

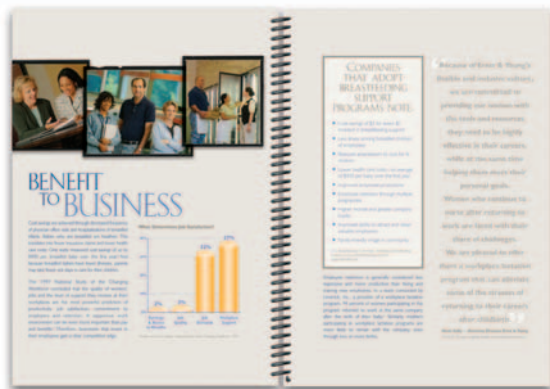
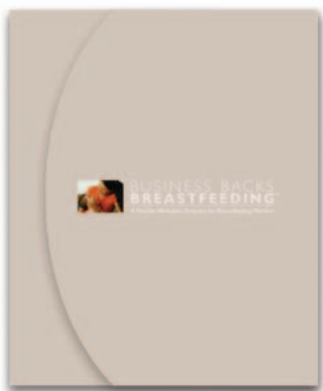
# BUSINESS BACKS BREASTFEEDING™

## A Flexible Workplace Program for Breastfeeding Mothers

A Program of Abbott in Partnership with Working Mother Media.

Currently, more than 70 percent of women in the U.S. with children under age three work full time.<sup>1</sup> Now, more than ever, working mothers are struggling to achieve the right balance between their family needs and job responsibilities. Breastfeeding is the gold standard for infant nutrition, but returning to work is a primary barrier to extended breastfeeding.

Offering breastfeeding support in the workplace represents a unique opportunity for employers to promote the health and welfare of their employees and their families, as well as increase breastfeeding duration rates. *Business Backs Breastfeeding* was developed in consultation with lactation experts who have implemented similar programs in a variety of businesses. The program also was reviewed by a panel of experts from the fields of medicine, infant nutrition, and lactation consulting. This turnkey program provides instructions, tips, and template materials to help employers support mothers who choose to continue breastfeeding after returning to work.



### Why should you be interested in the program? Consider these facts:

- Women with infants and children are the fastest growing segment of the U.S. workforce<sup>1</sup>—1/3rd return to work within three months of giving birth.<sup>2</sup>
- Breastfeeding is recommended by the American Academy of Pediatrics and others for at least the first 12 months of life.<sup>3</sup>
- U.S. breastfeeding rates are at their highest recorded levels, with over 70% of mothers initiating breastfeeding in the hospital.<sup>6</sup> Yet, returning to work is one of the major reasons women may stop breastfeeding.
- When women breastfeed, babies and mothers may be healthier, less work time may be lost to children's illness, insurance rates may be held down, and employee satisfaction and productivity may increase.<sup>4,5</sup>

## Business Backs Breastfeeding™

To ensure companies and their employees know about the benefits of breastfeeding, Abbott has partnered with *Working Mother* magazine to help promote *Business Backs Breastfeeding™* to employers across the United States. In addition, Abbott is also reaching out to a variety of medical, health, and women's and children's organizations and associations in the U.S. to help raise awareness and encourage implementation of workplace lactation programs.



To download Abbott's Business Backs Breastfeeding program, visit [www.Ross.com/BF/backtowork.asp](http://www.Ross.com/BF/backtowork.asp)

- 1 U.S. Department of Labor. Women's Jobs: 1964-1999. Washington, DC : U.S. Department of Labor, Women's Bureau, 1999. [www.dol.gov/wb/stats/main2.htm](http://www.dol.gov/wb/stats/main2.htm).
- 2 Roe B., Whittington L.A., Fein S.B., Teisl M.F. "Is there competition between breastfeeding and maternal employment?" *Demography* 1999; 36(2): 157-171.
- 3 American Academy of Pediatrics Policy Statement. "Breastfeeding and the Use of Human Milk" (RE9729). *Pediatrics*. Volume 100, Number 6, December 1997, 1035-1039.
- 4 U.S. Breastfeeding Committee: Workplace Breastfeeding Support. [www.usbreastfeeding.org/Issue-Papers/Workplace.pdf](http://www.usbreastfeeding.org/Issue-Papers/Workplace.pdf).
- 5 U.S. Breastfeeding Committee: Workplace Breastfeeding Support. [www.usbreastfeeding.org/Issue-Papers/Benefits.pdf](http://www.usbreastfeeding.org/Issue-Papers/Benefits.pdf).
- 6 Mothers Survey, Ross Products Division, Abbott Laboratories, Columbus, OH. 2002.