



THE BOTTOM LINE

Supporting your breastfeeding employees saves money.



EMPLOYERS save money because of lower absenteeism. Parents of breastfed children take less time off to care for sick children, because their children are healthier.



FAMILIES save money when their child is breastfed, compared to paying for formula.



HEALTHCARE costs are lower since breastfed babies require fewer sick care visits, prescriptions and hospitalizations.



If 90% of U.S. families followed guidelines to breastfeed exclusively for 6 months, the U.S. would save \$13 billion each year from reduced medical and other costs.

Consider this...

For every 1,000 babies who are NEVER breastfed there are:



2,033 excess office visits



212 excess days of hospitalization



609 excess prescriptions



BENEFITS OF BREASTFEEDING

Breastfeeding has many benefits for the baby, the mother, the community, and the employer.

One of the most common times women tend to stop breastfeeding is around the time they return to work. To help decrease this, women need support in the workplace. A business can profit from supporting their employees during breastfeeding. Infants who are breastfed are sick less often, so mom misses less time at work. Mom will be more satisfied and thus functioning at her highest capacity! With the new provisions in the Affordable Care Act, businesses are expected to provide breastfeeding support to their employees, including a private place (other than a bathroom) and sufficient break time to express milk.

THE BABY

Breastfeeding provides a unique combination of nutrients and antibodies essential to a baby's health:

- Breastmilk can lower the child's risk of asthma, respiratory infections, ear infections, obesity, diabetes, and sudden infant death syndrome (SIDS).
- Breastfeeding also helps with mother-child bonding because it gives the baby time for close contact with the mother.

THE MOTHER

Breastfeeding is also good for the mother.

- It can lower a woman's risk of breast cancer, ovarian cancer, osteoporosis and heart disease.
- Breast milk is free and takes no time to prepare. As a result, a mother will save money and have more time to spend with her family.
- Maintenance of health and balance between work and family responsibilities results in reduced stress and increased household stability.

THE COMMUNITY

When you value breastfeeding in your business, you show the community that you support your employee's decision to provide breastmilk to their child and understand the importance of breastfeeding.

Breastfeeding is environmentally friendly and is a natural use of resources. There is no waste from packaging, preparation, or leftovers.

WHAT IS A BREASTFEEDING FRIENDLY BUSINESS?

A Breastfeeding Friendly Business is one that actively supports and promotes breastfeeding for its employees. It also maintains a written Lactation Accommodation Policy that is regularly communicated to employees. Breastfeeding support in the workplace can occur in many different forms and will vary among businesses. Every business has different needs, varying resources, and diverse workforces.

MANY NEW MOTHERS WHO RETURN TO WORK ARE UNABLE TO REACH THEIR BREASTFEEDING GOALS.

Breastfeeding through a baby's first year benefits mom and baby for a lifetime. If a mother chooses to breastfeed, she needs to express breastmilk during the workday in order to maintain her milk supply. Many mothers are afraid to speak to their employers about these needs. One of the most common times women tend to stop breastfeeding is around the time they return to work. To help eliminate this, women need support in the workplace.

BREASTFEEDING-FRIENDLY BUSINESSES UNDERSTAND THIS NEED.

They support their employees by providing privacy and flexibility to express and store breastmilk. When breastfeeding employees' physical needs are met, they can better focus on their job responsibilities. The result is improved productivity.

PROVIDING A BREASTFEEDING-FRIENDLY WORKSITE BENEFITS THE ENTIRE WORKFORCE.

Businesses can profit from supporting their employees during breastfeeding. Businesses that support mothers who choose to breastfeed their infants experience improved employee morale, increased employee retention, lower absenteeism, and reduced health-care costs.

