

## The Business Case for Breastfeeding

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## Implementing the Business Case for Breastfeeding in Your State Agency

Information obtained from:

“The Business Case for Breastfeeding- Steps for Creating a Breastfeeding  
Friendly Worksite,”

U.S. Department of Health and Human Services

“Fact Sheet #73: Break Time for Nursing Mothers under the FLSA”

U.S. Department of Labor Wage and Hour Division

“The Business Case for Breastfeeding,” Cathy Carothers, BLA, IBCLC, RLC  
Co-Director, Every Mother, Inc.

## Presentation Goals:

- Describe three ways supporting breastfeeding mothers can improve the state agency's performance.
- List the four components of a comprehensive lactation support program.
- Name two strategies that address employer motivators and barriers to implementing lactation support programs.

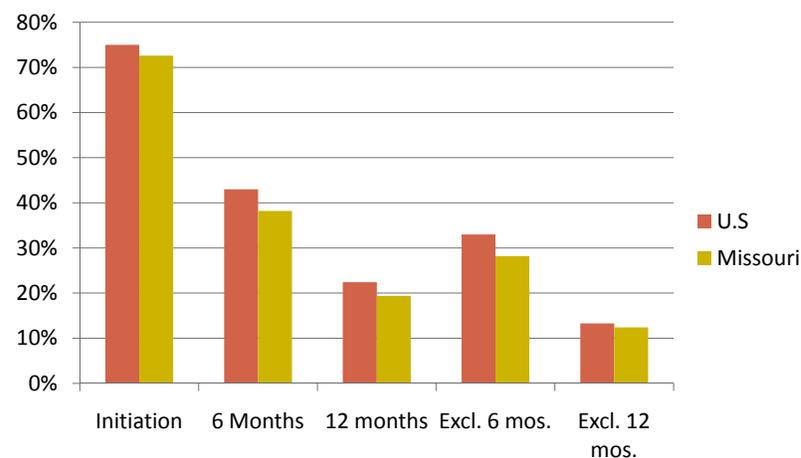
## And Most Importantly:

- Provide information to state agency human resources directors or their designates on "Break Time for Nursing Mothers" under the Patient Protection and Affordable Care Act.
- Missouri State Government will set a positive example for all employers in the state.
- Increase breastfeeding initiation rates, including exclusivity and duration rates, among employed women in Missouri who have recently given birth, i.e. Missouri State Employees who are women.

## Facts to consider:

- In 2008, nearly 60% of women are in the work force; of these, 62% are of childbearing age.
- In 2009, 56% of the Missouri work force are women, 49% are of childbearing age.
- Women comprise half of the U.S. labor force.
- Women with children are the fastest growing segment of the work force.
- In 2008:
  - 71.4% of women with children were in the work force.
  - 56.4% of women with infants less than 1 year were in the work force.

## Breastfeeding Rates 2007



## Relationship Between Work and Breastfeeding

- Full-time employment shortens breastfeeding duration (*Fein and Roe 1998*)
- 80% of women wean before end of first month back at work (*Cardenas 2005*)
- Full-time employment is an economic necessity for many (*Galtry 1997*)
- Low-wage job settings can be especially difficult for breastfeeding mothers (*Haider 2003*)

## Health Implications for Infants

NOT breastfeeding increases the risk of:

- Obesity
- Ear infections
- Respiratory infections
- Gastrointestinal infections
- Skin conditions
- Type 1 and Type 2 diabetes
- Leukemia
- Sudden Infant Death Syndrome

Resource: [www.ahrq.gov](http://www.ahrq.gov)

## Health Implications for Mothers

- Mothers who breastfeed are at lower risk of:
  - Premenopausal breast cancer
  - Ovarian cancer
  - Type 2 diabetes (*AHRQ 2007*)
- Immediate benefits:
  - Recover from pregnancy faster
  - Enjoy a delayed menses
- Breastfeeding greater than 12 months improves post-menopausal health outcomes (*Schwarz 2009*).
- Healthier employees are more productive.

## Patient Care Protection and Affordable Care Act

- Passed and signed by the President in March 2010.
- Provided changes to health care laws, including support for breastfeeding.

### Patient Care Protection and Affordable Care Act and its Effects on Break Times for Nursing Mothers

- Employers are required 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 the need to express the milk.”
- A bathroom, even if private, is not a permissible location under the act.
- If the space is not dedicated to the nursing mother’s use, it must be available when needed. A temporary space is sufficient provided that the space is shielded from view, and free from any intrusion from co-workers and the public.

### Patient Care Protection and Affordable Care Act and its Effects on Break Times for Nursing Mothers

- Only non-exempt employees are covered by the law, not salaried employees.
- Employers with 50 or fewer employees are not subject to the requirement if compliance with the provision would impose an undue hardship.

## Understanding the Priorities for Your Department

- The State's economic environment poses unique challenges:
  - Decreasing budgets affect Department's operations.
  - Departments are more reluctant to consider new programs unless the financial benefits are compelling.
  - Handling more work with fewer people.
  - Stress
  - Productivity among workers.

## The Good News!!!

- Changing economic environment requires managers to apply cutting edge methods to reduce absenteeism and maximize employee productivity.
- State agencies may need to implement novel programs to attract new qualified employees and improve employee health.

**Lactation support programs provide solutions!!!**

## What is a Lactation Support Program?

*A comprehensive program of support for breastfeeding employees in a workplace that includes the following components:*

- Support from supervisors, colleagues, and mothers.
- Flexible return to work options and time to express milk at work.
- Education/access to professional lactation support.
- Private space for women to breastfeed or express milk.

## Lactation Support Reduces Health Care Costs

For every 1,000 babies who are NOT breastfed compared to exclusively breastfeeding babies, there are an *extra*:

- 2,033 physician visits
- 212 hospitalization days
- 609 prescriptions (*Ball 1999*)

## Lactation Support Reduces Absenteeism

- One-day absences occur twice as often for employees whose babies are not breastfed (*Cohen 95*).
- Absenteeism rates are lower for male employees when female partners breastfeed (*Galtry 97*).

## Lactation Support Lowers Employee Turnover Rates

- Employee retention a leading challenge for employers.
- National retention rate is 59% after absence due to maternity leave.
- Companies with lactation programs have higher retention rates:
  - Mutual of Omaha – 83% (*Mutual of Omaha 2001*)
  - 9-company study – 94.2% (*Ortiz 2006*)
- Employee retention decreases costs to the employer both financially and in productivity.

## Lactation Support Satisfies Employees

- Employees of companies providing lactation support feel more productive and loyal to the company.
- In a L.A. Power and Light Study:
  - 83% of employees felt more positive about the company.
  - 67% said they intend to make it their long-term employer.

## How to Move Forward in Developing a Lactation Support Program

- Educate Senior Management on the law and the importance of Lactation Support.
- Develop a workgroup for your agency.
- Develop a lactation policy for your agency.

### How Can Your Agency Implement a Lactation Support Program?

- Identify and provide a private location to be used as the lactation room.
- Provide signage to mark the room as in use/not in use to assure privacy.
- Provide a comfortable chair and small table in the room.
- Optional: Provide a small refrigerator for storage of breastmilk and decorate the room with pleasing pictures.

### How Can the Department of Health and Senior Services Assist with Implementation

- Provide sample policy and assist with Department specific policy development.
- The DHSS State Breastfeeding Coordinator can:
  - Provide education to your Department's management team.
  - Assist in deciding upon the appropriate location for your lactation facility and in its establishment.
  - Provide other technical assistance as needed.
  - Provide education to your employees through Lunch and Learns, etc. on the benefits of breastfeeding.

### How Can the Department of Health and Senior Services Assist with Implementation

- Provide educational materials on breastfeeding for distribution among your employees.
- Provide phone support and consultation to your Department's breastfeeding moms.

### Any Questions?



## RESOURCES

- <http://www.corporatevoices.org/lactation>
- <http://www.womenshealth.gov/breastfeeding/government-programs/business-case-for-breastfeeding/>
- <http://www.corporatevoices.org/lactation>
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- <http://www.businessgrouphealth.org/benefitsttopics/breastfeeding.cfm>
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- <http://www.womenshealth.gov/breastfeeding/government-programs/business-case-for-breastfeeding/breastfeeding-businesscase-for-managers.pdf>
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- <http://www.womenshealth.gov/breastfeeding/government-programs/business-case-for-breastfeeding/easy-steps-to-supporting-breastfeeding-employees.pdf>
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- <http://www.womenshealth.gov/breastfeeding/government-programs/business-case-for-breastfeeding/tool-kit.cfm>