

Benefits to Business



Now Under Federal Law, Moms Can Pump Milk at Work

The health benefits of breastfeeding for babies and mothers are significant, as are the cost savings to businesses, families, public health agencies and health insurers due to lower rate of illness. And now, the Patient Protection and Affordable Care Act of 2010 requires employers to provide nonexempt nursing mothers with reasonable time and space to pump milk to enable them to continue to breastfeed after returning to work.

In a recent survey, 94 percent of Working Mother Media's "100 Best Companies for Working Women" offered a workplace lactation program, compared to 28 percent of all companies nationwide.

*Working Mother Media's
"100 Best Companies for Working
Mothers 2010."*

Supporting breastfeeding is good for business

Establishing workplace support for nursing mothers helps you comply with federal law and helps give your employees – and your business – the comprehensive benefits of breastfeeding. Research shows that businesses that support nursing mothers at work enjoy cost savings of \$3 for every \$1 invested in breastfeeding support.¹ Employers can see significant savings and increased productivity due to:

Decreased employee absenteeism

Healthier babies can mean fewer missed workdays for parents.

In one survey, working mothers missed a day of work due to their babies being sick with one of 40 common illnesses. Of those illnesses, only 25 percent occurred in exclusively breastfed infants while 75 percent occurred in all other infants in the survey.² Home Depot realized an **annual savings of \$42,000 from absenteeism averted** by its breastfeeding support program at one store.³

"Providing breastfeeding support has a positive business impact at PNC through an increase in prospective qualified applicants, employee productivity, retention and reduced absenteeism. It also is simply the right thing to do. From corporate policies to administration by managers, PNC's culture advocates for and accommodates a working mother's need for a lactation room." –

*– Andria Jones, HR Consultant II,
Workplace Solutions, PNC"*

Reduced health care costs

Healthier babies can mean lower healthcare costs for employers.

The additional cost of prescriptions and medical services in the first year of life for infants who have never been breastfed is estimated to be more than \$400 per infant. After instituting a workplace lactation program, one large corporation saw a 62 percent drop in prescriptions written for infants of employees.⁴

Increased employee loyalty, retention and productivity

Healthier babies can mean happier employees.

Conflict between paid work and family responsibilities has been linked to decreased productivity in employees. Family-friendly policies, including workplace lactation programs, can reduce turnover and increase productivity.

1. U.S. Breastfeeding Committee: Workplace Breastfeeding Support. Available at: <http://usbreastfeeding.org/Portals/0/Publications/Workplace-2002-USBC.pdf>
2. Cohen, Rona, Mrtek MB, Mrtek RG Comparison of Maternal Absenteeism and Infant Illness Rates Among Breast-feeding and Formula-feeding Women in Two Corporations. American Journal of Health Promotion Available at www.ncbi.nlm.nih.gov/pubmed/10160049
3. LifeCare Special Report: Workplace Breastfeeding Support: A Legal and Business Imperative. Available at: www.lifecare.com/docs/Breastfeeding_SpecialReport_2010.pdf
4. CSRwire UCLA Center for Healthier Children, Families and Communities, Study of CIGNA Corporate Lactation Program proves that helping working moms breastfeed is good business. Available at http://newsroom.cigna.com/article_display.cfm?article_id=37. The Alfred P. Sloan Foundation, Work-Family Information for State

Healthy Families Are Good for Your Business

Programs and practices to support nursing mothers in the workplace are an effective way to help your employees give their babies – and your business – the many health benefits of breastfeeding.

Mothers with infants are one of the largest and fastest growing segments in the U.S. workforce – particularly in retail, service and other lower-wage industries.

- 56 percent of mothers with infants under one year of age work.¹ One-third return to work within three months of giving birth, two-thirds within six months.²
- 75 percent of mothers in the United States begin breastfeeding their babies at birth. Less than 14 percent are still exclusively breastfeeding six months later.³
- 77 percent of mothers in retail or lower-wage jobs give up breastfeeding after returning to work.⁴
- One of the most common reasons mothers cite for not breastfeeding is that they must return to work.
- Support for nursing mothers at work increases their ability to continue breastfeeding.

1. US Dept of Labor, Bureau of Labor Statistics. Employment characteristics of families in 2009. Available at <http://www.bls.gov/news.release/famee.nr0.htm>
2. US Census Bureau Maternity leave and employment patterns of first-time mothers 1961-2003. Available at www.census.gov/prod/2008pubs/p70-113.pdf
3. CDC National Immunization Survey, Provisional Data, 2007 births. Available at www.cdc.gov/breastfeeding/data/NIS_data/index.htm
4. National Women's Health Resource Center: Breastfeeding at work toughest for younger moms and retail workers. Available at www.pnewswire.com/news-releases/breastfeeding-at-work-toughest-for-younger-moms-and-retail-workers-S7838827.html

