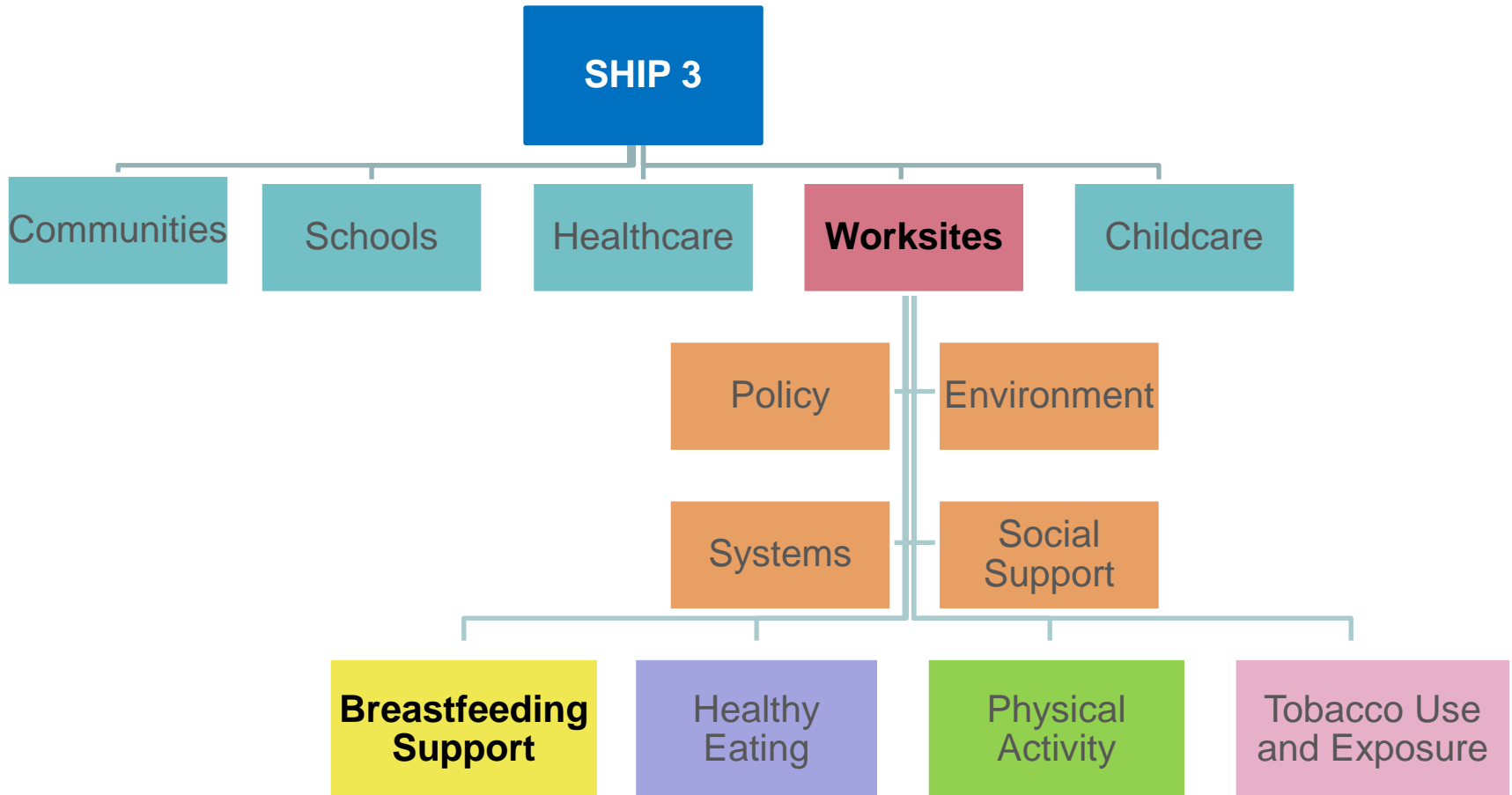


SHIP 3 Workplace Breastfeeding Support Update

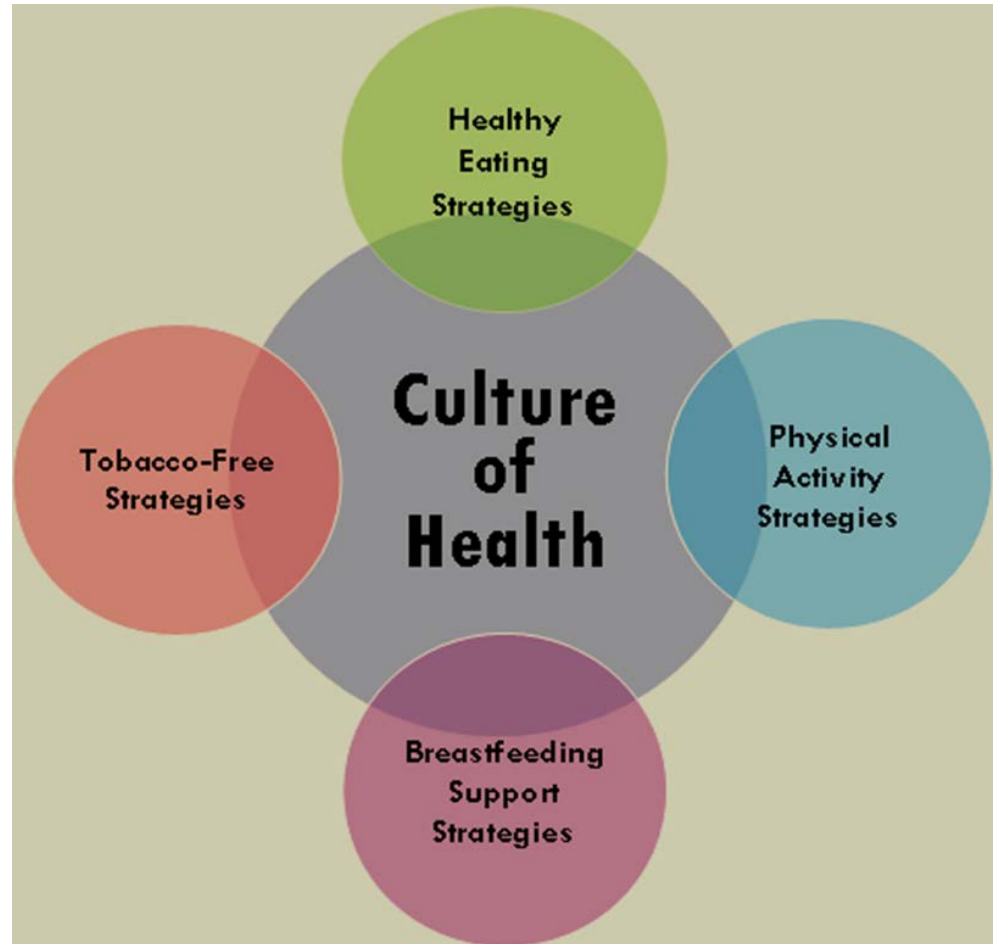
**MBC Annual Meeting
September 29, 2014**

SHIP 3 Worksites



Workplace Wellness Strategy Structure

SHIP workplace model includes developing infrastructure to include health as an organizational priority



Breastfeeding Support



Lactation room : locks from inside, table, breast pump provided, electrical outlet, clean, near water source, place to store milk



Breastfeeding support policy that includes lactation room, FMLA leave and management role in supporting new mom's



Training for management staff is developed and implemented



Ongoing nursing mother's support group

Grantee Update

- **38 grantees** in implementation phase
- **17 began** implementation in June 2014
- Worksite setting is required
- Grantees working with some partners as dual settings (same schools and worksites)
- **27 worksites** are currently working on breastfeeding strategy

New Resources



United States Breastfeeding
COMMITTEE
PROTECTING • PROMOTING • SUPPORTING

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Federal Resources for Supporting Nursing Moms at Work

Resources for Supporting Nursing Moms at Work

The HHS Office on Women's Health Online Resource

The U.S. Department of Health and Human Services, Office on Women's Health, has launched an [online searchable resource](#) to support employers of nursing women at work. The resource, *Supporting Nursing Moms at Work: Employer Solutions*, can be searched by either "industry" sector or "solution" type, and features solutions for more than 200 businesses in 29 states, representing all major industry sectors. The site also includes videos and hundreds of photos.

Presentation Platform

An additional resource developed by Every Mother, Inc. and Aspire Communications assists breastfeeding coalitions and educators with advocacy and outreach to employers.

This platform complements the OWH website and is based on the original HRSA Maternal and Child Health Bureau curriculum: *Implementing The Business Case for Breastfeeding in Your Community*. It includes current information and resources for worksite lactation support, as well as photos and videos from the OWH resource. The new comprehensive curriculum is a highly visual presentation platform with a sophisticated network of hyperlinks. This system provides flexible navigation that enables presenter access to whatever content may be needed in any given teaching situation. We strongly recommend viewing the recorded training webcast to learn more about using the curriculum in your community.

Let's Get Started: Video Tutorials

The platform is a large file that can take 1-3 hours or more to download. Follow the simple steps in the short video tutorials below to be sure you are downloading and using the resources correctly. The tutorials walk you through the process.



Additional Resources

Workplace solutions

Office of Women's Health website:

<http://www.womenshealth.gov/breastfeeding/employer-solutions/index.php>

Federal and State laws

National Conference of State Legislators:

<http://www.ncsl.org/research/health/breastfeeding-state-laws.aspx>

For research and data

CDC website: <http://www.cdc.gov/breastfeeding/>

Facts Sheets and Policy Resources

Public Health Law Center:

<http://www.publichealthlawcenter.org/topics/healthy-eating/breastfeeding/resources>

Minnesota Department of Health

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

Updated Breastfeeding Webpages

Breastfeeding

[Home](#)

[About](#)

[Breastfeeding your Baby](#)

[FAQ for Moms](#)

[Information for Professionals](#)

[Breastfeeding Friendly](#)

[What's Happening in MN](#)

Related topics

[WIC Breastfeeding Support](#)

[Statewide Health Improvement Initiatives](#)

[Nutrition](#)

[Early Childhood](#)

Breastfeeding Information for Employers

Supporting breastfeeding mothers is not only the right thing to do, it helps businesses save money and retain employees.

Story: The Business Case for Breastfeeding

... In March 2012, Ecumen joined the worksite wellness collaboration sponsored by Partnership4Health, the area SHIP collaborative, and led by Blue Cross Blue Shield of Minnesota. It was there that Leslie Anderson, Certified Lactation Counselor for Partnership4Health shared about the Business Case for Breastfeeding. This sparked a renewed interest for Ecumen... [More The Business Case for Breastfeeding](#) (PDF 444KB/1pg)




Supporting Breastfeeding in the Workplace

Women with children are the fastest-growing segment of the U.S. work force. In 2013, more than half of mothers with infants under a year old participated in the work force. Women who return to work often find it challenging to meet their breastfeeding goals. Workplace support for breastfeeding is a critical piece of the national effort to extend the time mothers breastfeed and increase exclusive breastfeeding.

Why Should My Workplace Support Breastfeeding Women?

Supporting breastfeeding women in the workplace has bottom line benefits for employers. In fact, businesses that implement lactation support programs often see a return on investment of 3:1.

- ▶ Breastfeeding employees miss work less often
- ▶ Breastfeeding lowers health care costs
- ▶ Breastfeeding support in the workplace reduces turnover rates

 Share This

Are you eligible for WIC?

[Find out](#)



Be 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



 minnesota

MDH Breastfeeding Friendly Recognition Programs

Coming soon (early October)

- **Worksites**
- **Health Departments**
- **Childcare**
- **Maternity Centers**



Thank you!

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Worksite Wellness Planner

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