



Benefits to Employers Who Support Breastfeeding

Employee attraction and retention: Women make up 50% of the current workforce. Half of those are of childbearing age. More women are choosing to breastfeed. Breastfeeding is the recommended form of infant nutrition due to the superior qualities of human milk compared to any artificial feeding preparation. Breastfeeding carries health benefits to both mothers and babies. Medical organizations recommend breastfeeding for at least one year. Mothers are looking for workplaces that support breastfeeding. More and more employers are instituting workplace breastfeeding support programs.

Financial benefits to employers: Breastfeeding support programs are being increasingly implemented in various workplaces. Some of those workplaces report a \$3 return on investment for each \$1 spent according to the United States Breastfeeding Committee.

Lower Healthcare Costs: Breastfeeding carries proven short and long-term health benefits for both mothers and babies. Breastfed babies are less likely to develop ear infections, diarrhea, allergies, asthma, and pneumonia. Studies have estimated \$400 savings on health care costs during the first year of life of a breastfed baby. Medical prescription costs alone are cut by 50%.

Improved workplace satisfaction: Higher morale and improved productivity are found among breastfeeding mothers.

Less absenteeism: Studies have shown that breastfeeding mothers have lower rates of absenteeism from work compared to formula feeding mothers.

Demonstrates employers' citizenship and social responsibility: The United States Department of Health and Human Services has a national plan for action to support breastfeeding that calls on employers to institute worksite programs and take action to support and promote breastfeeding among their employees as they return to work. Breastfeeding support identifies a socially responsible organization that cares for the health and well being of children, mothers, families and the community.

Breastfeeding support is also environmentally- friendly, due to lower resource consumption and less waste with breastfeeding compared to artificial feeding.

References:

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