

**U. S. Department of Health and Human Services
Health Resources and Services Administration (HRSA)
Maternal and Child Health Bureau (MCHB)**

**A New HRSA Resource Kit to
Improve Lactation Support
in the Workplace**

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SACIM

Washington, DC

November 29, 2006

HRSA-Supported Breastfeeding Activities

- U.S. Breastfeeding Committee (USBC)
- Provider Support
- Hospital Support
- Work Site Support

Provider Support

- Academy of Breastfeeding Medicine
- AAP Breastfeeding Promotion in Physicians' Office Practices (BPPOP – Phase II)

Hospital Support

- Baby Friendly hospital project jointly funded by HHS Office on Women's Health, CDC, and HRSA/MCHB
 - Best Start Social Marketing, Healthy Children's Project, and Baby-Friendly USA to identify barriers to implementing the TEN Steps to Successful Breastfeeding

Worksite Support

- Employer Breastfeeding Tool Kit

- Webcasts

www.mchcom.com

<http://mchb.hrsa.gov/mchirc/dataspeak/>

- Activities to Raise Awareness Among MCH Stakeholders

Women at Work*

- In 2002, 63.5 million women in the U.S. were employed
 - 75% worked full time (FT)
 - 25% worked part time (PT)
- 62% of employed women were between 16 - 44 years of age
 - Employed women with children < 3 yrs
 - 2002 = 61%
 - 1977 = 34%

*2004 Women in the Labor Force: A Databook

Employment and Breastfeeding (BF)

- FT employment reduces BF duration by an average of 8 weeks (Fein & Roe, 1998)
- #1 influence on BF initiation & duration = employment (McLeod, 2002)
- African-American women are more likely to:
 - return to work full time
 - return to work sooner
 - have lower BF rates (Cricco-Lizza, 2002; Bronner, 1996)

Employment and Breastfeeding (cont'd)

- Higher BF initiation rates are associated with ≥ 6 weeks of maternity leave
- Only 20% of mothers are covered by the Family and Medical Leave Act of 1993
(Galtry, 1997)

Legislation and Breastfeeding (BF)

- Over 30 States have legislation concerning breastfeeding in public places
- Several States have expanded legislation regarding the workplace:
 - Provision of reasonable time
 - Provision of private accommodations for milk expression (CRS Report for Congress, July 23, 2003)

The Good News About Work and BF

- Breastfeeding mothers are half as likely to miss a day of work for a sick child compared to mothers of formula feeding infants
(Cohen, Mrtek & Mrtek, 1995)
- Healthcare costs and insurance claims are significantly lower for breastfed infants

Breastfeeding and Health Care Expenditures

- For every 1,000 babies not breastfed:
 - 2,033 excess physician visits
 - 212 excess hospitalization days
 - 609 excess prescriptions for ear, respiratory, and gastrointestinal infections
(Ball & Wright, 1999)

Workplace Success Stories

- Annual savings attributed to BF by CIGNA:
 - \$240,000 in healthcare expenses
 - 62% fewer prescriptions
 - \$60,000 saved in reduced absenteeism rates
(Dickson, Hawkes, Slusser, Lange, Cohen, & Slusser, 2000)
- Mutual of Omaha's lactation support program yields:
 - 83% employee retention rate vs 59% national average (Mutual of Omaha, 2001)

HRSA Work Site Support

The Business Case for Breastfeeding (in process)

Resource Kit for:

- employers
- human resource managers
- lactation consultants
- employees

Project Goals

- Increase awareness among employers of the economic benefits of breastfeeding
- Outline manageable, flexible, models for implementing or enhancing a worksite breastfeeding support program
- Increase number of U. S. employers that utilize a worksite breastfeeding support program

Project Methods

- Review of the literature
- Interviews with public/private sector employers
- Strategy formation session with BF and employment experts
- Additional concept feedback from public health professionals

Proposed Resource Kit Components

- **An outreach & marketing guide for advocates**
- **Return on investment & other key considerations for employers**
- **General steps to building a lactation support program for workplace managers**
- **Template documents**
- **An employees' guide to breastfeeding & working**

The BUSINESS CASE for BREASTFEEDING

Helps the growing & professional health workforce

THE BUSINESS CASE FOR BREASTFEEDING

BREASTING & LACTATION SUPPORT PROGRAM

WORKING WITH YOUR HR

IMPROVING CARE & PATIENT SATISFACTION

BREASTFEEDING MARKETING GUIDE



LEARNING OBJECTIVES

U.S. Department of Health and Human Services



Health Resources and Services Administration



ABSTRACT

BREASTFEEDING IS AN ESTABLISHED HEALTH PRIORITY FOR THE UNITED STATES, WITH HEALTHY PEOPLE 2010 GOALS OF 75% INITIATION AT HOSPITAL DISCHARGE, 54% DURATION AT 6 MONTHS, AND 25% DURATION AT 12 MONTHS.

NUMEROUS RESEARCH STUDIES HAVE SHOWN THAT RETURNING TO WORK OR SCHOOL IS A SIGNIFICANT BARRIER TO SUCCESSFULLY SUSTAINING BREASTFEEDING AMONG WOMEN TODAY. IN ADDITION, STUDIES HAVE VALIDATED THAT RATES ARE MUCH LOWER WHEN BREASTFEEDING WOMEN LACK THE SUPPORT OF THEIR EMPLOYER AND A POSITIVE WORK ENVIRONMENT THAT ENCOURAGES MILK DEPRESSION. TO ADDRESS THIS ISSUE, HRSA'S MATERNAL AND CHILD HEALTH BUREAU IS COLLABORATING WITH BEST START SOCIAL INITIATIVES TO LAUNCH A NEW PROJECT "USING LOVING SUPPORT TO DEVELOP A BREASTFEEDING-FRIENDLY WORKSITE SUPPORT KIT" BASED ON FINDINGS FROM A COMPREHENSIVE LITERATURE REVIEW AND INTERVIEWS WITH COMPANIES PROVIDING MATERNAL SUPPORT PROGRAMS. A SEVENTHY FIFTH OF KNOWLEDGEABLE WORKERS IDENTIFIED KEY COMPONENTS TO ADDRESS EMPLOYER INFORMATION AND RESOURCE NEEDS AND CHALLENGING BARRIERS TO IMPLEMENTING SUCH A PROGRAM. THE INFORMATION INFORMED THE CONTENT OF A NEW EMPLOYER RESOURCE KIT TITLED **THE BUSINESS CASE FOR BREASTFEEDING**.

USING *Loving Support*[®] TO DEVELOP A BREASTFEEDING-FRIENDLY WORKSITE SUPPORT KIT

HRSA'S MATERNAL AND CHILD HEALTH BUREAU AND BEST START SOCIAL INITIATIVES

THE BUSINESS CASE FOR BREASTFEEDING

A *Worksite Support Kit* is being developed to address the issues identified in the research. The kit will be available nationally, and includes:

OUTREACH MARKETING GUIDE

A self-guided "how to" training for health professionals, community educators, and breastfeeding advocates who wish to outreach employees in their community. The guide includes successful strategies, references, template resources, and a PowerPoint presentation for educating business groups and managers.

THE BUSINESS CASE FOR BREASTFEEDING

A guide for employers highlighting bottom-line outcomes for providing a supportive environment for breastfeeding employees.

BUILDING THE LACTATION SUPPORT PROGRAM

A practical, step-by-step approach to setting up an employer lactation support program.

TOOL KIT

An implementation guide containing a CD-ROM with reproducible resources that can be tailored to the company's needs.

POSTERS

A professional tool to encourage a supportive environment for breastfeeding employees in the workplace.

DISCUSSION

The content of the brochure, employer alertness, and consultation with experts on breastfeeding and employee issues delivered the theme message to information specifically relevant to meet the information needs of employers regarding workplace lactation support programs. The *Business Case for Breastfeeding* was designed to meet these needs. This brochure program can be placed on an information table and other outreach initiatives that support employer-based breastfeeding education programs on the use of this resource kit.

REFERENCES

Best Start Social Initiatives. (2004). Personal communication with business providing lactation support programs for breastfeeding employees.

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Worksite Support Kit is a HRSA-funded project of HRSA's Maternal and Child Health Bureau.

FOR MORE INFORMATION, CONTACT:
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**MATERIALS WILL BE
AVAILABLE IN SPRING 2005!**



PROJECT GOALS

- Increase awareness of the economic benefits of breastfeeding among employers
- Demonstrate a successful, feasible, model for lengthening worksite breastfeeding support programs and
- Increase the number of United States employees that implement worksite breastfeeding support programs.

PROJECT COMPONENTS

- Comprehensive review of the literature
- Consensus with public and private sector employees with corporate lactation programs
- Develop feasible models with specific knowledgeable about breastfeeding and employment outcomes and
- Development of a *Worksite Support Kit* based on data collected in the research planning phase.

RESEARCH FINDINGS

EMPLOYERS' ATTITUDES FOR EMPLOY

- Women employees decrease due to hospitalized illnesses, and
 - Screen lactation costs.
- COMPANIES LACTATION PROGRAMS TO MEET THE COMPANY GOAL
- Screen lactation costs
 - Reduce employee turnover, absenteeism and substitution costs and
 - Increase productivity and safety among employees.

EMPLOYERS' ATTITUDES FOR EMPLOYERS' ATTITUDES FOR EMPLOY

- Lack of flexibility in the workplace for pregnant women
- Lack of private accommodations to pregnant women
- Lack of a prenatal care with supply due to transportation from lactation and
- Consensus over lack of support from employer and colleagues.

EMPLOYERS' ATTITUDES FOR EMPLOYERS' ATTITUDES FOR EMPLOY

- Reduce stress to pregnant women
- Adequate lactation for pregnant women
- Supportive employer and management policies and
- Access to a quality breast pump and a place to store milk.

EMPLOYERS' ATTITUDES FOR EMPLOYERS' ATTITUDES FOR EMPLOY

- Lack of knowledge among employees of the value of providing a breastfeeding-friendly workplace
- Lack of knowledge among employees about workplace lactation needs of breastfeeding employees
- Screen lactation support costs
- Consensus over lack of support to pregnant women and
- Lack of meaningful support.

Contact Information

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