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OF NEW JERSEY

Time to Bond:
The role of breastfeeding advocates
in state-level campaigns for family leave insurance

Presentation by
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**New Jersey's Family Leave Insurance Program
Overview**

- **Family Leave legislation first proposed in NJ in 1996 – many different bills introduced by both Dems and Reps**
- **No traction until CA passed expansion of state Temporary Disability Insurance program in 2002 to include family leave insurance (FLI)**
- **Used CA program as model to create NJ legislation (introduced in 2005)**
- **Enacted in May 2008**
- **Took over 12 years and work of strong, diverse coalition for it to become law**

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NJ FLI - How does it work?


- **Up to 6 weeks of partial wage replacement;**
 - **2/3 weekly wages – up to max of \$559 per week in 2011**
- **To bond with new born or newly adopted child; available to both mother and father**
- **Costs: Employee paid; workers make a small payment into FLI fund – most they pay in 2011 is \$17.76 per year**

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NJ Time to Care Coalition

- **Organized in 2003 in support of family friendly workplace practices that provide “time to care”**
 - **Family Leave Insurance first priority**
- **Broad-based group of over 70 organizations**
 - **Community-based organizations representing women, families, disabled, elderly, mothers, children, and more**
 - **Researchers and academics**
 - **Unions**
 - **Small business owners**
- **Multifaceted campaign for FLI**
 - **Outreach and education**
 - **Polling and research**
 - **Media (op eds, interviews, press events, editorials)**
 - **Testimonies & Personal Stories**
 - **Legislative supporters**



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NJ Breastfeeding Coalition

- **Joined NJ Time to Care Coalition early in campaign**
- **Central to Coalition efforts to highlight the importance and health benefits to new mothers and newly born children**
- **NJ Breastfeeding Coalition members:**
 - **Attended Coalition meetings and events**
 - **Provided outreach and education**
 - **Appeared in press and on TV**
 - **Provided testimony at legislative hearings**
 - **Provided personal stories**
 - **Attended meetings with legislators**

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What's Next?

- **2-year analysis of NJ FLI program**
- **Expanded outreach and education on availability of benefits and how to access them**
- **Paid sick days for all NJ workers**

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NJ Time to Care Coalition

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