

“The Business Case for Breastfeeding”
WALC Meeting, November 16, 2010, Beaver Dam, Wisconsin
Bibliography/Resources from Anne Altshuler, RN, MS, IBCLC

The Business Case for Breastfeeding: Steps for Creating a Breastfeeding Friendly Worksite. For overview and to see or download the materials on line, go to
<http://www.womenshealth.gov/breastfeeding/government-programs/business-case-for-breastfeeding/index.cfm>

“Health Care Reform Boosts Support for Employed Breastfeeding Mothers: Frequently Asked Questions”
<http://www.usbreastfeeding.org/Workplace/WorkplaceSupport/WorkplaceSupportinHealthCareReform/tabid/175/Default.aspx>

Berggren, Kirsten. *Working Without Weaning: A Working Mother's Guide to Breastfeeding.* Amarillo, Texas: Hale Publishing, 2006. 299 pages. \$24.95. www.iBreastfeeding.com 800-378-1317

Colburn-Smith, Cate and Andrea Serrette. *The Milk Memos: how real moms learned to mix business with babies – and how you can, too.* New York: Jeremy P. Tarcher/ Penguin, 2007. 370 pages. \$10.04 on amazon.com

La Leche League, International. *The Womanly Art of Breastfeeding.* 8th edition. New York: Ballantine Books, 2010. 576 pages.

Nursing Is Normal – Madison photography project.

You-Tube video: http://www.youtube.com/watch?v=d-6Zz1Kk_Gk (5 minutes)

Photos are available from Lea Wolf and Alison Dodge at

Happy Bambino, □ Lake Edge Shopping Center, □4116 Monona Drive, Madison, WI 53716 □ □

Phone: (608)223-6261 □ Fax: (608) 223-6098 □ Email: hello@happybambino.com □

WorkAndPump.com <http://www.workandpump.com/> Web site support for working mothers by Kirsten Berggren, PhD, CLC, author of *Working Without Weaning* (2006)

Babies in the Workplace: www.babiesatwork.org

Protocols and information on babies at work.

U. S. Department of Health and Human Services, Office on Women's Health

Good breastfeeding information. <http://www.womenshealth.gov/breastfeeding/>

AIA Best Practices Lactation Room Design (February 2008), contributed by Liz York.

http://www.aia.org/aiaucmp/groups/ek_public/documents/pdf/aiap037226.pdf

International Breastfeeding Icon

http://www.mothering.com/drupal_snapshot/breastfeeding-activism-information-and-resources

<http://en.wikipedia.org/wiki/File:Breastfeeding-icon-med.svg>

Jane Morton, MD. “Maximizing Milk Production with Hands On Pumping” A 9:35 minute web video.

<http://newborns.stanford.edu/Breastfeeding/MaxProduction.html>

La Leche League International. Provides local breastfeeding support groups, publishes catalog of breastfeeding and parenting books and educational materials, sponsors conferences on breastfeeding. Much information available on website, including answers to common questions, help for special breastfeeding challenges, legal situations, etc. Web site: www.lalecheleague.org/

For local Madison-area meetings, schedules and contacts go to www.lllmadison.org or (608)827-5530

For groups in Wisconsin, go to <http://www.llli.org/Web/Wisconsin.html> or <http://www.lllofwi.org/>

Common Sense Breastfeeding Diane Wiessinger's breastfeeding resources web page:

<http://www.normalfed.com/>

Many wonderful handouts, wise thoughts on many aspects of helping breastfeeding mothers and babies.

Kellymom. <http://www.kellymom.com/> General breastfeeding information and resources web site of Kelly Bonyata, IBCLC.

Wisconsin Law:

The Right to Breastfeed Bill – AB-57/SB-16 was signed into law by Governor Doyle on March 10, 2010.

The wording of the law is:

“A mother may breastfeed her child in any public or private location where the mother and child are otherwise authorized to be. In such a location, no person may prohibit a mother from breastfeeding her child, direct a mother to move to another location to breastfeed her child, direct a mother to cover her child or breast while breastfeeding, or otherwise restrict a mother from breastfeeding.

A person who interferes with that right is subject to forfeiture not to exceed \$200 under the general penalty provision under current law.”

U.S. Law:

The 2010 Healthcare Reform Act amended the Fair Labor Standards Act (FLSA) by requiring that employers provide a reasonable break time for an employee to express breast milk for her nursing child for 1 year after the child's birth each time the employee has need to express milk. Under the Act, employers must now provide 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. The FLSA does not require employers to pay employees for such break time.

Exceptions: the requirements do not apply to employers with less than 50 employees, if such requirements would impose an undue hardship by causing the employer significant difficulty or expense when considered in relation to the size, financial resources, nature, or structure of the employer's business. The FLSA's provisions do not preempt a state law that provides greater protections to employees.

Most states have passed legislation that explicitly allows mothers to nurse/express breast milk in public or semipublic places such as restaurants, public transportation facilities, and other locations where the public is present. Some state laws require that employers provide reasonable time for an employee to breastfeed or express breast milk, or to coordinate designated break times to coincide with the employee's need to breastfeed or express breast milk.

In order to allow employees to take advantage of the many health benefits of breastfeeding, employers need to consider drafting a written policy on breastfeeding and expressing breast milk in the workplace. This policy should include the following elements:

1. Flexible work schedules to provide time for expression of milk;
2. Provision of an accessible location allowing privacy (e.g., shielded from view and free from intrusion from coworkers and the public, a lock on the door);
3. Access to a nearby clean and safe water source and a sink for washing hands and rinsing out any breast-pump equipment; and
4. Access to hygienic/refrigerated storage alternatives for the mother to store her breast milk

Bathrooms are not sanitary, acceptable places for breastfeeding or expressing breast milk. Therefore, federal law requires that employers must not designate employee or public bathrooms as the location for breastfeeding or expressing breast milk.

For answers to your questions regarding the federal workplace amendment go to the USBC site:

<http://www.usbreastfeeding.org/Workplace/WorkplaceSupport/WorkplaceSupportinHealthCareReform/tabid/175/Default.aspx>

“Building Breastfeeding Friendly Communities in Wisconsin” A packet of free, downloadable materials available at <http://dhfs.wisconsin.gov/health/Nutrition/Breastfeeding/bffriendlycomm.htm>
Includes guidelines for setting up a worksite lactation room.

“Creating a Breastfeeding-Friendly Workplace”

Free CD available from Kate Pederson, MPH, RD, CD. WI Breastfeeding Coordinator and Nutritionist, WI Division of Public Health, 1 W. Wilson Street, PO Box 2659, Madison, WI 53701-2659 (608)267-9186 Fax: 266-3125 email: PederKA@dhfs.state.wi.us