeeding.

Workplace lactation support programs are a win-win for employers and their employees. Studies have shown a \$3 return for every \$1 invested in these programs. Keep in mind that the needs of the breastfeeding employee are simple and don't usually require a large investment. Breastfeeding mothers need a private place to express milk, flexible work schedules to allow time for expressing milk 2-3 times a day and a safe place to store expressed milk.

To bring awareness to the importance of lactation support, the Northern Colorado Breastfeeding Coalition is working to recognize businesses that support breastfeeding employees. Trained volunteers can help your business establish or improve lactation support benefits and also become recognized as a *Northern Colorado Breastfeeding Friendly Worksite*. Recognized businesses are posted on the coalition's website and will be highlighted on social media. We can do a worksite visit to help find a suitable space, and educate staff. Can we set up a time to meet to discuss how we might help your business? or would you like me to send you some additional information about written policies and mothers' needs when returning to work?

Thank you for your time and I look forward to working with you.

Template contact letter/email for employers



Date

Contact Name

Address

Dear **Contact Name**,

As community leaders and organizations search for proven ways to improve health outcomes in their communities, it is important to consider information about initiatives that can have a measurable, positive impact. I am contacting you on behalf of the Northern Colorado Breastfeeding Coalition (NCBC) to raise awareness about the benefits of worksite lactation support for both employers and breastfeeding employees.

Studies show that breastfeeding is good for babies, good for mothers, good for businesses, and good for communities. Yet barriers to breastfeeding exist in workplace settings. Northern Colorado employers have a tremendous opportunity to create worksite environments that support mothers in achieving their breastfeeding goals after they return to work and benefit the bottom line at the same time.

Exclusive breastfeeding is recommended through the first six months of an infant's life to achieve optimal growth, development, and health. Yet most women stop breastfeeding long before that time, citing returning to work or school as the top reasons for their decisions.

Worksite lactation support allows mothers to comfortably express and store breast milk when they are apart from their babies. Support can be implemented with a few simple steps for minimal investment, and they can be flexible to suit the needs of both the employer and the employee. Benefits to businesses include reduced turnover and absenteeism, reduced health-care expenditures, higher employee morale and loyalty, and a \$3 return for every \$1 invested.

As a representative of the Northern Colorado Breastfeeding Coalition, I would like to make a brief presentation about the benefits of worksite lactation support to your members or meet with you personally. In addition, I can share information about the Northern Colorado Breastfeeding-Friendly Worksite Program. Please contact me at **phone** or **e-mail** to arrange a meeting or presentation opportunity. I look forward to working with you as a partner in strengthening our community's support of families and their health. For additional information about worksite lactation support, please visit: www.nocobreastfeeding.org.

Sincerely,

Name

Title

Organization Name

Template Letter to Community Leader



Date

Contact Name

Address

Dear **Community Leader Name:**

I am writing to update you on the positive impact of worksite lactation support in helping new mothers achieve their breastfeeding goals when they return to work. Worksite lactation support improves local health outcomes in local communities and strengthens our state's ability to achieve national Healthy People 2020 objectives for infant health. On behalf of the Northern Colorado Breastfeeding Coalition (NCBC), I am working with local community partners to increase awareness of the need for family-friendly worksite policies and resources for breastfeeding employees.

Lactation support programs are cost effective and generate a \$3 return for every \$1 invested, according to *The Business Case for Breastfeeding*, prepared by the U.S. Department of Health and Human Services. Additionally, the U.S. Surgeon General recognizes that employers who provide these types of programs for nursing mothers see increased employee loyalty, reduced turnover, reduced absenteeism, and increased productivity. Businesses can also cut their health-care costs because breastfeeding boosts an infant's immune system, meaning fewer trips to the doctor for common childhood illness such as ear and gastrointestinal infections. Children who are breastfed are also protected against rare but serious conditions such as severe lower respiratory infections, leukemia, necrotizing enterocolitis, and sudden infant death syndrome (SIDS) as well as chronic health conditions such as type 2 diabetes, asthma, and childhood obesity. Breastfeeding also lowers the mother's risk for type 2 diabetes, cardiovascular disease, breast and ovarian cancer, and other poor health outcomes.

Breastfeeding is the standard for infant feeding. The American Academy of Pediatrics recommends exclusive breastfeeding for the first six months of life. Studies show that if 90 percent of new mothers were to follow this recommendation, \$13 billion of direct pediatric health-care costs and more than 900 lives would be saved annually in the U.S. Yet many breastfeeding mothers cite returning to work as their reason for stopping breastfeeding.

The Northern Colorado Breastfeeding-Friendly Worksite Program is a free, voluntary achievement promoted by the NCBC. Employers who provide a supportive environment for nursing employees by providing a private area and reasonable break-time for expressing breast milk, and educate staff on their worksite breastfeeding policy are designated and promoted in the community as a Breastfeeding Friendly Worksite.

As a community leader, I urge you to consider workplace lactation support when developing initiatives that serve to improve outcomes for Northern Colorado moms, babies, families, and communities.

Please contact me if you would like additional information, and visit www.nocobreastfeeding.org to learn more about achieving designation as a Northern Colorado Breastfeeding-Friendly Worksite.

Sincerely,

Name

Title

Organization Name

Contact Information

Public Health Professionals Talking Points



- According to the U.S. Surgeon General, breastfeeding is vitally important to the health of mothers and their infants. The American Academy of Pediatrics recognizes breastfeeding as the standard model for measurement of infant growth, development, and health, and recommends exclusive breastfeeding for about six months, followed by continued breastfeeding as complementary foods are introduced through the first year of life or longer, as mutually desired by mother and infant.
- Breast milk not only provides infants with all the nutrients they need for growth and development, it also contains immune protection against both common and severe childhood illnesses. Children who were not breastfed, or who were not breastfed exclusively, are at increased risk for diabetes, obesity, allergies, asthma, childhood leukemia, sudden infant death syndrome, and other conditions.
- For mothers, breastfeeding reduces the risk of type 2 diabetes, cardiovascular disease, rheumatoid arthritis, breast and ovarian cancer, and other poor health outcomes. Breastfeeding also releases hormones that relax the mother and provide a special bond between her and her child.
- The federal Fair Labor Standards Act (FLSA) requires employers to provide breastfeeding employees with reasonable break time and a place, other than a bathroom, to express breast milk during the workday—up until the child’s first birthday. However, many parents and employers are not aware of this requirement.
- Today, women with children are the fastest growing segment of the workforce, according to the U.S. Department of Health and Human Services. More than 58 percent of new mothers return to work by the time their baby is only 3 months old.
- In Colorado, more than 89 percent of all new mothers choose to breastfeed, according to the National Center for Chronic Disease Prevention and Health Promotion Report Card on Breastfeeding. Yet many of these women stop exclusively breastfeeding when they return to work. Only 24 percent of women in Colorado exclusively breastfeed for the recommended six months.
- In January 2011, U.S. Surgeon General Regina M. Benjamin called on public health workers, families, and employers to remove some of the obstacles women who want to breastfeed their babies face. By providing accommodations for nursing mothers, employers can lower their company’s absenteeism and turnover rates, reduce health-care costs, and improve employee loyalty, morale, and productivity.
- The Northern Colorado Breastfeeding-Friendly Worksite designation, offered by the Northern Colorado Breastfeeding Coalition (NCBC), is a benefit available to employers who implement worksite lactation support initiatives. Worksite lactation programs cost little and have flexible options to meet the specific needs of any business. Lactation support programs can make a significant impact for employees and can result in a \$3 return for every \$1 invested. Information and toolkits to support program implementation are available from the NCBC.
- Businesses interested in becoming a designated Breastfeeding-Friendly Worksite can visit www.nocobreastfeeding.org for more information.

Making Breastfeeding Work

Worksite Self-Assessment

Business Name _____

Contact Person _____

Email _____

Phone _____

Policy: *An explicit policy or set of guidelines outlining organizational support for breastfeeding employees*

Progressing	Breastfeeding Friendly	Breastfeeding Advocate
<input type="checkbox"/> We do not have a breastfeeding policy. <input type="checkbox"/> Our breastfeeding policy is informal and is not written or regularly communicated to staff.	<input type="checkbox"/> We have a written breastfeeding policy but it is not regularly distributed or communicated to all employees. <input type="checkbox"/> We have a written policy and it is distributed or communicated to all employees at least once a year. We have an informal policy that is regularly communicated to all employees We have an informal policy that is regularly communicated to all employees	<input type="checkbox"/> Breastfeeding policy-related information is provided to all new hires. <input type="checkbox"/> Breastfeeding policy-related training is provided to all new managers. <input type="checkbox"/> Our insurance plan covers breastfeeding equipment or breastfeeding services OR we educate our employees on breastfeeding-related benefits available through the Affordable Care Act. <input type="checkbox"/> Our insurance plan notifies our employees that we are a breastfeeding-friendly workplace. <input type="checkbox"/> We contract with a lactation consultant to provide services for all breastfeeding employees.

Time: *Workplace flexibility*

Progressing	Breastfeeding Friendly	Breastfeeding Advocate
<input type="checkbox"/> There are significant barriers to mothers scheduling breaks and work patterns to provide time to breastfeed, express, or pump breastmilk during the workday.	<input type="checkbox"/> There are few or no barriers to mothers scheduling breaks and work patterns to provide time to breastfeed, express, or pump breastmilk during the workday.	<input type="checkbox"/> Employees can bring breastfeeding infants to work with them. <input type="checkbox"/> Childcare is available and accessible to employees and accommodates breastfeeding.

Space: *Accessible, clean, private, and safe space other than a bathroom for employees to express or pump breastmilk*

Progressing	Breastfeeding Friendly	Breastfeeding Advocate
<input type="checkbox"/> There are no designated breastfeeding rooms or areas available.	<input type="checkbox"/> Prioritized breastfeeding room(s) are identified and can be used by employees as needed. <input type="checkbox"/> Breastfeeding rooms are solely designated as breastfeeding room(s) for employees.	<input type="checkbox"/> Refrigerator space is prioritized for breastmilk storage in proximity to the pumping space. <input type="checkbox"/> A functioning sink is in proximity to the pumping space for employees to clean pumping equipment. <input type="checkbox"/> Breastfeeding-friendly messaging and/or graphics are around the workplace <input type="checkbox"/> We have electric breast pumps available for breastfeeding employees. <input type="checkbox"/> We have pump kits available for breastfeeding employees.



Making it

WORK

FOR EMPLOYERS



NEW YORK
state department of
HEALTH

New York State
WIC
Together Growing Stronger Families



Making it Work: For Employers

Accommodating nursing mothers in the workplace can work for **YOUR** business! Learn how!

More than three out of every four women choose to nurse their baby, and many plan to continue once they return to work. Your support will make that possible! The requirements are simple: a clean private area to express milk and a short break every 2 or 3 hours.

Good for Business!

Providing support for nursing women at work is good for your business! Hundreds of companies across America provide lactation support programs as part of their family friendly benefit platform. They've learned that lactation accommodations at work produce a **3 to 1 return on investment** due to:

- **Lower health care costs due to healthier babies and moms**

*Mutual of Omaha found that their newborn health care costs are **three times less** when employees participate in the lactation program. They save \$2,146 for each employee!¹*

- **Reduced rate of absenteeism due to infant illness (among both mothers and fathers)**

A major insurance company, CIGNA, found a 77% reduction in lost work time since babies who receive their mother's milk are healthier. The company saves more than \$60,000 per year in lower absenteeism rates.²

- **Lower turnover rates**

A 9-company study found that the average return to work rate is 94% when a lactation program is provided.³

- **Improved employee productivity and loyalty**

Many companies report that their employees are more productive and loyal when they provide women with lactation support such as time and space to express milk at work.



¹Mutual of Omaha Mutual of Omaha. (2001). Prenatal and lactation education reduces newborn health care costs. Omaha, NE: Mutual of Omaha.

²Dickson V, Hawkes C, Slusser W, Lange L & Cohen R. (2000). The positive impact of a corporate lactation program on breastfeeding initiation and duration rates: help for the working mother. Unpublished manuscript. Presented at the Annual Seminar for Physicians, co-sponsored by the American Academy of Pediatrics, American College of Obstetricians and Gynecologists, and La Leche League International, on July 21, 2000.

³Ortiz J, McGilligan K & Kelly P. (2006). Duration of breast milk expression among working mothers enrolled in an employer-sponsored lactation program. Pediatric Nursing. 30(2):111-119

We Made it Work in New York!



“ I am not worried that if a mom pumped, she would be less or more productive... giving the mother that option to pump would increase the morale of the employee because then they would feel they have an understanding and caring place of employment.”

- *Retail Business Manager*

“ My office has a section that doubles as a lactation room. Employees are allowed to use hospital grade pumps and all of the accessory equipment. They are also allowed to use our storage... Women come all the time that are employees, inpatient, outpatient, during the day to pump.”

- *Hospital Human Resources Manager*



“ When we were planning the first floor renovation I thought it was important for breast-feeding moms to have a dedicated place to pump breast milk.”

- *Community College Health Office Manager*

“ If managers were able to allow mothers to just pump, you are allowing employees to stay working and not lose them... better than choosing not to work.”

- *Childcare Center Director*



Accommodating Nursing Mothers at Work is the LAW

The Fair Labor Standards Act (FLSA) was amended in 2010 with the passage of the federal Patient Protection and Affordable Care Act⁴, requiring employers to accommodate nursing women who wish to express milk for their infants during the work period.⁵ The law stipulates that employers must provide:

- Reasonable time
- Private space to express milk (that is not a bathroom)

Section 206-c of the New York State Labor Law⁶ goes a step further by requiring businesses to provide this support for up to three years following the birth of the child, and to make reasonable effort to provide the private area in close proximity to the employee's work station. In addition, employees may not be discriminated against for choosing to express milk while at work. www.labor.ny.gov/workerprotection/laborstandards/pdfs/guidelinesexpressionofbreastmilkfinal.pdf

Compliance is possible in nearly every work setting, and there are many resources to help. For more information about these laws, see Making it Work: Worksite Lactation Accommodation Law at www.breastfeedingpartners.org or visit the website of the U.S. Department of Labor at: www.dol.gov/whd/nursingmothers.

Simple Steps to Compliance

1. Discuss needs of nursing women in your workplace.
2. Develop a plan to address those needs.
3. Contact community resources for assistance, including the local breastfeeding coalition or public health department.
4. Review your company policies and revise as needed.
5. Identify space and time options that comply with the law.
6. Train supervisors and coworkers on the laws and company policies.
7. Promote your lactation support services



⁴Language of the law detailed at http://www.dol.gov/whd/nursingmothers/Sec7rFLSA_btnm.htm

⁵Although the federal law stipulates that accommodations must be provided to employees who are not exempt from Section 7 of the FLSA (i.e., are eligible for overtime), the New York State Labor Law does not include that distinction, and requires employers to accommodate all nursing mothers, regardless of overtime status.

⁶New York State Department of Labor, Division of Labor Standards. www.labor.ny.gov/workerprotection/laborstandards/pdfs/guidelinesexpressionofbreastmilkfinal.pdf

Did You Know?

Thousands of research studies^{7,8} show significant health reasons to breastfeed.

Babies who receive their mother's milk:

- Have a lower risk of cancer and diabetes
- Are less likely to die from Sudden Infant Death Syndrome
- Have fewer ear infections, respiratory infections, stomach issues, and allergies
- Have fewer digestive problems
- Are less likely to be obese

When your employee breastfeeds, she:

- Reduces her risk of breast and ovarian cancer
- Is less likely to develop diabetes
- Is less likely to develop cardiovascular disease throughout life
- Recovers faster from pregnancy and childbirth
- Has lower stress levels

Studies show the U.S. could save more than \$13 billion in health care costs and save the lives of nearly 1,000 babies if 90% of women nurse their infants exclusively to at least 6 months.⁹ The U.S. Surgeon General has issued the *Call to Action to Support Breastfeeding*, urging employers to provide basic lactation accommodations to help women continue to give their milk to their baby after returning to work.¹⁰

Basic Needs of Employees

Support

Nursing mothers at work need information, support, and simple accommodations to reach their infant feeding goals. Providing a little extra break time and space to express their milk is a temporary need. Be sure to inform women about their nursing options prior to their maternity leave. Employers and supervisors set the tone for an environment of support that enables women to feel comfortable and confident using lactation services, so don't forget to train supervisors on how to identify and respond to requests (See "*Checklist for Employers*"). Human resource staff are a valuable resource to help both employees and supervisors find solutions that will work in your situation. Some companies also establish lactation policies to be sure consistent support is provided for all women who need lactation services (See *Sample Worksite Lactation Policy* at www.breastfeedingpartners.org).

Expressing Milk

Moms make milk continuously. To keep production high, women must either feed the baby directly or remove their milk with a breast pump every 2-3 hours or so. Once the milk is removed, the body replaces the milk. If it is not removed, the amount of milk she makes declines. Many women choose to express their milk when they are at work and cannot be with their baby. The milk can be safely stored in a small refrigerator in or near the lactation room, in an insulated lunch bag, or in a general employee refrigerator.

⁷Agency for Health Care Research and Quality. (2007). Breastfeeding and Infant and Maternal Health Outcomes in Developed Countries. www.ncbi.nlm.nih.gov/books/NBK38337.

⁸Schulz E, Ray R, Stuebe A, Allison M, Nes R, Freilberg M & Cauley J. (2009). Duration of lactation and risk factors for maternal cardiovascular disease. *Obstetrics and Gynecology*, 113(5): 974-982.

⁹Bartick M & Reinhold A. (2010). The burden of suboptimal breastfeeding in the United States: a pediatric cost analysis. *Pediatrics*, 125:e1028-e1056.

¹⁰U.S. Surgeon General (2011). Call to Action to Support Breastfeeding. www.surgeongeneral.gov.

Time to Express Milk

It takes around 20 minutes for most women to express their milk (not counting the time to get to and from the milk expression area), though some women might require a little longer at first. Most women do this every 2-3 hours or so. (See “Sample Nursing Break Schedules”.) Most women are able to use their regular breaks or meal period and will clock in and out as usual. If extra time is needed, they can discuss options with the supervisor, such as taking it as unpaid time, coming in a little early or later, or taking a shorter meal period.

Did You Know?

A woman’s nursing needs at work may change from time to time. Right after maternity leave, moms may need to express milk a little more often. When babies begin taking solid foods around 6 months, many moms find they do not need to express milk as often. Babies also go through periods of rapid growth from time to time, requiring mom to add an extra milk expression session at work for a few days to keep up with baby’s demand. At other times, babies will seem to need less. Ongoing dialogue with women will help assure that her needs and the needs of the business are being addressed.



Private Space

The law requires a private area free from intrusion from co-workers and the public. Privacy can be assured with a lock on a door, or signage that protects her privacy, covering windows as needed, etc. A quiet, private area will also help her relax so milk expression is quicker and more efficient. There are lots of options, including the employee’s own office if it is private, the office of a co-worker or supervisor, a conference room, or other small private area not in use. Many companies create a designated lactation space if they have more than one employee who would benefit from it. The room can be as simple or as elaborate as desired, and a space large enough to accommodate a chair and a flat surface for the pump is all that is needed. Ideally, the room will be located near running water, and will include an electric outlet for plugging in the breast pump and a door that can be secured.

Checklist for Employers

When an employee requests lactation accommodations, the following checklist can help you plan.

- ❑ Discuss the company's lactation policy for supporting nursing women prior to the employee's maternity leave, if possible, so you can make any arrangements needed while she is away.
- ❑ Praise her! Tell her you will support her decision to breastfeed.
- ❑ Assure that her direct supervisor and other relevant managers are aware of her needs.
- ❑ Review the employee's typical work/break schedule to arrange for milk expression breaks (see "Sample Nursing Break Schedules").
- ❑ Arrange for coverage (such as using "floaters") while she is away from her work station.
- ❑ Identify private space that is not a bathroom (see "Solutions for Non-Office Environments").
- ❑ Seek feedback from the employee and her supervisor.

Studies show the U.S. could save more than \$13 billion in health care costs and save the lives of nearly 1,000 babies if 90% of women nurse their infants exclusively to at least 6 months.³ The U.S. Surgeon General has issued the Call to Action to Support Breastfeeding, urging employers to provide basic lactation accommodations to help women continue to give their milk to their baby after returning to work.⁴





Did You Know?

Breaks are predictable and can be planned around; absences due to sick children are much harder to plan for!

Solutions for Non-Office Environments

Employers of all types and sizes have found many creative solutions for complying with the law. Here are a few examples.

Retail Stores



- Dressing room converted into a lactation space
- Manager's office
- Converted utility closet
- Partition or privacy screen in an employee lounge or other area
- Small room or area in the back of the store
- Constructing a private area in the corner of the warehouse using cubicle-type partitions or metal shelving and plywood
- Shared space with other stores (ex: a mall or shopping center lactation room that can be shared by several retail stores)
- Planned coverage during nursing breaks while the employee is not on the floor; scheduled breaks planned in advance and use of "floaters" can help

Restaurants



- Manager's office
- Converted utility closet
- Partition or privacy screen in a corner of the kitchen area
- Asking a caregiver to bring the baby to the employee for feeds during slower "down" times
- Allowing the employee to work "split shifts" by working during the busier lunch and dinner periods and going home between shifts to breastfeed the baby directly
- Planned coverage while employee is taking a nursing break; scheduled breaks planned in advance can help

Small Businesses



- Manager's office
- Partition or privacy screen
- Small room or area in the back of the business
- Converting a small storage space area into a temporary lactation room
- Shared space with other nearby small businesses
- Asking a caregiver to bring the baby to the work setting for feedings
- Bringing the young baby to work in a sling-type carrier to breastfeed directly

Did You Know?

New York State Labor Department guidelines state that if a partition is used for a nursing area, it must be at least seven feet (7') high to protect the woman's privacy.

Agriculture or Construction Site



- Pop-up privacy tent
- Constructing a portable structure for privacy
- Small travel trailer
- Manager's office in a portable building
- Taking scheduled breaks that are planned in advance.

Manufacturing Plant



- Scheduled breaks that are planned in advance
- Use of "floaters" to cover when nursing breaks are needed
- Private offices of managers, foremen, or other personnel
- Small spaces converted into milk expression areas
- Constructed space using cubicle partitions or metal shelving and plywood

Health Care Agencies



- Empty patient or exam room(s)
- Closet or storage area that is not always in use
- Office of a supervisor or manager
- Conference or board room
- Converted utility closet

Did You Know?

Nursing moms appreciate a space that is cozy and comfortable. When they are relaxed, milk expression is more efficient. If you are creating a special designated room for nursing moms, consider painting it a warm color and hanging a bulletin board for moms to post photos of their babies. The New York WIC Program has FREE posters that can also help make the room warm and inviting.

Hotels



- Empty guest room
- Unused meeting room
- Converted utility closet
- Office of a supervisor or manager

Emergency Personnel



- Emergency medical technicians: back of an ambulance not in use
- Police officers: private office of another officer, or temporary assignment to desk duty
- Fire fighters: partition that provides privacy, office of the fire chief or other personnel
- Locating lactation rooms in key locations throughout the community
- Emergencies are always priority; nursing breaks can be taken during “down” time

Schools



- Coverage provided by the principal, assistant principal, guidance counselor, teacher aids, or other personnel
- Small closet converted for dedicated lactation space
- Private space in the school nurse clinic, guidance counselor’s office, principal’s office, rooms used by speech therapist or other staff, or another small space

Special Tip to Try:

Look for a “funny little space” in your work area. This might be an odd-shaped area that is not used much, but could easily be sectioned off with a partition or wall to accommodate a nursing mother needing privacy.

Gaining Co-Worker Buy-In

Managers and supervisors set a positive tone for support by educating employees about the policies of the company and ways they will be supported, and communicating those policies to other workers during new staff orientation or if questions arise. Supervisors should respect the privacy of women who may not want the entire workplace to know about her nursing needs, while assuring that they receive the support they need. Coworkers who have questions about the lactation policy can be reminded about the benefits of lactation support, including lower health care costs, absenteeism rates, and turnover rates that benefit everyone in the workplace. Lactation accommodations also help reinforce the company's sensitivity to family needs of workers. This helps create a culture of teamwork and mutual support that builds productivity and loyalty among all workers.

Frequently Asked Questions

Are we required to provide a *designated* lactation room? No. The law does not require companies to construct or develop a designated lactation room, though companies with several breastfeeding employees may find this is helpful. Some companies establish a temporary lactation room that can be used for other purposes when it is not needed for lactating mothers.

Must time taken to express milk be paid? No. The law does not require a company to pay their employees break time for expressing milk, though some employers feel it is easier to do so than keeping track of time taken. If your company provides standard breaks for other employees and the woman chooses to use that time to express milk, she must be compensated in the same way other employees are when they take breaks.

What if she needs more time than is provided by the break? If more time is needed than the usual breaks provide, employers can discuss options such as unpaid leave, allowing the employee to take a shorter lunch break to make up the difference, or asking the employee to come in earlier or leave later to make up the time.

How much does a lactation room cost? If the business chooses to create a designated room for lactation, costs will vary, depending on the company and the amenities chosen. If walls must be constructed or painted, costs will be higher. Basic requirements are a way to secure privacy (such as a lock or key pad), a chair to sit on, and a shelf or other flat surface for the pump. Additional expenses to make the rooms more relaxing and comfortable could include providing a breast pump for employees, wiring it for electricity, including a small refrigerator for storing milk, wall art, soft lighting, a telephone, a bulletin board for posting pictures of babies, or other decorations.

Can more than one woman share the lactation room? Many companies provide multiple-use rooms to allow more than one woman to express milk. Under the federal law, nursing mothers are entitled to privacy from "coworkers and the public" and therefore cannot be forced to express milk in the presence of other nursing mothers. Many businesses create nursing "stations" within a larger room with privacy partitions.

What is the liability risk? Risks are quite low. OSHA considers human milk to be food, not a biohazard, so human milk can be safely stored in the employee refrigerator. Potential liability from using breast pump equipment (if provided by the company) is easily addressed by asking women to sign a release of responsibility to the company. If the business allows a caregiver to bring the baby to the mother during breaks for feedings, employees can sign a similar release of responsibility (see example at www.babiesatwork.org).



Helpful Resources

- *Making it Work: Worksite Accommodation Law* (www.breastfeedingpartners.org)
Basic tenets of the U.S. Patient Protection and Affordable Care Act, Section 4207, which amends the Fair Labor Standards Act, and key components of the New York State Labor Law. Published by the New York State Department of Health at www.health.ny.gov/community/pregnancy/breastfeeding
- *Guidelines from the New York State Department of Labor*
www.labor.ny.gov/workerprotection/laborstandards/pdfs/guidelinesexpressionofbreastmilkfinal.pdf
- *The Business Case for Breastfeeding.*
www.womenshealth.gov/breastfeeding/government-in-action/business-case-for-breastfeeding
(download) or www.ask.hrsa.gov (to order)
Free resources with bottom-line benefits for employers establishing comprehensive lactation support programs, easy steps for implementing, options for space, time, education, and support, reproducible templates that can be tailored to the business, and employee educational materials. Published by the U.S. Department of Health and Human Services Maternal and Child Health Bureau.
- New York State Department of Health: www.health.ny.gov/community/pregnancy/breastfeeding
www.health.ny.gov/prevention/nutrition/wic/breastfeeding
Free resources and information from the Women, Infants and Children (WIC) program for employers, families, and health care providers.
- New York State WIC Program Breastfeeding Partners: www.breastfeedingpartners.org
Website with breastfeeding information and resources for mothers and their families. Published by the New York State WIC Training Center in partnership with the New York WIC Program.
- New York Statewide Breastfeeding Coalition: www.nysbreastfeeding.org/index.html
Links to resources and national and state laws, as well as a listing of local coalitions across the state with experts who can assist businesses with setting up a lactation support program.
- United States Breastfeeding Committee: www.usbreastfeeding.org
Links to numerous national resources and a listing of state breastfeeding coalitions.
- International Lactation Consultant Association: www.ilca.org
“Worksite Lactation Support Directory” lists lactation consultants available to assist businesses with an employee lactation support program.
- United States Surgeon General: www.surgeongeneral.gov.
“Surgeon General’s Call to Action to Support Breastfeeding” and “National Prevention Strategy.”



Making it Work: For Employers

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability. To file a complaint of discrimination, write to USDA, Director, Office of Adjudication, 1400 Independence Avenue, SW, Washington, DC 20250-9410, or call toll-free at (866) 632-9992 (Voice). Individuals who are hearing impaired or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish). USDA is an equal opportunity provider and employer.

New York State prohibits discrimination based on creed, marital status and sexual orientation. Persons who believe they have been discriminated against based on the New York State Human Rights Law should call the Growing Up Healthy Hotline at 1-800-522-5006, or write to the WIC Program Director, NYSDOH, Riverview Center, 6th Floor West, Room 650, 150 Broadway, Albany NY 12204.

Production of this document was supported by the U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, American Recovery and Reinvestment Act of 2009, Communities Putting Prevention to Work State Supplemental Funding for Healthy Communities, Tobacco Control, Diabetes Prevention and Control, and Behavioral Risk Factor Surveillance System DP09-901/3U58DP001963-01S2, Cooperative Agreement 5U58/DP001414-03 from the Centers for Disease Control and Prevention, and New York State funds. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the funders.



*Breastfeeding
and Returning to Work*

C ONGRATULATIONS!

You have given your baby the best possible start in life – by breastfeeding. In fact, six out of ten women in Philadelphia start out breastfeeding their infants and many of them continue after returning to work. You can too – and this booklet is designed to help you do just that.



The longer you breastfeed, the fewer illnesses your child will have and the less work you will miss. Did you know that as soon as you pick up a toy at your child's day care, your body begins to make breast milk with antibodies to protect your baby from the germs living on that toy? That's how great your milk is. Your child's risk of developing diabetes and obesity also decrease with every additional month you breastfeed.

There are benefits for you too. You will continue to burn calories to help you lose your pregnancy weight easier, you will have a reduced risk of ovarian cancer later in life, and your risk of breast cancer decreases more with every additional month you breastfeed. You will also be able to provide something for your infant that no one else can provide. Your milk is not just food, it is protection. You can't buy that in a can at the grocery store.

The American Academy of Pediatrics recommends women breastfeed their infants for at least one year.

Table of Contents

Will working and breastfeeding work for me?	1
Will I need a breast pump?	2
Where can I get a breast pump?	2
Do I also need to know how to hand express my milk?	3
What steps should I take before I return to work?	4
Is my employer required by law to allow me to pump at work?	5
Are more employers allowing women to express their milk at work?	5
What is the best way to talk to my employer?	6
What questions should I ask my employer?	7
What about child care?	8
When should I start pumping?	8
How do I store my milk?	9
How do I keep up a good milk supply?	10
What do I do once I return to work?	11

“I’m glad I continued breastfeeding after returning to work. I love the closeness I have with my baby when I’m breastfeeding and I love having one thing that I can do for my baby that no one else can, especially considering I’m back at work and other people are helping take care of him. Also it burns calories to help lose that pregnancy weight. Plus it’s the most natural, healthiest food my baby can have.”

Elizabeth Moorehead



Will working and breastfeeding work for me?



Moms in almost every line of work are continuing to breastfeed, including:

- ✧ College and high school students
- ✧ Teachers
- ✧ Waitresses
- ✧ Administrative staff
- ✧ Members of the Armed Forces
- ✧ Heads of corporations
- ✧ Well-known celebrities

With a little planning, you too can successfully return to work and continue breastfeeding.



Will I need a breast pump?

If you will be away from your baby long enough that you regularly miss one feeding or more, then you may need an electric breast pump.

Where can I get a breast pump?

- 1) Go to one of these websites to find a place to rent or buy a pump.
www.ameda.com
www.hygeiababy.com
www.limerickinc.com
www.medela.com
- 2) Breastfeeding moms receiving WIC who are returning to work or school full time can get a free pump from WIC.
- 3) Breastfeeding moms receiving Medicaid should ask their case manager about getting a pump.



“I never considered weaning because I was returning to work. It’s so easy to pump at work and it’s good to know that I’m taking care of my baby even while I’m away from her.”

Kirsy Traweek



Do I also need to know how to hand express my milk?

Every breastfeeding mom needs to learn to hand express their milk. Even if you have a pump, you never know when it might stop working or you may forget a part of the pump at home.

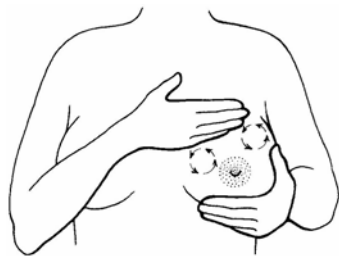
To hand express:

1. Use a clean container with a wide opening to collect your milk. A margarine tub works well for hand expression. With practice you can express directly into a plastic bag or bottle.

2. Wash your hands.

3. Place a warm washcloth on your breasts to help your milk flow.

4. Massage your breast to help increase the amount of milk you express. Do this by placing one hand under your breast for support.



Apply gentle pressure, using a circular motion with your other hand. Massage from several starting points, always working from the chest toward the nipple. Repeat on your other breast.

5. Hold the clean container near your breast. With your other hand, place your fingers and thumb about one inch behind the nipple. Press back toward your ribs and squeeze in and down, rolling your fingers and thumb toward the nipple. This will express milk into your clean container.



6. Rotate the placement of your fingers and thumb around your nipple to empty all areas of the breast. When milk flow slows down, switch to your other breast.

Expressing your milk gets easier with practice. Practice on one breast while nursing on the other. You'll get more milk each time. Look for "hand expressing" on www.youtube.com.

What steps should I take before I return to work?

- ☞ Take as long a maternity leave as you can.
- ☞ Breastfeed often to build up a good milk supply.
- ☞ When your baby is 2 to 6 weeks old, let another person feed your baby a bottle of breastmilk. This will help your baby get used to the bottle.



- ☞ Talk to your boss or to your Human Resource Department before you have your baby. Let him/her know about your plans to breastfeed. Work out a schedule with your boss so you can pump or nurse your baby at work.
- ☞ Do at least one practice run of leaving your baby with your caregiver for several hours. Do this in the morning about when you would normally go to work. Take this time to do something special for yourself; a nap, a movie, time with a friend or your spouse.



- ☞ Consider asking your employer if you can start back to work part time at first, job-share with another employee, or telecommute or work from home.
- ☞ Make your first day back to work a Thursday if you can. Having a short first week will help you and your baby adjust.

Are more employers allowing women to express their milk at work?

Yes. More employers are helping their female employees return to work and continue breastfeeding. There are several reasons for this.

Is my employer required by law to allow me to express my milk at work?

Yes, the Fair Labor Standards Acts (FLSA) says that “employers shall provide reasonable, unpaid break time and a private, non-bathroom space for an employee to express milk for one year after the child’s birth.”

Because of reasons of safety and hygiene, the law does not allow employers to ask mothers to pump in the bathroom.

- There are more women in the workforce than ever before.
 - Sixty percent of working women have children under age 3.
 - Seventy eight percent are employed full time.
 - The female workforce increased eighty percent over the last 20 years.
- More women are choosing to breastfeed:
 - In 2007, 60 percent of moms in Philadelphia chose to breastfeed their infants.
 - Approximately 20 percent continue for at least 6 months.
 - Over 15 percent continue for 12 months or longer.
- Most employers are aware of the health benefits of breastfeeding.
- By supporting breastfeeding, employers
 - reduce their health-care costs,
 - lower absenteeism,
 - improve employee morale, and
 - increase productivity.



What is the best way to talk to my employer?

It's natural to be nervous when it comes to talking about breastfeeding with your employer. After all, it's not a topic that comes up normally at the office. Here are some simple steps successful moms suggest:

1. Before talking to your employer or school, tell your family that you want to continue breastfeeding after you return and ask them for their support. Knowing you have their support will give you confidence to talk to your employer.
2. Do you know of others mother you work with who used a breast pump at work? Talk to them about how they did it.
3. Schedule an appointment with your employer to discuss your return.
4. Before your appointment, practice what you plan to say to your employer with your friends or family. This will help you ease your nerves and be prepared.
5. At your appointment:
 - ☞ Talk to your employer about pumping at work or nursing on site.
 - ☞ Explain why breastfeeding is important to you and your baby.
 - ☞ Offer to come in early and stay late to make up for the time you need to pump.
 - ☞ If possible, bring in a plan that includes how often and where you would pump and store your milk so that your employer does not have to do any work.
 - ☞ Discuss any questions or concerns your employer has.
 - ☞ Remember, your employer is required by law to allow you to express your milk at work.



What questions should I ask my employer?

1. Is there a private space to pump? If one is not available:

☞ Use an office.

If the door doesn't lock, hang a sign outside your door when you are pumping, or ask if your employer could have a lock installed for privacy.



☞ Use a cubicle.

Use a shower curtain rod or wooden dowel from a hardware store to hang a large curtain outside your cubicle when you need to pump.



☞ Use a bathroom.

Because of reasons of safety and hygiene, the law does not allow employers to ask mothers to pump in the bathroom.

2. Will I be able to arrange my schedule to pump at work or nurse on site?

☞ You will need to pump the same number of times that you are currently breastfeeding.

☞ Most moms will need to use their morning and afternoon break times and part of their lunch hour to express their milk.

☞ With a double-sided electric pump, each pumping session will take about 15-30 minutes.

☞ Be prepared to offer to come in early or stay late to make up for the time.

3. Where should I store my milk?

☞ It is safe to store breastmilk in a shared staff refrigerator.

☞ An insulated bag with ice packs can be used to store freshly expressed milk for up to 24 hours.



What about child care?

- ☞ Find a child-care provider that is close to your work and supports breastfeeding.
- ☞ Visit your child-care center a few times. Touch toys and items in the center. Your milk will build up immunities to germs in the child-care center.
- ☞ Take your baby to the child-care center to get your baby used to it.



When should I start pumping?

- ☞ Start pumping and storing your milk about two weeks before returning to work.
- ☞ Pump both breasts at the same time or pump one breast while your baby is nursing on the other. You will produce more milk that way.
- ☞ If your job does not have a room for pumping, find another quiet place to pump.
- ☞ Plan to pump your milk at work as often as you would nurse your baby if you were home.
- ☞ Look at a photo of your baby while you pump at work and smell an article of her clothing.
- ☞ Listen to a recording of your baby's voice.
- ☞ Hand-express or pump your milk before your breasts feel too full.



How do I store my milk?

☞ Wash your hands before you hand express or pump your milk.

☞ Put your breastmilk in clean bottles or breastmilk storage bags. Store about

- 2-4 ounces per bottle or bag for a 6 week old

- 4-6 ounces for a 3 month old

- 5-8 ounces for a 6 month old

The fat in the milk will rise to the top of the container. This is normal.

☞ Label containers with the date pumped and the baby's name.

☞ Use the oldest milk first.

☞ At work, store breastmilk in a cooler with ice packs or in the company refrigerator.

☞ If your bottled breastmilk smells sour, throw it out.

☞ Thaw breastmilk in the refrigerator, under running water that is gradually warmed, or in a cup or bowl of warm, not hot water.

*Never
microwave
breastmilk.*

Breastmilk storage guidelines

	Refrigerator	Freezer	Deep Freezer	Portable Cooler with Ice Packs
Fresh Breastmilk	5 days	3 months	6 months	24 hours
Thawed Breastmilk	24 hours	Do not refreeze	Do not refreeze	8 hours

How do I keep up a good milk supply?

- ☞ Breastfeeding your baby is the best way to make more milk. The more often you breastfeed, the more milk you will make. Nurse often when you and your baby are together.
- ☞ Be sure to pump your milk at work as often as you would nurse your baby at home.
- ☞ Massage your breasts while pumping. This can increase your milk supply as well as the fat content of your milk.
- ☞ Take good care of your breast pump. Read the pump instructions or watch the video so you know when to replace the valve or if you need to use a larger breast flange. Both of these things can affect your milk supply.
- ☞ Some moms will take breast milk vacations. This means taking a day or two off work so you can be together with your baby and breastfeed often for a few days in a row. This is a great way to increase milk supply.



“I was not able to pump my milk at work, but I didn't completely wean. I breastfed her when we were together and she got my pumped milk and some formula at day care. The times that I can nurse her are so special.”

Jasmin Reed

What do I do once I return to work?

- ☞ Nurse your baby just before leaving for work and as soon as you pick him up from child care.
- ☞ Take a blanket, pillow case, or item of clothing with your scent on it to your baby's child care. Ask your provider to drape it across your baby or wrap your baby with it when feeding a bottle. Your baby will be more likely to take a bottle if your scent is nearby.
- ☞ When at work, express your milk as often as your baby nurses when you are together.
- ☞ Your baby may want to nurse more often in the evening or whenever you are together. That is normal and will help you keep up your milk supply.
- ☞ Breastmilk is best, but you can combine breastfeeding with formula feeding if you need to.
- ☞ Speak to your peer counselor or lactation consultant right away if you have any problems or questions.
- ☞ Take one day at a time and be willing to try new ways to make breastfeeding a success. Be proud of all your efforts.



Nurse your baby just before leaving for work.



The Philadelphia Department of Public Health asks businesses to help working mothers to breastfeed for at least one year. To learn how to help your employer create a Breastfeeding-Friendly workplace, contact Maternity Care Coalition at 215-989-3564 or breastfeeding-friendly@momobile.org

For breastfeeding help contact:

- | | |
|--|-----------------|
| - La Leche League | 1-877-4-LALECHE |
| - Nursing Mothers' Advisory Council | 215-572-8044 |
| - WIC | 215-978-6100 |
| - Philadelphia Department of Public Health | 215-685-5225 |
| - Pennsylvania Department of Public Health | 1-800-994-9662 |
| - National Breastfeeding Hotline | 1-800-994-9662 |



Philadelphia Department of Public Health

Adapted from Texas Department of State Health Service with permission.

All photographs are credited to Texas Department of State Health Services.

This institution is an equal-opportunity provider.

© 2008 Texas Department of State Health Services. Nutrition Services Section. All rights reserved.

Stock no. 13-06-11496 rev. 10/08





Northern Colorado Breastfeeding Coalition

Breastfeeding-Friendly Worksite

Award

Award Criteria

- Offers a **welcoming atmosphere** that allows breastfeeding mothers to nurse or express milk in a designated location.
- Provides breastfeeding mothers access to a **private area**, other than a bathroom, for expressing milk or nursing.
- The private area has **supportive amenities** including, but not limited to, a comfortable chair, a small table, and an electrical outlet.
- Provides all breastfeeding employees **flexible breaks** to express milk or to nurse.
- Has an informal or formal **breastfeeding support policy**.
- **Educates all staff** to the breastfeeding support policy.

Northern Colorado Breastfeeding-Friendly Worksite Nomination Form



SUBMIT

Recognize your business as one of Northern Colorado's Breastfeeding-Friendly Worksites. Supporting breastfeeding mothers in the work place is not only the law, but is one way for businesses to embrace wellness, impact health care costs, lower absenteeism and be seen as a family-friendly business for potential and current employees. Businesses of all sizes and types are encouraged to apply to share creative solutions to support breastfeeding mothers and employees.

Business Name:

Address:

Brief description of Business:

Name of individual completing nomination:

Phone:

E-mail:

Award Criteria, please check all that apply:

Business provides a private room other than a bathroom, in close proximity to their work for expressing milk or nursing

The lactation room has supportive amenities including, but not limited to a comfortable chair, an inside lock on the door, a small table, and an electrical outlet

Business provides all breastfeeding employees flexible breaks to express milk or nurse

Business has a breastfeeding support policy and educates all staff on the policy

May we promote your business as a Breastfeeding Friendly Worksite ?

Yes

No

Submit additional documentation to support the nomination, such as testimony from a breastfeeding employee or patron, photo(s) of lactation room(s), workplace policy for supporting breastfeeding, and staff education. You may submit the additional documentation by attaching with the submission of this form or mail to:

Mike Schwan, MS.RD.

Weld County Department of Public Health and Environment

1555 N. 17th Avenue

Greeley, CO 80631

970-304-6420 ext. 2343

E-mail: mschwan@weldgov.com