THE STATE OF **BREASTFEEDING IN** FLORIDA: THE BUSINESS CASE FOR BREASTFEEDING

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Co-Chairperson, BCB



History

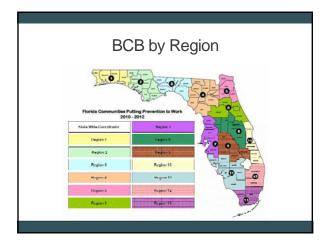
2009: Business Case for Breastfeeding implemented

December 2009: First Train-the-Trainer event held in Daytona Beach, FL

- 59 Attendees
- · Facilitated by Cathy Carothers

Matchup of DOH and FL BCB Regions

- Region Northwest FL (DOH Regions 1-2-3) BCB NW Coordinator: Molly Shakar
- Region Northeast FL (DOH Regions 4-5-6)
- BCB NE Coordinator: Pat O'Toole • Region – West Central FL (DOH Regions 7-8)
- BCB West Central Coordinator: Lucy G. Barr • Region - East Central FL (DOH Regions 9-10) • BCB East Central Coordinator: Pamela Campbell
- Region South FL (DOH Regions 11-12-13)
- BCB South Coordinator: Esther March-Singleton



BCB Employer Award

- After original BCB training, outreach workers were encouraged to contact businesses in their local community.
- Businesses evaluated based on set of criteria for three levels of breastfeeding support: Gold, Silver, Bronze
- As of today, 65 businesses have received recognition for the Florida Breastfeeding Friendly Employer Award
- Gold : 44 Silver : 10 Bronze : 11

	Bronze	Silver	Go ld
Policy and Education	U Verbal agreement between mother and the direct aspection regarding her break times and space to pump	U Verbal agreement OR written breastfeeding support printy If Verbal information provided to all employees about budation support	U Written breastleading support pol- nith velocation provided for all employees* If Educational packet about breastleading given to all expectant employees and their partners*
Facilities	U Private Lactation Room**	U Private Lactation Room** with the following: D Privato area to pumps* I Comministrate chain for I Comministrate chain for I Comministrate chain I Senal table III Lectange Coule Optional Internation Differingement or personal couler for milk storage I Nearthy surface with running water or sentiaring wipes for closur up	U Private Lactation Room* with a cit the following: Control behind sphaldered at the repumping and or narebile. Electrical Cubet Refrigered or opersonal content at the c
Scheduling	U Flexible Breaks lot locat 16 20 minutes in the marring and afternoon as well as a lunch break) during which the employee can express milk or nurse their infants	U. Flexible Breaks with one of the following: II. Abdily to work performer or some hours from horns II. Brodine offered II. Mindreng offered II. Mindreng offered II. Distriction offered II. Or sails of index II. Pasid male emity leaves (5 vides)	U Flexible Breaks with one or more of the following: II Absity to work part-time or some house from home O Flexible offered II Absity to work part-time or some house from home O Flexible of some offered II Absolute of sides and the some with the some offered of some offered of some offered of some offered pump provided or subsidize by employer.
Resources		One of the following: II Lending library of Broadfeeding Resources III ist of local broastheading resources*	All or some of the following: O Lending Ishany of Breastfeeding Resources* Il list of regional breastfeeding resources* Il addednor consulted services provided for employees (ve- insurance or paid by employer)



http://flbreastfeeding.org/apply.htm



SHRM 2014 Annual Conference & Exposition

- Assisted Cathy Carothers with debut of Department of Health and Human Services Office of Women's Health new website and online resources to assist businesses with breastfeeding women in the workplace
- Setup lactation room and exhibit along with slideshow of Florida businesses that have been submitted to FBC website
 - Attended by 25,000 HR professionals

Florida Business Case Webinar 2015

- □ Collaborated (January 20) with Cathy Carothers for Supporting Mothers in the Workplace
- Well attended by Florida breastfeeding supporters and others from all over the United States
- □ FBC Workplace Webinar:
 Search "Florida Breastfeeding Coalition"



Future Plans for Expansion

- Develop BCB Online Webinar Training that enables local breastfeeding coalitions and/or breastfeeding task force to reach out to businesses in their own geographical areas
- Contact local SHRM chapters in the state of FL utilizing informational packet that will be used in conjunction with the materials from the launch of Supporting Nursing Moms at Work: Employer Solutions.
- http://www.womenshealth.gov/breastfeeding/employersolutions/index.html
- Partnering with Chamber of Commerce and the State Human Resource Department to educate businesses about the federal law that supports nursing in the workplace.

Resources

- Florida Breastfeeding Coalition: http://www.flbreastfeeding.org/
- Business Case for Breastfeeding: http://mchb.hrsa.gov/pregnancyandbeyond/breastfeeding/
- Supporting Nursing Moms at Work: Employer Solutions http://www.womenshealth.gov/breastfeeding/employer-solutions/index.html