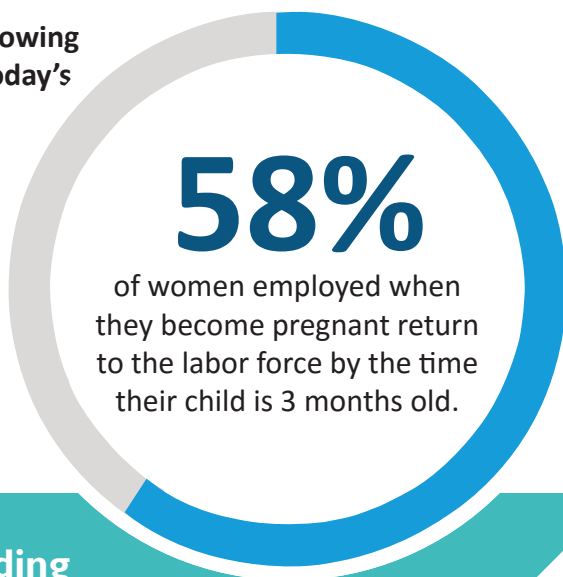


How Lactation Support Benefits Employers

Modified from The Business Case for Breastfeeding

Investing in a breastfeeding employee support program has proven to produce a 3-to-1 return on investment through greater employee retention, increased productivity, lower health care costs and decreased sick days.

The fastest growing segment of today's labor force is women with infants and children.



Breastfeeding lowers health care costs

The reduced health care costs for breastfed infants translates into lower medical insurance claims for businesses.

Babies who are not breastfed visit the physician more often, spend more days in the hospital, and require more prescriptions than breastfed infants. Mothers who breastfeed have lower risks for certain diseases such as pre-menopausal breast cancer.

More employer benefits...

- Improves employee job satisfaction and productivity
- Increases loyalty and morale among all employees
- Enhances family-friendly image of company in the community

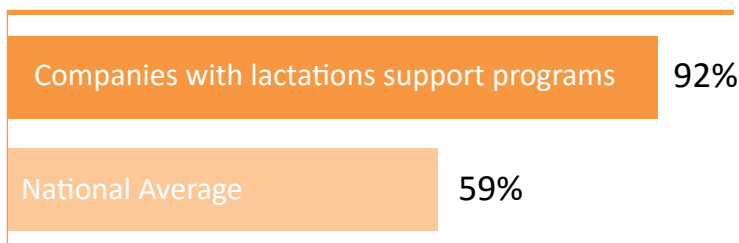
Breastfeeding employees miss work less often

Employers that support breastfeeding through their policies enjoy reduced employee absenteeism.

Human milk boosts an infant's immune system and helps protect against common childhood illnesses, infections and dermatitis.

Because breastfed babies are generally healthier, mothers and fathers are able to spend more time at work rather than taking leave to care for sick children.

Retention Rate for Employees of Companies with Lactation Support Programs



Lower turnover rates

Employees are more likely to return to work after childbirth when their workplace provides a supportive environment for continued breastfeeding.

Being able to keep experienced employees after childbirth means lowering/eliminating the costs associated with hiring temporary staff or to recruit, hire, and train replacement staff.

Ready to start benefiting from your own workplace lactation program?