

DNPAO State Program Highlights

Support for Breastfeeding in the Workplace



State-Based Programs

The Nutrition, Physical Activity, and Obesity Program (NPAO) is a cooperative agreement between the CDC's Division of Nutrition, Physical Activity and Obesity (DNPAO) and 25 state health departments. The program goal is to prevent and control obesity and other chronic diseases through healthful eating and physical activity.

DNPAO Target Areas

The state programs develop strategies to leverage resources and coordinate statewide efforts with multiple partners to address all of the following DNPAO principal target areas:

- Increase physical activity
- Increase the consumption of fruits and vegetables
- Decrease the consumption of sugar sweetened beverages
- **Increase breastfeeding initiation, duration, and exclusivity**
- Reduce the consumption of high energy dense foods
- Decrease television viewing

Strategies Related to Breastfeeding

DNPAO developed six guidance documents to provide assistance and direction regarding each of the principal target areas. The guidance document developed to address breastfeeding includes the following strategies:

- Maternity care practices
- **Support for breastfeeding in the workplace**
- Peer support
- Educating mothers
- Professional support
- Media and social marketing

Support for Breastfeeding in the Workplace

Support for breastfeeding in the workplace includes several types of employee benefits and services including writing corporate policies to support breastfeeding women; teaching employees about breastfeeding; providing designated private space for breastfeeding or expressing milk; allowing flexible scheduling to support milk expression during work; giving mothers options for returning to work, such as teleworking, part-time work, and extended maternity leave; providing onsite or near-site child care; providing high-quality breast pumps and refrigerated storage; and offering or referring professional lactation management services and support.

State Activities Supporting Breastfeeding in the Workplace

Massachusetts

Working on Wellness Initiative

The Massachusetts Department of Public Health developed the Worksite Wellness Program Toolkit to provide guidance and tools for planning a worksite wellness program. The toolkit includes information and resources that can assist worksites in supporting employees to engage in healthy behaviors.

In addition to other public health topic areas, the toolkit dedicates a section to lactation support policies, programs, and resources. This section describes the benefits of breastfeeding infants, mothers, and employers, which include health care cost savings, reduced absenteeism, and improved employee morale and retention.

The toolkit also offers a list of suggested policies for worksites to consider:

- Develop a written policy describing the employer's lactation support program and prohibit harassment and

discrimination against breastfeeding employees.

- Allow sufficient maternity leave (at least six weeks) for mothers to establish breastfeeding.
- Provide flexible work arrangements for mothers returning to work, such as part-time work, job sharing, flextime, compressed work week, telecommuting or a phase-back to full-time work load over several weeks or months.
- Encourage sufficient break time to breastfeed or express breast milk at work, allowing at least two 20-30 minute breaks (one morning and one afternoon) during an 8-hour shift.

Since the development of the toolkit, 12 worksites were recruited to participate as pilot sites in implementing the Worksite Wellness Program Toolkit. These sites were trained and provided technical assistance on establishing a worksite wellness program.

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www.mass.gov/massinmotion/
http://www.mass.gov/Eeohhs2/docs/dph/mass_in_motion/worksite_toolkit.pdf

New York

Adapting and Implementing a One-Day Training for The Business Case for Breastfeeding

The Business Case for Breastfeeding is a national initiative sponsored by the U.S. Department of Health and Human Services (HHS), Health Resources and Services Administration's Maternal and Child Health Bureau, and the HHS Office on Women's Health. The program offers tools to help employers provide worksite lactation support and privacy for breastfeeding mothers, as well as



guidance to employees on combining breastfeeding and work.

Using the national Business Case for Breastfeeding program, the New York State Department of Health Obesity Prevention, the Healthy Start Program, and the New York State Breastfeeding Coalition adapted a day-long training on breastfeeding to equip professionals in businesses and public health agencies to implement or expand a lactation support program in their business or organization.

In 2009, nine trainings were delivered across the state and as a result, more than 300 professionals were trained and expected to recruit and assist at least one employer to implement a lactation support program. In addition to these training efforts, tools are being developed for employers and employees including the Return to Work Toolkit, a resource tailored for low-income breastfeeding mothers making the transition back to work. Future plans for the program include a multiphase evaluation of training participants to assess program activities and factors associated with successful worksite implementation.

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Rhode Island

The Rhode Island Breastfeeding Friendly Workplace Award

The Rhode Island Department of Health and the Rhode Island Breastfeeding Coalition developed the Breastfeeding Friendly Workplace Award to publicly recognize organizations that accommodate and support the needs of their breastfeeding employees. The annual award process begins with the distribution of a questionnaire to Rhode Island employers to assess their policies, facilities, and resources for breastfeeding employees and clients. Employers have the optional opportunity to complete the questionnaire to be eligible for recognition at the bronze, silver, or gold level. The employer questionnaires are then reviewed and follow-up site visits are conducted by a corporate lactation specialist to determine the level of the award based

on the number of demonstrated breastfeeding strategies. The award presentations are coordinated with World Breastfeeding Week to improve local and statewide publicity.

As a result of these efforts, 18 organizations have received these awards, including various nonprofit organizations and universities.

The Business Case for Breastfeeding

In 2008, the Rhode Island Breastfeeding Coalition received training and funding to implement The Business Case for Breastfeeding, a comprehensive program designed to educate employers about the value of supporting breastfeeding employees in the workplace. Since then, the Coalition has partnered with the Rhode Island Department of Health to promote The Business Case for Breastfeeding to multiple community partners and businesses and to provide technical assistance to workplaces attempting to better accommodate breastfeeding employees. Rhode Island has obtained additional funding to continue these efforts for four more years.

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South Carolina

Breastfeeding Support in the Workplace: Providing the Best Start to Eating Smart

Through support of Eat Smart, Move More South Carolina, a statewide partnership that includes the South Carolina Division of Nutrition, Physical Activity, and Obesity; the South Carolina Breastfeeding Coalition; and other stakeholders across the state; mini-grants were provided to several businesses and institutions to establish lactation support programs. In 2009, Lander University, Piedmont Medical Hospital, and Palmetto Baptist Easley Hospital were the first three institutions to receive workplace pilot grants for lactation support. Each workplace has since established a private area for

employees to breastfeed or pump and successfully adopted a written breastfeeding policy designed to encourage breastfeeding among employees returning to work.

In addition to these efforts, Eat Smart, Move More South Carolina also awarded the University of South Carolina a seed grant for establishing a lactation support program. This funding helped establish lactation rooms in several buildings on campus, breastfeeding education classes led by a certified lactation consultant, the development of a peer mentoring support email listserv, and a lending library with books on breastfeeding, nutrition, and balancing motherhood and work. The lactation support program has been well-received by University of South Carolina faculty members, staff, and students, with over 100 people participating in the breastfeeding classes. In addition, the lending library has averaged 10 requests per month, posts and responses to the breastfeeding listserv have been made daily, and the new lactation rooms have been frequently used.

The Business Case for Breastfeeding

In 2009, South Carolina was 1 of 10 states to receive funding to implement The Business Case for Breastfeeding program, a national initiative to foster breastfeeding friendly work environments. In addition to these implementation funds, Eat Smart, Move More South Carolina provided funding to increase outreach and training to local businesses and to distribute mini-grants to 10 workplaces to implement The Business Case for Breastfeeding program.

Other related breastfeeding efforts include the development of a database to monitor businesses within the state that currently support breastfeeding in the workplace. Additionally, the South Carolina Mother Friendly Recognition Program was established to create a formal process for recognizing support of breastfeeding in the workplace. Finally, the South Carolina Breastfeeding Coalition is working with the Best Companies Group, an organization dedicated to finding and recognizing South Carolina's best employers, to add breastfeeding support criteria to their company assessments.

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Texas

Mother-Friendly Workplace Policy Initiative

In 1995, the Texas Department of State Health Services (DSHS) was legislatively assigned to establish the Texas Mother-Friendly Worksite Program. The program designates Texas businesses as mother-friendly if they voluntarily have a written policy to support employed mothers by (1) having flexible work schedules to provide time for expression of milk; (2) providing access to a private location for expression of milk; (3) providing access to a nearby clean and safe water source and a sink for washing hands and rinsing out any breast-pump equipment; and (4) providing access to hygienic storage alternatives for the mother to store her breast milk. Since the program began, over 250 Texas businesses have been recognized as Texas Mother-Friendly Worksites. In addition, improved support for breastfeeding mothers was identified as a priority objective in both the state's strategic obesity prevention plan and in the Building Healthy Texans Statewide Agency Wellness Program, which provides stronger infrastructure for both breastfeeding support and wellness across DSHS programs and the state.

The success of the Texas Mother-Friendly Worksite Program prompted the launch of the Texas Mother-Friendly Worksite Policy Initiative, which facilitates the development and implementation of worksite policies that support breastfeeding statewide. The initiative builds upon the Texas Mother-Friendly Worksite Program by providing training, technical assistance, educational materials, and additional best-practice resources for developing Mother-Friendly Worksites in state agencies and other employment settings across the state.

DSHS will also fund targeted state agencies to implement Mother-Friendly Worksite policies and to provide the appropriate tools, strategies, and equipment to increase breastfeeding support in the workplace. This initiative

will include a social marketing campaign to disseminate breastfeeding support strategies to a broad variety of employment sectors.

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West Virginia

Business Case for Breastfeeding Project

In 2009, West Virginia received a national Business Case for Breastfeeding grant to train breastfeeding professionals on how to encourage and assist businesses to build workplace support for breastfeeding employees. In September, 46 professionals completed a 2-day statewide training event in which they were able to discuss the benefits of breastfeeding for businesses.

As a result of the training, participants from the training approached more than 20 businesses, and close to half of those businesses contacted made additional accommodations to incorporate policies that address breastfeeding in the workplace.

Future plans for this initiative include an event in August 2010 to recognize employers supportive of breastfeeding. In addition, the West Virginia Bureau of Public Health is in the preliminary phases of developing statewide mini-grants program for employers to assist with the necessary accommodations for breastfeeding employees.

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Wisconsin

Ten Steps to Breastfeeding Friendly Health Departments

The Ten Steps to Breastfeeding Friendly Health Departments Initiative was developed to assist local health departments, agencies, and tribal clinics in their efforts to protect, promote, and support breastfeeding in their communities and to attain the "Breastfeeding Friendly" designation.

Health agencies that intend to achieve "Breastfeeding Friendly" status through the Wisconsin Department of Health Services are provided resources, which include specific information and tools about the 10 steps required to receive the "Breastfeeding Friendly" designation. Among these tools is a self-appraisal questionnaire that allows health agency staff to perform a quick analysis of the agency's current progress towards the 10 steps.

Since 2007, two local health departments completed the Breastfeeding-Friendly Health Department process, including the self-appraisal questionnaire, which contributed to their official "Breastfeeding Friendly" designation. Currently, over 30 local health departments are working towards this designation.

Ten Steps to Breastfeeding Friendly Child Care Centers

The Wisconsin Partnership for Activity and Nutrition Breastfeeding Committee, a team formed within the Division of Public Health's Nutrition, Physical Activity, and Obesity (NPAO) Program, recognized child care centers as an important venue to support breastfeeding mothers who are returning back to work. The Committee developed a resource toolkit that provides child care center employees and owners with accurate and consistent lactation support information to support breastfeeding families whose babies are in their care. The toolkit includes resources and tools to help child care centers to plan and implement an action plan to support breastfeeding mothers, including a self-appraisal questionnaire to review existing practices and assess a center's current compliance with the requirements for the Breastfeeding Friendly designation. In addition, child care center staff can earn continuing education units after reviewing the information in the toolkit.

Since the development of the toolkit, it has been published and distributed to 26 local breastfeeding coalitions in the state, 70 WIC breastfeeding coordinators, several state libraries, various conference attendees, and other NPAO Program partners.

The Business Case for Breastfeeding

In 2010, the Milwaukee Breastfeeding Coalition and the breastfeeding committee of the Wisconsin Partnership for Activity and Nutrition, a partnership sponsored by the Wisconsin Department of Health Services, received funding to implement The Business Case for Breastfeeding, a national initiative that provides training and tools necessary to work with businesses in offering worksite lactation programs. Two trainings were provided to local breastfeeding coalition members, WIC and public health personnel, and community partners to support businesses developing or enhancing worksite lactation programs.

Following the training, a “wiki” Web site, or shared workspace, was developed for trainees working with businesses to post information related to The Business Case for Breastfeeding. The purpose of this Web site is to share and utilize resources that are being developed, and input worksite activities related to breastfeeding in a database of local businesses. To date, over 30 businesses have been documented on the Web site's database.

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Need more information?

Visit the CDC DNPAO Web site to learn more information about our funded state programs:

<http://www.cdc.gov/obesity/stateprograms/index.html>