

Customizable 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