

Supporting moms who want to continue breastfeeding after returning to work benefits your business:

- from a financial standpoint
- from an employee loyalty and satisfaction standpoint
- from a public perception standpoint

Breastfeeding benefits a wide range of people and organizations, including:

- Individual moms who want to provide the Best Feeding for their children
- Families
- Employers
- The state of South Dakota as a whole

Learn how you can (and why you should) make your workplace a breastfeeding-friendly environment.

To learn more about adopting a company policy and for free technical assistance, please visit HealthySD.gov/Breastfeeding.

Sincerely,

The South Dakota Department of Health



HealthySD.gov/Breastfeeding
SDWIC.org

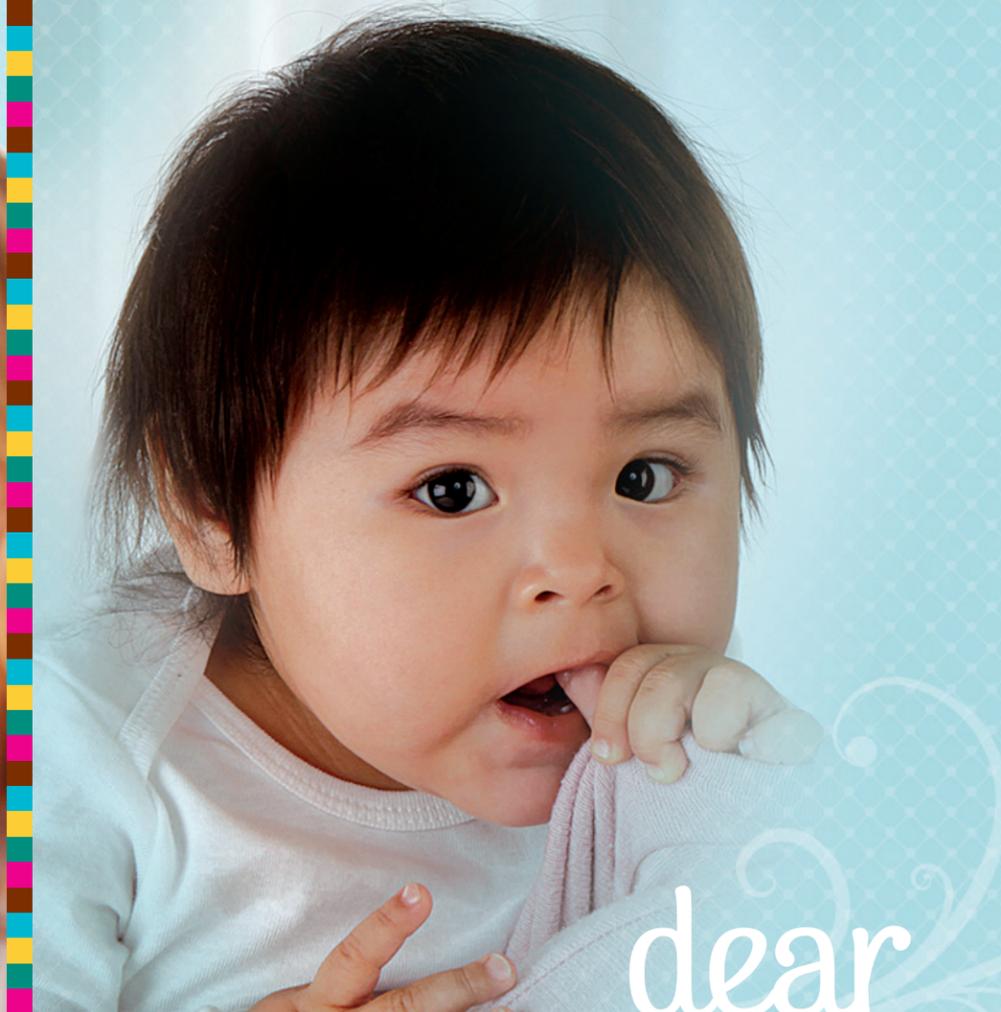


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B·E·S·T
feeding



The benefits of a breastfeeding-friendly work environment



dear

BUSINESS OWNER

Here's a friendly how-to guide for creating a breastfeeding-friendly environment for your nursing employees and customers, along with solid business reasons why your company will benefit by having one. Each ounce of mother's milk counts.

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SIMPLE WAYS TO SUPPORT BREASTFEEDING EMPLOYEES

- 1 Private pumping area with a chair, electrical outlet and, if possible, a sink
- 2 Fridge for milk storage
(communal or personal, either will work)
- 3 Two 20-30 minute breaks daily for pumping with flexible scheduling as necessary
(one in the a.m., one in the p.m.)
- 4 Written company handbook policy supporting breastfeeding and describing your worksite accommodations

For more details on how you can adapt a policy for your own use, please refer to the breastfeeding support policy booklet or visit HealthySD.gov/Breastfeeding to download a digital copy.

- 5 Option for flexible or gradual return to work if requested
- 6 Six week or longer maternity leave
- 7 Employer-provided info and support for breastfeeding
- 8 On-site or near-site childcare facilities so mom can breastfeed child directly



proof IN THE NUMBERS

These statistics from the United States Department of Health and Human Services' "The Business Case for Breastfeeding" give a clearer picture of how supporting your breastfeeding employees will positively impact your business.

Financial benefits

- Breastfed children are **sick less**, which means lower healthcare costs
- **50% fewer one-day absences** to care for sick children from moms who choose to breastfeed
- **\$240,000 saved** in healthcare expenses and **\$60,000 in reduced absenteeism** rates annually from certain businesses in the study

Employee loyalty and satisfaction benefits

- **94% average of employee retention rates** for companies with lactation support policies
- Less turnover means lower rehiring and retraining costs

Public perception benefits

- Breastfeeding support creates recognition as a **"family friendly" business**
- Creates a **competitive advantage for hiring** talented employees

