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THE BUSINESS CASE FOR BREASTFEEDING

MCHB/DHSPS
May, 2008 Webcast
The Business Case for Breastfeeding
May 27, 2008



THE BUSINESS CASE FOR BREASTFEEDING

Moderator:
Johannie Escarne



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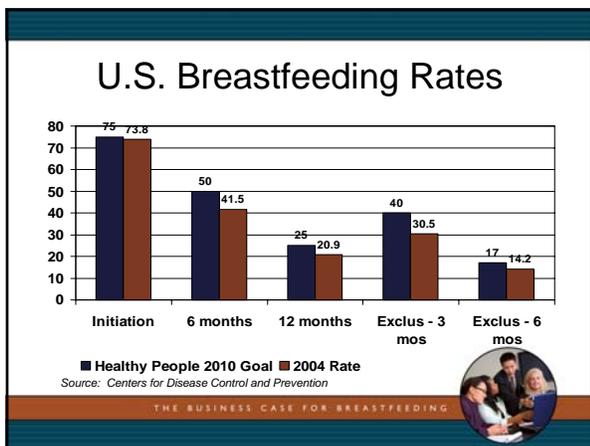


Today's Webcast

- Is one piece of the national HHS/HRSA/MCHB training initiative, "Implementing *The Business Case for Breastfeeding in Your Community*"
- Provides information on how to use the MCHB worksite lactation resource kit, *The Business Case for Breastfeeding*



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Important National Initiatives

- HHS Office on Women's Health National Breastfeeding Program
- USDA's National WIC Breastfeeding Program
- Centers for Disease Control and Prevention
- United States Breastfeeding Committee
- State breastfeeding coalitions
- Proposed federal legislation



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State Legislation



17 U.S. States have legislation related to working and breastfeeding



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Women in the Workforce

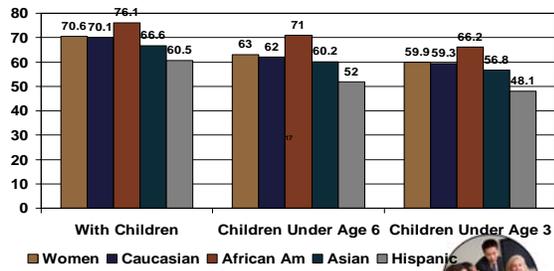
- 60 percent of women work outside the home
- Mothers are the fastest growing segment of the U.S. workforce
 - 55 percent with children under age 3 are employed
 - 62 percent with children under age 6 are employed
 - 78 percent are employed full-time
 - Growth rate has increased by 80 percent over the last 20 years

U.S. Department of Labor, Commission on Leave (2007). FMLA Survey



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Women in the Work Force



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Impact of Employment on Breastfeeding

- Full-time employment shortens breastfeeding duration (*Fein & Roe 1998*)
- Most women wean before end of first month back at work (*Cardenas 2005*)
- Common challenges:
 - Maintaining milk production
 - Job settings not always conducive to milk expression
 - Lack of empathy/support



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Breastfeeding Employees Need:



- Time and space to express milk regularly
- Support from supervisors, colleagues,
- Education on how to successfully combine breastfeeding with employment
- Access to lactation professionals

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Lactation Support Benefits by Company Size

	ALL	Small (1-99)	Medium (100-499)	Large (500+)
2005	19%	8%	20%	28%
2007	26%	9%	26%	42%

(SHRM 2007) THE BUSINESS CASE FOR BREASTFEEDING



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STEPS FOR CREATING A BREASTFEEDING FRIENDLY WORKSITE

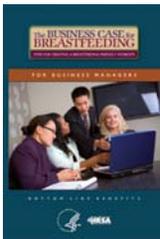


- Business perspective
- Designed for multiple groups
- Based on research and strategy
- Includes:
 - Resource kit: *The Business Case for Breastfeeding*
 - Full kits and individual components available from MCHB at: www.ask.hrsa.gov or 1-888-ASK HRSA
 - Training and TA

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The Business Case for Breastfeeding

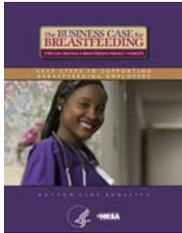


- Folder #1
- Target: Employers
- Key content:
 - Bottom line benefits to supporting breastfeeding
 - Quick overview of what comprises a lactation support program
- Available individually

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Easy Steps to Supporting Breastfeeding Employees

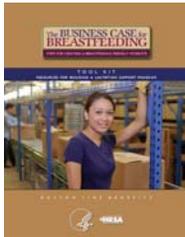


- Folder #2
- Target: Human Resource Managers
- Key content:
 - Lactation support program options
 - Implementation strategies
 - Gaining buy-in
 - Promotion
- Available individually



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Tool Kit

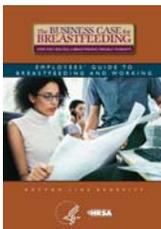


- Folder #3
- Target: Human Resource Managers
- Key Content: CD-ROM with reproducible templates
 - Worksite policy
 - Assessment and feedback forms
 - Promotional items
 - Resource Guide
 - Employer Snapshots



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Employees' Guide to Breastfeeding and Working



- Folder #4
- Target: Pregnant and Breastfeeding Employees
- Key content:
 - Combining breastfeeding and employment
 - Ways to talk with supervisor and colleagues about breastfeeding needs
- Available individually



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Outreach Marketing Guide



- Folder #5
- Target: Lactation educators and outreach workers
- Key content:
 - Conducting effective outreach w/businesses
 - Supporting working mothers
 - “Outreach Marketing Resources” CD-ROM
 - PowerPoint presentation
 - Templates for outreach letters
 - Legislative language
 - Lesson plans



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“Implementing *The Business Case for Breastfeeding in Your Community*”

National training and technical assistance

Funded by HHS/HRSA/MCHB
and the HHS Office on Women’s Health



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Training Workshops

- State Breastfeeding Coalitions (SBCs)
 - January 2008 – 10 SBCs trained
 - California Connecticut Georgia Hawaii
 - Indiana Louisiana Oregon R.I.
 - Texas Utah
 - 2009-2010 – additional SBCs to be trained
- Healthy Start Communities
 - 2008 – 6 Healthy Start communities
 - Baltimore Washington, D.C. Montgomery, AL
 - Dublin, GA Michigan Inter-Tribal Fresno, CA
 - 2009-2010 – additional HS trainings



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Changing Labor Market



- Half of new businesses will dissolve before 1st year; 8 out of 10 will dissolve within 5 years (Gerber 1995)
- Changing labor market
 - Tight labor market
 - Increasing stress, disability claims
 - Diverse work situations
 - Competitive global market
 - Technology changes



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Employer Perspectives

Common Motivators

- Profits – the bottom line!
- Retaining employees
- Recognition
- Knowing strategies have worked before
- Legislation

Common Concerns

- Lack of awareness
- Discomfort with “intimate” issues
- Potential resistance from other employees
- Lack of space
- Cost



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Making the “Business Case”

- Approach the right people
- Make the case in person
- Provide follow-up technical assistance
- Use professional materials
- Speak the language employers understand
- Offer options and solutions
- Offer resources



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Approach the Right People



- Human resource manager
- Wellness program staff
- Occupational health nurse
- Facilities manager
- Breastfeeding mothers or other “champions” within the business

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Make the Case in Person



- Schedule in-person meeting
- Keep visit to 15-20 minutes
- Send 1-2 representatives
- Focus comments on business priorities rather than health objectives
- Give simple, professional materials

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Provide Follow-Up Technical Assistance

- Offer to meet with staff involved in implementing a program, or to help convene a task force
- Offer training for supervisors and staff
- Provide community resources for implementing a program

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Use Professional Materials

- “The Business Case for Breastfeeding” should not be given in its entirety; select materials appropriate for each target group
- Include local resources and materials
- Use materials that are professional and avoid images of breasts
- Use language that focuses on business priorities
- **AVOID MASS MAILINGS!**



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Speak the Language Employers Understand

- A lactation program can produce a positive Return on Investment (ROI)
- Lactation support can:
 - Put money back into HR benefits
 - Contain costs – ripple effect
 - Retain employees
 - Improve staff productivity
 - Enhance the company image



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Health Care Costs: Mutual of Omaha Case Study

- Newborn health care costs were **THREE TIMES LESS** for mothers in the program (\$1,269 vs. \$3,415)
- Annual savings: \$115,881 (for health care costs alone)
- **The Bottom Line: annual savings per participant: \$2,146**

(Mutual of Omaha 2001)



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Medical Claims: Aetna Case Study

- Program saved \$1,435 in medical claims *per breastfed infant* during first year of life
- Annual savings in health care claims was \$108,737 for an ROI of 3 to 1
- **The Bottom Line: annual savings per participant: \$1,435**

(Ball 2001)



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Absenteeism Rates: CIGNA Case Study

- Lactation program resulted in a 77% reduction in lost work time due to infant illness
- Annual savings: \$60,000

(Dickson 2000)



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Turnover Rates

- National retention rate is 59%
- Companies with lactation programs have higher retention rates
 - Mutual of Omaha – 83% (Mutual of Omaha 2001)
 - 9-company study – 94.2% (Ortiz 2006)
- Replacement costs:
 - 150% of that person's annual salary (Reh 2005)
 - 70% for a receptionist; 200% for manager (U.S. Dept Labor)



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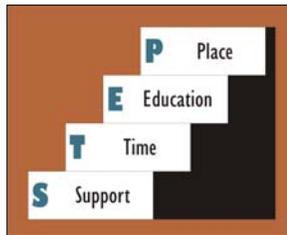
Lactation Support: Satisfies Employees

- Employees of companies providing lactation support feel more productive and loyal
(Galtry 97; Frank 98)
- Family-friendly benefits:
 - Lower turnover rates
 - Improve job satisfaction and loyalty
 - Result in employees working later into pregnancy, returning to work faster, and working more “on their own time”
 - Have a spillover effect – less perceived stress at home
(Schwartz 1996)



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Offer Options and Solutions



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Options for Support

- Support from Managers
- Support from Colleagues
- Mother-to-mother support
 - Monthly lunchtime support group meetings
 - Bulletin boards in lactation rooms
 - Electronic discussion forum on Web site
 - Shared journal



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Options for Maternity Leave



- Unpaid leave through FMLA
- Temporary Disability Insurance Program (TDIP) in some states
- State level paid leave programs
- Company level paid/unpaid leave options
- Onsite child care
- Allowing mothers to bring infants to work



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Options for Flexible Return to Work

- Gradual return to work
 - Part-time work for a period, gradually increasing
- Flex-time (taking off Wednesdays)
- Telecommuting all or part of the time
- Job sharing for a period of time
- Returning to work at end of the week
- Split shifts (option for fast-food workers)



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Options for Flexible Milk Expression Time at Work

- Inform that breastfeeding is a temporary need
 - As babies begin solid foods the number of sessions often declines
 - Most women have discontinued expression by 12-15 months
- Lunch and routine breaks are usually adequate. If more time is needed:
 - Consider extra time paid leave
 - Take unpaid leave
 - Come in early or stay later
 - Continue working while expressing milk



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Options for Education

- Prenatal education
 - For pregnant employees and partners
 - For partners of male employees



Photo by Judi Harris

- Back to work classes and consultations



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Options for Professional Support

- Contract with an IBCLC or lactation expert
- Provide names of IBCLCs and lactation experts in the community



Source: International Lactation Consultant Assoc.



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Options for Lactation Rooms



Multi-User Room: University of MS Medical Center



Single Room: Mutual of Omaha



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Offer Resources and Technical Assistance

- *The Business Case for Breastfeeding*
www.ask.hrsa.gov
1-888-ASK-HRSA

Individual components to the kit are available

- Provide examples of local companies that provide lactation support
- Offer local resources



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Other Helpful Resources

- HHS Office on Women's Health - www.womenshealth.gov
- National Business Group on Health - www.businessgrouphealth.org
- Centers for Disease Control and Prevention - www.cdc.gov/breastfeeding
- United States Breastfeeding Committee - www.usbreastfeeding.org
- International Lactation Consultant Association - www.ilca.org
- State Breastfeeding Coalitions



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Questions and Answers

Thank you for attending this event.
Please complete the evaluation directly
following the webcast.

Archives of the event are located at:
<http://www.mchcom.com>



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