Third Time’s A Charm

A Comparison and Analysis of the Differences in Success of Three Worksite Support Projects in Arkansas

Presented by Lucy Towbin, Chair

Office of Women’s Health Grant, 2013

Grant Details

- $3950
- Employers in central Arkansas who employ many low income women: factories, large stores, hotels
- Interns from Arkansas Department of Health Worksite Wellness program made and sent letters (ADH and ABC logos) and made initial calls. Peer counselors followed up and visited sites to offer recommendations on accommodations for women to pump.
-Hired a former breastfeeding peer counselor working on her masters in technical writing.
-Above contractee did about 2/3 of the work
-Hired 3 more peer counselors who could only do it a few hours per week

-Ordered copies of the Business Case for Breastfeeding tool kits
-Ordered LLLI Working and Breastfeeding and Safe sleep brochures
-Ordered Noodle Soup’s Laid Back Breastfeeding brochures
-94 businesses contacted by letter or phone call.
Office of Women’s Health Grant, 2013

Technical Support and Training

- 35 businesses were visited.
- Given a Business Case kit
- Toured facility and made recommendations about options for where women could have a private place to pump

Office of Women’s Health Grant, 2013

Follow-up/Evaluation

- Follow-up calls with 13 showed some progress in development of policies but no concrete steps except at one,
- The CEO of the one business that made immediate changes had set up a lactation room in a previous city when she worked there for the same company
Office of Women’s Health Grant, 2013

Lessons Learned

- Skills for implementation of a project like this may not correspond with skills for working with mothers and babies to promote breastfeeding
- Cold calling is time consuming and not very productive
- Sending letters takes less time but gets even less results
- Choosing the most at need population doesn’t always work best, you need some successes and then grow from there

AMCHP grant, 2015, Part 1

Grant Details

AMCHP grant, 2015, Part 1
- 2 months out of a 6 month grant
- $15,000 grant, $3950 used in this phase
- Used part of funds to join Chamber of Commerce
- Intended to use Chamber mailing list and connections

LITTLE ROCK REGIONAL CHAMBER
150 YEARS OF SERVICE
- Contracted with a peer counselor/IBCLC who had been involved with the Coalition
- Issues with contractee necessitated an executive committee meeting to implement more stringent documentation and closer supervision
- Two months into the 6 month project, the contractee quit

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Lessons Learned

- A contractee should be capable of working independently and should have their own supplies and equipment
- Determine the job skills needed in advance when planning the project
- An IBCLC or peer counselor may not be needed if it doesn’t involve clinical work, just because it has to do with breastfeeding
- Always have a backup plan
AMCHP grant, 2015, Part 2
Transition

- Thought we were going to have to divide it up and do it ourselves.
- Luckily found the most qualified person in the state for the job!
- ABC contracted with former Bureau Chief for Worksite Wellness for the Department of Health who had just resigned to work full-time with ArCOP

ArCOP (Arkansas Coalition for Obesity Prevention)
Healthier environments produce healthier people. Healthier people produce greater economic outputs, consume fewer healthcare resources and lead better, longer lives.

ArCOP currently has

- over 2000 members and
- more than 100 partner institutions
- Learn more: arkansasobesity.org
Communities working with ArCOP to become healthier economically, policy-wise, nutritionally, and physically

Over 60 Arkansas communities currently involved at different levels.

ArCOP provides technical support, expertise and sometimes grant funds

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Pre-test

Conduct a pre-test using the Lactation Support section of the Health ScoreCard (HSC) to identify the needs and identify gaps at the worksite. http://www.cdc.gov/dhdsp/pubs/docs/hsc_manual.pdf
AMCHP grant, 2015, Part 2
Pre-test questions

Six yes or no questions worth 15 points total.

- Have a written policy on breastfeeding for employees? (2 pts.)
- Provide a private space (other than a restroom) that may be used by an employee to express breast milk? (3 pts.)
- Provide access to a breast pump at the worksite? (3 pts.)
- Provide flexible paid or unpaid break times to allow mothers to pump breast milk? (2 pts.)
- Provide free or subsidized breastfeeding support groups or educational classes? (3 pts.)
- Offer paid maternity leave, separate from any accrued sick leave, annual leave, or vacation time? (2 pts.)

AMCHP grant, 2015, Part 2
Technical Support and Training

- Provide education to employers using a modified (with Arkansas statistics) and updated version of the HRSA presentation “The Business Case for Breastfeeding”, as well as, educational brochures.
  - Educational brochures were provided to employees.
  - Copies of the Lactation Accommodation laws.
  - The Business Case for Breastfeeding brochures and training was provided to the employers.
AMCHP grant, 2015, Part 2
Technical Support and Training

- Review pre-test with the employer.

- The Training
  - Health Impact of Breastfeeding
  - Bottom-Line Employer Impact
  - Ways to Support Breastfeeding Employees
  - Components of a Lactation Support Program
  - Example Companies
  - Sample Policies and the Federal and State Accommodation Laws

AMCHP grant, 2015, Part 2
Lactation Accommodations

- Lactation Accommodations were made at each of the worksites that completed pre-test and training
  - Site visit
  - Up to $500 each to help with accommodations
  - Examples of purchases made for pumping area
    - Signage
    - Door Locks
    - Curtains or partitions
    - Mini Fridge
    - Glider
    - Side Table
    - Brochure Holder
Provided the Health ScoreCard post-test for comparisons.

<table>
<thead>
<tr>
<th>Lactation Support</th>
<th>Yes</th>
<th>No</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>62. Have a written policy on breastfeeding for employees.</td>
<td>☐</td>
<td>☑</td>
<td>2 pts.</td>
</tr>
<tr>
<td>63. Have a written policy on breastfeeding for visitors.</td>
<td>☑</td>
<td>☐</td>
<td>2 pts.</td>
</tr>
<tr>
<td>64. Provide access to a breast pump at the workplace.</td>
<td>☑</td>
<td>☐</td>
<td>2 pts.</td>
</tr>
<tr>
<td>65. Provide flexible paid or unpaid break times to allow members to pump breast milk.</td>
<td>☑</td>
<td>☐</td>
<td>2 pts.</td>
</tr>
<tr>
<td>66. Provide free or subsidized breastfeeding support groups or educational events.</td>
<td>☐</td>
<td>☑</td>
<td>2 pts.</td>
</tr>
<tr>
<td>67. Offer paid maternity leave, separate from any accrued sick leave, annual leave, or vacation time.</td>
<td>☑</td>
<td>☐</td>
<td>2 pts.</td>
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Your Workplace’s Lactation Support Section Score: [Score] of 15

AMCHP grant, 2015, Part 2

Results

<table>
<thead>
<tr>
<th>Funded</th>
<th>Non-Funded</th>
<th>Received Education</th>
<th>Accommodations Made</th>
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<tbody>
<tr>
<td>Cave Springs 1</td>
<td>1</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Conway 0</td>
<td>0</td>
<td>2</td>
<td>0</td>
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<tr>
<td>Filpoin 1</td>
<td>1</td>
<td>4</td>
<td>2</td>
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<tr>
<td>Ft. Smith 4</td>
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<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Greenbrier 2</td>
<td>0</td>
<td>5</td>
<td>2</td>
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<td>Hot Springs 0</td>
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<td>2</td>
<td>0</td>
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<tr>
<td>Rogers 1</td>
<td>0</td>
<td>3</td>
<td>1</td>
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<tr>
<td>Russellville 6</td>
<td>0</td>
<td>7</td>
<td>6</td>
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<tr>
<td>TOTAL 15</td>
<td>2</td>
<td>32</td>
<td>17</td>
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State Breastfeeding Coalitions Webinar

12/13/16

AMCHP grant, 2015, Part 2
HSC Results, Follow-up

<table>
<thead>
<tr>
<th>Questions</th>
<th>Pre-Test - % of worksites</th>
<th>Post-Test - % of worksites</th>
<th>Changes made in Accommodations</th>
</tr>
</thead>
<tbody>
<tr>
<td>42</td>
<td>12%</td>
<td>12%</td>
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<tr>
<td>43</td>
<td>35%</td>
<td>100%</td>
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<td>44</td>
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<td>45</td>
<td>24%</td>
<td>100%</td>
<td>76%</td>
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<td>46</td>
<td>17%</td>
<td>24%</td>
<td>7%</td>
</tr>
<tr>
<td>47</td>
<td>82%</td>
<td>82%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Lessons learned

- Sometimes you need to start with the low hanging fruit
- Having the right contractee is key
- Partner with other organizations with similar goals
- Incentive items are important in getting participation
- Have a group training if possible
P.S.

- Currently have another AMCHP grant for $15,000
- Main changes:
  - Funds to update web site to recognize employers who have made accommodations
  - Funds for publicity for site list
  - Group training with lunch

Questions?