

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

Presented by:
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In Collaboration:
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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

The screenshot shows the Florida Breastfeeding Coalition website. At the top, there is a navigation menu with links for Home, About, Advocacy, Benefits of Breastfeeding, Florida Breastfeeding Law, Donations, Contact Us, Florida American Pediatric Nurses Practice Board, Florida Breastfeeding Conference, Child Care Facilities, Finding Help, and FL Breastfeeding Conference. Below the navigation is a search bar. The main content area features a headline: "NEW FEDERAL LAW Requires Unpaid Breaks for Nursing Mothers in Workplace". Underneath, there are two columns of text. The left column is titled "About the Florida Breastfeeding Friendly Employer Award" and includes a link to "CLICK HERE to Learn about EMPLOYER AWARD LEVELS and for ONLINE APPLICATION". The right column is titled "Recognition for the Florida Breastfeeding Friendly Employer Award" and includes a link to "Supporting Nursing Moms at Work: Employer Solutions Q&A". At the bottom of the page, there is a "2014 In Focus" section with a list of events: Alpha House of Tampa, Tampa, FL - 2014; Andromeda Academy, Plantation, FL - 2013; and Health Medical Center South, Jacksonville, FL - 2011.

<http://flbreastfeeding.org/apply.htm>

The slide features the SHRM logo (Society for Human Resource Management) on the left. The main title is "SHRM 2014 Annual Conference & Exposition". Below the title, there are three bullet points:

- 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

The slide is titled "Florida Business Case Webinar 2015". It contains three bullet points:

- ❑ 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"

Below the text is a small video player screenshot showing a group of people in a meeting setting. The video title is "2014 01 20 12:00 Employer Support of Moms in the Workplace".

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/employer-solutions/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.fibreastfeeding.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>
