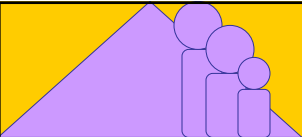



Health Resources and Services Administration  
Maternal And Child Health Bureau

## Lactation Support in the Workplace: A Federal Resource Kit

**Isadora Hare, MSW LCSW**  
Health Resources and Services Administration (HRSA)  
Maternal and Child Health Bureau (MCHB)  
Division of Healthy Start and Perinatal Services (DHSPS)


Centers for Disease Control and Prevention  
Webcast to State Breastfeeding Coalitions  
February 12, 2008




## A History of Breastfeeding Promotion

- 1984: Office of the Surgeon General
  - First workshop on breastfeeding and human lactation
    - Initiate a national breastfeeding promotion effort directed to women in the world of work
- 2001: United States Breastfeeding Committee
  - Breastfeeding in the US: A National Agenda
    - Goal IV: Increase protection, promotion and support for breastfeeding mothers in the work force

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\*HHS Healthy People 2010



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## Healthy People 2010\*


- **Healthy People 2010 Goal 16-19:**  
Increase the proportion of mothers who breastfeed (BF) their babies
  - 50% of women BF at 6 months post-partum
  - 25% of women BF at one year post-partum

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\*HHS Healthy People 2010



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## Healthy People 2010\*

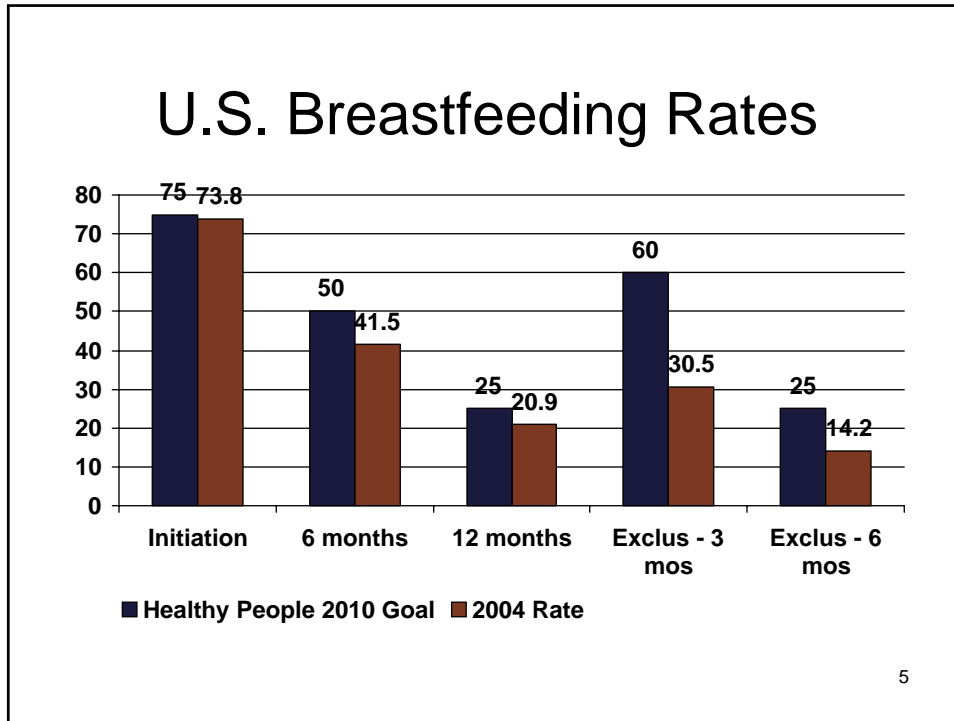
- **Healthy People 2010 Midcourse Review (December 2006):**
- **Two new goals for breastfeeding exclusivity**
  - 40% BF exclusivity at 3 months
  - 17% BF exclusivity at 6 months

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\*HHS Healthy People 2010



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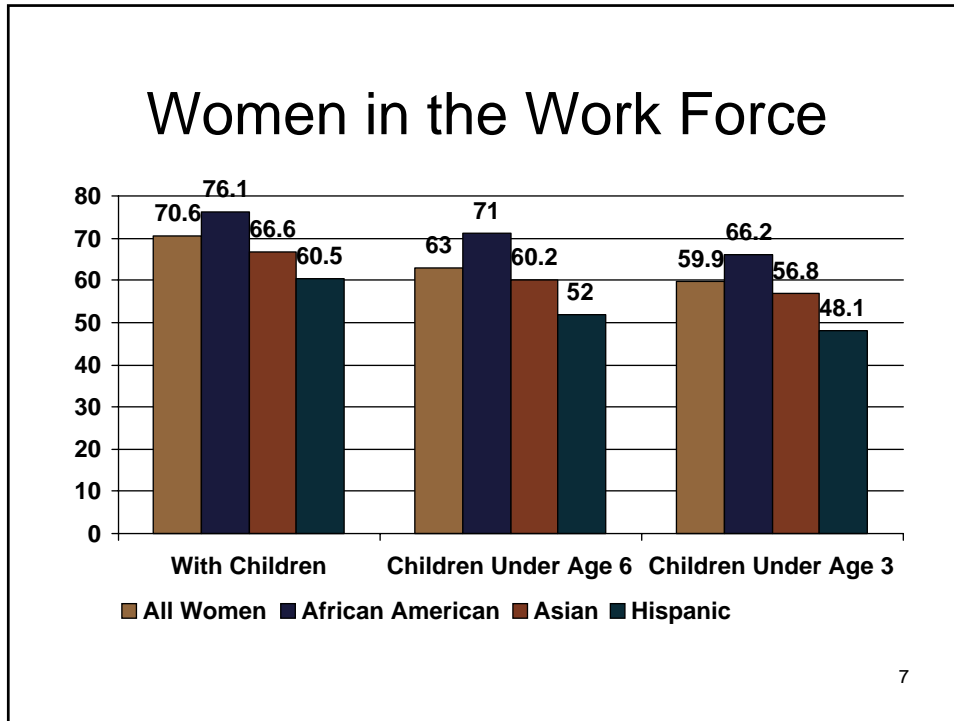
## Women at Work

U.S. Department of Labor Statistics

- In 2006, a record 67 million women were employed in the U.S
- 60% of women work outside the home
- Mothers are the fastest growing segment of the U.S. workforce
  - 55% with children under 3 are employed
  - 78% are employed full time
  - Increased by 80% over the last 20 years

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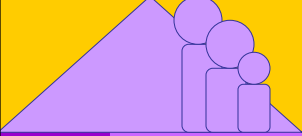
## Breastfeeding Mothers\*

- 75% of mothers initiate breastfeeding at the time of birth
  - 30.5% are still exclusively BF at 3 months
  - 11.3% are still exclusively BF at 6 months

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\*CDC MMWR August 3, 2007


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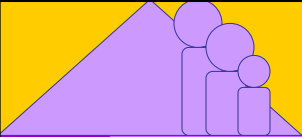
## Disparities in Breastfeeding

- Women of lower Socioeconomic Status (SES) have lower rates of BF among all racial/ethnic groups
  - African American women consistently have lower rates of BF (CDC MMWR, 2007)
  - African-American women are more likely to return to full time work sooner. (Cricco-Lizza, 2002; Bronner, 1996)

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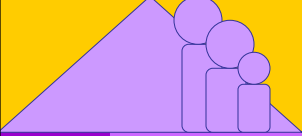
## Advantages of Breastfeeding

- Healthcare costs and insurance claims are significantly lower for breastfed infants
  - Breastfeeding mothers are half as likely to miss a day of work for a sick child compared to mothers of formula feeding infants (Cohen, Mrtek & Mrtek, 1995)
- For every 1,000 babies not breastfed:
  - 2,033 excess physician visits
  - 212 excess hospitalization days
  - 609 excess prescriptions for ear, respiratory, and gastrointestinal infections (Ball & Wright, 1999)

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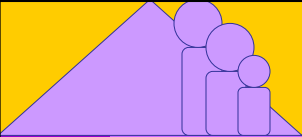
## Employment and Breastfeeding

- Full-time employment reduces BF duration by an average of 8 weeks (Fein & Roe, 1998)
- Higher BF initiation rates are associated with  $\geq$  6 weeks of maternity leave
  - Only 20% of mothers are covered by the Family and Medical Leave Act of 1993 (Galtry, 1997)
  - S.1681 Family Leave Insurance Act of 2007

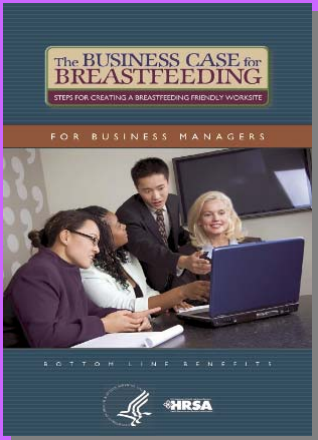
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## The Business Case for Breastfeeding



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## Breastfeeding in the Workplace

- MCHB Project to produce a Resource Kit on Lactation Support in the Workplace
- Focuses on a Business Perspective
- Designed for:
  - Employers
  - Human Resource Managers
  - Employees
  - Lactation Consultants/Advocates

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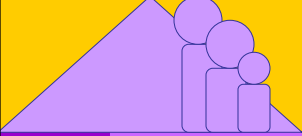
## Basic Needs of Breastfeeding Employees

- Time and space to express milk regularly
- Support from supervisors and colleagues
- Information on how to successfully combine breastfeeding with employment
- Access to health professionals who can assist with breastfeeding questions and concerns

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## The Resource Kit

- Increase awareness among employers of the economic benefits of breastfeeding
- Outline manageable, flexible, models for implementing or enhancing a worksite breastfeeding support program
- Increase number of U. S. employers that utilize a worksite breastfeeding support program

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## The Resource Kit

- **Five Modules**
  - Brochure focused on cost savings, targeted to Business Managers
  - Easy Steps to Support Breastfeeding Employees
  - Tool Kit with templates that can be adapted for individual businesses
  - Employees' guide to combining breastfeeding and working
  - Outreach marketing guide and templates

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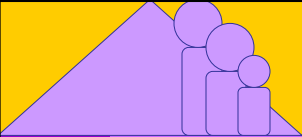
### National Business Group on Health (NBGH)

- Recently issued a *Model Benefit Plan for Maternal and Child Health* supported by MCHB
- Preventive Postpartum Care Recommendation:
  - Breastfeeding counseling and support by credentialed lactation consultants

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### National Business Group on Health (NBGH)

- MCHB is providing supplemental funding to NBGH
  - Adapt Resource Kit for work with large Fortune 500 companies

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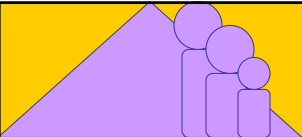
## Train-the-Trainers

- MCHB and HHS' Office of Women's Health have funded the development of a curriculum for implementing the Resource Kit
- Curriculum entitled: *Implementing the **Business Case for Breastfeeding in YOUR Community***

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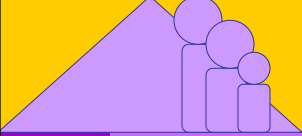
## Train-the-Trainers

- Train-the-Trainers (TTT) Workshops for State Breastfeeding Coalitions (SBC) and Healthy Start Communities over the next three years, FY 2008-2010
- First TTT workshop in January 2008
  - Formal Application Process

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## Train-the-Trainers

- 21 SBCs submitted timely applications
- 10 States were selected according to predetermined criteria:

|             |              |
|-------------|--------------|
| California  | Louisiana    |
| Connecticut | Oregon       |
| Georgia     | Rhode Island |
| Hawaii      | Texas        |
| Indiana     | Utah         |

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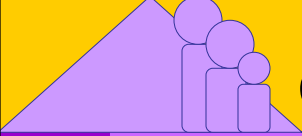
## Criteria for Selecting SBCs

- Strategic plan, including outreach to businesses
- Current contact with business community
- Existing Employer Recognition Program
- Relevant materials for outreach to businesses
- Geographical areas covered by coalition

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## Criteria for Selecting SBCs

- Use of TTT back in home state
- Partners in outreach
- Additional support for outreach campaign
- Two representatives to USBC SBC Conference able to participate in TTT
- Capacity for post-training activities and response to technical assistance


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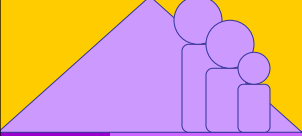


## Train-the-Trainers

- TTT workshop in January 2008 was a pilot.
  - Feedback Session
- Expectations
  - SBCs will conduct training in their states
  - Each trainee expected to approach employers in their community
  - TA will be provided through a site visit and monthly conference calls


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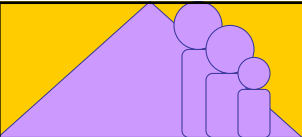
## Train-the-Trainers

- 6 Healthy Start Communities to be selected for TTT workshops in FY 2008.
  - Similar trainings in FY 2009 and FY 2010 (Funds Permitting)

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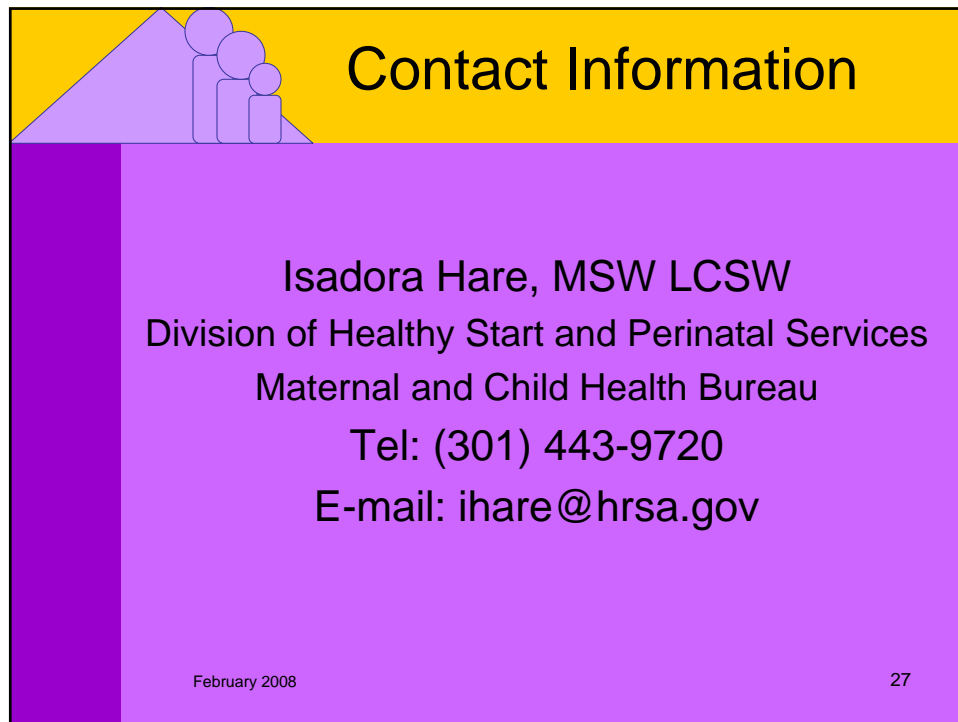
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A slide with a yellow header and a purple body. The header contains the text 'Contact Information' and a graphic of a family (two adults and two children) in the top left corner. The purple body contains contact information for Isadora Hare, MSW LCSW, including her title, division, bureau, telephone number, and email address. At the bottom left of the purple body is the date 'February 2008' and at the bottom right is the number '27'.

**Contact Information**

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