The Business Case for Breastfeeding is a national initiative of the U.S. Department of Health and Human Services, Health Resources and Services Administration’s Maternal and Child Health Bureau, with additional funding from the HHS Office on Women’s Health. The project is a comprehensive, multi-faceted approach that includes:

- The Business Case for Breastfeeding resource kit designed for employers, healthcare professionals, employees, and other groups involved in supporting breastfeeding employees at work
- A national training and technical assistance initiative with the curriculum, “Implementing The Business Case for Breastfeeding in Your Community” provided for State Breastfeeding Coalitions in 30 states, and 6 cities served by Healthy Start agencies

**Project Goal:**
To increase workplace lactation support for employed breastfeeding women by equipping lactation consultants and other professionals within State breastfeeding coalitions and community Healthy Start programs to conduct effective outreach and education activities with employers and other stakeholders.

**Background**
Encouraging women to breastfeed their infants is a national health imperative supported by numerous Federal, medical, and professional organizations. Although the numbers of women initiating breastfeeding in the United States are high, having reached the Healthy People 2010 objective of 75%, breastfeeding duration and exclusivity rates (babies consuming only human milk) drop dramatically over the course of 3, 6, and 12 months. One of the primary factors in the decline in breastfeeding is returning to work. Family-friendly policies and programs that provide support for both female employees and female partners of male employees will assist women in meeting their goals for continued breastfeeding.

Ample evidence shows that a supportive workplace environment, including family-friendly policies and accommodations for milk expression when mothers are away from their babies can help women sustain lactation and bring about a positive return on investment to the company or federal agency.
The Business Case for Breastfeeding

The Business Case for Breastfeeding is a turnkey program including numerous resources that can assist employers with implementing a lactation support program. The resource kit includes:

- “The Business Case for Breastfeeding”, a brochure outlining bottom-line benefits of lactation support programs for employers and HR directors
- “Tool Kit” with a CD-ROM including reproducible resources that can be tailored for use in a business or organization initiating a program
- “Employees’ Guide to Breastfeeding and Working” with simple, helpful hints for employees returning to work
- “Outreach Marketing Guide” with guidance for healthcare professionals and others promoting lactation support programs in businesses.

The Training Program

“Implementing The Business Case for Breastfeeding” is a 2-day “train the trainer” initiative designed to equip relevant professionals in businesses and public agencies, including federal agency work life coordinators, to implement or expand a lactation support program in their organization/business.

Learning Objectives

Upon completion of this training program, participants will be able to:

1. Describe three ways supporting breastfeeding families can improve a company’s bottom line.
2. Identify at least three common challenges to sustaining breastfeeding after women return to work, and a strategy for addressing each.
3. List the four components of a successful workplace lactation support program targeting male and female employees.
4. Describe at least two motivators of employers and two barriers to implementing a workplace lactation program, and strategies for addressing these.
5. Develop a strategic plan for implementing The Business Case for Breastfeeding in a federal agency.

Community Target Audience Groups for Training

- State breastfeeding coalitions and Healthy Start grantee program staff
- International Board Certified Lactation Consultants (IBCLCs)
- Hospital and private clinic health care professionals
- La Leche League Leaders
- WIC Program Staff
Nutrition and Physical Activity Programs to Prevent Obesity and Other Chronic Diseases grantees

Year 1 Participants
- California
- Connecticut
- Georgia
- Hawaii
- Indiana
- Louisiana
- Oregon
- Rhode Island
- Texas
- Utah

Year 2 Participants
- Alaska
- Arizona
- Iowa
- Kansas
- New York
- Michigan
- Pennsylvania
- South Carolina
- West Virginia
- Vermont

Technical Assistance:
Technical assistance is designed to assist states in their implementation of the program, as well, as address challenges that may occur during their efforts. Each state receives twelve months of technical assistance in the form of telephone, email, and web correspondence. A possible site visit is available for states that have been identified as experiencing major difficulties in implementing the program.

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Resources:
Technical Assistance Web Address:

Toolkit Web Address: