SHIP 3 Workplace
Breastfeeding Support Update

MBC Annual Meeting
September 29, 2014
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

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: 

Federal and State laws
National Conference of State Legislators: 

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
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 her idea 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. workforce. In 2013, more than half of mothers with infants under age one participated in the workforce. 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
MDH Breastfeeding Friendly Recognition Programs

Coming soon (early October)
• Worksites
• Health Departments
• Childcare
• Maternity Centers
Thank you!

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