

CORNING

Corporate Medical

Lactation Program

Kathie Maggio, Betty Schucker and
Diane Rossi – Lactation Consultant

April 27, 2009



Company Overview

Founded:
1851

Headquarters:
Corning, New York

Employees:
Approximately 25,000 worldwide
Approximately 12,000 U.S.

Retirees:
Approximately 11,500

- Corning is the world leader in specialty glass and ceramics.
- We create and make keystone components that enable high-technology systems for consumer electronics, mobile emissions control, telecommunications and life sciences.
- We succeed through sustained investment in R&D, over 150 years of materials science and process engineering knowledge, and a distinctive collaborative culture.



Female Employees

- Corning has 3,900 Female Employees in the U.S.
 - 2,900 Salary
 - 1,000 Union
- 1,900 of which are of Child Bearing age

Maternal & Child Health Programs

- Corning offers a wide variety of Total Health Programs to support both Mother and Baby:
 - Corporate Lactation Program
 - Free Prenatal Vitamins
 - 24 Hour Nurse lines
 - Live and Work Well – Newsletters, Online Information tools and resources
 - Staywell – Online Healthy Pregnancy Family Center
 - Healthforums – Online Library of pregnancy articles
 - Empire Blue Cross – Pregnancy Health Program
 - United Health Care – Online Pregnancy Information



Corporate Lactation Program

Established in 1997 for Working Women

- As of January 2005, 60% of the women that work outside of their home, comprise 46% of the civilian work force, so the need for such programs has grown
- This program was created to help support mothers reach their breastfeeding goals while working full time
- Breastfeeding support at the workplace has positive impacts such as lowering healthcare costs, enhancing productivity, improving employee satisfaction, and increased employee retention

Challenges

- Locating space to provide an adequately furnished room that is both private and secure
- Obtaining lactation consultants in rural areas
- Union population (line workers)

Program Components

- **Three prenatal classes** taught at the work site. The topics included are: feeding choices, the art of breastfeeding, how to breastfeed, and work and infant care choices.
- **Unlimited consultation** with the Lactation Consultant to ensure a successful breastfeeding experience.
- **A work site meeting** between participant and the Lactation Consultant two weeks before you return to work to review the transition to work and pumping procedures. At this time you will receive a pump to use at home for two weeks to allow you to accumulate a supply of milk for the baby before you return to work.
- **On-site lactation room** usage upon return to work.
- **Personal pump loan** for use when traveling for business or vacation, up to two weeks.
- **Referrals to public/private community resources** for situations beyond the scope of the program.

Lactation Rooms



Corning has 18 established lactation rooms (U.S. Based)



Lactation Room Components

- Table & Chairs
- Refrigerator
- Sink
- Lockers
- Cupboards
- Telephone

Program Participation

Participation levels are the highest at the following Corning locations:

- Corporate Headquarters – with approximately 640 employees has an average of 3 - 4 program participants per quarter
- Sullivan Park (Research and Development Center)- with approximately 1,200 employees has an average of 4 - 5 program participants per quarter
- Erwin Automotive (Manufacturing facility) – with approximately 645 employees has an average of 3 - 4 program participants per quarter

Employee Feedback Comments

- Program allows working mothers to offer the best possible nutrition to their children
- Provides a Work/Life balance and promotes a positive work environment
- This program will help recruit and retain the Female employees

Summary

- It is important for the corporation to unanimously support the lactation program for it to be successful.
- Make the process interdisciplinary to create more “buy in”. When beginning a program involve employees, management, health care personnel, building managers and a Lactation Consultant.
- Each manager and supervisor has to support his/her employees in the program.
- A Lactation Consultant is the key to the effective utilization of the program. A program without a Lactation Consultant is only a room with equipment in it and utilization rates and satisfaction rates are low.
- The program should be constantly evaluated to determine its effectiveness and quality.