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# Worksite Lactation Support Programs

Building a Healthier Northern Colorado

# THE CASE FOR BREASTFEEDING

# Breastfeeding Benefits

## Mom and Baby for a Lifetime

- Breastfeeding is the **standard** for infant feeding and protects infants and children from many significant childhood illnesses and chronic diseases.
- The American Academy of Pediatrics and all other health authorities recommend exclusive breastfeeding for the first six months of life and continued breastfeeding for a year or longer.
- \$13 billion of direct pediatric health-care costs and over 900 lives would be saved annually if 90% of women were able to breastfeed according to medical recommendations.

*Bartick & Reinhold, Pediatrics, 2010*

# Breastfeeding Is Good for Babies

Breastfed infants have a reduced risk of obesity throughout the lifespan.

- Infants who are **not** breastfed are 32% more likely to suffer from childhood obesity than infants who are breastfed.
- The longer and more exclusively a mother breastfeeds, the greater the protection against obesity.
- Breastfeeding promotion is a cornerstone of the Centers for Disease Control and Prevention's obesity-prevention efforts.

Arenz S, et al. *Int J Obes Relat Metab Disord*. 2004.

Ip S, et al. AHRQ, 2007.



# Breastfeeding Is Good for Babies

Exclusive breastfeeding reduces risk for:

- Obesity
- Ear infections
- Respiratory infections
- Asthma
- Gastrointestinal infections
- Atopic dermatitis
- Type 1 & type 2 diabetes
- Leukemia
- Sudden infant death syndrome
- Necrotizing enterocolitis
- And more...

Ip S, et al. *AHRQ*, 2007.

# Breastfeeding Is Good for Moms

- For each 12 months of breastfeeding, the mother's risk for breast cancer is reduced by 4 percent.
- Breastfeeding reduces a mother's risk of ovarian cancer, type 2 diabetes, postpartum depression, and cardiovascular disease.
- Breastfeeding releases the hormone oxytocin, which helps both mother and baby relax and enhances bonding.

*Collaborative Group on Hormonal Factors in Breast Cancer, Lancet, 2002.*

*Ip S, et al. AHRQ, 2007.*

*Schwarz AG, et al. Obstet Gynecol. 2009; Stuebe AM, et al. Am J Obstet Gynecol. 2009;*

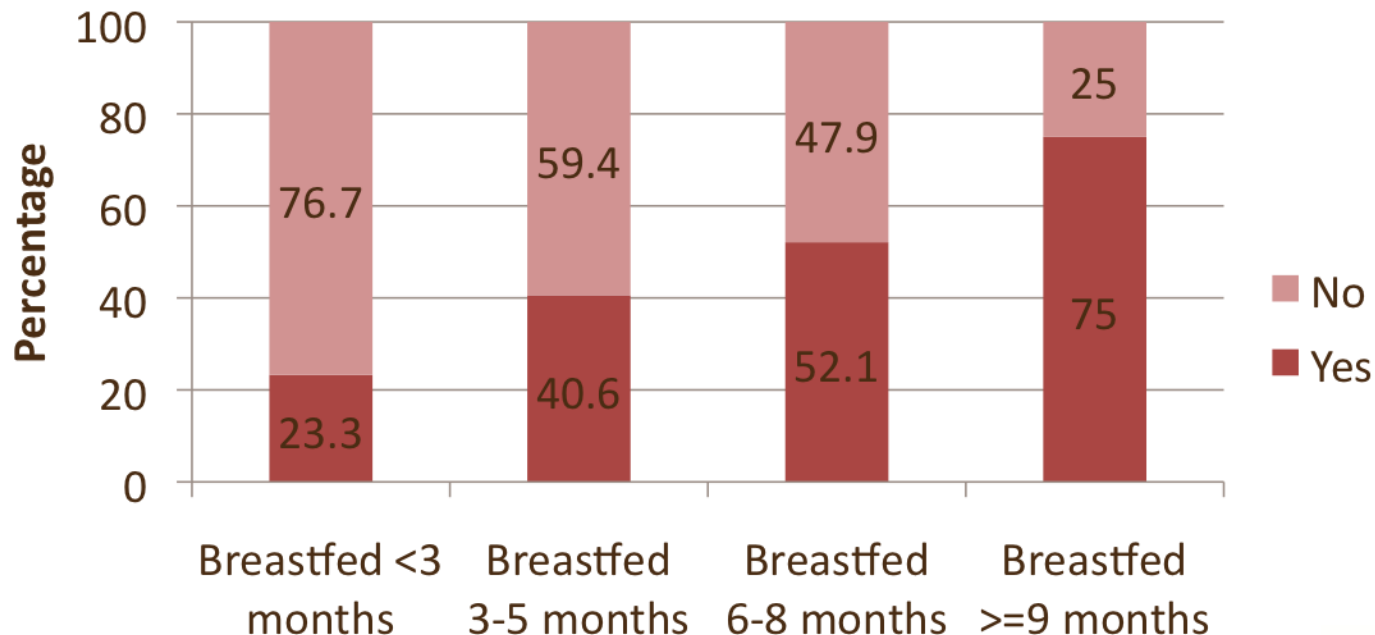
*Levine A, et al. Peptides. 2007; Mezzacappa ES, et al. Health Psychol. 2002.*



# BARRIERS TO BREASTFEEDING

# U.S Women Achieving Personal Breastfeeding Goals

Did you breastfeed as long as you wanted to?  
(Yes=40.1%)



Source: Centers for Disease Control and Prevention, 2007 Infant Feeding Practices Survey  
<http://www.cdc.gov/ifps/results/ch3/table3-35.htm>

# Women in the Workforce

- 60% of women work outside the home
- Mothers are the fastest growing segment of the U.S. workforce
  - 55% with children under age 3 are employed
  - 62% with children under age 6 are employed
  - 78% are employed full-time
  - Growth rate has increased by 80% over the last 20 years



# Colorado Breastfeeding Rates

- 80% of mothers initiate breastfeeding
- 46% of mothers exclusively breastfeed at 3 months
- 24% of mothers exclusively breastfeed until 6 months
- **Breastfeeding mothers cite returning to work as a reason for stopping breastfeeding**

**NEARLY 50% DROP AT 3 MONTHS?**

**This is where YOU come in!**

<http://www.healthypeople.gov/2020/default.aspx>

If a mother chooses to breastfeed, she needs to pump breast milk during the workday in order to maintain her milk supply.

Missing even one needed pumping session can lead to decreased milk production and other undesirable consequences.



# An Unspoken Need

- Many women are uncomfortable talking about their choice to breastfeed or their workplace needs to maintain their ability to continue.
- Because employers are not hearing about it from their staff, many employers do not realize that there is a need.

An Easy Solution:

# **WORKSITE LACTATION SUPPORT**

# Worksite Lactation Support

**Definition:** Basic arrangements that allow mothers to comfortably express and store breastmilk when separated from their babies during the work day.





# Simple. Easy. Affordable.

Flexible programs can be designed to meet the needs of both the employer and employee. Basic low-cost requirements include:

- Scheduling for lactation breaks
- Private, clean space, other than a bathroom, to express milk or breastfeed (a dedicated lactation room is **NOT** required)
- Arrangements for cleaning hands and equipment, and for hygienic storage of expressed milk

# Good for Business

Worksite lactation support programs:

- Are cost effective, showing a \$3 return for every \$1 invested
- Reduce turnover, lower recruitment and training costs, cut rates of absenteeism, boost morale and productivity, and reduce health-care costs
- Are a useful recruitment and retention tool, helping your business to compete for—and keep—qualified employees

# Good for Northern Colorado

Employers who support breastfeeding:

- Contribute to the lifelong health and wellness of infants and their mothers
- Reduce the health-care burden of childhood illness, including reduction in costs and childhood deaths
- Ensure a more productive workforce by keeping babies healthy and current employees loyal, satisfied, and able to more fully attend to their work
- Contribute to a healthier, more competitive workforce of the future through long-term prevention of obesity and chronic disease

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# **BREASTFEEDING FRIENDLY WORKSITE PROGRAM**



# About the Program

- The NCBC Breastfeeding-Friendly Worksite Program provides guidance, tools, and recognition for employers to establish Breastfeeding-Friendly worksite lactation support programs.
- Most employers already fulfill some of the requirements for designation.
- Designation includes a certificate of recognition, listing in the online NCBC Breastfeeding-Friendly Worksite directory, and promotion on social media



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# Northern Colorado Breastfeeding Coalition Breastfeeding-Friendly Worksite Award

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## 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.

# **SUPPORT A HEALTHIER NORTHERN COLORADO**



# Support Worksite Lactation Programs

- ✓ Be a champion within your worksite.
- ✓ Talk to your employer.
- ✓ Talk to your employees.
- ✓ Develop a worksite lactation policy.
- ✓ Create a worksite lactation program.
- ✓ Serve as an Outreach Partner and talk to other employers.
- ✓ Pledge your support and learn more at [nocobreastfeeding.org](http://nocobreastfeeding.org).