The Business Case for Breastfeeding

TARGET AUDIENCE
This program is for employers and their employees who breastfeed their infants.

SUMMARY
Business Case for Breastfeeding, a worksite-based program, is designed to increase employer and employee knowledge about the benefits of breastfeeding and describes several strategies for developing a lactation support program and minimizing or eliminating barriers to breastfeeding.

EVIDENCE
Results from one pre-test post-test study with no control group indicated that businesses that engaged in the program significantly increased their stage of change, development of lactation support programs, written policies, and physical and social environment changes. At an 8-month follow-up, lactation support programs were maintained and increases were found in stages of change, policy enforcement, and the physical environment.

COMPONENTS
The Business Case for Breastfeeding program intends to promote breastfeeding for mothers in the workplace. The program outlines the benefits of establishing worksite lactation support programs, such as better infant health, reduced health care costs, decreased absenteeism, and increased employee retention, and presents strategies for creating lactation support programs. The program includes the following resources:

- The Business Case for Breastfeeding For Business Managers: Provides an overview on the importance of establishing workplace lactation support programs;
- Easy Steps to Supporting Breastfeeding Employees: Explains how to establish a workplace lactation support program. Three models are examined: basic, even better, and state of the art. These models are summarized for each program component to help worksites individualize programs and consider budget, space, and other resources;
- Tool Kit: Resources for Building a Lactation Support Program: Contains templates, which include a sample policy for supporting breastfeeding employees, feedback form, and promotional flyer, that worksites may use to implement a lactation support program;
- Employee's Guide to Breastfeeding and Working: Describes how to initiate breastfeeding and lists strategies for continuing to breastfeed after returning to work; and
- Outreach Marketing Guide: Guides breastfeeding advocates as they reach out to community employers to encourage acceptance and use of the program.

PREVIOUS USE
This program was launched in 2008 by the Maternal and Child Health Bureau in the Health Resources and Services Administration, U.S. Department of Health and Human Services. The extent to which this program has been used is unknown.
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TRAINING

No training is required to implement this program.

CONSIDERATIONS

Considerations for implementing this program include understanding that establishing a worksite lactation support program could be expensive and may require funding depending on the extensiveness of the support program, securing buy-in from employers, and acquiring workplace spaces for lactation rooms.

The Clearinghouse can help address these considerations. Please call 1-877-382-9185 or email Clearinghouse@psu.edu

IMPLEMENTATION

If you are interested in implementing The Business Case for Breastfeeding program, the Clearinghouse is interested in helping you! Please call 1-877-382-9185 or email Clearinghouse@psu.edu

TIME

Required time to establish and maintain a lactation support program varies depending on the program's design.

COST

Overall program implementation costs vary depending on extensiveness of the lactation support program. Program resources and materials are free. Please visit the website in Source for additional information.

EVALUATION PLAN

To move The Business Case for Breastfeeding program to the Promising category on the Clearinghouse Continuum of Evidence, at least one evaluation should be performed demonstrating positive effects lasting at least one year from the beginning of the program or at least six months from program completion.

The Clearinghouse can help you develop an evaluation plan to ensure the program components are meeting your goals. Please call 1-877-382-9185 or email Clearinghouse@psu.edu

CONTACT

Contact the Clearinghouse with any questions regarding this program.
Phone: 1-877-382-9185 Email: Clearinghouse@psu.edu

You may also contact The U.S. Department of Health and Human Services, Office on Women's Health by phone 1-800-994-9662 or visit www.womenshealth.gov/breastfeeding/business-case-for-breastfeeding.html

SOURCE

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