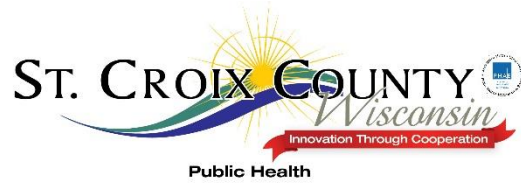


Breastfeeding Friendly Worksite Initiative



What is it?

An initiative implemented by local Public Health Departments with support from the Wisconsin Department of Health Services, Division of Public Health. Businesses who offer required elements of a Breastfeeding Friendly Worksite Program, will be recognized as a Breastfeeding Friendly Worksite.

A Breastfeeding Friendly Worksite:

- Provides employees with adequate breaks and private space to express milk
- Provides employees with resources supporting continued breastfeeding while returning to work
- Supports employees by implementing breastfeeding supportive policies
- Creates a positive public image: for your business and for breastfeeding

Why We Need Breastfeeding Friendly Businesses

One of the most common times women tend to stop breastfeeding is around the time they return to work. To help eliminate this, women need support in the workplace. A business can actually profit from supporting their employees during breastfeeding.

Benefits to employers can include:

- Less missed days of work because breastfed babies are healthier
- Lower health care costs
- Employees feel supported at work and report higher productivity and loyalty

What Guidance is Helpful?

The Fair Labor Standards Act requires employers to provide accommodations for nursing mothers. It includes "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."

How to Become a Breastfeeding Friendly Business

St. Croix County Public Health, in partnership with the St. Croix County Breastfeeding Coalition is here to help businesses become more supportive for their employees who return to work and continue breastfeeding. Businesses will receive assistance with policy development, brainstorming ways to make current spaces work for private places to express milk, and finding resources to help business achieve breastfeeding friendly designation. Once St. Croix County Public Health determines minimally required elements of support are in place, the business will receive recognition for their efforts.

Where can I get more information?

Email: heather.prigge@sccwi.gov

Phone: St. Croix County Public Health, Heather Prigge, RN, BSN: 715-246-8263

Frequently Asked Questions: Breastfeeding Friendly Worksite Initiative



Breastfeeding Symbol

1. Typically, how long does the process take?

It will vary depending on what type of worksite breastfeeding support is already in place at your business.

Typical process includes:

- Receive general information about the Breastfeeding Friendly Worksite Initiative.
- Complete an initial Breastfeeding Friendly Worksite Program Self-Assessment.
 - Send completed assessment to St. Croix County Public Health (follow instructions on the self-assessment form)
- St. Croix County Public Health staff will contact you for phone or onsite consult.
- (Goal is to support your business to, improve existing or implement new, Breastfeeding Friendly Worksite Program components.)
- Public Health staff can help you develop a work-plan to guide your efforts.
- Implement or improve Breastfeeding Friendly Worksite Program components.
- Complete a final Breastfeeding Friendly Worksite Program Self-Assessment.
 - Send completed assessment to St. Croix County Public Health (follow instructions on the self-assessment form)
- Public Health will review the self-assessment and contact you to support further needs for improvement or arrange recognition for your efforts.
- Achieve Breastfeeding Friendly Worksite designation.

2. What is the approximate cost to participate?

It will vary depending on the resources available, but most businesses can become Breastfeeding Friendly Worksite with very little financial investment. (St. Croix County Public Health offers guidance and resources for certain components to assist a business to implement breastfeeding support based on the results of a self-assessment.)

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