Lactation Support in the Workplace:
A Federal Resource Kit

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Centers for Disease Control and Prevention
Webcast to State Breastfeeding Coalitions
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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
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

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
U.S. Breastfeeding Rates

<table>
<thead>
<tr>
<th></th>
<th>Healthy People 2010 Goal</th>
<th>2004 Rate</th>
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</thead>
<tbody>
<tr>
<td>Initiation</td>
<td>75.7%</td>
<td>73.8%</td>
</tr>
<tr>
<td>6 months</td>
<td>50%</td>
<td>41.5%</td>
</tr>
<tr>
<td>12 months</td>
<td>25%</td>
<td>20.9%</td>
</tr>
<tr>
<td>Exclus - 3 mos</td>
<td>60%</td>
<td>30.5%</td>
</tr>
<tr>
<td>Exclus - 6 mos</td>
<td>25%</td>
<td>14.2%</td>
</tr>
</tbody>
</table>

Initiation 6 months 12 months Exclus - 3 mos Exclus - 6 mos

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
Women in the Work Force

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

*CDC MMWR August 3, 2007
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)

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)
Employment and Breastfeeding

• Full-time employment reduces BF duration by an average of 8 weeks (Fain & Roe, 1998)

• Higher BF initiation rates are associated with ≥ 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

The Business Case for Breastfeeding
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

National Business Group on Health (NBGH)

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

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
Train-the-Trainers

- 21 SBCs submitted timely applications
- 10 States were selected according to predetermined criteria:
  - California
  - Connecticut
  - Georgia
  - Hawaii
  - Indiana
  - Louisiana
  - Oregon
  - Rhode Island
  - Texas
  - Utah

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
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

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
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)

References


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