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## The Business Case for Breastfeeding, 2010



**The Business Case for Breastfeeding (BC4BF) is a program designed to educate employers about the value of supporting breastfeeding employees in the workplace.**

The benefits to employers are:

- lower healthcare costs for nursing moms & their babies
- lower absenteeism which leads to higher productivity
- lower staff turnover rates

For moms & babies, breastfeeding has been shown to have tremendous benefits:

- lowered risk of obesity
- lowered risks of diseases for both mom & baby
- real cost savings for families & tax-funded programs - women who breastfeed can save up to \$1,500 a year on formula

Please click on the following links to view & download **Business Case for Breastfeeding** materials:

[Easy Steps to Breastfeeding Support Booklet](#)

[FAQs for Flexible Breaktime, Federal Laws](#)

[Timeline for Implementing a Lactation Support Program](#)

[The Business Case for Breastfeeding for Business Managers](#)

[Lactation Program Pre-Assessment Form for Businesses](#)

[Lactation Support Program Feedback form for Employees](#)

[Lactation Support Program Feedback form for Supervisors](#)

[Lactation Support Program Resource Guide](#)

[Sample Policy for Lactation Support Program](#)

[Employer Spotlights: Positive Outcomes](#)



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## **BC4BF Project Details**

With funding through the Virginia Department of Health's CHAMPIONS initiative, CINCH implemented BC4BF in Hampton Roads in 2010 with the goal of engaging 10 employers in multiple cities to adopt some of the strategies listed in BC4BF. This program involved completing a baseline assessment of what policies and support systems (if any) employers had to support nursing moms. Project staff then worked with employers to help either develop or enhance breastfeeding support policies, as well as set up appropriate lactation space that nursing mothers could use at their worksite.

Those employers and organizations who participated the BC4BF program received a variety of materials and incentives including:

- A resource toolkit that outlines steps employers can take to provide lactation support through policies and environmental changes
- Breast pumps, chairs, signage and other supplies for lactation rooms
- Community resource information for nursing mothers.
- Technical support from project staff

A follow-up assessment of this program in 2012 showed that we exceeded our goals for this program with:

- 17 employers engaged in some aspect of this program
- 16 employers participated in face-to-face consultations
- 15 employers completed the baseline Lactation Assessment Form
- 14 employers created or upgraded 17 lactation rooms at their facilities
- 13 worksites impacted by 8 drafted or adopted organizational policies

*This project originated from the US Department of Health and Human Services, HRSA, Maternal and Child Health Department. Special thanks to the project staff, past and present, who worked diligently with Hampton Roads employers to make this a successful project.*

**For more information on the Business Case for Breastfeeding Project contact Laurie McManama (757) 446-6039 or email, [CINCH@evms.edu](mailto:CINCH@evms.edu)**