

# The BUSINESS CASE for BREASTFEEDING

STEPS FOR CREATING A BREASTFEEDING FRIENDLY WORKSITE

OUTREACH MARKETING RESOURCES



# Outreach Marketing Guide

## Reproducible Resources

The *Outreach Marketing Guide* contains both electronic and hard copies of reproducible resources that can assist with employer outreach in the community.

- **PowerPoint presentation:** *The Business Case for Breastfeeding*
- **Template promotional letters**
- **Legislative language**
- **Lesson plans for prenatal and postpartum worksite classes**

# Promotional Letter to Employers

*[Send on appropriate letterhead under the signature of your State Health Commissioner or other respected individual in your state or community.]*

Dear [*name of state or city*] Employer,

I am inviting all [*name of state or city*] employers to participate in an important worksite initiative that can be a win-win for both your company and your employees: establishing a worksite lactation support program as part of your company's health benefit program.

## **Supporting breastfeeding employees is good for business.**

Employers who provide a supportive environment to help women continue breastfeeding after childbirth enjoy many proven benefits that directly affect your bottom line. These include:

- Lower health care costs
- Lower turnover rates
- Lower absenteeism rates
- Higher employee productivity and morale
- Positive public relations in the community as a “family friendly” business

## **Supporting breastfeeding is good for employees and their families.**

When an employee returns from maternity leave, she wants to be a productive and profitable employee *and* a good mother. The American Academy of Pediatrics recommends that babies exclusively receive their mother's milk for the first six months, and continue breastfeeding for at least a year or more. Breastfed babies are healthier, and have fewer infections and illnesses. Mothers who breastfeed also experience significant health benefits, including lower risk of breast cancer. It's no wonder that 70 percent of new mothers today choose to breastfeed. Yet many of these mothers are concerned that returning to work will be an obstacle to continuing to breastfeed.

**Providing a lactation support program involves little investment of time and resources**

Because the needs of breastfeeding employees are simple, a lactation support program can be implemented inexpensively. These four simple components can make a world of difference:

1. A private place for employees to be able to express milk in privacy during the work period
2. A flexible schedule to express milk two or three times a day (primarily using allotted breaks)
3. Information on how to combine employment with breastfeeding
4. Supportive supervisors and staff

We invite your company to join the hundreds of breastfeeding-friendly companies across the United States that have implemented lactation support programs and experienced bottom-line benefits. A representative from [name of organization] will be contacting you soon to share more information about how you can become a breastfeeding-friendly business, and to share a copy of *The Business Case for Breastfeeding*, a new turnkey program kit produced by the U.S. Department of Health and Human Services, Health Resources and Services Administration.

In the meantime, I encourage you to institute breastfeeding-friendly policies in your workplace, and to seek ways to provide verbal and practical support. It's an investment that will multiply for years to come in better health for children of our city/state!

Sincerely,

[Name of Health Commissioner or other official]  
[Title]

SAMPLE

# Letter from Employee's Physician to Employer

[Adapted with permission from the Texas Mother-Friendly Worksite Program]

Dear Employer:

I am writing on behalf of \_\_\_\_\_ and \_\_\_\_\_.  
Mother's NameBaby's Name

This mother will soon be returning to work at your facility. I have strongly advised her to continue providing breastmilk to her baby after she returns to work.

The American Academy of Pediatrics recommends that mothers give their babies nothing but breastmilk for the first 6 months of life, and continue giving breast milk for at least 1 year or longer. The evidence overwhelmingly shows that the powerful boost to an infant's immune system through breastfeeding helps lower the baby's risk of many common childhood infections and diseases. This is especially important for working mothers whose infants are in childcare centers, where babies are at greater risk for illness. Research also shows that the longer a woman is able to breastfeed, the more she reduces *her* risk of diseases such as breast cancer and osteoporosis.

As an employer who supports your employee's decision to provide her baby with the optimal infant nutrition, you will ensure a more loyal and productive employee, happy in the knowledge that she can contribute to her child's health even when she is at work. She will have less absenteeism from her job because both she and her baby will be healthier. Research shows that providing support also benefits companies with lower health care costs.

There are several key ways you can provide support to her:

- Let her know you are proud of her for making the decision to breastfeed
- Give her a safe, clean area where she can express milk in privacy
- Encourage supervisors to work with her so she can use her usual breaks and lunch period to express milk

If you have any questions, please contact our office. We can put you in touch with local resources who can share more information on supporting breastfeeding employees.

Sincerely,

\_\_\_\_\_  
*Physician*

\_\_\_\_\_  
*Date*

SAMPLE

# Legislative Language

The following examples are illustrations of legislative language enacted by various states to improve support for working women, including legislation related to both employers and childcare providers. For complete information and language related to a host of other breastfeeding-related issues, visit the La Leche League International Web site at: [www.lalecheleague.org/Law/LawBills.html/](http://www.lalecheleague.org/Law/LawBills.html/) or at the National Conference of State Legislatures at: [www.ncsl.org/programs/health/breast50.htm/](http://www.ncsl.org/programs/health/breast50.htm/).

## California

### **Cal. Lab. Code §1030, 1031, 1032, 1033 (2001)**

*2001 Cal ALS 821; 2001 Cal AB 1025; Stats 2001 ch 821,*

1030. Every employer, including the State and any political subdivision, shall provide a reasonable amount of break time to accommodate an employee desiring to express breast milk for the employee's infant child. The break time shall, if possible, run concurrently with any break time already provided to the employee. Break time for an employee that does not run concurrently with the rest time authorized for the employee by the applicable wage order of the Industrial Welfare Commission shall be unpaid.

1031. The employer shall make reasonable efforts to provide the employee with the use of a room or other location, other than a toilet stall, in close proximity to the employee's work area, for the employee to express milk in private. The room or location may include the place where the employee normally works if it otherwise meets the requirements of this section.

1032. An employer is not required to provide break time under this chapter if to do so would seriously disrupt the operations of the employer.

1033. (a) An employer who violates any provision of this chapter shall be subject to a civil penalty in the amount of one hundred dollars (\$100) for each violation.

(b) If, upon inspection or investigation, the Labor Commissioner determines that a violation of this chapter has occurred, the Labor Commissioner may issue a citation. The procedures for issuing, contesting, and enforcing judgments for citations or civil penalties issued by the Labor Commissioner for violations of this chapter shall be the same as those set forth in Section 1197.1.

(c) Notwithstanding any other provision of this code, violations of this chapter shall not be misdemeanors under this code.

## **Connecticut**

### **Conn. Gen. Stat. § 31-40w**

*2001 Ct. ALS 182; 2001 Ct. P.A. 182; 2001 Ct. HB 5656*

(a) Any employee may, at her discretion, express breast milk or breastfeed on site at her workplace during her meal or break period.

(b) An employer shall make reasonable efforts to provide a room or other location, in close proximity to the work area, other than a toilet stall, where the employee can express her milk in private.

(c) An employer shall not discriminate against, discipline or take any adverse employment action against any employee because such employee has elected to exercise her rights under subsection (a) of this section.

(d) As used in this section, "employer" means a person engaged in business who has one or more employees, including the State and any political subdivision of the State; "employee" means any person engaged in service to an employer in the business of the employer; "reasonable efforts" means any effort that would not impose an undue hardship on the operation of the employer's business; and "undue hardship" means any action that requires significant difficulty or expense when considered in relation to factors such as the size of the business, its financial resources and the nature and structure of its operation.

## **Hawaii**

### ***HRS § 378-2, HRS §378-10***

§378 – 10.2 Breastfeeding.

No employer shall prohibit an employee from expressing breastmilk during any meal period or other break period required by law to be provided by the employer or required by collective bargaining agreement.

§378-2 Discriminatory practices made unlawful; offenses defined.

It shall be an unlawful discriminatory practice: ...

(7) For any employer or labor organization to refuse to hire or employ, or to bar or discharge from employment, or withhold pay, demote or penalize a lactating employee because an employee breastfeeds or expresses milk at the workplace. For purposes of this paragraph, the term "breastfeeds" means the feeding of a child directly from the breast.

## **Illinois**

### **820 ILCS 260/1 et seq.**

*2001 ILL. ALS 68; 2001 Ill. Laws 68; 2001 ILL. P.A. 68; 2001 ILL. SB 542*

Sec. 1. Short title. This Act may be cited as the Nursing Mothers in the Workplace Act.

Section 10. Break time for nursing mothers.

An employer shall 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 employer's operations.

Section 15. Private place for nursing mothers.

An employer shall make reasonable efforts to provide a room or other location, in close proximity to the work area, other than a toilet stall, where an employee described in Section 10 can express her milk in privacy.

## **Minnesota**

### **Minn. Stat. § 181.939**

*1998 Minn. ALS 369; 1998 Minn. Chapter Law 369; 1997 Minn. S.F. No. 2751*

181.939 Nursing Mother

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.

The employer must make reasonable efforts to provide a room or other location, in close proximity to the work area, other than a toilet stall, where the employee can express her milk in privacy. The employer would be held harmless if reasonable effort has been made.



## **Mississippi**

**SECTION 11.** The Department of Health shall promulgate regulations to ensure that licensed child care facilities shall be required to comply with the following:

(a) Breast-feeding mothers, including employees, shall be provided a sanitary place that is not a toilet stall to breast-feed their children or express milk. This area shall provide an electrical outlet, comfortable chair, and nearby access to running water.

(b) A refrigerator will be made available for storage of expressed breast milk following guidelines from the American Academy of Pediatrics and Centers for Disease Control in ensuring that breast milk is properly treated to avoid waste. Universal precautions are not required in handling human milk.

(c) Staff shall be trained in the safe and proper storage and handling of human milk.

(d) Breast-feeding promotion information will be displayed in order to positively promote breast-feeding to the clients of the facility.

(e) Such other requirements as the Board of Health finds desirable or necessary to promote and protect breast-feeding.

**SECTION 12.** No employer shall prohibit an employee from expressing breast milk during any meal period or other break period provided by the employer.

## **Rhode Island**

### **R. I. Gen. Laws § 23-13.2-1 Workplace policies protecting a woman's choice to breastfeed.**

(a) An employer may provide reasonable unpaid break time each day to an employee who needs to breastfeed or express breast milk for her infant child to maintain milk supply and comfort. 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 create an undue hardship on the operations of the employer.

(b) An employer shall make a reasonable effort to provide a private, secure and sanitary room or other location in close proximity to the work area, other than a toilet stall, where an employee can express her milk or breastfeed her child.

(c) The department of health shall issue periodic reports on breastfeeding rates, complaints received and benefits reported by both working breastfeeding mothers and employers.

(d) As used in this section: "employer" means a person engaged in business who has one or more employees, including the State and any political subdivision of the State; "employee" means any person engaged in service to an employer in the business of the employer; "reasonable efforts" means any effort that would not impose an undue hardship on the operation of the employer's business; and "undue hardship" means any action that requires significant difficulty or expense when considered in relation to factors such as the size of the business, its financial resources and the nature and structure of its operation.

## Tennessee

### **Tenn. Code Ann. § 50-1-305**

*1999 Tn. ALS 161; 1999 Tenn. Pub. Acts 161; 1999 Tn. Pub. Ch. 161; 1999 Tn. SB 1856*

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

(b) The employer shall make reasonable efforts to provide a room or other location in close proximity to the work area, other than a toilet stall, where the employee can express her breast milk in privacy. The employer shall be held harmless if reasonable effort has been made to comply with this subsection.

(c) For the purposes of this section, "employer" means a person or entity that employs one (1) or more employees and includes the State and its political subdivisions.

## Texas

Sec. 165.003 Business Designation as "Mother-Friendly".

(a) A business may use the designation "mother-friendly" in its promotional materials if the business develops a policy supporting the practice of worksite breast-feeding that addresses the following:

1. Work schedule flexibility, including scheduling breaks and work patterns to provide time for expression of milk;
2. The provision of accessible locations allowing privacy;
3. Access nearby to a clean, safe water source and a sink for washing hands and rinsing out any needed breast-pumping equipment; and
4. Access to hygienic storage alternatives in the workplace for the mother's breast milk.

(b) The business shall submit its breast-feeding policy to the department. The department (Texas Department of State Health Services) shall maintain a list of "mother-friendly" businesses covered under this section and shall make the list available for public inspection.

## Washington

### RCW 43.70.640

*2001 Wa. ALS 88; 2001 Wa. Ch. 88; 2001 Wa. HB 1590*

Workplace breastfeeding policies -- Infant-friendly designation.

(1) An employer may use the designation "infant-friendly" on its promotional materials if the employer has an approved workplace breastfeeding policy addressing at least the following:

- (a) Flexible work scheduling, including scheduling breaks and permitting work patterns that provide time for expression of breast milk;
- (b) A convenient, sanitary, safe, and private location, other than a restroom, allowing privacy for breastfeeding or expressing breast milk;
- (c) A convenient clean and safe water source with facilities for washing hands and rinsing breast-pumping equipment located in the private location specified in (b) of this subsection; and
- (d) A convenient hygienic refrigerator in the workplace for the mother's breast milk

(2) Employers seeking approval of a workplace breastfeeding policy must submit the policy to the department of health. The department of health shall review and approve those policies that meet the requirements of this section. The department may directly develop and implement the criteria for "infant-friendly" employers, or contract with a vendor for this purpose.

(3) For the purposes of this section, "employer" includes those employers defined in RCW 49.12.005 and also includes the State, State institutions, State agencies, political subdivisions of the State, and municipal corporations or quasi-municipal corporations.

# SAMPLE LESSON PLANS

## **Making it Work: Breastfeeding and Work Classes**

### **General Overview**

Making breastfeeding work as an employed mother has many rewards, and some logistics to consider, as well. Getting off to a good start with breastfeeding is important for any mother, and is especially important for the mother who will be returning to work. Most mothers find that planning ahead is the key to helping them reach their breastfeeding goals. This is why breastfeeding education is an important component in a company's lactation support program.

The following two class outlines can be helpful for lactation educators who plan to provide either group or one-on-one education to employed mothers. Most companies find that these classes work best as brown-bag lunch classes held during the workday. The class outlines are general in nature, and include the key topics that have been found in research to be useful in helping working mothers reach their breastfeeding goals.

The outlines include:

#### ***Class Outline #1: Preparing for Baby***

Designed for expectant parents, this outline is ideal as a prenatal class with key ways to get a good start with breastfeeding, making a good milk supply, and successful strategies for combining breastfeeding and work.

#### ***Class Outline #2: Back to Work***

This outline is designed as a late pregnancy or early postpartum class, with practical suggestions to assist working mothers as they make the transition back to work. It can also be offered during the employee's maternity leave to assist her as she makes preparations for returning to work.

### **Who Should Attend**

Open your breastfeeding classes to all pregnant and breastfeeding employees, as well as their partners. Many companies also open classes to the female partners of male employees. Consider inviting breastfeeding employees to share their experiences of breastfeeding and options for maintaining lactation after they returned to work.

## Resources

Whether you are teaching a large class, a small group, or doing a one-on-one class, become familiar with *The Business Case for Breastfeeding*, produced by the U.S. Department of Health and Human Services, Health Resources and Services Administration, as you prepare for these classes.

These portions of the kit will be especially useful with background information and ideas:

- *The Business Case for Breastfeeding*
- *Outreach Marketing Guide*
- *Employees' Guide to Breastfeeding and Working*
- *Tool Kit*

Additional suggested resources are included in the class outlines. It may be helpful when using videos to cue up a segment of the video rather than playing it in its entirety to save time. Also, keep in mind that several Web sites such as [www.breastfeeding.com](http://www.breastfeeding.com) and [www.breastfeedingonline.com/newman.shtml](http://www.breastfeedingonline.com/newman.shtml) provide video snippets that can be downloaded and dropped into PowerPoint presentations.

## Teaching Strategies

The lesson plans include suggested props, teaching tools, and audio-visuals to consider, as well as icebreakers, activities, and discussion questions. Feel free to adjust the outlines to meet the time constraints of your class, and to meet the needs of the mothers you will be educating. For instance, information on hand expression or using a manual pump is not included because research shows that working mothers are more successful maintaining lactation when they use a more efficient double pumping electric breast pump system that cuts pumping time in half. However, if you are working with mothers whose separation from baby is minimal, hand expression or a manual pump might be appropriate to discuss. A good rule to follow: meet the mother where she is.

Keep in mind that adult education seems to work best when guided group discussion is provided so participants can learn from one another as well as the instructor. Including demonstrations and opportunities for interactive learning also helps participants retain information.

## Promoting the Classes

The *Tool Kit* portion of *The Business Case for Breastfeeding* provides sample flyers and newsletter articles that can be used in promoting the classes. Notices can be posted on employee bulletin boards, in high traffic areas, through email, or company newsletters or Web site. Consider also asking supervisors to identify pregnant employees and provide information about classes directly.

## **Community Resources**

Finally, remember that it will not be possible to provide *all* of the breastfeeding information that new mothers may need in a single lunchtime class. Refer employees who attend your prenatal class to other classes in the community which may also be helpful in gaining more detailed insight into getting a good start with breastfeeding. Breastfeeding classes are often available at the local hospital or physician offices, WIC agency, or La Leche League group. Some hospitals also provide “Dads Only” classes that may be useful for male partners. In addition, make plans to provide participants with contact names of International Board Certified Lactation Consultants and other lactation experts who can assist them with breastfeeding in the early days.

# CLASS OUTLINE #1

## Making it Work: Breastfeeding and Work PREPARING FOR BABY

### Target Audience

Expectant mothers and fathers and/or supportive friends or family members

### Key Topics

- How to get a good start with breastfeeding
- Basic breastfeeding techniques
- How to make a good milk supply
- How to work breastfeeding into your work life

**SUGGESTED TIME: 1 hour**

### Objectives

By the end of the class, participants will be able to:

- List at least three reasons to breastfeed and three truths about common myths
- Demonstrate three positions for breastfeeding an infant
- Name at least two ways to know they are making enough milk
- State three strategies for getting ready to return to work
- Identify at least two resources for breastfeeding help in their community

### Audio-Visuals

- PowerPoint slides to guide your discussion (if desired)
- Video suggestions:
  - “Breastfeeding Techniques That Work!” (available in DVD and VHS formats at [www.geddesproduction.com](http://www.geddesproduction.com))
    - Volume 1: First Attachment with self-attachment segments
    - Volume 6: Hand Expression
  - "Baby-Led Latch" (available in DVD at [www.geddesproduction.com](http://www.geddesproduction.com))
  - “Infant Cues: A Feeding Guide” (available at [www.childbirthgraphics.com](http://www.childbirthgraphics.com))



## Props

- Doll for demonstrating positioning and latch (ask participants to bring a doll or stuffed animal from home as well)
- Baby blanket
- Breast model
- Pillows
- Small objects to demonstrate infant's stomach size at various stages (examples: marble (day 1), shooter marble (day 3), and golf ball (day 10); or hazelnut (day 1), pecan (day 3), and walnut (day 10).
- 1.5 teaspoon to show a typical feeding amount in the first days of breastfeeding
- Bagel for demonstrating a wide-open mouth and asymmetrical chin-first latch at the breast
- Myths/Truths posters. Cut two or three sheets of poster board into 1/4 sections. Print out common myth/truth statements on 8.5 x 11 sheets of paper and affix each statement to one of the poster board sections. Print out the words "Myth" and "Truth" and affix the appropriate word to the back of the poster board section. Some possible myth/truth statements to consider:
  - "You must have large breasts to make plenty of milk." (MYTH)
  - "A mother should never drink alcohol if she is breastfeeding." (MYTH)
  - "Working mothers can continue to breastfeed." (TRUTH)
  - "Breast milk has infection fighting ingredients." (TRUTH)
  - "It is normal for breastfeeding to hurt." (MYTH)
  - "A working mother should introduce a bottle very early or the baby won't take it from the childcare provider." (MYTH)
- Breast pumps (single-user, and multi-user) to demonstrate efficient ways of removing milk at work

## Handouts

- Diaper diary (available from <http://www.lactnews.com>)
- *Employees' Guide to Breastfeeding and Working*

## Teaching Tools

- Flip chart/markers
- Nametags

# CLASS OUTLINE

## **Beginning the Class**

As people arrive, introduce yourself, welcome them warmly, AND have them fill out a nametag with their first name in large letters so you can call on them by name.

## **Ice Breaker**

Ask each participant (mothers and any support people accompanying them) to share with the group their name, due date, and either one wish they have for their baby or one goal they have as a parent or support person. Record wishes and goals. Let participants know that they've already begun working on their wishes and goals for their babies and for themselves and your objective is that information they receive at this class will assist them even further towards that goal. Combining breastfeeding and employment is all about planning—and that starts now. The best strategy you can put into action is to get off to the best possible start breastfeeding.

## **A. Discussion: What have you heard about breastfeeding?**

Encourage all participants to share their answers, whether positive or negative, and record them on a flip chart. Handle responses in a non-judgmental way. For example, “I heard breastfeeding hurts” could be recorded as “What about pain?” and you as the instructor could ask if others have heard this and then let them know you will be covering this topic in the class.

## **Optional Activity: Myth/Truth Posters**

Distribute posters among participants, and ask volunteers to read each one. Discuss as a group whether they think it is a myth or truth statement. Gently correct any misinformation that may be revealed during the discussion. You may want to use the common myths heard in your community or adapt some of the myths found in the *Outreach Marketing Guide*.

## **B. Discussion: What are some reasons to breastfeed?**

1. Encourage discussion and record responses for why breastfeeding benefits:
  - a. Baby
  - b. Mother
  - c. Family
  - d. Employer
2. Discuss the guidelines of the American Academy of Pediatrics (AAP) for exclusive breastfeeding to 6 months. Working mothers CAN breastfeed exclusively!

### **C. Discussion: What are some things that might get in the way of a mother being successful at reaching her breastfeeding goals?**

Ask participants to look at the list of reasons to breastfeed and think about the things that get in the way of a mother being successful at reaching her goals. Ask them to think about issues that might be especially relevant to working mothers. Let them know that most barriers can be overcome, and the classes will provide many options for doing so. Ask participants to consider a self-assessment: Where am I? Where do I want to be? How can I get there? Who can help me?

### **D. How the Breast Makes Milk**

Check [http://www.medela.com/anatomy\\_images.html](http://www.medela.com/anatomy_images.html) for helpful images and descriptions of the anatomy of the breast.

1. Understanding how the breast works
2. Hormones involved in lactation

### **E. Basic Positioning and Latch**

1. Ask participants to use their stuffed animal or doll brought from home to follow along as you demonstrate with a doll the steps to proper positioning and latch. Demonstrate the common holds: cradle, cross-cradle, clutch, and side-lying. Either pass around the breast model, or consider providing each participant with an inflated balloon to represent a breast as they practice latching their stuffed animal to their “breast.”
2. Use the bagel to demonstrate that when we want to take a big bite of something, we lead into the sandwich chin (not nose) first. The same approach is used by a baby in properly latching on the breast. Use the phrases you are comfortable to explain this (chest to chest, looking at breast, etc.). It may also be helpful to ask participants to think about aiming the nipple towards the baby’s nose so he is leading in with his chin first.
3. Observe participants as they follow along to be sure the mother’s hand isn’t too close to the areola, that the baby is held close, and that the baby is turned facing the breast.
4. Remind mothers to check for flanged lips and to watch for swallowing.
5. Show how to make adjustments or break suction if a mother experiences pain.
6. Show segment of video, “Baby-Led Latch” or a video snippet showing latch.

### **F. Wonders of Colostrum**

Discuss the importance of colostrum.

1. Present after around 16 weeks of pregnancy
2. Perfect and sufficient food during the early days of breastfeeding
3. Antibodies and laxative effect
4. Appearance of colostrum
5. “What if I don’t see/feel any milk?”

## Activity

Ask participants to draw what they believe is the size of a newborn's stomach. Share drawings. Then show them a marble and a 1.5-teaspoon measure to show them similar-sized volume capacity to compare approximately what the newborn stomach can hold (about 1.5 teaspoons a feeding). Use other models of marbles/golf ball or nuts to demonstrate how the baby's stomach capacity increases once the mother's milk volume increases.

## G. Tips for Getting A Good Start with Breastfeeding

1. Keep baby skin-to-skin after birth and breastfeed as soon as possible, preferably within the first hour or so.
2. Room in with baby at the hospital.
3. Feed baby 8-12 times every 24 hours.
4. Be patient with baby and yourself—breastfeeding is a learned behavior for mother. Practice, practice, practice.
5. Watch for baby's feeding cue not the clock (crying is a very late cue). Consider showing segment on feeding cues from the video, "Infant Cues: A Feeding Guide."
6. Do not limit baby's time at the breast.
7. Be aware of the wide range of "normal" feeding patterns (examples: cluster feedings, feeding longer in the early days, waking at night, taking one or two breasts).

## H. What About Bottles?

1. Any food given has a negative impact on supply: Milk supply is driven by the amount of milk removed.
2. Some babies can develop a strong preference for another feeding method rather quickly—allow time for the two of you to get breastfeeding going well (generally around 3-4 weeks) before introducing a bottle.
3. Give guidelines for when and how to introduce a bottle.

## I. How to Know Baby is Getting Enough?

1. Number of wet diapers and bowel movements in 24-hour period (refer to Diaper Diaries)
2. Feeding frequency of 8-12 times/day (discuss difference between feeding and "hanging out at the breast")
3. Weight gain (approximately 3/4-1 oz. per day)
4. Signs of a good feed
5. Red flags that mean you should ask for help:
  - a. Painful latch or feeding
  - b. Baby is too sleepy to wake for feeds
  - c. Baby never seems satisfied
  - d. Inadequate output
  - e. Fewer than eight feedings per 24 hours
  - f. Mother is engorged

## **J. The Role of Support**

1. The special role of the baby's father and ways he can be a part of the process
2. Including the baby's grandmother
3. The value of mother to mother support in the community and at work

## **K. Returning to Work**

1. Breastfeeding mothers CAN continue to breastfeed after returning to work.
2. Strategies that can make the difference include:
  - a. Taking as long of a maternity leave as possible (12-16 weeks is ideal);
  - b. Planning a gradual return to work (options for gradual phase back to work are described in *Outreach Marketing Guide*);
  - c. Getting breastfeeding off to a good start to maintain a long-term healthy milk supply;
  - d. Practicing expressing milk during maternity leave;
  - e. Considering options for milk expression in the workplace;
  - f. Considering the things needed to express milk at work: breast pump, a place to store milk; and
  - g. Accessing a quality breast pump.
3. Demonstrate how a single user and multi user breast pump work.
4. Review the company's lactation support program services and policies.

## **L. Community Resources**

1. Helpful books, videos, and Web sites
2. Community breastfeeding classes and support groups (hospital, WIC, La Leche League)
3. International Board Certified Lactation Consultants and other lactation experts in the community

# CLASS OUTLINE #2

## Making it Work: Breastfeeding and Work BACK TO WORK

### Target Audience

Expectant mothers and fathers and/or supportive friends or family members

### Key Topics

- Maintaining milk supply
- Finding appropriate space to express milk at work
- Using a breast pump and setting up a pumping schedule at work
- Storing and handling human milk
- Talking with your supervisor and coworkers about your needs

**SUGGESTED TIME: 1 Hour**

### Objectives

By the end of the class, participants will be able to:

- List three ways to maintain and/or increase milk supply
- Describe the safe storage guidelines for breast milk
- Name steps for effective milk expression with a breast pump
- State at least two needs to address with supervisors
- Identify at least two resources for breastfeeding assistance in the community

### Audio-Visuals

- PowerPoint slides to guide your discussion (if desired)
- Video suggestions:
  - “Breastfeeding Techniques That Work!: Volume 5 – *Successful Working Mothers*”  
(available in DVD and VHS formats at [www.geddesproduction.com](http://www.geddesproduction.com))

### Props

- Doll and baby blanket (for review)
- Single-user and multi-user breast pumps
- Milk storage containers (bags, bottles)
- Blue ice, small cooler

### Handouts

- *Employees’ Guide to Breastfeeding and Working*
- Worksheet: “My Breastfeeding and Working Plan”

### Teaching Tools

- Flip chart/markers and nametags

# CLASS OUTLINE

## Beginning the Class

Greet participants warmly as they arrive, AND ask them to fill out a nametag.

Ask participants to introduce themselves, tell the group their baby's name and how old the baby is, and to share two to three personal reasons why they are planning to combine breastfeeding and work (record responses and ask participants to write them down as well).

**Icebreaker:** Think of one activity that you do in the evening that helps you get ready for the next day (an example might be laying out clothes, setting up the coffee pot so it's ready to brew, giving some thought to breakfast or lunch). Invite participants to share if they wish. Instructor can share an example if participants are shy to speak at first. Idea to share: just as it's these seemingly little things that help us get off to a good start the next day, there are some things you can do now that will help you be better prepared to continue breastfeeding while working.

## A. Checking In: Quick Review

1. Ask participants how breastfeeding is going at this point. If there seems to be a number of mothers experiencing soreness, review positioning and latch using the doll. It may be appropriate to review using a blanket for discreet breastfeeding since this is a concern some mothers have.
2. Review ways to know baby is getting enough milk.
3. Review the importance of exclusive breastfeeding to maintain a good milk supply.

## Activity

Provide participants with an index card and ask them to write down at least two reasons why it is important to continue breastfeeding after returning to work. They should save their cards for later.

## B. Returning to Work: Planning Ahead

Distribute the handout "My Breastfeeding and Working Plan" to each participant. Ask them to use this as a worksheet and follow along as you discuss the following logistics. When options are presented, they can record the option that they feel will work best for them. This will become a tentative plan for how they can combine breastfeeding with employment once they return to work.

1. Things you can do during maternity leave to prepare:
  - a. Breastfeed exclusively 8-12 times/24 hours;
  - b. Practice expressing milk using a quality breast pump;
  - c. Begin storing milk in the freezer; and
  - d. Take the maximum maternity leave possible.

2. Consider a gradual return to work (part or full-time, take off one day mid-week for a few weeks, return to work on a Thursday to have a weekend to adjust).
3. Review available options at the company for onsite daycare or bringing infants to work.
4. Appropriate places to express milk at work (brainstorm with participants some potential places to express milk at the worksite)
  - a. NOT a bathroom stall
  - b. Company lactation room, if available
  - c. Private office that can be locked
  - d. Other creative spaces
5. What to wear (clothing that helps facilitate pumping and disguise any leaking)
6. Dealing with leaking issues at work
7. When and how to introduce a bottle to the baby
8. Making a trial run before returning to work

### **C. Using a Breast Pump**

1. Company provision of breast pumps, if applicable
2. How to use the pump provided by the company; if no pump is provided, demonstrate both single-user and multi-pump options and provide information on how to access quality pumps in the community
3. Tips for achieving an effective milk ejection reflex for more efficient pumping
4. Building up a stock of milk before returning to work

### **Activity**

Provide participants with small water balloons. Ask them to draw an areola on their balloon with a pen, and allow each to use their balloon to practice pumping with the breast pumps on display. If the class is large, this can be done after the class has ended.

### **D. Setting Up a Pumping Schedule**

1. Use usual breaks and meal period to express milk every 2-3 hours.
2. If necessary, try the 5-15-5 option (shorter milk expression periods in the morning and afternoon for quick relief of overfull breasts and a longer milk expression period during the meal period).
3. Allow participants to discuss options for their unique work situation.
4. Options if pumping at work is not possible or desirable include:
  - a. Breastfeed as exclusively as possible when you are with your baby;
  - b. Remembering that any amount of breast milk is good; and
  - c. Breastfeeding at home and using formula while the baby is in childcare.

### **E. Talking with Your Supervisor and Coworkers\***

1. Don't be bashful about discussing your needs with supervisors; breastfeeding is a health issue for you and your baby.



2. Breastfeeding is win/win for you, your baby, and your employer. Use a non-confrontational approach to seek solutions that benefit both you and the company.
3. Review the flexible schedule needed to express milk during work hours.
4. Discuss the need for privacy when pumping.
5. Gain support from coworkers.

\*Use information in both the *Outreach Marketing Guide* and the *Employees' Guide to Breastfeeding and Working* in addressing these issues. Encourage women to use the “Dear Supervisor” letter as a sample in addressing needs with their supervisors.

## **F. Maintaining Milk Supply After Returning to Work**

1. Some women experience a drop in milk supply when separated from their babies.
2. “Super feed” when home with the baby.
3. Some babies go into a “reverse cycle feeding” pattern when mother is away.
4. Ways to deal with low milk supply include:
  - a. Increasing pumping frequency/time;
  - b. Breastfeeding the baby and then pump, or pump while feeding the baby;
  - c. Checking to be sure the pump itself is working properly;
  - d. Talking with physician about galactagogues that can increase supply; and
  - e. Contacting a lactation consultant for help.

*Optional:* Video: “Successful Working Mothers” available from [www.geddesproduction.com](http://www.geddesproduction.com)

## **G. Storing Human Milk**

1. Storage container options
2. Options for storing milk at work
3. Guidelines for storing milk at home
4. Thawing guidelines
5. Reusing human milk that has been thawed or used by the baby

## **H. Breastfeeding-Friendly Childcare Providers**

1. Consider providers who are close to work.
2. Feed baby at the childcare before leaving for work, and immediately when picking up infant after work.
3. Feed baby during the lunch hour at the childcare provider, if possible.
4. Share tips with your childcare provider:
  - a. Handling breast milk to reduce waste;
  - b. Hold off feeding baby when you are due to arrive; and
  - c. Educate about breastfeeding: how much milk baby will need, reverse cycle feeding, appearance of human milk and breastfed infant stools.

## **I. It's All About Balance**

1. Dealing with fatigue
2. Taking care of you
3. Avoiding the temptation to do it all

### **Closing**

Review with participants available people in the community who can assist them after they return to work. Record names and phone numbers on their worksheet, “My Breastfeeding and Working Plan.” Ask participants to look at their own list of reasons to combine working and breastfeeding recorded earlier in the class. Let them know their success begins now.

Thank participants for attending. Invite them to come forward to practice pumping with their water balloons or to discuss their personal “My Breastfeeding and Working Plan” worksheet with you.

## MY BREASTFEEDING AND WORKING PLAN

What is the maximum maternity leave I will be able to take \_\_\_\_\_

Who will care for my baby while I am at work \_\_\_\_\_

How I will gradually return to work \_\_\_\_\_

Place where I can express my milk at work \_\_\_\_\_

Times when I can realistically express milk at work

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

Type of breast pump I can use \_\_\_\_\_

Where I will store milk while at work \_\_\_\_\_

Where I will store milk I bring home from work \_\_\_\_\_

My plans for breastfeeding my baby before/during/after work \_\_\_\_\_

\_\_\_\_\_

Things I will discuss with my supervisor \_\_\_\_\_

\_\_\_\_\_

Who can help me with my questions and concerns?

1. \_\_\_\_\_ Phone \_\_\_\_\_

2. \_\_\_\_\_ Phone \_\_\_\_\_

3. \_\_\_\_\_ Phone \_\_\_\_\_