

The BUSINESS CASE for BREASTFEEDING

STEPS FOR CREATING A BREASTFEEDING FRIENDLY WORKSITE



Women in the Workforce

2005 data from U.S. Department of Labor¹ shows:

- 60 percent of women work outside the home
- Mothers are the fastest growing segment of the U.S. workforce
 - 78% are employed full-time
 - 55 percent with children under age 3 are employed
 - 62 percent with children under age 6 are employed
 - Growth rate has increased by 80 percent over the last 20 years

Supporting Breastfeeding is
WIN-WIN
for Companies and Employees

Health Impact of Breastfeeding

Recommended by major medical and professional organizations

- American Academy of Pediatrics (AAP)
- American College of Obstetricians and Gynecologists (ACOG)
- American Academy of Family Physicians (AAFP)
- U.S. Surgeon General
- Association of Women's Health, Obstetric, and Neonatal Nurses (AWHONN)
- American Dietetics Association (ADA)

Health Impact on Infants

Lower risk of infections and illnesses

- Ear infections
- Respiratory infections
- Dermatitis
- Gastrointestinal disorders

For every 1,000 babies not breastfed, there is an excess of 2,033 physician visits, 212 days in the hospital, and 609 prescriptions²

Impact on Children in Daycare

Health impact is even greater on infants enrolled in daycare centers³

- Daycare attendance is associated with double the odds of needing antibiotic therapy
- Infants breastfed at least 4 months significantly decreased those odds
- Protective effect of breastfeeding on children in daycare persists well into child's second year of life

Impact on Mothers

- Faster recovery from pregnancy and childbirth
- Lower risk of breast cancer
- Lower risk of osteoporosis
- Satisfaction she is giving her baby the best start in life possible

Breastfeeding Makes
Good Business Sense

Lower Absenteeism Rates

Case Example

One-day absences to care for sick children occur more than twice as often for mothers of formula feeding infants.⁴

Lower Health Care Costs

Case Example:

CIGNA reported in a 2-year study of 343 employees an annual savings of \$240,000 in health care expenses, 62 percent fewer prescriptions, and \$60,000 in reduced absenteeism rates⁵

A Lactation Program Gives Your Company Bottom Line Benefits

Lower Turnover Rates

Case Examples

Mutual of Omaha's lactation support program resulted in a retention rate of 83 percent of female employees compared to the national average of 59 percent⁶

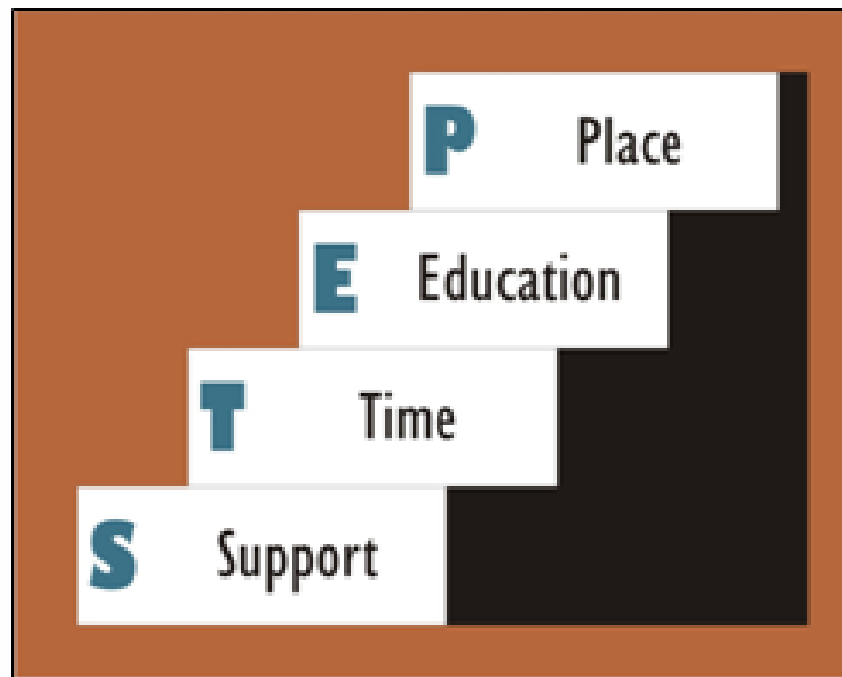
A study of multiple companies with lactation support programs found an average retention rate of 94.2 percent.⁷

Other Benefits⁸

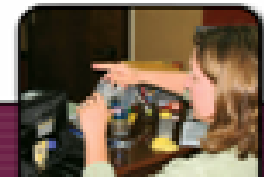
- Earlier return from maternity leave
- Higher employee productivity and morale
- Higher employer loyalty
- Recognition as a “family friendly” business

Components of a Lactation Support Program

Steps to Lactation Support



SECTION 3: EASY STEPS



Basic Needs of Breastfeeding Employees are Minimal

- **Support** from supervisors and colleagues
- **Time** and space to express milk regularly
- **Education/Information** on how to successfully combine breastfeeding with employment.
Access to health professionals who can assist with breastfeeding questions and concerns
- **Place:** close proximity to workplace other than a bathroom, shielded from view, free from intrusion, electrical outlet

Support

Basic Needs

- Support from company managers, supervisors, and co-workers
- Mother-to-mother support

Flexible Options

- Worksite lactation support policy
- Training for supervisors and co-workers
- Mother-to-mother support group
- Electronic list serves or company web-based connection network

Gradual Return to the Workplace

Basic Needs

- Gradual phase back to work to allow mother and baby time to adjust to the separation

Flexible Options

- Part-time for a period of time
- Job sharing
- Telecommuting
- Flexible scheduling (ex: taking off Wednesdays for a period of time)

Time to Express Milk

Basic Needs

- Two to three 15-20 minute breaks during a typical 8-hour work period (plus time to go to the site)

Flexible Options

- Use regular allotted breaks and lunch period
- Excess time that may be needed can be made up before or after work, as part of lunch period, or at other times negotiated with supervisors

Education

Basic Needs

- Prenatal information on breastfeeding
- Postpartum assistance in the hospital, at home, and back at work

Private Room for Milk Expression

- Close proximity to work area
- Other than a bathroom or toilet stall
- Shielded from view and free from intrusion
- Electrical outlet
- 4' x 5' space minimal
- Access to nearby running water
- Lock on door



Private Room for Milk Expression

Flexible Options

- Private locked office, conference room, or other space
- Lactation room set up in small office space
- Construct walls to enclose a small space in a larger room, women's lounge, or other area
- A restroom is **NOT** a sanitary place to breastfeed or express milk!



Milk Storage Options

- Employee could use her own personal cooler
- Company could provide a small college dorm room sized refrigerator located in the lactation room
- A public shared refrigerator could be used if desired by mothers and co-workers

Beginning a Lactation Support Program in Your Company

- Establish as part of company health benefit services
- House within the wellness division
- Convene a task force with key company stakeholders to identify needs and solutions
- Gain assistance from community resources
- Promote the program with all employees, supervisors, and co-workers to gain buy-in and support

Lakes Country Service Co-op

Before



In process



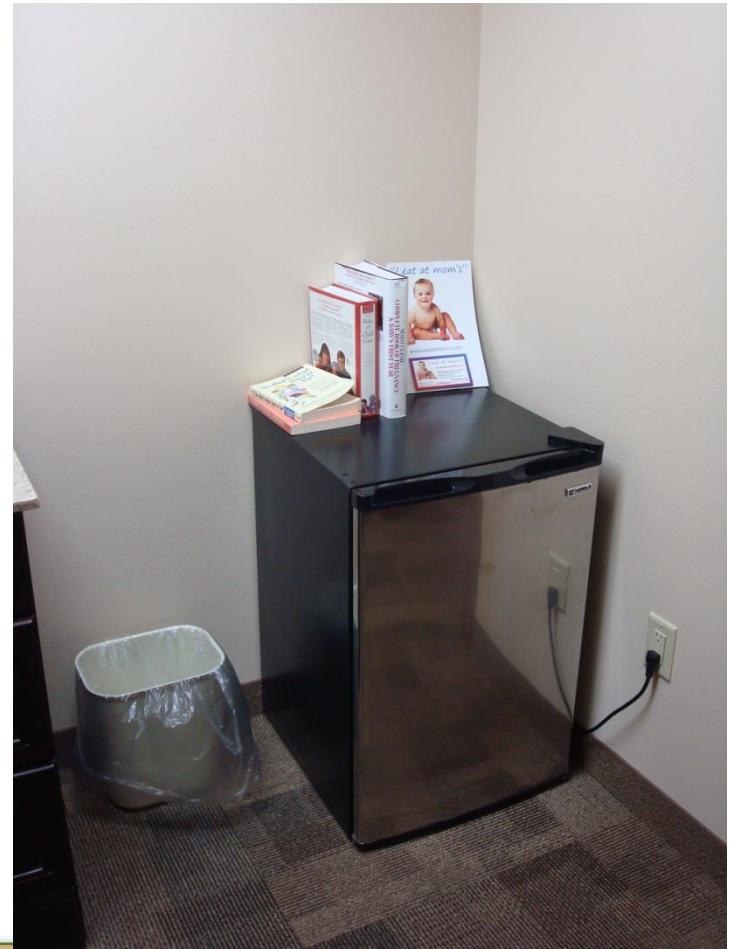
MState - Moorhead

2 rooms with dividers

Entrance to rooms



LB Homes



MSUM



Lake Region Healthcare



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Breastfeeding Friendly Recognition Programs

Objectives

- Purpose of the recognition programs
- Goals of breastfeeding support
- Reasons to be breastfeeding friendly
- Scope of program
- How to apply

Purpose of Recognition Programs

- Support breastfeeding as the cultural norm
- Increase support for new mothers and families in many places
- Make it simpler for women to breastfeed and continue after they return to work
- Recognize the importance of organizational support

Goals of Recognition Programs

- Recognize organizations for their support of breastfeeding
- Increase the number of organizations who support breastfeeding moms and families
- Increase rates of initiation, duration and exclusivity of breastfeeding in Minnesota

Workplace Recognition Program

- Started in fall of 2014
- Four S.T.E.P. process
- Simple on line application process

Benefits to Employers

Bottom line benefits for employers:

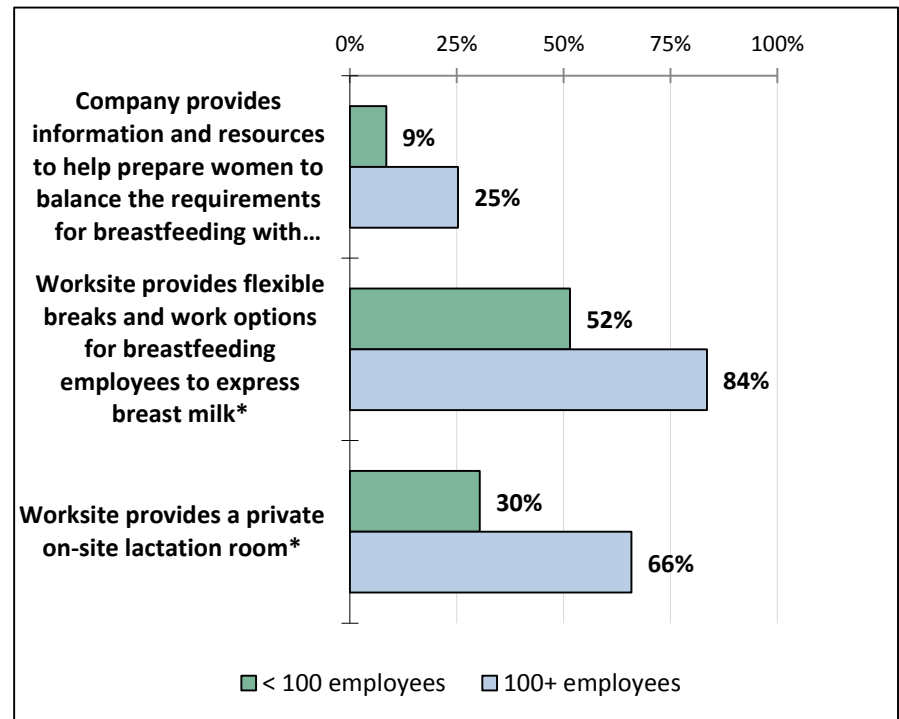
3:1 return on investment

- Employees miss work less often
- Lowers health care costs
- Reduces employee turnover rates
- Improve productivity and loyalty
- Positive public relations

2012 Minnesota Worksite Survey Data

12.5% of employers statewide have a written breastfeeding policy

Breastfeeding practices in place by worksite size





Wage and Hour Division



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[DOL Home](#) > [WHD](#) > [Break Time for Nursing Mothers](#) > [Section 7\(r\)](#)

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- [News Room](#)
- [About WHD](#)
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Wage and Hour Division (WHD)

Section 7(r) of the Fair Labor Standards Act – Break Time for Nursing Mothers Provision

Effective March 23, 2010, the Patient Protection and Affordable Care Act amended the FLSA to require employers to provide a nursing mother reasonable break time to express breast milk after the birth of her child. The amendment also requires that employers provide a place for an employee to express breast milk.

Section 7 of the Fair Labor Standards Act of 1938 (29 U.S.C. 207) is amended by adding at the end the following:

- (r)(1) An employer shall provide—
 - A. a reasonable break time for an employee to express breast milk for her nursing child for 1 year after the child's birth each time such employee has need to express the milk; and
 - B. a place, other than a bathroom, that is shielded from view and free from intrusion from coworkers and the public, which may be used by an employee to express breast milk.
- (2) An employer shall not be required to compensate an employee receiving reasonable break time under paragraph (1) for any work time spent for such purpose.
- (3) An employer that employs less than 50 employees shall not be subject to the requirements of this subsection, if such requirements would impose an undue hardship by causing the employer significant difficulty or expense when considered in relation to the size, financial resources, nature, or structure of the employer's business.
- (4) Nothing in this subsection shall preempt a State law that provides greater protections to employees than the protections provided for under this subsection.

THE OFFICE OF THE REVISOR OF STATUTES

Retrieve by number

Statutes



Statutes

Laws

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Search Law by Keyword



2014 Minnesota Statutes > LABOR, INDUSTRY > Chapter 181 > Section 181.939

◀ 181.938

181.940 ▶

2014 Minnesota Statutes

Pdf [Authenticate](#)

181.939 NURSING MOTHERS.

(a) An employer must provide reasonable unpaid break time each day to an employee who needs to express breast milk for her infant child. The break time must, if possible, run concurrently with any break time already provided to the employee. An employer is not required to provide break time under this section if to do so would unduly disrupt the operations of the employer.

(b) The employer must make reasonable efforts to provide a room or other location, in close proximity to the work area, other than a bathroom or a toilet stall, that is shielded from view and free from intrusion from coworkers and the public and that includes access to an electrical outlet, where the employee can express her milk in privacy. The employer would be held harmless if reasonable effort has been made.

(c) For the purposes of this section, "employer" means a person or entity that employs one or more employees and includes the state and its political subdivisions.

(d) An employer may not retaliate against an employee for asserting rights or remedies under this section.

History: 1998 c 369 s 1; 2014 c 239 art 4 s 3

Resources

[Search Minnesota Statutes](#)

[About Minnesota Statutes](#)

[2014 Statutes New,
Amended or Repealed](#)

[2014 Statutes Topics
\(Index\)](#)

[Chapter 181](#)

[Table of Sections](#)

[Full Chapter Text](#)

[Section 181.939](#)

Minnesota State Statute

2013 language:

- May not be a toilet stall
- Privacy not defined

2014 language:

- May not be a toilet stall or bathroom
- Shielded from view of co-workers and the public
- Include an electric outlet

Rights

- Employer may not retaliate against an employee seeking remedy



Breastfeeding Friendly Recognition

Launch in fall of 2014

- Worksites
- Health Departments



**Breastfeeding
Friendly**



Recognized



Breastfeeding

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[FAQ for Moms](#)

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[What's Happening in MN](#)

Related topics

[WIC Breastfeeding Support](#)

[SHIP](#)

[Statewide Health Improvement Initiatives](#)

[Early Childhood](#)

Breastfeeding Friendly Workplace

As employers support new mothers, it's important to recognize workplace leaders who see the value to their businesses, their employees and the community.

- ▶ [Breastfeeding Information for Employers](#)
- ▶ [Employer resources](#)

NEW! Become a Breastfeeding Friendly Workplace

The Minnesota Department of Health recognizes workplaces that have demonstrated their commitment to supporting breastfeeding mothers by creating a workplace lactation support program.

Benefits

- ▶ Acknowledges your workplace's commitment to supporting healthy families
- ▶ Allows you to reap the business benefits of supporting nursing mothers
- ▶ Provides an opportunity to promote your business to the community

Workplaces that fulfill the criteria for the Breastfeeding Friendly Workplace recognition will receive a printable electronic certificate, a digital logo for use on webpages or printed material, a sample media release and internal newsletter template. "Breastfeeding Friendly Recognized" window clings will be available for order. Workplaces that have demonstrated exceptional commitment to supporting and accommodating breastfeeding employees may be featured on the Minnesota Department of Health website.



How to be recognized as Breastfeeding Friendly



Are you **eligible** for WIC?

[Find out](#)



Be recognized as **Breastfeeding Friendly**

Information is important, but new mothers need support from many circles. Health care, childcare professionals, employers and health departments around the state are working to make breastfeeding the norm. Find out how you can help:

- Maternity centers
- Childcare
- Workplaces
- Health departments

Mothers

Find out which maternity centers, childcare, employers, and health departments are recognized as Breastfeeding Friendly



Role of Employers

Think: S.T.E.P.



Support: From supervisors, colleagues and the employer

Time: Leave after birth & flexible scheduling to accommodate lactation breaks during work time

Education: Benefits of breastfeeding & the worksite policy for mothers, fathers & supervisors

Place: Private space to express milk

Application Process

1. Go to the MDH [Breastfeeding webpage](#)
2. Complete application
3. Submit documents by February and August deadline dates
4. Once approved, receive certificate and posters, window clings

Support

Time

Education

Place

Recognized Workplaces Receive

- Certificate of Recognition
- Location pinned on MDH map
- Window clings
- Posters

Supporting Working Women

Recognized as Breastfeeding Friendly

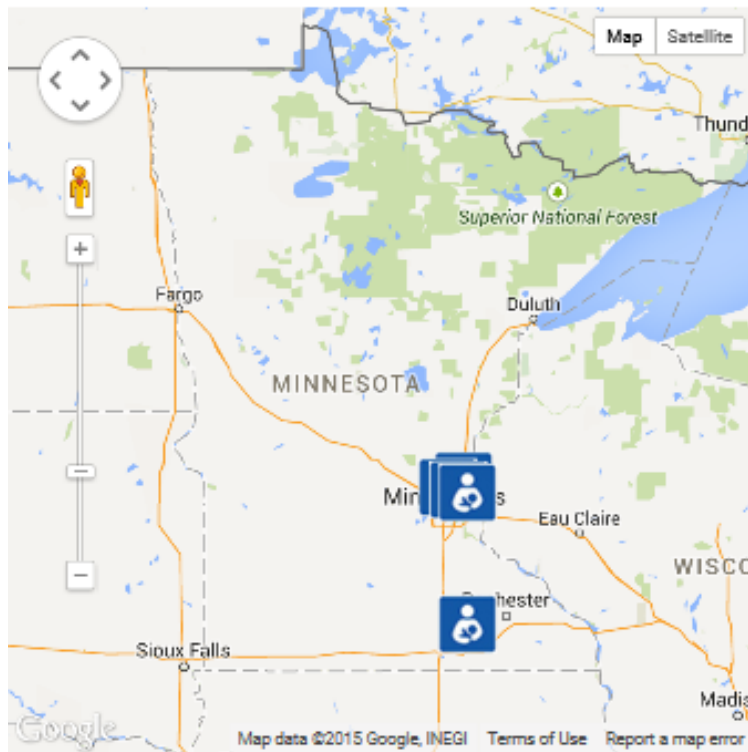


Minnesota
Department of Health



Breastfeeding Website

Interactive Map



Window Clings



<http://www.health.state.mn.us/divs/oshii/bf/recognition.html>

