



VIRGINIA BREASTFEEDING FRIENDLY
WORKPLACE RECOGNITION PROGRAM

Supported by CDC's PHS grant



Mothers are the fastest growing segment of the US workforce

78% are employed full-time

In Virginia, 60% of women are employed

WORKFORCE

**BREASTFEEDING AND
PROVIDING
BREASTMILK IS
ENDORSED BY:**



US Surgeon General



American Academy of Pediatrics (AAP)



American College of Obstetricians and
Gynecologists (ACOG)



American Academy of Family Physicians
(AAFP)



Association of Women's Health Obstetric
and Neonatal Nurses (AWHONN)



American Dietetics Association (ADA)

HEALTH BENEFITS OF BREASTFEEDING

Babies, Mothers, Families, and
Beyond





BENEFITS TO INFANTS

Lower risk of infections and illnesses

- Ear infections
- Respiratory infections
- Dermatitis
- Gastrointestinal disorders

For every 1,000 babies not breastfed, there is an excess of 2,033 physician visits, 212 days in the hospital, and 609 prescriptions

BENEFITS TO MOTHER

Faster recovery from pregnancy and childbirth

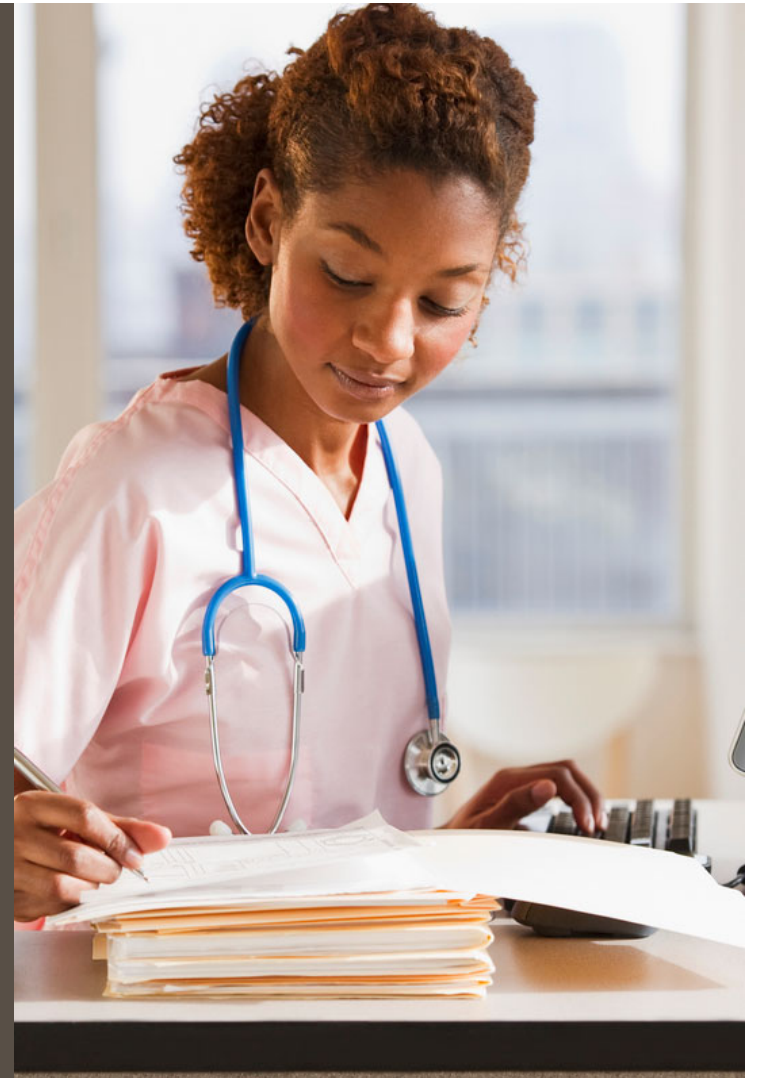
Lower risk of breast cancer

Lower risk of ovarian cancer

Lower risk of osteoporosis

Lower risk of type 2 diabetes

Satisfaction that she is giving her baby best start in life possible



WHY CONSIDER A WORK PLACE SUPPORT PROGRAM?

Program provides for company to stand out

Attracts a vibrant workforce

Positive public relations

Successful companies provide a benefits package for their employees

Permission and ability to use “family-friendly” designation

Women with children are the fastest growing segment of the workforce





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WHY CONSIDER A WORKPLACE BREASTFEEDING SUPPORT PROGRAM?

Good for companies
Good for families

BENEFITS OF THE PROGRAM THE PAYOFF IS SIGNIFICANT

3 to 1 return on investment

Greater retention rates

Earlier return from maternity leave

Lower healthcare and insurance costs

Reduction of sick time taken by both parents
for children's illnesses

Increased job loyalty

Increased productivity and morale

Higher employee satisfaction



HOW TO IMPLEMENT A BREASTFEEDING SUPPORT PROGRAM

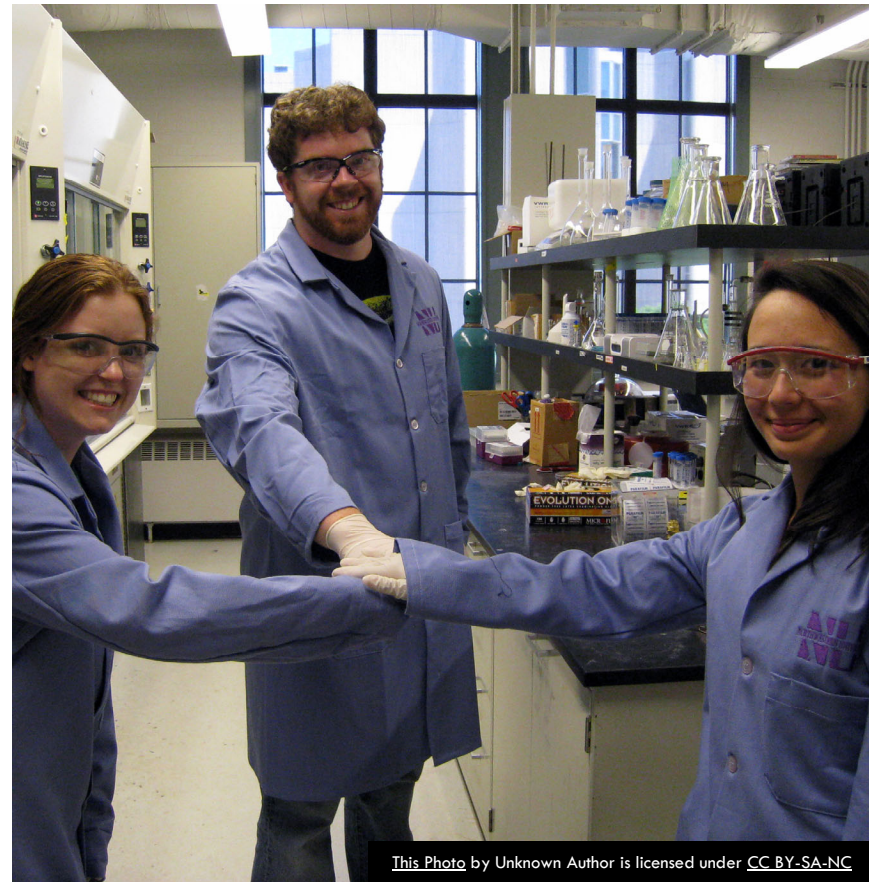
Investment is minimal

Space and time to express milk regularly

Support from supervisors and colleagues

Support around how to successfully
combine breastfeeding with employment

Access to health professionals who can
assist with breastfeeding questions and
concerns



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COMPONENTS OF A BREASTFEEDING SUPPORT PROGRAM



Policy

Private Space for Milk Expression

Support

POLICY AND DETAILS

Time to express milk
regularly

Milk storage options



PLACE AND SPACE

Basic physical space

- Access to nearby running water
- Electrical outlet
- Lock on door

Creative ideas

- Private locked office, conference room, or other space
- Small office
- Construct walls to enclose a small space in a larger room, women's lounge, or other area



Enhance your
program

Attract and retain
personnel

OPTIONAL AMENITIES

EXCEEDS EXPECTATIONS



ADDITIONAL SUPPORT

Company contract with lactation consultant who can provide

- Prenatal information on breastfeeding
- Breastfeeding classes and support groups
- Post partum assistance
- Individualized back-to-work consult
- Referrals to community classes and lactation experts

Employers Can Support Breastfeeding





EMPLOYER SPECIFIC SUPPORT

Training and education for supervisors and co-workers

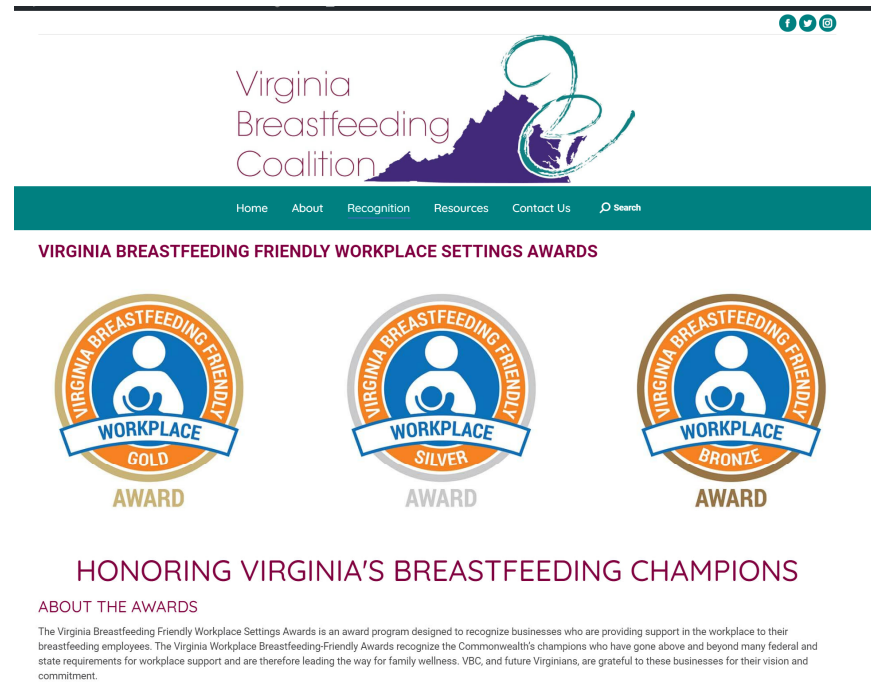
Support from supervisors, managers and co-workers

Peer support groups

Virtual and electronic information

APPLICATION FOR RECOGNITION

VABreastfeedingCoalition.org



The screenshot shows the Virginia Breastfeeding Coalition website. At the top right, there are social media icons for Facebook, Twitter, and Instagram. The main header features the text "Virginia Breastfeeding Coalition" next to a logo of the state of Virginia with a stylized breast and baby icon. Below the header is a navigation bar with links for Home, About, Recognition, Resources, Contact Us, and a search icon. The main content area is titled "VIRGINIA BREASTFEEDING FRIENDLY WORKPLACE SETTINGS AWARDS" and displays three award categories: Gold, Silver, and Bronze. Each award is represented by a circular badge with a blue and orange color scheme, featuring a stylized figure of a person holding a baby. Below each badge is the text "AWARD".

Virginia Breastfeeding Coalition

Home About Recognition Resources Contact Us Search

VIRGINIA BREASTFEEDING FRIENDLY WORKPLACE SETTINGS AWARDS

WORKPLACE GOLD AWARD

WORKPLACE SILVER AWARD

WORKPLACE BRONZE AWARD

HONORING VIRGINIA'S BREASTFEEDING CHAMPIONS

ABOUT THE AWARDS

The Virginia Breastfeeding Friendly Workplace Settings Awards is an award program designed to recognize businesses who are providing support in the workplace to their breastfeeding employees. The Virginia Workplace Breastfeeding-Friendly Awards recognize the Commonwealth's champions who have gone above and beyond many federal and state requirements for workplace support and are therefore leading the way for family wellness. VBC, and future Virginians, are grateful to these businesses for their vision and commitment.



AWARD



AWARD



AWARD

Gold

Silver

Bronze

DIFFERENT LEVELS OF AWARDS

Q11 Does this workplace provide a private area shielded from intrusion with a chair and small table, access to electricity and a nearby working sink? ✓ Yes (1pt)

1/1 pt

Q12 Does this workplace provide an ability for employees to post a "Do Not Disturb" sign or lock the door while the area is in use? ✓ Yes (1pt)

1/1 pt

Q13 Does this workplace provide written breastfeeding support policy or guidelines? If yes, please put a link to the breastfeeding policy in the Comment Section below. ✓ Yes (2pts),

2/2 pts

Breastfeeding Policy Link: (0pt),
Breastfeeding Policy

APPLICATION

Point of contact information
Policies
Company logo

Pictures
Testimonials

RECOGNITION PERKS

Framed certificate

Recognition ceremony

VBC website

Social media graphic

Press release

Featured on VBC social media

Worksite Recognition

GOLD AWARDEES

Bon Secours MPMC
Bon Secours St Marys
Bon Secours St Francis
Latched Mama
NASA - Langley Research Center
Newport News Shipbuilding - North Yard
Raytheon
University of Virginia - Maxine Platzer Lynn Women's Center
Virginia Commonwealth University - Women's Health Division

SILVER AWARDEES

Child Development Resources - Williamsburg
Norfolk Naval Shipyard - Federal Womens Program
Genworth Financial
Downtown Hampton Child Development Center
Henrico Area Mental Health and Developmental Services
Pfabulous Dentistry
Plamor Pools
Reigning Cats and Dogs
Smile Wonders
South Stafford Christian School
Teachstone Training - Palmyra
Teachstone Training - Charlottesville

**THANK YOU FOR SUPPORTING VIRGINIA'S
BREASTFEEDING FAMILIES**



RECOGNITION





THANK YOU

VDH VIRGINIA
DEPARTMENT
OF HEALTH

