

The BUSINESS CASE for BREASTFEEDING

STEPS FOR CREATING A BREASTFEEDING FRIENDLY WORKSITE



HHS Worksite
Programs

National
Initiatives

Legislation

Nursing Moms
at Work

Return on
Investment

Program
Options

Policies

Business
Outreach

Counseling
Moms

Case
Studies

Picture
Stories

Space
Solutions

Business
Examples

Websites

Video

Resources

Local



HHS Worksite Programs



OWH – Employer Solutions

Project Overview

Videos

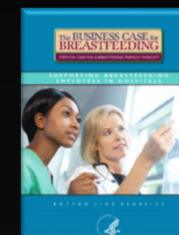
Infographics

Launch



Toolkit
K-12

Toolkit
Hospitals



Business Case for BF

Project Overview

How to Order

Training/Tech Assist.

BF Coalitions

BC for
Managers



Supporting BF
Employees



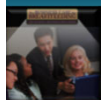
Tool Kit



Employee's
Guide



Outreach
Marketing



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National Initiatives



Call to Action

Surgeon General	Employment
Mothers & Families	Research
Community	Infrastructure
Healthcare	

Federal Initiatives

Time Is Right	OPM
National Prevention Strategy	Federal Agencies
Let's Move	Breast Pumps
IOM Report	It's Only Natural
CDC Guide to BF Interventions	

Healthy People 2020

Website	Employment
Initiation and Duration	Supplementation
Exclusivity	Hospital Practices

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Counseling Moms	Case Studies	Picture Stories	Space Solutions	Business Examples	Websites	Video	Resources	Local	

Legislation



Affordable Care Act – Workplace Support

Section 4207

Not Preempt
State Laws

Reasonable Time

Unpaid Breaks

Private Place

DOL Resources

Non-exempt

Impact of ACA

Less Than 50

Affordable Care Act – Essential Benefits

Essential Benefits

Equipment

Counseling

Other Legislation

State Legislation

Paid Leave

SWMA

ADA

Nursing Moms at Work



Women at Work

Women at Work

Moms at Work



BF at Work

1st Month Back

Barriers



What Moms Want

Maternity Leave

Private Space

Access to Baby

Time

Support

Lactation Experts

What Moms Say

Red Hen

Pierce

Walmart

Broad Ripple

Goodwill

Reiter

Low-Wage Earners

Challenges

Solutions

Return on Investment



Breastfeeding Impact

Baby's Health

Mom's Health

Health Impact

Cost -Moms

Cost - Babies

Childcare Costs

Cost - Preterm

Good for Business

ROI

Turnover

Health Savings

Productivity

Absenteeism

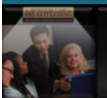
Recruitment

Presenteeism

Family-friendly Benefits

Examples

SHRM



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Programs

National
Initiatives

Legislation

Nursing Moms
at Work

Return on
Investment

Program
Options

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Studies

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Stories

Space
Solutions

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Video

Resources

Local



Program Options



Space

Minimum Size

Proximity

of Spaces

Functional

Time

"Reasonable"

Extra Time

Break Options

Staff Coverage

Handling Milk

Breast Pumps

Storing Milk

Planning

Get Input

Oversight

Assess Needs

Evaluation

Communication

Supervisors

Special Events

Employees

Community

Co-Worker Buy-In

Education/Support

Group Classes

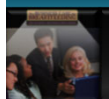
Mom to Mom

IBCLCs

"Super Moms"

Direct Access

Resources



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Programs

National
Initiatives

Legislation

Nursing Moms
at Work

Return on
Investment

Program
Options

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Business
Outreach

Counseling
Moms

Case
Studies

Picture
Stories

Space
Solutions

Business
Examples

Websites

Video

Resources

Local



Policies



Leave Policies

Maternity Leave

Flexible Return

FMLA

Lactation Policy Options

Where to House

New Construction

Basic Compliance

Babies at Work

Beyond the Law

Responsibilities

Sample Policies

City of Los Angeles

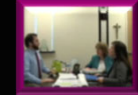
UC Davis

Business Outreach



Employer Priorities

Motivators



Concerns/Solutions

Conducting Outreach

Outreach Protocol

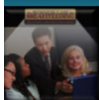
Lessons Learned

Strategy Planning

Steps

Who to Target

Components

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Counseling Moms



Milk Production

Basics

Rebuilding Supply

Milk Expression

Pumping Tips

Hands-On Pumping

Sample Schedules

Milk Storage

Calendar

Package Schedule

Back at Work

Taking Care

Co-Workers

Talking with Boss

Support

Mom's Goals

Family Support

Emotional Issues

Preparing to Return

Maternity Leave

Preparing Baby

Phase Back to Work

Introducing a Bottle

Direct Access

Child Care

Choosing Child Care

Training Resources

Family Caregivers



Working with
Providers

Picture Stories



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Picture Stories

Space Solutions

Business Examples

Websites

Video

Resources

Local



Space Solutions



Permanent Dedicated

Single User

Bathrooms

Multiple User

Locker/ Showers

Closets

New Construction

Exam/Patient Rooms

Flexible

Manager's Office

Conference Room

Dressing Room

Partitions

Shared Space

Other

Storage Areas

Room Amenities

Refrigerator

Decorations

Sink

Other

Breast Pump

Privacy Signage

Signage

Privacy

Outdoor

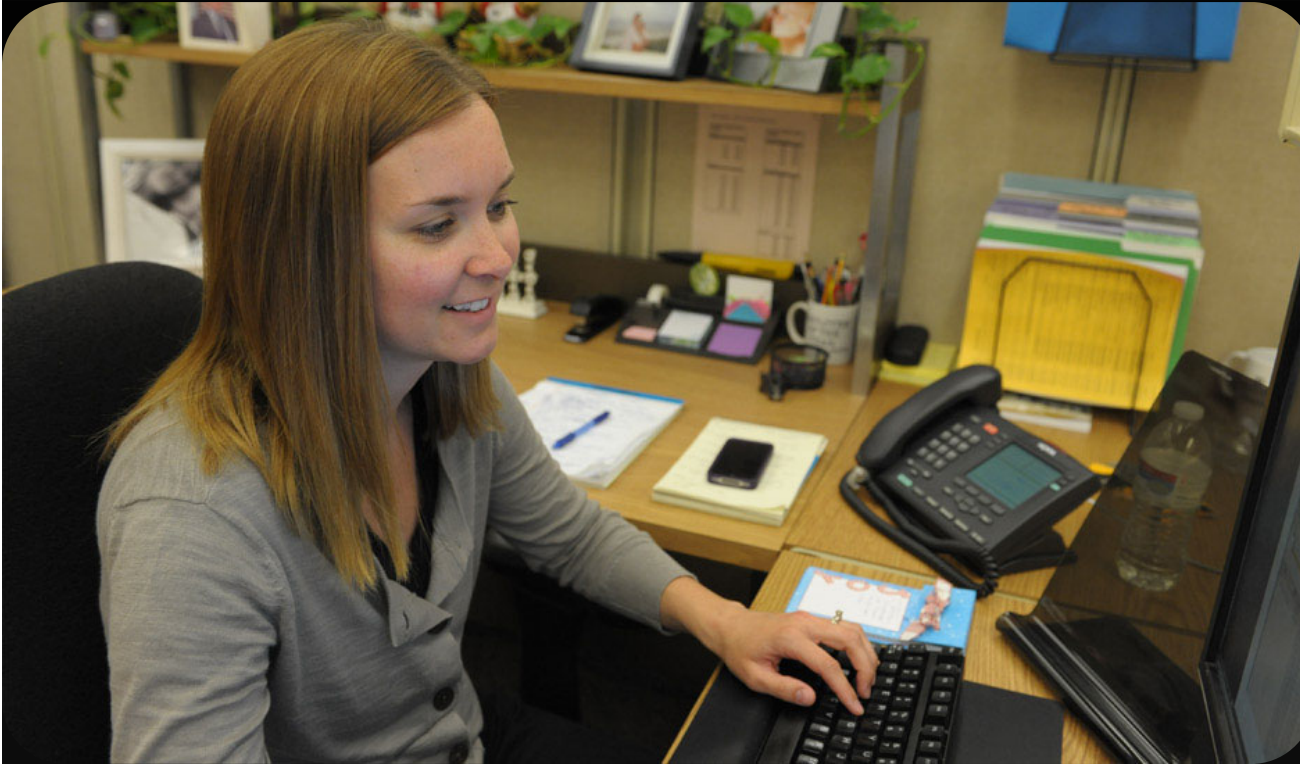
Pop-up Tent

Portable

Vehicle

Outdoor Structure

Websites



Government

CDC	FDA Pumps
HHS HRSA	It's Only Natural
HHS OWH	Let's Move
HHS OWH Employer Solutions	OPM
Healthcare.gov	Surg Gen – CTA
Healthy People 2020	Surg Gen – Prev

Legislation

DOL – Nursing Breaks	Nat Coun State Leg
DOL - FAQ	

Moms

BF Partners (NY)
Stanford.edu
Work and Pump

Breastfeeding Organizations

Babies at Work	ILCA IBCLC Directory	USBC Coalitions
BF in Combat Boots	ILCA Worksite Direct	USBC Workplace
Every Mother	National BF Center	USBC Model Policy

Business Organizations

Architects	Restaurant Association
Bus Group Health	Retail Federation
Chamber of Commerce	SHRM

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Video

Accomm. & Food

Ben & Jerry's



Carl's Junior



Hampton Inn



Red Hen Bake.



Education

Macdonough



Middletown



UC Davis



Manufacturing

Shaw Indus.



Zutano



Professional/Science

NASA



Retail

Giggling Bean



Goodwill



Walgreens



Walmart



OWH Promo

Make Differ.



Space Sol.



Lg. Companies Sm. Companies



Agriculture

Reiter Farms



Healthcare

Georgetown



Tarrant Cn. HD



Utilities

Denver Water



Other

CO Working



CO Employer



Public Administration

City of LA



Working Moms

Renee

Cecilia

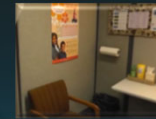
CO Legislation



Tough Interv



MO Revenue Dept



A&E/Recreation

Mesker Zoo



Strathmore



Information

Group Pub.



Lib. Of Cong.



Religious

Greenforest Baptist Church



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Space Solutions

Business Examples

Websites

Video

Resources

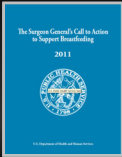
Local



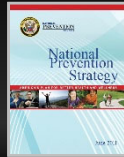
Resources

Government

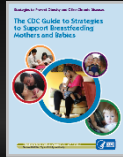
Surgeon General
Call to Action



National Prev.
Strategies



CDC Guide to
Strategies



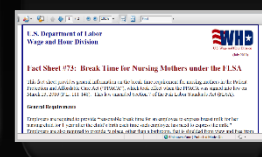
Let's Move



OPM Fed. Nurs.
Mothers Prog.



DOL Fact Sheet



DOL Infographic



Other Resources

Breastfeeding
Policy Scorecard



SHRM Employee
Benefits Survey



City of Los
Angeles Policy



UC Davis
Policy



California WIC
It Can Work



NBGH
Invest BF Programs



NBGH
WP Case Studies



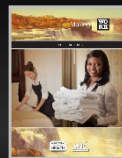
NY Toolkit
Worksite Acc. Law



NY Toolkit
Employers



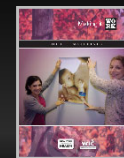
NY Toolkit
Moms



NY Toolkit
Family Members



NY Toolkit
Other Resources



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Programs

National
Initiatives

Legislation

Nursing Moms
at Work

Return on
Investment

Program
Options

Policies

Business
Outreach

Counseling
Moms

Case
Studies

Picture
Stories

Space
Solutions

Business
Examples

Websites

Video

Resources

Local



Become a Breastfeeding Friendly Workplace

Workplace lactation programs have proven bottom-line results for business*:

* these benefits apply regardless of sector!

- Retain employees
- Reduce costs
- Improve productivity
- Enhance employee satisfaction



Learn more and apply to Virginia's Breastfeeding Friendly Workplace Award
www.vabreastfeedingcoalition.org/workplace
Applications accepted from June 1st through July 15th

Your company will benefit!



Media Outreach



Social Media



Workplace Display Certificate



Recognition by the Virginia Department of Health

Need support to institute or enhance your employee lactation program?

It is easier than you think to provide a lactation program to your employees. The Virginia Breastfeeding Coalition can help! Contact us today at vabreastfeedingcoalition@gmail.com.



Application window extended until August 31, 2020!

Questions? Contact the Virginia Breastfeeding Coalition

Hello@VABreastfeedingCoalition.org