

Creating a Breastfeeding Friendly Employer Designation Program



We will discuss:

Why Breastfeeding Friendly?

What is a Breastfeeding Friendly Employer?

Recruiting Employers

Incentives for Employers

Training and Education

Ongoing Coaching and TA

Recognition

Follow-up and Evaluation



Why Breastfeeding Friendly?

Breastfeeding benefits:



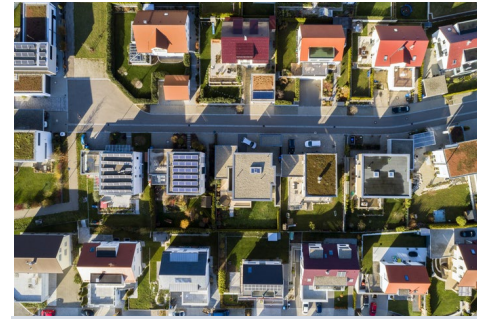
Employees



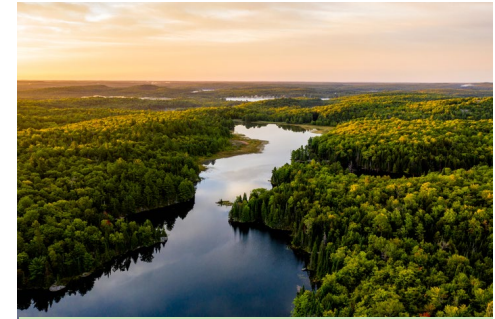
Babies



Employers



Communities



Environment

Returning to work is a major barrier to reaching breastfeeding goals:

Mothers are the fastest growing segment of US workforce, with **62.7%** of Colorado females aged 16 and older currently in the labor force

Full-time employees and unemployed women initiate breastfeeding at the same rate; by **6 months** post-delivery the number of full-time employed women still breastfeeding is **25%** lower than that of the unemployed



Why Breastfeeding Friendly?

These employers experience:

Reduced cost of health care

- Health care costs for newborns can be **three times** lower for babies whose mothers participate in a company's lactation program
- MUTUAL OF OMAHA reports annual savings of **\$115,881** and CIGNA - **\$240,000** in health care claims for breastfeeding mothers and babies

Lower rates of absenteeism

- Fewer sick days requested
- Less lost work time (longer breaks and lunches, later starts and earlier clock-outs)
- Less skipped daycare time due to illness

Improved retention and lower turnover rates

- Higher rate of parents returning to work after having a baby
- Earlier return from maternity leave
- Lower rate of part-time labor acquisition
- Fewer outsourced projects
- Lower expenses associated with talent acquisition, onboarding, orientation, training and lost productivity

For every 1000 babies not breastfed

2,033 extra physician visits

212 extra hospitalization days

609 extra prescriptions



What is a Breastfeeding Friendly Employer?



Written Documentation:

- Outlines expectations
- Addresses support
- Details how many breaks and how long, paid or unpaid
- Details about pumping space

Why?

- Fairness and equity
- Accountability
- Prevents embarrassing conversations
- Avoids confusion about roles and responsibilities

Time for Milk Expression:

- Regularly scheduled breaks or meal time
- Plan ahead or when needed
- Plan for coverage
- Different needs for different types of work environments

Why?

Regular removal of milk helps keep up one's milk supply and avoid plugged ducts, mastitis, and loss in milk production

Private Lactation Space:

- Clean
- Private, with a locking door
- NOT a bathroom or toilet stall
- Clear signage

Ideal space will have:

- Comfortable seating
- Electrical outlet
- Small table
- Access to a small refrigerator or other storage for milk
- Access to a sink/cleaning supplies
- Mirror



Recruiting Employers



Use internal connections, such as WIC, Nurse Family Partnership, or Environmental Health to:

- Find employers whose employees are needing time and space for milk expression
- Reach out to businesses that are change-ready
- Start with your own employer



Engage your likely allies in the community to change policies and practices or help you find employers:

- Your breastfeeding coalition
- Local hospital and clinics
- Peer support groups like La Leche League, Breastfeeding USA, or Baby Café
- Businesses that are already your partners or allies



Reach out to the general community:

- Spend time going door to door
- Present at a meeting of a service organization, the chamber of commerce, or an area human resource association
- Send out targeted mailings
- Do a press release
- Use social media
- Target businesses in transition



Incentives for Employers

Provide free technical assistance for creating and implementing policies:

- Sample Policies
- Window Cling
- Door Hangers
- Toolkits
- Resources



Incentives for Employers

Grant funding may be available to set up or improve a lactation space:

\$119
Wingback Recliner Chair



\$101
Mini Fridge



\$69
Folding Screen

\$116
Winsome Morris Side Table with Baskets




\$23
Wooden Look Office Clock



\$19
White Noise Sound Machine



Hospital grade multi-user pump



Chaffee County Public Health
448 East 1st Street · Suite 137 · Salida, CO · Phone 719-539-4510 · Fax 719-539-7197

Mini-Grant Checklist

Thank you for prioritizing breastfeeding at your worksite and/or child care setting. As your business is in the process of becoming a Breastfeeding-Friendly site and you have employees and/or families who need lactation support, Chaffee County Public Health (CCPH) has offered to provide financial support to cover the costs of creating a lactation space. This financial support will cover costs associated with construction, furnishing, or decorating a lactation space.

Breastfeeding-Friendly Worksite

To qualify for a mini-grant, this business has accomplished the following:

- Prioritized and created a timeline for developing a written lactation policy that outlines the time and space guarantees for milk expression. This policy is to be communicated to all employees/families.
- Identified a prioritized or designated space (to be created or improved) within the worksite that will be available for milk expression by employees/families. This location is private, well-lit, and not a public area.



Incentives for Employers

Public recognition:

- Press releases
- Social media shout outs
- Facebook live
- Listed as a Breastfeeding Friendly employer on local public health agency's website
- Local newspaper articles



Local public health agency gathering footage to promote certification program



Incentives for Employers

Lactation support benefits employers:

- Helps with Employee retention and recruitment
- Breastfeeding employees miss work less often, lowers healthcare costs
- Improves employee job satisfaction, loyalty and morale
- Enhances family-friendly image of the company in the community
- In compliance with state and federal laws

How Lactation Support Benefits Employers

Modified from The Business Case for Breastfeeding

Investing in a breastfeeding employee support program has proven to produce a 3 to 1 return on investment through greater employee retention, increased productivity, lower health care costs and decreased sick days.

The fastest growing segment of today's labor force is women with infants and children.

58%

of women employed when they become pregnant return to the labor force by the time their child is 3 months old.

Breastfeeding employees miss work less often

Employers that support breastfeeding through their policies enjoy reduced employee absenteeism.

Human milk boosts an infant's immune system and helps protect against common childhood illnesses, infections and dermatitis.

Because breastfed babies are generally healthier, mothers and fathers are able to spend more time at work rather than taking leave to care for sick children.

Breastfeeding lowers health care costs

The reduced health care costs for breastfed infants translates into lower medical insurance claims for businesses.

Babies who are not breastfed visit the physician more often, spend more days in the hospital, and require more prescriptions than breastfed infants. Mothers who breastfeed have lower risks for certain diseases such as pre-menopausal breast cancer.

More employer benefits ...

- Improves employee job satisfaction and productivity
- Increases loyalty and morale among all employees
- Enhances family-friendly image of company in the community

Retention Rate for Employees of Companies with Lactation Support Programs

Companies with lactations support programs 92%

National Average 59%

Lower turnover rates

Employees are more likely to return to work after childbirth when their workplace provides a supportive environment for continued breastfeeding.

Being able to keep experienced employees after childbirth means lowering/eliminating the costs associated with hiring temporary staff or to recruit, hire, and train replacement staff.

Ready to start benefiting from your own workplace lactation program?

www.mibreastfeeding.org/workplace

MIBFN
Michigan Breastfeeding Network



Training and Education

Basics of education:

Federal and state laws governing breastfeeding accommodations in the workplace...provide FAQs

Walk through worksite self-assessment

How to meet the requirements of break time, space and policy—creative, individualized solutions, as well as some standard set ups that usually work

Provide photos of lactation spaces and sample policies

Forecast a timeframe for developing an action plan and the recognition process



Training and Education

The law supporting workplace accommodations:

Federal – Break Time for Nursing Mothers

- The Patient Protection and Affordable Care Act (known as the “Affordable Care Act”) amended section 7 of the Fair Labor Standards Act (“FLSA”) to require employers to provide “reasonable break time for an employee to express breast milk for her nursing child for **one year** after the child’s birth each time such employee has need to express the milk.”
- Employers are also required to provide “a place, other than a bathroom, that is shielded from view and free from intrusion from coworkers and the public, which may be used by an employee to express breast milk.” See 29 U.S.C. 207(r).

State — Workplace Accommodations for Nursing Mothers

The Workplace Accommodations for Nursing Mothers Act requires public and private employers who have one or more employees to provide reasonable unpaid break time or permit an employee to use paid break time, meal time, or both, each day to allow the employee to express breast milk for her nursing child for up to **two years** after the child’s birth.



Training and Education

Worksite self-assessment provides baseline assessment and ideas for progress in the following areas:

- Policy
- Time
- Space

Making Breastfeeding Work

Worksite Self-Assessment

Business Name _____ Contact Person _____

Email _____ Phone _____

Policy: *An explicit policy or set of guidelines outlining organizational support for breastfeeding employees*

Progressing	Breastfeeding Friendly	Breastfeeding Advocate
<input type="checkbox"/> We do not have a breastfeeding policy. <input type="checkbox"/> Our breastfeeding policy is informal and is not written or regularly communicated to staff.	<input type="checkbox"/> We have a written breastfeeding policy but it is not regularly distributed or communicated to all employees. <input type="checkbox"/> We have a written policy and it is distributed or communicated to all employees at least once a year.	<input type="checkbox"/> Breastfeeding policy-related information is provided to all new hires. <input type="checkbox"/> Breastfeeding policy-related training is provided to all new managers. <input type="checkbox"/> Our insurance plan covers breastfeeding equipment or breastfeeding services OR we educate our employees on breastfeeding-related benefits available through the Affordable Care Act. <input type="checkbox"/> Our insurance plan notifies our employees that we are a breastfeeding-friendly workplace. <input type="checkbox"/> We contract with a lactation consultant to provide services for all breastfeeding employees.

Time: *Workplace flexibility*

Progressing	Breastfeeding Friendly	Breastfeeding Advocate
<input type="checkbox"/> There are significant barriers to mothers scheduling breaks and work patterns to provide time to breastfeed, express, or pump breastmilk during the workday.	<input type="checkbox"/> There are few or no barriers to mothers scheduling breaks and work patterns to provide time to breastfeed, express, or pump breastmilk during the workday.	<input type="checkbox"/> Employees can bring breastfeeding infants to work with them. <input type="checkbox"/> Childcare is available and accessible to employees and accommodates breastfeeding.

Space: *Accessible, clean, private, and safe space other than a bathroom for employees to express or pump breastmilk*

Progressing	Breastfeeding Friendly	Breastfeeding Advocate
<input type="checkbox"/> There are no designated breastfeeding rooms available. <input type="checkbox"/> Breastfeeding rooms are only available and identified as the need arises.	<input type="checkbox"/> Prioritized breastfeeding room(s) are identified and can be used by employees as needed. <input type="checkbox"/> Breastfeeding rooms are solely designated as breastfeeding room(s) for employees.	<input type="checkbox"/> Refrigerator space is prioritized for breastmilk storage in proximity to the pumping space. <input type="checkbox"/> A functioning sink is in proximity to the pumping space for employees to clean pumping equipment. <input type="checkbox"/> Breastfeeding-friendly messaging and/or graphics are around the workplace <input type="checkbox"/> We have electric breast pumps available for breastfeeding employees. <input type="checkbox"/> We have pump kits available for breastfeeding employees. <input type="checkbox"/> We publicize that customers may breastfeed in public spaces.



Training and Education

- Group trainings
- Site visits
- Self-guided process via website



Ongoing Coaching and TA

Site visits:

- Is the space still prioritized for lactation
- Challenges, feedback, testimonials, data
- New signage
- Updated educational materials

Can milk be stored in the employee fridge?



We have a new boss. I don't think she knows about our BF-F workplace

Someone is sleeping in the lactation space.


We have several employees pumping. Any ideas for scheduling?

“Contact me any time. I want to be a resource to you.”



Ongoing Coaching and TA

Sample policies:



Lactation Accommodation Policy

The Buena Vista Public Library accommodates lactating mothers in accordance with Colorado Revised Statutes 25-6-302.

- Breaks – Reasonable break time (generally 15-20 minutes every 2 to 4 hours) will be provided each working day to allow the employee to express breast milk for their nursing child for up to two years after the child's birth. Employees may use normal breaks and meal times, accrued PTO, or any combination thereof, or may be given unpaid break time. The employee can make up time at the beginning or end of their shift if needed and approved by their supervisor.
- Facilities – Space (not a toilet stall or restroom) shall be available for employees to breastfeed or express milk; Buena Vista Public Library shall make reasonable efforts to provide a location in close proximity to the work area. The space will be clean and private, have an electrical outlet, and located near a sink with running water for washing hands and rising out pump parts. If

Customers – All employees must respect a member or customer who chooses to breastfeed...

- Customers – All employees must respect a member or customer who chooses to breastfeed in any location where the mother child are authorized to be. Employees are not permitted to ask or otherwise suggest that the mother stop breastfeeding, move to another location, or cover herself or her child.

Approved by the Northern Chaffee County Library District Board of Trustees, March 26, 2019.

Work Place Pumping

It is the intent of Salida School District R-32-J and Salida High School to accommodate nursing mothers...


time, meal time, or both, each day to allow the employee to express breast milk for her nursing child for up to two years after the child's birth.

- (2) The employer shall make reasonable efforts to provide a room or other location in close proximity to the work area, other than a toilet stall, where an employee can express breast milk in privacy.
- (3) An employer that makes reasonable efforts to accommodate an employee who chooses to express breast milk in the workplace shall be deemed to be in compliance with the requirements of this section.
- (4) The department of labor and employment shall provide, on its web site, information and links to other web sites where employers can access information regarding methods to accommodate nursing mothers in the workplace. The department shall consult with appropriate organizations or associations to determine the appropriate information and web site links to provide on the department's web site so as to provide employers with the most accurate and useful information available.

Employee Handbook, School Year 2016-2017 (p. 19)

If additional time is needed above and beyond normal breaks/meal time, the principal and employee will agree...

the principal and employee will agree upon a plan which might include the employee using annual leave/vacation time, arriving at work earlier, or leaving later.



**CHAFFEE COUNTY
POLICIES AND PROCEDURES
HUMAN RESOURCES POLICIES AND PROCEDURES**

TITLE: Lactation Accommodation	Approval Date: November 17, 2015
POLICY STATEMENT: Chaffee County will support breastfeeding mothers when they return to work.	Revision Date: N/A
PURPOSE: In accordance with Section 4207 of the Patient Protection and Affordable Care Act under the Fair Labor Standards Act (FLSA) of 2011, and Colorado Revised Statutes § 8-13.5-101, it is the policy of Chaffee County to encourage and support employees in their efforts to combine working and breastfeeding for up to 2 years after the child's birth. Breastfeeding employees who choose to continue providing their milk for their infants after returning to work shall receive milk expression breaks, a place to express milk and staff support.	

SCOPE: This program applies to all employees of Chaffee County.

Facilities. A private room (not a toilet stall or restroom) shall be available for employees to breastfeed or express milk...in close proximity to the work area.

supervisors informed of their needs so that appropriate accommodations can be made to satisfy the needs of both the employee and the County. Breastfeeding employees are responsible for keeping the milk expression areas clean and for keeping the general lactation room clean for the next user. When more than one breastfeeding employee needs to use the designated lactation room, employees can use the sign-in log provided in the room to negotiate milk expression times that are most convenient or best meet their needs.

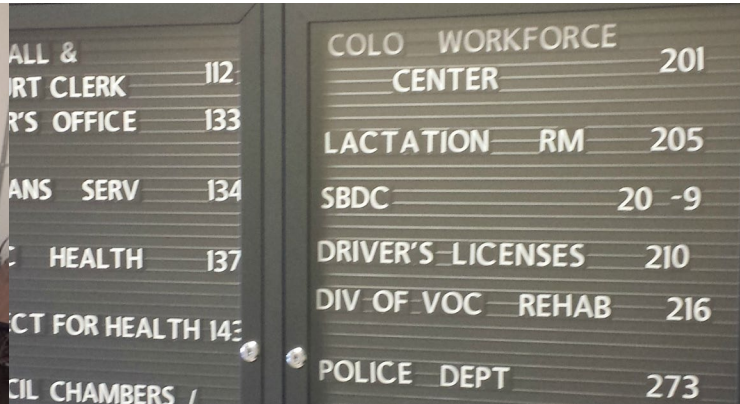
D. **Other Requirements.** Due to the variety of work environments, schedules and staffing needs at the different facilities of the County, other requirements may apply as appropriate. In all cases, reasonable efforts will be made to accommodate the breastfeeding employee's needs.

AUTHORITIES
Workplace Accommodation for Nursing Mothers Act (2008)
<http://www.colorado.gov/cs/Satellite/CDLE-LaborLaws/CDLE/1248095305263>



Ongoing Coaching and TA

Implement, identify and expand:



Keep the policy at the forefront:

- Ongoing implementation
- Updates for changes in staffing or space needs
- Regular communication and reminders
- Onboarding new employees

Signage:

- Clearly identifying the space
- Ensuring privacy of the space
- At the front desk, reader boards and site maps
- On the internal employee intranet and external website

Improve or expand locations:

- Curtains or screens
- Scheduling
- Additional spaces
- Designated vs. prioritized
- Public area vs. behind locked doors



Recognition

Reaching the designation stage:

- Employer has filled out the Breastfeeding Friendly Assessment
- Employer has submitted a policy to and a photo of their lactation space
- Employer is providing adequate time and space for employees to pump or breastfeed and this is communicated to all employees on an annual basis

Making Breastfeeding Work

Worksite Self-Assessment

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Recognition

Recognizing the Employer:

- Provide a window cling for display at the worksite
- Provide digital logo for website and printed materials
- Announce the designation with social media or through a press release
- Present a certificate and take a photo to share and promote the worksite



Recognition

Present certificate to employees at the worksite or in the lactation space:



Sporting Goods Store



Local Library



Housing Authority



Church

Present certificate to employer at a coalition meeting or meeting with peers:



Medical Office



County Government



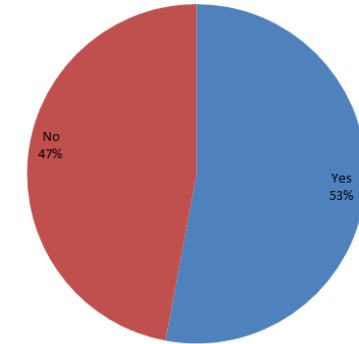
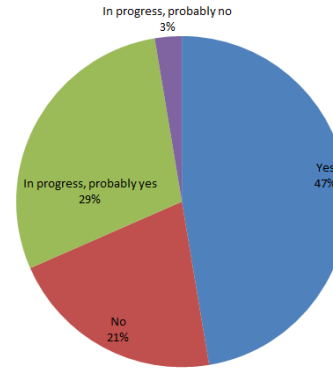
Follow-up and Evaluation



Check back with your breastfeeding friendly businesses to provide ongoing support:

- Help them navigate changes in staffing, the workplace, or the community,
- Provide coaching or training for new staff,
- Offer examples of documenting and evaluating their programs, and
- Help them scale up or add additional family friendly policies

Did you/your family meet your breastfeeding goals? Did you/your family surpass your breastfeeding goals?*



*Only asked of respondents who reported meeting their breastfeeding goals.

Support your breastfeeding friendly businesses to engage in quality improvement:

- Be open to feedback from employees,
- See the lactation program as evolving and improving with changes in staffing, the workplace, or the community,
- Document usage of the lactation spaces, and
- Conduct regular self-evaluation to ensure the program is functioning as it should AND it is positively impacting breastfeeding employees



Citations & Resources

Why Breastfeeding Friendly? citations

www.wfco.org/file/IWPR_Briefing-Paper_CO_Oct2015.pdf

www.womenshealth.gov/files/documents/bcfb_employe-spotlights.pdf

www.womenshealth.gov/files/documents/bcfb_presentation.pdf

Michigan Breastfeeding Network Workplace resources

www.mibreastfeeding.org/workplace/

Boulder County Public Health Self-guided BFF employer process

www.breastfeedbouldercounty.org

Peer support organizations

La Leche League: www.llli.org

Breastfeeding USA: www.breastfeedingusa.org

Baby Café: www.babycafeusa.org



Citations & Resources



CDPHE Resources

www.colorado.gov/cdphe/breastfeeding-workplace

COBFC Videos

“Breastfeeding and Working” www.cobfc.org/services-2-2/

Early Child Obesity Order Form (toolkits, window clings, etc.)
fs8.formsite.com/cohealth/ECOP/index.html

Office on Women’s Health Resources

“Break Times” www.womenshealth.gov/supporting-nursing-moms-work/break-time-and-private-space/time-breaks

“What Employers Need to Know”
www.womenshealth.gov/supporting-nursing-moms-work/what-law-says-about-breastfeeding-and-work/what-employers-need-know#3