

The BUSINESS CASE for BREASTFEEDING

STEPS FOR CREATING A BREASTFEEDING FRIENDLY WORKSITE

RESOURCE GUIDE



COMMUNITY RESOURCES

Local Health care Professionals

Contact your local hospital or private clinic for names of practitioners who may be available to consult with you in establishing your program or providing direct services to employees. These can include childbirth instructors, lactation consultants, nurses, pediatricians, family physicians, obstetricians, nurse practitioners, nurse midwives, and others.

International Board Certified Lactation Consultants (IBCLCs)

The International Lactation Consultant Association's "Find a Lactation Consultant Directory" at www.ilca.org provides an online directory of International Board Certified Lactation Consultants (IBCLCs) available to assist mothers with breastfeeding. Many of these may also be available to provide technical assistance to your company in setting up a lactation program. You can also check the U.S. registry of the International Board of Lactation Consultant Examiners, which credentials lactation consultants.

www.iblce.org/

International Lactation Consultant Association (ILCA)

The professional association for IBCLCs includes a national affiliate, the United States Lactation Consultant Association (USLCA), and numerous State and regional affiliates across the country that are highly active in community level breastfeeding promotion and support. Local affiliate groups may be available to assist worksites with establishing a lactation support program, and can help you identify qualified individuals who can provide direct assistance to breastfeeding employees.

www.ilca.org/

Breastfeeding Coalitions

Most states have a State and/or local breastfeeding task force or coalition comprised of health professionals and community leaders who promote and support breastfeeding. Assisting local worksites with lactation support for employees is within the mission of many of these groups. Contact your local hospital, WIC office, local lactation consultant, or La Leche League group to find out what groups are available in your area.

WIC Program (USDA Special Supplemental Nutrition Program for Women, Infants, and Children)

Your State's WIC Breastfeeding Coordinator can provide valuable assistance in identifying community resources

for your company, and in providing direct services to breastfeeding women. Visit the USDA Food and Nutrition Service directory of breastfeeding program staff at: www.fns.usda.gov/wic/Contacts/cooralpha.htm/

La Leche League International

La Leche League mothers' groups are located in many areas throughout the country. To identify state-by-state listings of La Leche League leaders and groups in your area, visit the Web site at: www.lalecheleague.org/leaderinfo.html/

RESOURCES FOR EMPLOYERS - MATERIALS

U.S. Government Agencies

U.S. Department of Health and Human Services Health Resources and Services Administration (HRSA)

Maternal and Child Health Bureau (MCHB)

Two MCHB Web sites offer a broad array of resources for women, teens, children, infants, families and their providers. 1-888-ASK-HRSA, www.mchb.hrsa.gov and www.mchb.hrsa.gov/pregnancyandbeyond/

U.S. Centers for Disease Control and Prevention (CDC)

Helpful links and resources related to working and breastfeeding.

www.cdc.gov/breastfeeding/index.htm/

U.S. Department of Health and Human Services/Office on Women's Health

Guidelines for workplaces on the support needed by new mothers for breastfeeding in the "Blueprint for Action on Breastfeeding," and media materials.

www.womenshealth.gov/

National and International Organizations

American Association of Health Plans

Free download: "Advancing Issues in Women's Health: Health Plans' Innovative Programs in Breastfeeding Promotion."

www.ahip.org/content/default.aspx?bc=38|65|369|412|424/

Healthy Mothers/Healthy Babies Coalition

Information on the national "Models of Excellence" program that recognizes businesses providing resources and outstanding support for women.

www.hmhb.org/pub_breast.html/

International Board of Lactation Consultant Examiners

Information on the credential and ways a lactation consultant can help families with breastfeeding. Includes a U.S. registry of credentialed lactation consultants.
www.iblce.org/

International Lactation Consultant Association

Distributes the World Health Organization's "Maternity Protection at Work Kit" and provides a complete list of available resources to support working mothers with breastfeeding.
www.ilca.org/

La Leche League International

Complete state-by-state listing of legislation regarding breastfeeding, including laws supporting working women and helpful resources.
www.la lecheleague.org/Law/LawUS.html?m=0,1,0/

National Business Group on Health

Advises large employers on healthcare including lactation support to employees. Downloadable resources include the "Breastfeeding Support at the Workplace: Best Practices to Promote Health and Productivity."
www.businessgrouphealth.org/prevention/breastfeeding_workplace.cfm/

United States Breastfeeding Committee

Provides downloadable "issue papers" on the cost benefits of breastfeeding, and the importance of worksite and childcare support programs.
www.usbreastfeeding.org/

State and Local Organizations

California WIC Works

Resources for employers, and information regarding California's working and breastfeeding legislation.
www.wicworks.ca.gov/breastfeeding/BFResources.html/

Oregon Department of Human Services

Provides a packet of materials for employers, including Oregon's DHS worksite policy and recognition program for breastfeeding-friendly worksites.
www.ohd.hr.state.or.us/bf/working.cfm/

Texas Mother-Friendly Worksite Program

Outlines steps to a mother-friendly business environment, and designates/recognizes Texas companies that meet the established criteria.
www.dshs.state.tx.us/wichd/lactate/mother.shtm/

The Breastfeeding Coalition of Washington

(a program of WithinReach, formerly Healthy Mothers, Healthy Babies Coalition of Washington State)
Provides free materials in English and Spanish that employers can download and use in establishing a worksite lactation program.
www.withinreachwa.org/forprof/materials/BCW_packet.htm/

In addition to these groups, check the Web site of your State or local breastfeeding coalition, or lactation consultant affiliate group (www.ilca.org/). Many of these groups provide helpful web-based articles of interest to employers interested in supporting breastfeeding employees. A few examples:

Breastfeeding Task Force of Greater Los Angeles

www.breastfeedingtaskforla.org/

Massachusetts Breastfeeding Coalition

www.massbfc.org/

Wisconsin Department of Health

dhfs.wisconsin.gov/health/Nutrition/Breastfeeding/bffriendlycomm.htm/

RESOURCES FOR MOTHERS - MATERIALS

U.S. Government Organizations

U.S. Department of Health and Human Services/Office on Women's Health

Downloadable information sheets on breastfeeding. Toll-free telephone information line also available (800-994-9662), staffed by operators who are trained peer counselors. "Easy Guide to Breastfeeding" booklets are available for five different audience groups of women (Caucasian, African American, American Indian and Alaska Native, Chinese, and Latina) and are available as a free download.
www.womenshealth.gov/

WIC (Special Supplemental Nutrition Program for Women, Infants and Children)

Check the USDA Food and Nutrition Service's state-by-state listing of WIC breastfeeding coordinators to find out what resources for mothers are available in your state.
www.fns.usda.gov/wic/Contacts/cooralpha.htm/

National and International Organizations

Healthy Mothers/Healthy Babies Coalition
Informational booklets for working mothers available in English and Spanish.
www.hmhb.org/pub_breast.html/

La Leche League International

Numerous publications, including books and pamphlets on breastfeeding, parenting, and managing employment with breastfeeding, articles on working and breastfeeding, and a toll-free breastfeeding information line.
www.lalecheleague.org/ or 800-LALECHE

March of Dimes

Breastfeeding information and link to local March of Dimes chapters.
www.marchofdimes.com/aboutus/chapter_view_all.asp/

State and Local Organizations

California WIC Works

Resources for employees on returning to work and breastfeeding.
www.wicworks.ca.gov/breastfeeding/BFResources.html/

Texas Mother-Friendly Worksite Program

www.dshs.state.tx.us/wichd/lactate/mother.shtm/

The Breastfeeding Coalition of Washington

(a program of WithinReach, formerly Healthy Mothers, Healthy Babies Coalition of Washington State)
Provides free materials for working mothers in English and Spanish.
www.withinreachwa.org/forprof/materials/BCW_packet.htm/

RESOURCES FOR MOTHERS - MATERIALS *Web Based Information*

The following Web sites provide online articles with general breastfeeding information, as well as information on combining breastfeeding with employment, selecting and using a breast pump, addressing common concerns, and links to resources.

Breastfeeding Partners (New York State WIC Program)
www.breastfeedingpartners.net/

Breastfeeding.com

www.breastfeeding.com/workingmom.shtml/

KellyMom.com

www.kellymom.com/bf/pumping/bf-links-pumping.html/

Working and Pumping

www.workandpump.com/

Corporate Lactation Program Services

Companies can consider doing a Web search using key words such as "corporate lactation program" to identify one of several corporate programs that can assist a company with implementing a program.

Breast Pump Manufacturers

Examples of manufacturers that produce industrial-sized, hospital-grade electric pumps, portable electric breast pumps, and other breastfeeding equipment and supplies:

Ameda Breastfeeding Products, Hollister Incorporated

2000 Hollister Drive
Libertyville, IL 60048-3781
866-99-AMEDA
800-624-5369
www.ameda.com/

Medela, Incorporated

1101 Corporate Dr.
McHenry, IL 60050
800-435-8316
www.medela.com/

Whittlestone

P.O. Box 2237
Antioch, CA 94531
877-608-MILK
707-748-4188
www.whittlestone.com/

Local distributors of breast pumps can be identified through medical supply outlets or the hospital lactation department. Your local hospital can also give information on suppliers of other types of breast pumps that might be appropriate for employed breastfeeding women.

OTHER IMPORTANT INFORMATION

Academy of Breastfeeding Medicine

www.bfmed.org/

American Academy of Pediatrics

www.aap.org/

American Academy of Family Physicians

www.aafp.org/

American College of Obstetrics and Gynecologists

www.acog.org/

Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN)

www.awhonn.org/

National Alliance of Breastfeeding Advocacy

www.naba-breastfeeding.org/

National Association of Pediatric Nurse Practitioners

www.napnap.org/

World Alliance for Breastfeeding Action

www.waba.org.my/

These lists of organizations and manufacturers are provided as examples only. Mention of trade names, commercial practices, or organizations in this publication does not imply endorsement by the U.S. Department of Health and Human Services or the U.S. Government.