Making it Work Part 2: Engaging and Assisting Employers
Cathy Carothers, BLA, IBCLC, FILCA, Every Mother, Inc.
January 12, 2017 12:00 – 1:30 p.m.

WELCOME!

• 1.5 hour presentation including polls, discussion and Q&A discussion
• Today’s session is being recorded and will be available on demand for future viewing
• Slides and Information Handout are available at: http://www.albany.edu/sph/cphce/prevention_agenda_webinar bf_dec16_jan17.shtml
• Recorded programs, resources and materials available at: nyspreventschronicdisease.com

Webinar Guidelines

• Turn on your computer speakers for sound
• Please designate one person at the computer
• Adobe Features you will use today:
  o Chat Box
Continuing Education Credits & Evaluation

• You can earn CNE, CME, CHES or LCERP credits for this webinar
• Complete the post test and evaluation here: nyspreventschronicdisease.com
• Even if you are not seeking continuing education credits, we would really appreciate it if you would fill out the evaluation. We value your feedback!

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• Funding for this program is provided by the New York State Department of Health.
• No commercial funding has been accepted for this activity.

Making it Work Part 2: Engaging and Assisting Employers

Cathy Carothers, IBCLC, FILCA
Every Mother, Inc.
Learning Objectives

After viewing this presentation participants will be able to:

• Recognize at least three key components of the "business case for breastfeeding support"
• Describe outreach strategies for approaching employers
• Name at least three potential solutions for facilitating worksite breastfeeding support in office and non-office settings

Common Industries

What Types of Businesses are Moms In Your Communities Most Likely to be Employed In?

CHAT

What business(es) have you successfully reached out to in your community?
Motivators

Supporting Employees

Recruitment/Retention
Legislation

Return on Investment (ROI)

Poll #1

What is the Return on Investment (ROI) for Employee Lactation Support Programs?
Lower Health Care Costs

Short-Term Impact

Long-Term Impact

Source: United States Breastfeeding Committee
Cost Impact: Infants

$13 Billion per year

Cost Impact: NEC

$1.8 to $2.5 billion per year

Short-Term Impact

©Texas Department of State Health Services
Long-Term Impact

Cost Impact: Women

$17.4 Billion per year

Lower Absenteeism Rates
Poll #2

How likely is it that women who formula feed their babies will miss work due to a sick child compared to women who breastfeed their infants?

Breaks are predictable...

...absences are NOT!
Presenteeism

Turnover Rates

U.S. retention rate: 59%

Companies with lactation programs: >90%

Turnover

Replacement: Up to 1.5 Times as High

Cost of Replacing Employees

Salary
Turnover

RETAIN

vs.

RETRAIN

Recognition

Other Business Successes
Concerns and Solutions

Poll #3

What do you believe are the biggest barriers employers in your community have to providing breastfeeding support?

Lack of Awareness

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<th>At 6 months</th>
<th>At 12 months</th>
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Breastfeeding as a Non-Issue

Myths about Breastfeeding

Lack of Space
ADA Compliance

Reluctance to Discuss Intimate Issues
Concerns over Fairness

Lack of Resources

Statewide Research in New York
Lactation Policies

Outreach Protocols

Know Who to Approach
No Mail

In-Person Meeting

Focus on the ROI
Share Information about the Law

Share Resources

womenshealth.gov/breastfeeding/employer-solutions

New York Making it Work! Toolkit
My Lactation and Work Plan

Flexible Space Solutions

Shared Space
Child Care
Case Example #1

You would like to reach out to a high school in your community to encourage them to provide support for both employees and students.

Case Example #2

You would like to improve breastfeeding support for working moms in your community since there are literally no businesses currently providing support.
Case Example #3

A mother reports to you that her supervisor at the plant will not “let” her express milk. However, she is not comfortable filing a complaint.

ACTION

What will YOU do with the information you learned in today’s webinar?

Thank You!

Every Mother, Inc.
Cathy Carothers

Email: cathy@everymother.org
QUESTIONS?

Please visit
Making It Work: Part 2 Evaluation
to fill out your evaluation & Post Test

Thank You