

The BUSINESS CASE for BREASTFEEDING

STEPS FOR CREATING A BREASTFEEDING FRIENDLY WORKSITE



Forsyth County Breastfeeding Initiative Community Resource Guide



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In conjunction with:
US Department of Health and Human Services
Health Resources and Services Administration

Breastfeeding and Your Business

The Business Case on Breastfeeding

Breastfeeding exclusively for 6 months has been the gold standard for optimal infant health and has been a natural part of healthy parenting for generations. However, data shows us that while many women initiate breastfeeding at the birth of a child, the rates of breastfeeding drop sharply when women return to work. Two national documents, the Federal Law Supporting Breastfeeding and the Surgeon General's Call to Action to Support Breastfeeding, recommend that Public Health work with businesses to bring breastfeeding back into the mainstream. This will ultimately improve the health of women and infants while also benefiting businesses.



Fair Labor Standard Act (FLSA) Section 4207

An employer shall provide—

A. a reasonable break time for an employee to express breast milk for her nursing child for 1 year after the child's birth each time such employee has need to express the milk; and

B. a place, other than a bathroom, that is shielded from view and free from intrusion from coworkers and the public, which may be used by an employee to express breast milk.

Community Resources

Forsyth County Infant Mortality Reduction Coalition

336-703-3260

www.HelpOurBabies.org

Le Leche League

Winston Salem: 336-462-5782

Kernersville: 336-971-0691

Novant Health, Infant Nutrition Center- Lactation Consultants

336- 718-8233



www.medela.com

(breastfeeding pump rental/purchase and lactation support)

Women, Infants, and Children—Forsyth County Department of Public Health

336-703-3336

Hotlines

Nursing in Public Hotline—855.NIP.FREE (855.647.3733)

Hours: Leave message anytime. Will call back within 24 hours.

Leave a message on this hotline to report any experience of harassment about feeding your baby in public. Best for Babes is collecting the reports, and sharing them with the media and others to make a difference for moms everywhere. Callers can choose to be anonymous or give your name.

La Leche League US—877.LA.LECHE (877.452.5324)

Hours: Live during business hours; Leave a message anytime.

La Leche League Leaders provide callers with education and support for women who want to breastfeed.

US Office of Women’s Health—800.994.9662

Hours: M–F, 9am–6pm EST

Peer counselors are available to answer your breastfeeding questions or work with you on breastfeeding issues.

Online Resources

Best for Babes Foundation— www.bestforbabes.org

Offers personal interest stories and quality information for parents looking to be inspired and supported; includes tips for expecting or new moms, breastfeeding in public, and breastfeeding at work.

Breastfeeding Inc— www.breastfeedinginc.ca

Aims to empower parents by ensuring they receive the most up-to-date information to assist them with their breastfeeding baby; resources include, but are not limited to, free information sheets, video clips, and articles. Some resources, such as books, protocols and videos can also be purchased through the website.

Human Milk Banking Association of North America— www.hmbana.org

HMBANA is home to the only nonprofit milk banks in the United States. Their site provides information on how to become a milk donor and how to find your nearest bank.

Kelly Mom— www.kellymom.com

Provides information on breastfeeding, safe sleep, and parenting.

Work and Pump— www.workandpump.com

Offers general breastfeeding information and management geared towards working breastfeeding mothers.

ZipMilk— www.zipmilk.org

Provides listings for breastfeeding resources, sorted by zip code. Enter your zip code, and find the support nearest you.



Employer General Resources

[Business Case for Breastfeeding](#)

[Supporting Breastfeeding at Work](#)

[National Business Group on Health](#)

[Healthcare Reform Implementation Toolkit](#)





Employee General Resources

[Your Guide to Breastfeeding](#)

[Breastfeeding and Nutrition](#)

[Postpartum Support](#)

[Expressing Breast Milk](#)

[US Office of Women's Health](#)

[Women's Health at WFU Baptist Medical Center](#)

[Infant Loss-March of Dimes](#)

[Premature Babies](#)

[Prenatal Smoking Cessation Database](#)

Find print friendly version here: [Breastfeeding Community Resource Guide](#)



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Coalitions and Community Engagement Section