

U. S. Department of Health and Human Services
Health Resources and Services Administration (HRSA)
Maternal and Child Health Bureau (MCHB)

**The HRSA Worksite Wellness
Resource Kit to Support
Breastfeeding/Lactating Women:
*The Business Case for Breastfeeding***

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AMCHP

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Benefits of Breastfeeding

❖ Benefits to Infant

- ❖ Fewer hospitalizations
- ❖ Fewer ear infections
- ❖ Fewer respiratory infections
- ❖ Fewer diarrheal infections
- ❖ Reduced risk of childhood obesity
- ❖ Decreased risk of neonatal mortality

❖ Benefits to Mother

- ❖ Decreased risk of breast and ovarian cancer

Healthy People 2020 Objectives

Originally focused on initiation and duration,
revised to include exclusivity in 2007 and
ever-breastfed and worksite lactation in 2010

Objective	Increase in Proportion of Infants Who Are Breastfed	2006 Baseline* <i>Percent of Infants</i>	2020 Target <i>Percent of Infants</i>
MICH 21.1	Ever Breastfed	70	81.9
MICH 21.2	At 6 months	43.5	60.6
MICH 21.3	At 1 year	22.7	34.1
MICH 21.4	Exclusively through 3 months	33.6	46.2
16-19e	Exclusively through 6 months	14.1	25.5

Healthy People 2020

*As reported in 2007 to 2009

Healthy People 2020 Objectives

2010 revised to include hospital and worksite lactation support

	Objective	2006 Baseline <i>Percent Lactation Support Programs</i>	2020 Target <i>Percent Lactation Support Programs</i>
MICH 22	Increase the proportion of employers that have worksite lactation support programs	25	38
MICH 23	Decrease the proportion of breastfed infants who receive formula within first 2-days of life.	24.2*	14.2*
MICH 24	Increase live births in facilities that provide recommended care for lactating mothers and their babies.	2009 Baseline 2.9	8.1

Healthy People 2020

*As reported in 2007 to 2009

National Survey of Children's Health: Unadjusted Prevalence for Breastfeeding Initiation

National Estimates: Infants 0 to 72 Months

2007: 75.52 % (95%CI: 74.30-76.70)

2003: 72.33% (95%CI: 71.50-73.14)

States with Highest Prevalence

2003

1. Washington – 87.93%
2. Oregon – 87.69%
3. California – 86.48%
4. Colorado – 85.17%
5. Utah – 84.86%

2007

1. Washington - 89.64%
2. Utah – 89.34%
3. Oregon – 89.23%
4. California – 87.61%
5. Alaska – 87.55%

States with Lowest Prevalence

2003

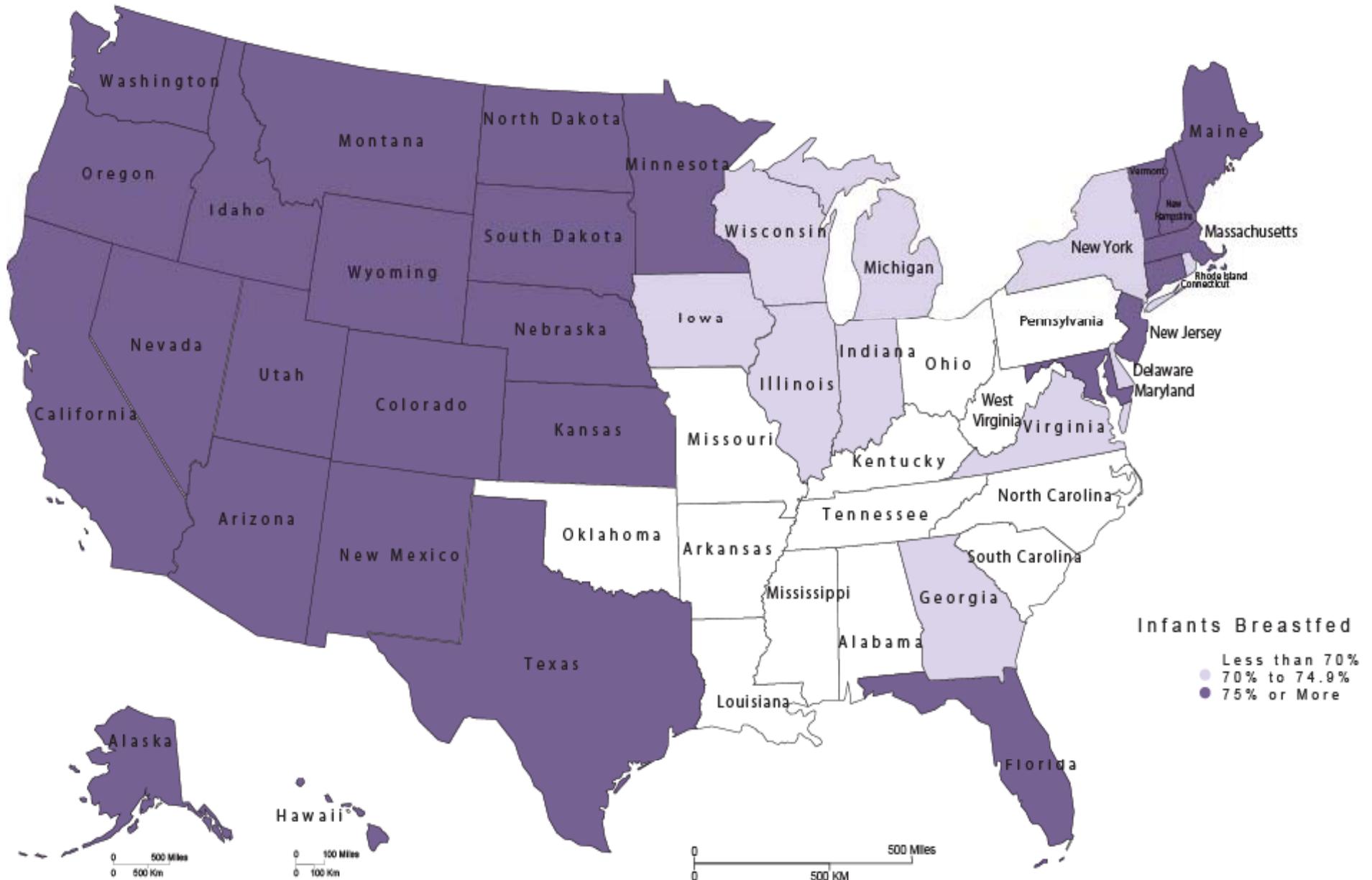
47. Kentucky – 54.95%
48. Arkansas – 54.75%
49. West Virginia – 52.96%
50. Mississippi – 51.87%
51. Louisiana – 45.05%

2007

47. Kentucky – 57.98%
48. West Virginia – 57.01%
49. Alabama – 56.28%
50. Louisiana – 55.87%
51. Mississippi – 52.73%

Breastfeeding Initiation

2007 National Survey on Children's Health



National Survey of Children's Health: Unadjusted Prevalence for Breastfeeding Duration

National Estimates: Infants 6 to 72 Months

2007: 45.33%

2003: 37.57%

States with Highest Prevalence

2003*

1. Oregon – 55.8%
2. Utah – 54.69%
3. Idaho – 54.39%
4. Washington – 51.0%
5. California - 50.64%

2007

1. Washington – 66.33%
2. Oregon – 63.71%
3. Utah – 60.51%
4. Idaho – 59.52%
5. California - 59.23%

States with Lowest Prevalence

2003*

47. West Virginia – 23.2%
48. Alabama – 22.9%
49. Arkansas – 22.9%
50. Mississippi – 20.9%
51. Louisiana – 17.3%

2007

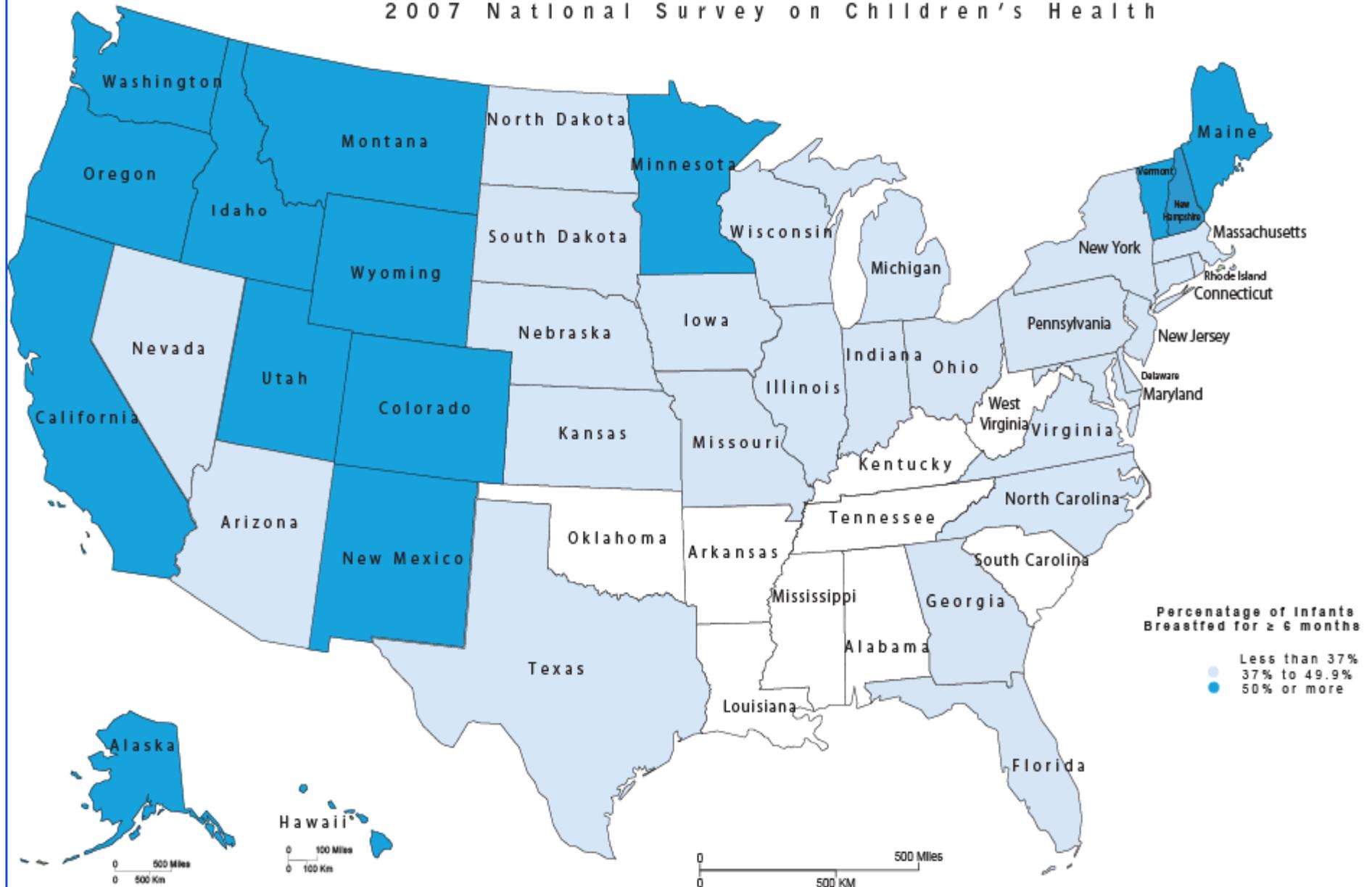
47. Louisiana – 29.20%
48. Kentucky – 28.33%
49. Alabama – 27.96%
50. West Virginia – 25.99%
51. Mississippi – 22.43%

*Kogan et al., 2008

Breastfeeding Duration

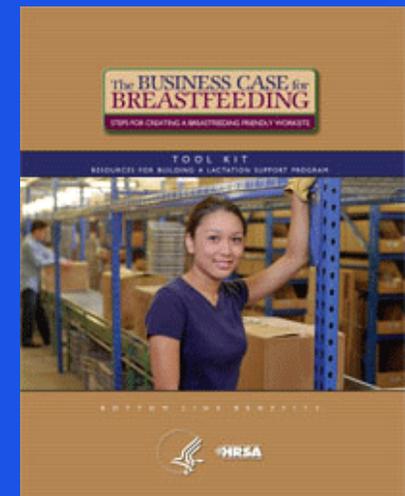
Infants Breastfed for ≥ 6 Months

2007 National Survey on Children's Health



Worksite Support

- ❖ **Employer Breastfeeding Tool Kit: *The Business Case for Breastfeeding***



- ❖ **Webcasts**

www.mchcom.com

<http://mchb.hrsa.gov/mchirc/dataspeak/>

- ❖ **Activities to raise awareness among MCH stakeholders**

Women at Work*

- ❖ In 2008, 71.8 million women in the U.S. were employed
 - ❖ 75% worked full time (FT)
 - ❖ 25% worked part time (PT; < 35 hours/week)
- ❖ Over half of all employed in professional, management, education and health services, leisure and hospitality were women.

*2009 Women in the Labor Force: A Databook

Women at Work*

- ❖ 58% of employed women were between 16 - 44 years of age
- ❖ Civilian, non-institutional women with children < 3 yrs
 - ❖ 2008 = 60% in workforce
 - ❖ 1977 = 34% in workforce

*2008 Women in the Labor Force: A Databook

Employment and Breastfeeding (BF)

- ❖ FT employment reduces BF duration by an average of 8 weeks (Fein & Roe, 1998)
- ❖ #1 influence on BF initiation & duration = employment (McLeod, 2002)
- ❖ African-American women are more likely to:
 - ❖ return to work full time
 - ❖ return to work sooner
 - ❖ have lower BF rates (Cricco-Lizza, 2002; Bronner, 1996)

Employment and Breastfeeding (cont'd)

- ❖ Higher BF initiation rates are associated with ≥ 6 weeks of maternity leave
- ❖ Only 20% of mothers are covered by the Family and Medical Leave Act of 1993 (Galtry, 1997)

The Good News About Work and BF

- ❖ Breastfeeding mothers are half as likely to miss a day of work for a sick child compared to mothers of formula feeding infants. (Cohen, Mrtek & Mrtek, 1995)
- ❖ **Healthcare costs and insurance claims are significantly lower for breastfed infants.**
- ❖ Absentee rates are lower for male employees when female partners breastfeed (Galtry, 1997).

Breastfeeding and Health Care Expenditures

- ❖ For every 1,000 babies not breastfed:
 - ❖ 2,033 excess physician visits
 - ❖ 212 excess hospitalization days
 - ❖ 609 excess prescriptions for ear, respiratory, and gastrointestinal infections
(Ball & Wright, 1999)

Workplace Success Stories

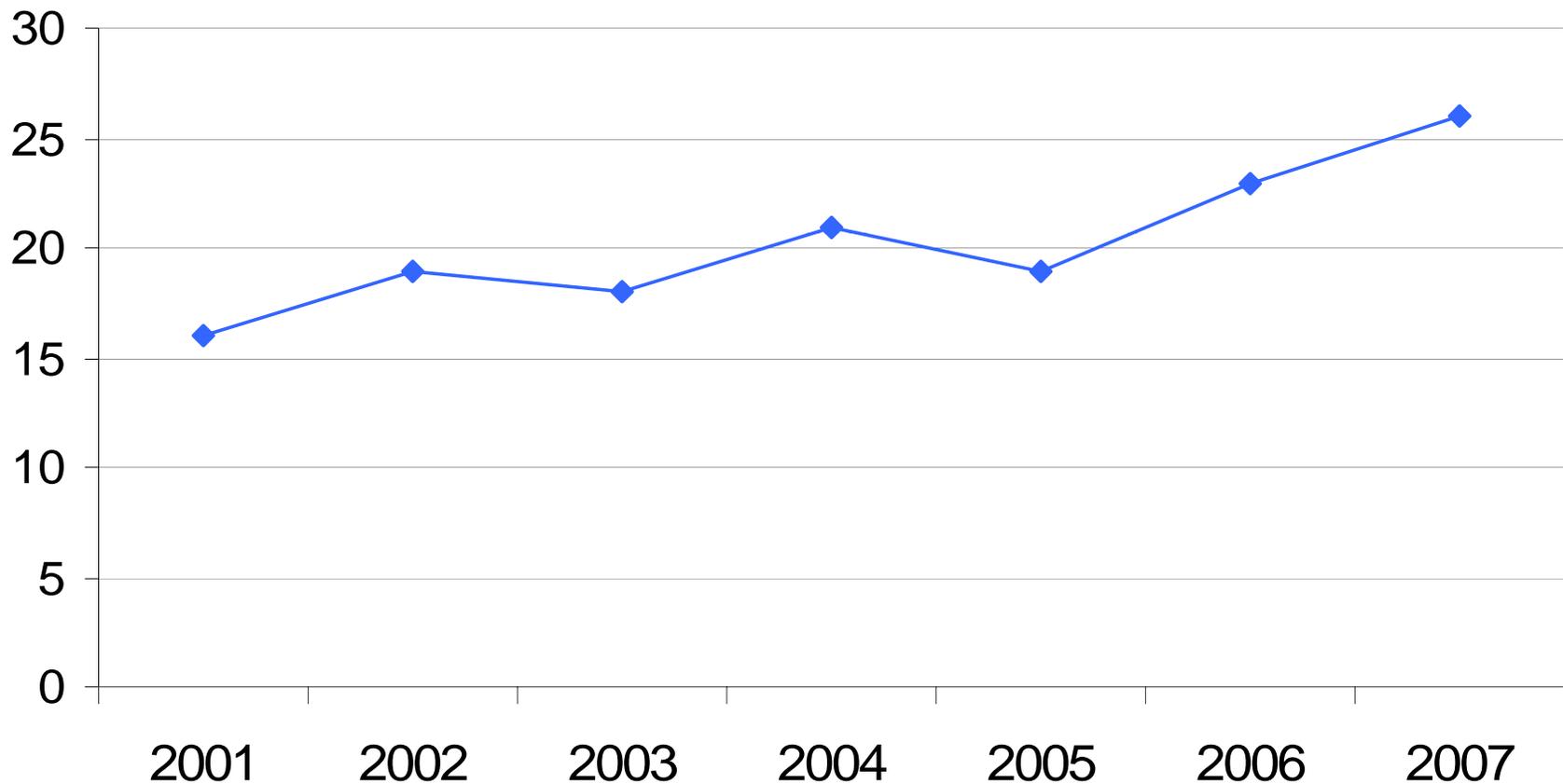
❖ Annual savings attributed to BF by CIGNA:

- ❖ \$240,000 in healthcare expenses
- ❖ 62% fewer prescriptions
- ❖ \$880 savings per participant
- ❖ \$60,000 saved in reduced absenteeism rates
- ❖ (Dickson, Hawkes, Slusser, Lange, Cohen, & Slusser, 2000)

❖ Mutual of Omaha's lactation support program yields:

- ❖ 83% employee retention rate vs 59% national average
(Mutual of Omaha, 2001)

Percent of employers reporting having a lactation program or a designated area for lactation



Source: Grummer-Strawn, 2009; Society for Human Resource Management, 2007



The **BUSINESS CASE** for
BREASTFEEDING

STEPS FOR CREATING A BREASTFEEDING FRIENDLY WORKSITE

BREASTFEEDING AND WORKING:
EVERYONE BENEFITS



B O T T O M L I N E B E N E F I T S

Benefits for BABIES

- Lower risk of infections, illnesses, and obesity
- Health benefits last well beyond infancy, especially for infants enrolled in daycare

Benefits for FAMILIES

- Breastfeeding mothers recover from pregnancy faster and have less risk of breast cancer
- Families save \$3,000 - \$4,000 per year

Benefits for BUSINESS

- Healthier babies means lower company health care costs
- Mothers and fathers of breastfed babies take less sick leave
- Companies that support breastfeeding employees are able to retain their maternity workforce at significantly higher rates

*Breastfeeding and working can work for everyone!
Find out how it can work for you today!*

WWW.WOMENHEALTH.GOV



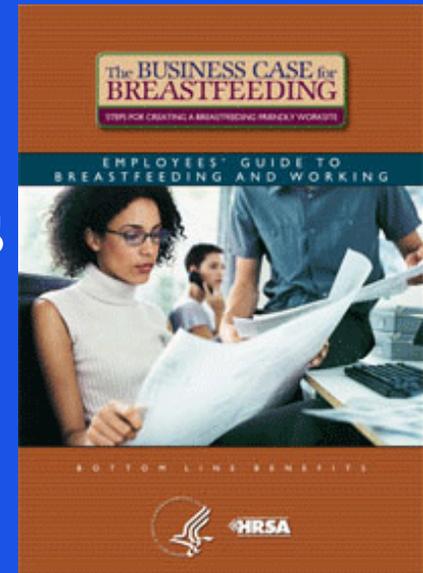
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and Back Street Design and Production
This poster is available online at www.womenshealth.gov/employment/breastfeed
Print copies can be obtained from the HRSA National Call Center at 1-800-458-5232.

The Business Case for Breastfeeding 2008



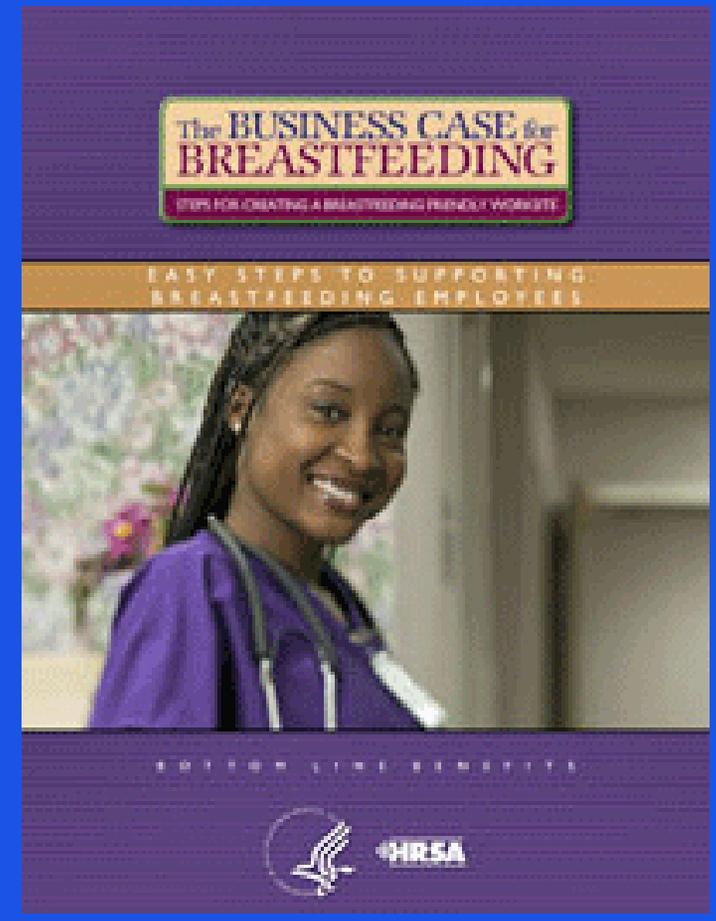
Project Goals

- ❖ Increase awareness among employers of the economic benefits of breastfeeding
- ❖ Outline manageable, flexible, models for implementing or enhancing a worksite breastfeeding support program
- ❖ Increase number of U. S. employers that utilize a worksite breastfeeding support program



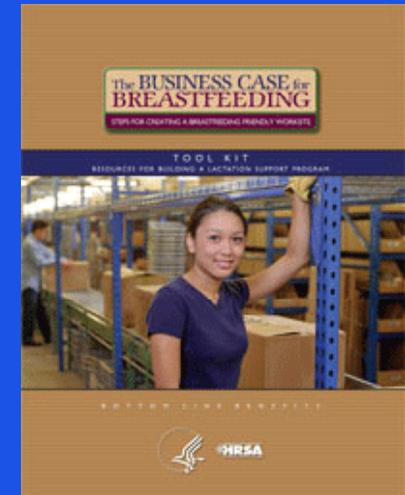
The Business Case for Breastfeeding

- ❖ **Approaches worksite lactation support from a business perspective**
- ❖ **Designed for use by:**
 - ❖ **Employers**
 - ❖ **Human Resource Managers**
 - ❖ **Employees**
 - ❖ **Lactation Consultants/Advocates**



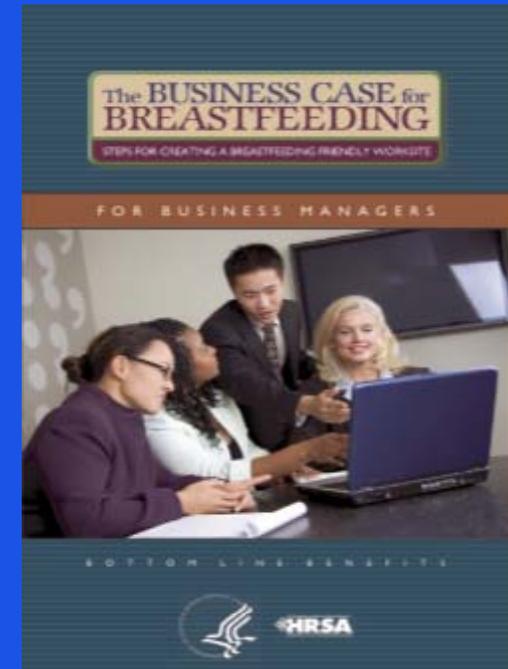
Project Methods

- ❖ Review of the literature
- ❖ Interviews with public/private sector employers
- ❖ Strategy formation session with BF and employment experts
- ❖ Additional concept feedback from public health professionals



Resource Kit Components

- ❖ *The Business Case for Breastfeeding* for employers/business managers
- ❖ *Easy Steps for Supporting Breastfeeding Employees* for workplace managers
- ❖ *Tool Kit* Template documents
- ❖ *Employees' Guide to Breastfeeding and Working*
- ❖ *Outreach Marketing Guide* for advocates



Ordering Materials

Free copies available at
888-Ask-HRSA or **Ask.HRSA.Gov**

PDF available at
<http://www.womenshealth.gov/breastfeeding/programs/business-case/>

or

www.mchb.hrsa.gov/pregnancyandbeyond

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