

# 6 | Methods of Measuring Success



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Collecting simple data to document the progress and value of the lactation support program will help quantify the potential return on investment, which in turn can be useful in securing ongoing funding and support for the program.

It is helpful to start with a process evaluation to obtain feedback from women who use the program; this will aid in ongoing program improvement. Options for collecting this feedback include

- **Usage Logs**

A record kept in the lactation room for users to record the hours the room is in use and to communicate any needs that may arise. To maintain privacy, each participant may be given a number rather than using her name. Usage logs are valuable in demonstrating participation and determining the need for additional rooms.

- **Employee Satisfaction Surveys**

These surveys collect feedback from the women who benefited from the program about what they valued most as well as their recommendations for improving the program.

Typical questions measure satisfaction with the lactation room accommodations, the availability of the room when needed, the willingness of supervisors to provide needed flexibility for milk expression breaks, and the usefulness of resources or materials. Also note the length of time the employee breastfed. If the company program is provided for partners of male employees as well, they should be included in the employee satisfaction survey, even if they are only receiving some of the services. Other sources of evaluation information include

- **Co-Worker Satisfaction Surveys**

A survey of co-workers can provide insight into how well the program is being accepted and what concerns might need to be addressed.

- **Records Kept by the Program Manager**

These can include rates of absenteeism and turnover, health care costs, and breastfeeding direction among employees using the program.