



North Dakota Infant Friendly Workplace

MERGING **Motherhood & Work**

WORKPLACE LACTATION SUPPORT

MAKES GOOD BUSINESS SENSE





How Does Workplace Lactation Support Relate To Business?

Competitive Advantage. According to the North Dakota Bureau of Labor Statistics,¹ in 2016 Generation X and Millennials comprised 74 percent of the labor force. Recognition as a “family friendly” business helps create a competitive advantage for hiring talented employees because of the changing workforce.

Changing Workforce. Women with children are the fastest-growing segment of the labor force and in North Dakota; 74 percent of women with children younger than 6 years of age are in the workforce.²

Employees Benefit. A supportive work environment improves morale. There are many proven short and long term health benefits associated with breastfeeding for the mother and infant.³

Businesses Benefit. Supportive businesses may experience reduced health care costs, lower turnover rates and higher productivity.³

Workplace Lactation Support Makes Good Business Sense. It’s a win-win for the employee and the business.

1. <https://www.bls.gov/cps/cpsaat11b.pdf>

2. U.S. Census Bureau’s American Community Survey, 2011-2015 estimates

3. The Business Case for Breastfeeding [Pamphlet]. (2008). U.S. Department of Health and Human Services, Health Resources and Services Administration, Maternal and Child Health Bureau.



Infant Friendly Success Story:

In North Dakota, **82.3%** of women start breastfeeding, but by three months, only **49%** continue breastfeeding.⁴ A woman's career plans have the most significant impact on whether she breastfeeds and for how long.⁵ Workplace lactation support programs have proven to have a positive impact on moms starting to breastfeed and continuing to breastfeed.⁶ Here is one business's story:

To support their working moms and students, University of North Dakota passed a "Lactation Support for Nursing Mothers" policy to allow time and space for the expression of breast milk. From 2014-2015, 32 moms used four of the rooms totaling 1,439 visits.

"We are proud to be designated by the North Dakota Department of Health as 'Infant Friendly' for our dedication to work-life harmony for moms to return to work and school with support, time allowances, and space to provide breast milk; the best nourishment to their babies and for the self-care of our moms."

- UND WORK WELL COORDINATOR

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"UND's mothering room really helped the transition back to work for me after having my baby. I found out about the rooms through campus emails well before I needed the room, so that was one less thing to worry about when I returned to work. I felt very supported having a convenient, private place close to my office where I could pump as often as I needed."

- UND FACULTY MEMBER

To read stories from other businesses, go to Workplace Support: ND Designated Businesses at breastfeeding.health.nd.gov

4. Centers for Disease Control and Prevention, Breastfeeding Report Card 2016, United States: Outcome Indicators, National Immunization Survey, Provisional Data, 2013 births.

5. Chatterji PF K. Does Returning to Work After Childbirth Affect Breastfeeding Practices? Rev Econ Househ. 2005;3(3):315335

6. Ortiz J, McGilligan K, Kelly P. Duration of breast milk expression among working mothers enrolled in an employer sponsored lactation program. Pediatr Nurs. 2004;30(2):111-119.



What Does It Take To Become An Infant Friendly Workplace?

THE APPLICATION IS EASY, FREE AND ONLY TAKES TWO MINUTES TO COMPLETE.

A business is designated as Infant Friendly if they have a formal policy addressing:

TIME Allow flexible break times for expression of milk.

SPACE Provide a clean, private space (not a toilet stall or restroom) for pumping.

Provide access to a clean water source for washing hands and cleaning pump equipment.

Provide options for storage of breast milk, with either a refrigerator or allowing the employee to bring a personal cooler.

SUPPORT Educate all staff about your workplace lactation policy.

The North Dakota Department of Health is here to assist your workplace with policy development and finding creative space for lactation support. Learn more at breastfeeding.health.nd.gov or contact:

Email: infantfriendly@nd.gov

Phone: 701.328.4529

Toll-Free: 800.472.2286