

Three *good* reasons to IMPLEMENT breastfeeding support



1 *Save* MONEY

Your business will save money by retaining employees. There will be no recruitment costs, no training costs and fewer temp staff required. Clear Communications in 2001 estimated a saving of \$75,000 per employee returning to work. They had a 100% retention rate¹.

2 *Less* ABSENTEEISM

Your business will save on sick leave. Breastfed babies get sick less and mothers take fewer sick days off to care for them. A study of two American corporations showed a 50% decrease in sick days off in breastfed babies compared to formula-fed babies².

3 *Better* COMPANY IMAGE

Your company's image will improve by supporting working mothers. The mothers become more productive, happier, less likely to resign and help build the company's image³.

¹ EEO Trust (2001). *New Zealand's Best Employers in Work & Life 2001*. Auckland.

² Cohen, R et al. (1995). Comparison of maternal absenteeism and infant illness rates among breastfeeding and formula-feeding women in two corporations. *American Journal of Health Promotion*, 10(2), 148-53.

³ Galtrv, J. & Annandale, M. (2003). *Developing Breastfeeding-Friendly Workplaces in New Zealand*. Equal employment opportunities' contestable fund



WOMEN'S
HEALTH
Action

Three *simple* steps to IMPLEMENT breastfeeding support



1 TIME

- Adequate maternity leave.
- Flexible hours on return to work.
- Breastfeeding breaks.

2 SPACE

- Private clean space to breastfeed or pump.
- Comfortable chair and foot rest.
- Child safe and friendly.

3 SUPPORT

- Have a written policy.
- Designate a staff member to implement the policy.
- Ensure that staff are supportive of breastfeeding mothers.



Benefits for the WORKING breastfeeding mother



- Increases baby's health – fewer ear infections, diarrhoea and respiratory tract infections¹.
- Helps mother's own health e.g. reduces risk of breast cancer².
- Encourages a smoother transition back to work.
- Assists the balancing of career and motherhood.
- Greater work satisfaction.
- Saves money, cost of formula and alternative care when baby sick.
- Easier to calm a distressed baby, acts as medicine and pain relief to baby.
- Greater ability to re-establish connection with baby after work.
- Builds self-confidence and self-reliance.
- Strengthens bond with baby.

¹ Ball, T. M. & Wright, A. L. (1999). Health care costs of formula-feeding in the first year of life. *Pediatrics*, 103 (4), 870-876.

² *Lancet*. 2002 July 20;360(9328):187-95



Guidelines to *set up* a SPACE for breastfeeding



In a PUBLIC SPACE

The room:

- Big enough to manoeuvre a pram.
- Space for a large comfortable chair and low table beside it.
- Play space for older siblings.
- Not to be set up in toilets, bathrooms or closets.

The furniture:

- At least a two-seater lounge chair.
- Low table.
- A foot stool.
- Mat or carpet square on floor in front of chair.
- Toy box.
- Book case with children's books and parenting magazines etc.

In a WORKPLACE

The room as above and include:

- Running water and basin, for cleaning breast pump, etc.
- Small fridge for storage of breast milk.
- Power point for electric breast pump.
- A small locker for equipment.
- Lockable door.
- Changing table.



Example of a breastfeeding *policy* for the WORKPLACE



We at recognise the importance of breastfeeding for both mother and infant and support, protect and promote breastfeeding.

1. A breastfeeding woman may breastfeed her baby in any location where the mother is authorized to be, irrespective of whether the nipple of the mother's breast is uncovered during or incidental to the breastfeeding.
2. An appropriate room will be provided where breastfeeding women can:
 - Breastfeed an infant brought in during lunch or breaks.
 - Pump breast milk to be stored for later use.
3. The breastfeeding area/room contains a chair for nursing mothers that is comfortable and has arms for support, a small low table, and a changing table.
4. This room will be made available as a private area for breastfeeding or pumping. There will be an area where employees can store their breast pumps. The room is located in an area where a crying infant will not be disruptive to other employees. The room has accessible electrical outlets for electric breast pump use and a sink close by for hand washing and for rinsing out of storage containers.
5. A refrigerator will be available for safe storage of breast milk. Breastfeeding women will provide their own containers and all milk stored in the refrigerator will be clearly labeled with name and date. Those who use the refrigerator shall be responsible for keeping it clean.
6. The breastfeeding woman shall be allowed a flexible schedule for breastfeeding or pumping to provide breast milk to her child.
7. Breastfeeding promotion information will be displayed in the various departmental areas and updates will be put in newsletters.
8. Employees who bring their infant in to the office to nurse will store nappies in an appropriate container, away from other staff and take them home each day.



More *ideas* on how to SUPPORT breastfeeding



- *Give* PREGNANT WOMEN A WORK GIFT PACK
Extolling benefits of breastfeeding, how to combine breastfeeding and work (pamphlets included), the business's breastfeeding policy, entitlements from your business and the government (check out this website...), children's picture book, voucher for Parent Centre membership, details of local daycare centres & information about breast pumps.
- *Provide* AN EXTRA CAR PARK
For nanny/relation/friend to bring baby in to be breastfed.
- *Provide* CLOSE CAR PARK FOR MOTHER
To be able to quickly go and feed her baby and return to work, or get home or to daycare as soon as possible after work.
- *Set up* INTERNAL WEBSITE: With information on breastfeeding in general and breastfeeding in your workplace. Make links to relevant websites, include www.womens-health.org.nz. Put information in internal newsletters.
- *Allow* BABY TO COME TO WORK: Make workplace as clean and safe as possible for a baby to be at work. Generally babies don't crawl until between 9 and 11 months.
- *Form* A SUPPORT GROUP: Include breastfeeding mothers from your business, your building and those near by.
- *Provide* A LACTATION CONSULTANT: Find a lactation consultant for mothers to contact and pay for the visit (average cost is \$45 an hour).
- *Run* TRAINING: Set up a staff meeting and have a breastfeeding advisor give a short presentation on how it can work for you. First 20 minute presentation free, contact info@womens-health.org.nz
- *Provide* A WORKPLACE CRÈCHE: Set up a childcare centre on site. For details about how to go about that see www.ecdu.govt.nz/establish.html.
- *Organise* ANTE-NATAL BREASTFEEDING CLASSES: At the workplace in the staff room or board room have a lactation consultant come in and educate pregnant mothers about how to breastfeed, express, store milk and balance work and breastfeeding.
- *Conduct* A WEANING SURVEY: When the mother has finished breastfeeding, get her to fill out a survey about what was helpful and what could have made things easier. Conduct a survey with the rest of the staff about how they felt supporting breastfeeding in the workplace helped or hindered their work and in what way. With this information you can adjust what you are doing and also help support staff to be inclusive of breastfeeding.

