



**National
Business
Group on
Health**

Employer Best Practices: Workplace Breastfeeding Programs

National Business Group on Health
Center for Prevention & Health Services
Webinar
April 27, 2009

100 Best Companies for Working Mothers (2008)

****40 Business Group Members****

Abbott Laboratories
Accenture, Ltd.
American Express
AstraZeneca
American Express
Bank of America
Baptist Health South Florida
Bayer Corporation
Blue Cross Blue Shield of North Carolina
Chrysler
Dell Inc.
Dow Chemical
Dupont
Eli Lilly & Co
General Electric Company
Genentech
General Mills
GlaxoSmithKline
Hewlett-Packard Company

IBM Corporation
Intel Corporation
Johnson & Johnson
JPMorgan Chase
Kraft Foods Inc.
Marriott International, Inc.
Master Card Worldwide
Merck & Co.
Merrill Lynch
Metropolitan Life Insurance
Microsoft Corporation
Morgan Stanley
Novartis Pharmaceuticals
Pfizer
PricewaterhouseCoopers
Principal Financial Group
Procter & Gamble
Prudential Financial
Sanofi-Aventis
Texas Instruments Incorporated
Verizon Communications



Source: www.workingmother.com

Lactation Program Benefits By Size

All	Small (1-99)	Mid (100-499)	Large (500+)
26%	9%	26%	42%

Lactation Program Benefits By Year (All Employers)



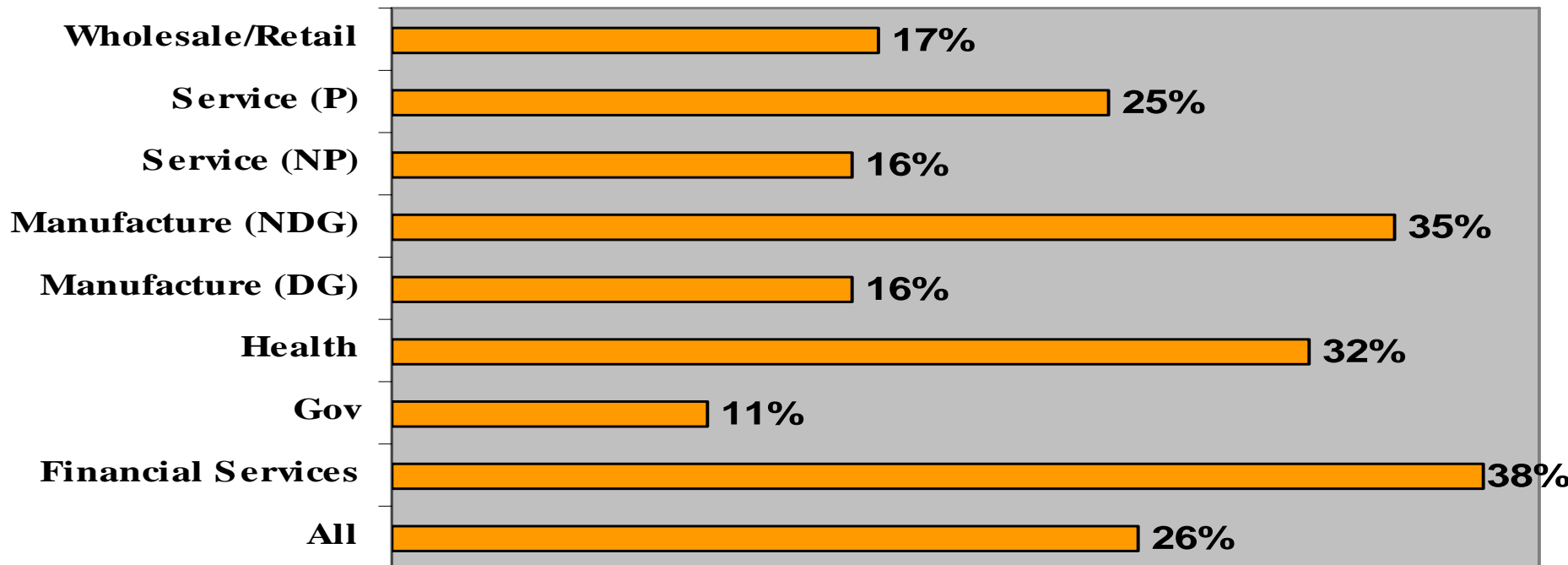
2001	2002	2003	2004	2005	2006	2007
16%	19%	18%	21%	19%	23%	26%

****Big difference between
2005 and 2007**



Source: SHRM Benefits Survey 2005 and 2007.

Lactation Program Benefits By Industry



Employer Actions to Promote Breastfeeding

- Wide variation among employers:
 - Benefits: Lactation support in hospital
 - Programs: Nursing Mothers Room
 - Supports: Breast pump
 - Resources: Education
- Variation is a result of size, philosophy, demographics, industry type, turnover/retention issues, and many other factors
 - “Family-friendly” businesses = high-achievers

Tips for Creating a Workplace Breastfeeding Program

- Educate women (and men) to stimulate demand
- Lactation support isn't just a "family-friendly benefit" it is a **health** benefit
 - Draw parallels between worksite lactation programs and well-accepted health promotion programs
- Use medical evidence as a criteria for inclusion in benefit packages
- Build the business case
 - Provide **short-term** and long-term cost-savings/ health impact for baby *and* mother (e.g., ROI, costs avoided)

National Business Group on Health Resources & Publications

Investing in Maternal and Child Health: An Employer's Toolkit

(Released 2007)

http://www.businessgrouphealth.org/benefitsttopics/et_maternal.cfm

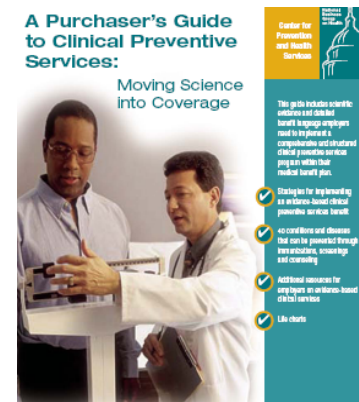
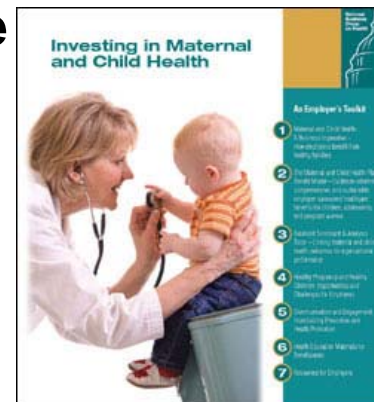
A Purchaser's Guide to Clinical Preventive Services: Moving Science into Practice

(Released 2006)

<http://www.businessgrouphealth.org/benefitsttopics/topics/purchasers/guide/fullguide.pdf>

Business Group Breastfeeding Guide

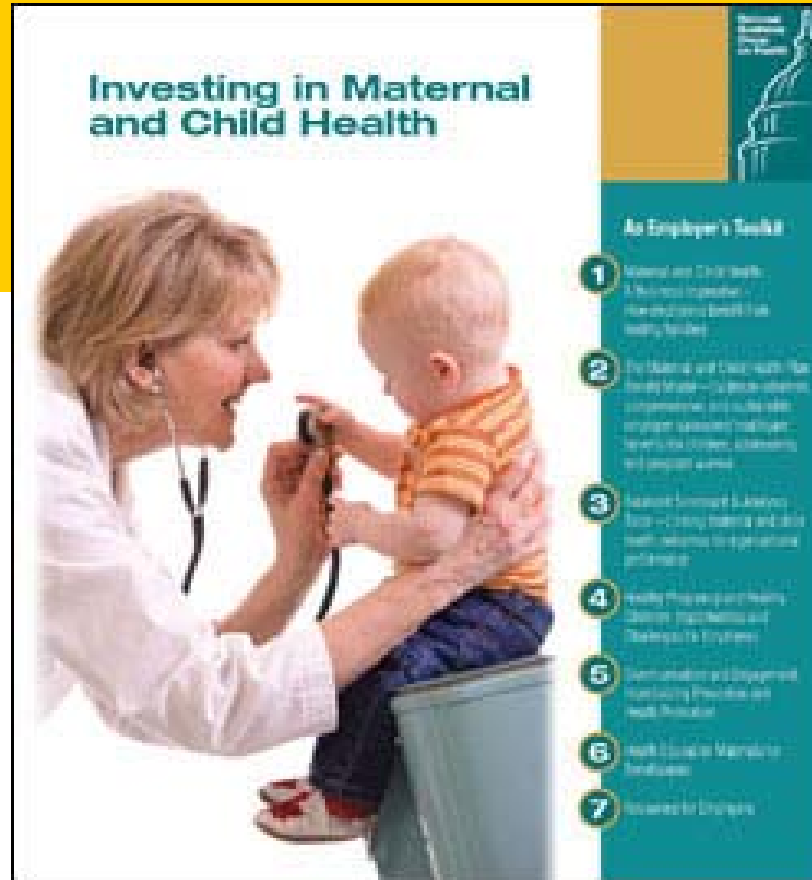
(To be released Spring / Early Summer 2009)



Investing in Maternal and Child Health: An Employer's Toolkit

- Strategies and tools to improve the health of children; adolescents; and women before, during, and after pregnancy
- Project advisory board included delegates from MCHB, AAP, AAFP, NAPNAP; business leaders; healthcare consultants; health plan representatives





http://www.businessgrouphealth.org/benefitstopics/et_maternal.cfm

A Purchaser's Guide to Clinical Preventive Services

Breastfeeding

Counseling

Structured breastfeeding education and behavioral counseling is a covered benefit for all pregnant and lactating women. Counseling may be provided in an office setting, during hospitalization for labor/delivery, or in the patient's home after the birth of their child.

Initiation, Cessation, and Interval

Counseling to promote breastfeeding initiation and continuation is a covered benefit for all pregnant women and all lactating women. There is no maximum number of sessions, provided that the care is medically necessary.

A Purchaser's Guide to Clinical Preventive Services:

Moving Science into Coverage



Center for
Prevention
and Health
Services



This guide includes scientific evidence and detailed benefit language employers need to implement a comprehensive and structured clinical preventive services program within their medical benefit plan.

- ✓ Strategies for implementing an evidence-based clinical preventive services benefit.
- ✓ 40 conditions and diseases that can be prevented through immunizations, screenings and counseling.
- ✓ Additional resources for employers on evidence-based clinical services.
- ✓ Life charts.

<http://www.businessgrouphealth.org/benefitstopics/topics/purchasers/index.cfm>

National Business Group on Health Breastfeeding Guide

- To be released Spring / Early Summer 2009
(available on Business Group website)
- The *Business Case for Breastfeeding* translation
- Provides employers with information on:
 - Factors that impact breastfeeding among working women
 - How to build a lactation promotion program
 - Information about lactation rooms and breast pumps
 - Employer case studies



Employer Best Practices

Does your company have a comprehensive workplace breastfeeding program?

Would you like to share your program with others?

If so, please contact us.



Contact Information

Wendy Slavit, MPH, CHES

Senior Program Analyst

Center for Prevention and Health Services

National Business Group on Health

50 F St NW Suite 600

Washington, DC 20001

Slavit@businessgrouphealth.org

Direct Phone: 202-585-1807



www.businessgrouphealth.org