

CORPORATIONS & LACTATION SUPPORT

TALKING POINTS FOR HUMAN RESOURCES AND BENEFITS DIRECTORS

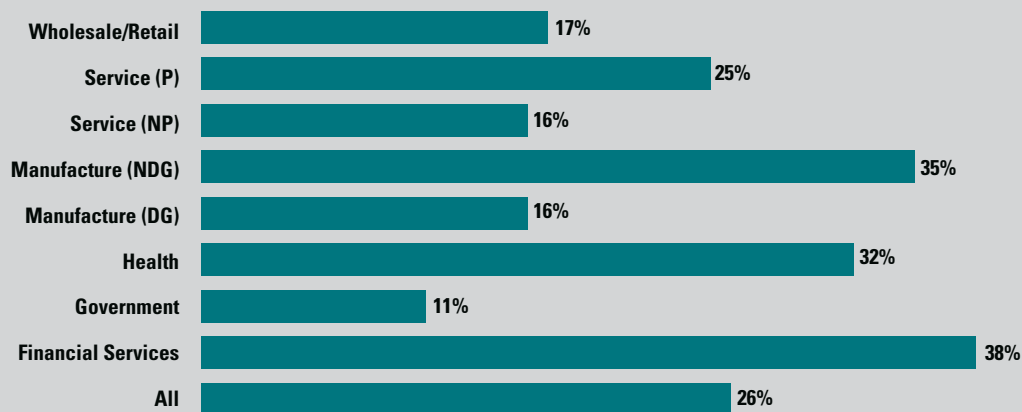
WOMEN IN THE WORKFORCE

- Mothers are the fastest growing segment of the U.S. workforce.¹
- In the past 20 years, the percentage of new mothers in the workforce has increased by more than 80% (current level 60%).²

BREASTFEEDING & WORKING MOTHERS

- Working outside the home negatively affects initiation and duration of breastfeeding.¹
- 1/3 of working mothers return to work within 3 months of the birth of their child and 2/3 return within 6 months.¹
 - Only 18% of employers offer paid maternity leave (other than short-term disability).³

Lactation Program Benefits By Industry



Source: Society for Human Resource Management. *2007 Benefits Survey Report*. Available at: <http://www.shrm.org>. Accessed April 17, 2008.

BREASTFEEDING BENEFITS

Lower short-term risk of:⁴

CHILD

- Ear infections
- Respiratory infections
- Dermatitis
- Gastrointestinal disorders

MOTHER

- Weight gain
- Maternal postpartum depression

Lower long-term risk of:⁴

CHILD

- Asthma (young children)
- Obesity
- Type 1 and 2 Diabetes

MOTHER

- Cancers (breast, ovarian, endometrial)
- Type 2 Diabetes
- Osteoporosis

BREASTFEEDING PROGRAM BENEFITS

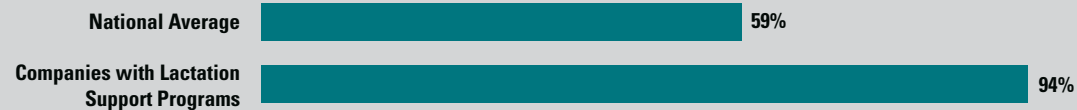
- Improves retention.
- Mitigates lost productivity / absenteeism.
 - One-day absences to care for sick children occur twice as often for mothers of formula-fed infants.⁶
 - Earlier return from maternity leave.
- Higher employee loyalty.
- Recognition as a “family friendly” business.

Lower Health Care Costs

- Health insurance studies have documented that infants who are exclusively breastfed for three months or longer have overall health care costs that are \$300-\$400 less per year than infants who are bottlefed.²
- CIGNA reported in a two-year study of 343 employees an annual savings of \$240,000 in health care expenses and \$60,000 in reduced absenteeism rates, as well as 62% fewer prescriptions.⁷

Retention

Retention Rate for Employees of Companies with Lactation Support Programs



Source: Ortiz J, McGilligan K, Kelly P. Duration of breast milk expression among working mothers enrolled in an employer-sponsored lactation program. *Pediatr Nurs.* 2004 Mar-Apr;30(2):111-9.

Lower Absenteeism & Turnover Rates

- One-day absences to care for sick children occur more than twice as often for mothers of formula-feeding infants.⁶
- A study of multiple companies with lactation support programs found an average retention rate of 94%.⁸

EMPLOYER CASE EXAMPLES

- Aetna estimated that implementing a lactation program saved the company \$1,435 in medical claims per breastfed infant during the first year of life. Total claims savings = \$108,737/ ROI of 3 to 1.⁹
- CIGNA's Working Well Moms Program saw a savings of \$300,000 in annual health care expenses for breastfeeding mothers and their children. The program also reduced absenteeism among breastfeeding mothers.³

BASIC NEEDS OF BREASTFEEDING EMPLOYEES ARE MINIMAL

- 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.

Employer Support of Gradual Return to the Workplace

BASIC NEEDS

- Gradual phase back into work to allow mother and baby time to adjust to the separation.

FLEXIBLE OPTIONS

- Part-time for a period of time.
- Job sharing.
- Telecommuting.
- Flexible scheduling (e.g., taking off Wednesdays for a period of time).

Private Room for Milk Expression

BASIC NEEDS

- 4'x 5' minimal space.
- Access to nearby running water.
- Electrical outlet.
- Lock on door.
- A restroom is NOT a sanitary place to breastfeed or express milk!

FLEXIBLE OPTIONS

- Private locked office, conference room, or other space.
- Lactation room set up in small office space.
- Construct walls to enclose a small space in a larger room or other area.

Room Amenity Options

- Lock on door.
- Safe, clean environment.
- Chair and shelf or table for breast pump.
- Access to nearby running water.
- Breast pump equipment options:
 - Employee could bring her own.
 - Company could purchase or rent a durable pump that more than one mother can use.
 - Company could provide or subsidize a portable pump designed for working mothers to take to and from work.

Time to Express Milk

BASIC NEEDS

- Two to three 15-20 minute breaks during a typical 8-hour work period (plus time to go to the site).

FLEXIBLE OPTIONS

- Use regular allotted breaks and lunch period.
- Excess time that may be needed can be made up before or after work, as part of lunch period, or at other times negotiated with supervisors.

Milk Storage Options

- Employee could use her own personal cooler.
- Company could provide a small college dorm room-sized refrigerator for the lactation room.
- A public shared refrigerator could be used if desired by mothers and co-workers.

Education

BASIC NEEDS

- Prenatal information on breastfeeding.
- Postpartum assistance in the hospital, at home, and back at work.

FLEXIBLE OPTIONS

- Prenatal and postpartum breastfeeding class.
- Informational materials and videos.
- Company contract with a lactation expert to provide education and assistance.
- Individualized back-to-work consult with the contract lactation expert.
- Referrals to community classes and lactation experts.

Support

BASIC NEEDS

- Support from company managers, supervisors, and co-workers.
- Mother-to-mother support.

FLEXIBLE OPTIONS

- Worksite lactation support policy.
- Training for supervisors and co-workers.
- Mother-to-mother support group.
- Electronic Listservs or company web-based connection network.

BEGINNING A LACTATION SUPPORT PROGRAM IN YOUR COMPANY

- Establish as part of company health benefit services.
- House within the wellness division.
- Convene a task force with key company stakeholders to identify needs and solutions.
- Gain assistance from community resources.
- Promote the program with all employees, supervisors, and co-workers to gain leadership and support.

WHO CAN HELP

- International Board Certified Lactation Consultants (IBCLCs).
- Health professionals from hospitals or doctor's offices.
- Local breastfeeding coalitions.
- La Leche League.
- Community groups such as March of Dimes, Healthy Mothers Healthy Babies, and other local groups.

References

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9. American Academy of Family Physicians. Summary of Policy Recommendations for Periodic Health Examinations. AAFP Policy Action. Revision 6.0; August 2005.