Building Lactation Support

State Breastfeeding Coalitions' Teleconference

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Overview

- Prevalence of breastfeeding across the United States
- Evidence-base for worksite breastfeeding support
- CDC Healthier Worksite Initiative
- Action steps to implement a Lactation Support Program
Any Breastfeeding, by State

Initiation

≥ 6 Months

≥ 12 Months

Exclusive Breastfeeding, by State

3 Months

6 Months
Evidence-Based Interventions

- Maternity Care Practices
- Workplace Support
- Peer Support
- Educating Mothers
- Professional Support
- Media and Social Marketing
Worksite Health Promotion (WHP)

Definition:
– Combination of educational, organization, and environmental activities & programs designed to motivate & support healthy lifestyles among a company’s employees and their families.


Why Workplace Lactation Support

• >70% breastfeeding initiation

• ~70% of employed mothers with children <3 yrs old work full time
  • One-third work w/in 3 months
  • Two-thirds work w/in 6 months
  • Low-income women work earlier

• Return to work as reason for weaning – bf duration predetermined by length of maternity leave
Workplace Lactation Support

Increases:
- Breastfeeding duration
- Staff productivity and loyalty
- Public image of employers

Decreases:
- Absenteeism
- Employer health care costs
- Employee turnover

Origins of the CDC Healthier Worksite Initiative

- October 2002
  - Tasked with developing a WHP initiative to complement CDC’s Lifestyle Program
- Spring 2003
  - Program staffed
HWI Scope

• Based on *HealthierUS* “pillars”
  – Nutritious eating
  – Physical activity
  – Preventive health screenings
  – Healthy choices
• All CDC employees nationwide
• Share lessons learned

Vision and Mission

Vision....
A worksite where healthful choices are easy choices.

Mission...
The Healthier Worksite Initiative will develop, evaluate, and disseminate science-based programs that promote worksite health for all CDC/ATSDR employees, and serve as a model and resource for other [federal and state] worksites.
HWI and Lactation Support

- Fourth pillar – Healthy Choices
- CDC’s Lactation Support Program (LSP)
  – Atlanta Human Resources Center (AHRC)

Progress in Multiple Areas

- Baseline data
  – Environmental audit & informal policy audit
- Policies & Guidelines
  – LSP & kitchen appliance policies
- Pilots & Interventions
  – New lactation room
- Online Toolkit
  – LSP toolkit (AHRC and MCNB)
• **Purpose**
  – To share lessons learned with federal and state WHP planners
  – Not created as “the ultimate” WHP Web site

• **Launched**
  – September 4, 2006
  http://www.cdc.gov/hwi

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**HWI Toolkits Section**

• **Divided into**
  – a general category
  – the four pillars

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**Healthy Choices**

The following toolkits address how employers can help employees understand their risks for disease and make healthy lifestyle choices by offering programs at the work place.

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**Lactation Support Program**

This toolkit is designed to help employers set up a comprehensive lactation support program for nursing mothers at the work site.

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**Other Healthy Choices Toolkits**

This section contains toolkits available from CDC or other sources that are specific to healthy choices, such as stress reduction and smoking and tobacco cessation, in the work place.
LSP Toolkit: Introduction

• Toolkit scope (What?)
  – How to create a comprehensive worksite LSP

• Health challenge (Why?)
  – Win-win-win situation:
    • benefits employers
    • new moms
    • infants

• Toolkit components (How?)

[Healthier Worksite Initiative logo]
LSP Toolkit

Healthier Worksite Initiative: Toolkits: Lactation Support Program

This toolkit provides an example of how to create a comprehensive lactation, or breastfeeding, support program for nursing mothers at the work site. The term "lactation support program" is intended to signify a program that provides lactating employees with educational and environmental support of their breastfeeding goals. The word "lactation" (LSP) is used to clarify and avoid the implication that the mothers would need to have their babies at work to nurse them, rather, the toolkit is designed to help employers set up a program for employees to be able to pump and store their breast milk at work, to take home to their infants at the end of the workday.

LSP Toolkit: Components

- Introduction and hyperlinks to topics
- Topics
- Next steps
- LSP example tools
- Other helpful information
LSP Toolkit: Planning


The planning phase of your lactation support program (LSP) involves using input from the needs assessment to work with stakeholders in identifying and planning project strategies. Some of the most common components of a comprehensive LSP include the following activities:

- Developing a LSP policy
- Developing Lactation Support Services
- Establishing Lactation Room(s)

Developing Lactation Support Services

Lactation support services are ideally multifaceted. Services can include several types of professional support and referral such as from an International Board Certified Lactation Consultant (IBCLC), as well as facilitated support from other lactating employees. Below are some common components of lactation support programs in the workplace:

- Breast Pumps — Many employers provide lactating employees with use of a multiple user hospital-grade breast pump and a sterile milk collection kit for individual use.
- Breastfeeding Classes — A class or classes conducted by an IBCLC for pregnant employees and their partners. The class might cover topics ranging from initiating breastfeeding after delivery, health benefits to baby and mom, to returning to work and continuing to breastfeed. Classes should be offered multiple times and promoted throughout the year.
- Breastfeeding Counseling — Many workplaces provide employees with access to an IBCLC who is available for ongoing consultation (either face to face or over the telephone) from the time the baby is born until nursing ceases.
- Breastfeeding Discussion Groups — Forums conducted throughout the year inviting open discussions on the topic of breastfeeding.
- Return to Work Consultation — An individualized work covering tips and suggestions for making

Next Steps

After you have completed the planning phase, your next step is to plan for the launching of your LSP and prepare for its ongoing operation.

LSP Example Tools

- Pictures of Example Lactation Rooms
- Lactation Support Program Policy Example (PDF-338k)
- Purchase and Use of Kitchen Appliances Policy Example (PDF-235k)

Other Helpful Information

- Breastfeeding Programs and Support at the Workplace
- HWT's Planning Information
Next Steps

1. Visit the HWI Web site and explore the LSP toolkit

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Address: http://www.cdc.gov/hwi
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2. Contact HWI for technical support
   healthierworksite@cdc.gov

Contact Info
Centers for Disease Control and Prevention
Healthier Worksite Initiative
4770 Buford Hwy., N.E.,
Mailstop K-24
Atlanta, GA 30341

Contact HWI via e-mail
Workplace Support

Program Examples

• Employer recognition programs – Oregon’s Breastfeeding Mother Friendly Employer project
• Employer incentives – HRSA workplace initiative *The Business Case for Breastfeeding*
• Employee Support – AZ Dept of Health Services breastfeeding policy for employees

Implementation Opportunity

• State Health Departments
  – Logical State-wide leaders for health promotion
  – Major employers within a State
  – Strong interest in cost-savings
    • Health insurance costs
    • Tax-funded salary costs
  – Opportunity to serve as model employer
  – Existing examples from other States
Workplace Support

Potential Action Steps

- Establish a model lactation support program for all state employees
- Recognize work sites and employers who support their breastfeeding employees

Thank You

http://www.cdc.gov/breastfeeding