

## APPLICATION FOR BREASTFEEDING FRIENDLY EMPLOYER AWARD

The Florida Breastfeeding Friendly Employer Award recognizes businesses in the State of Florida that are providing support in the workplace to their breastfeeding employees.

Businesses are evaluated based on a set of criteria for three levels of breastfeeding support: Gold, Silver, and Bronze.

Organizations that meet the requirements at one of the three criteria levels will be recognized with a plaque and recognition on the Florida Breastfeeding Coalition website ([www.flbreastfeeding.org](http://www.flbreastfeeding.org)) as well as in press releases to local media. All forms of recognition are completely voluntary.

Applying for/or recommending a Business for Breastfeeding Friendly Employer Recognition:

Name of Business: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Person's Name: \_\_\_\_\_

Contact Person's Phone: \_\_\_\_\_

Contact Person's Email: \_\_\_\_\_

Company website: \_\_\_\_\_

Please be sure to also check off the accommodation provided in your breastfeeding friendly business on the opposite side of this brochure under CRITERIA FOR THREE LEVELS of EMPLOYER RECOGNITION AWARD. If you have a written company breastfeeding policy, please also mail or fax it with your application.

Mail to:

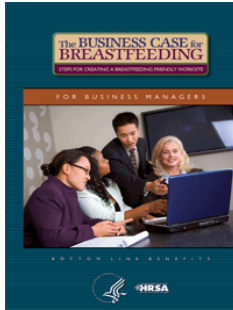
Florida Breastfeeding Coalition, Inc.  
210 Lookout Place, Maitland, FL 32751  
Fax 407-215-0402

You may also download a PDF application at  
<http://flbreastfeeding.org/employerprogram.htm>

OR

You may apply online at  
<http://flbreastfeeding.org/apply.htm>

## A LOOK AT THE BOTTOM LINE



### Benefits for BABIES

- Lower risk of infection, illness, and obesity
- Health benefits last well beyond infancy, especially for infants enrolled in daycare

### Benefits for FAMILIES

- Breastfeeding mothers recover from pregnancy faster and have less risk of breast cancer
- Families save \$3,000 - \$4,000 per

### Benefits for BUSINESS

- Healthier babies means lower company health care cost
- Mothers and fathers of breastfed babies take less sick leave
- Companies that support breastfeeding employees are able to retain their maternity workforce at significantly higher rates
- Research has shown that businesses that have breastfeeding support in their businesses have a return of \$3.00 for every \$1.00 spend on their breastfeeding support

*Breastfeeding and working can  
work for everyone!  
Find out more about how it can  
work for you today!*

Visit the following web sites today:

[http://flbreastfeeding.org/bfing\\_working.htm](http://flbreastfeeding.org/bfing_working.htm)

<http://www.womenshealth.gov/breastfeeding/programs/business-case/>

<http://www.clickorlando.com/video/20190430/index.html>

 Florida Breastfeeding  
Coalition, Inc.

IMPLEMENTING THE  
**BUSINESS CASE FOR BREASTFEEDING**

TO SUPPORT WORKING BREASTFEEDING  
MOTHERS  
BY ENCOURAGING EMPLOYERS TO CREATE

**WIN – WIN**

**BREASTFEEDING FRIENDLY WORKSITES**

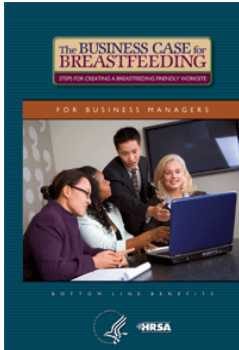
The **Florida Breastfeeding Coalition** (FBC) is a statewide multidisciplinary group of individuals, government, businesses and organizations with the following mission: **To improve the health of Floridians by working collaboratively to protect, promote and support breastfeeding.**

As a statewide coalition, the **Florida Breastfeeding Coalition** is registered with the Centers for Disease Control and Prevention (CDC) and the United States Breastfeeding Committee (USBC) which allows the Coalition to participate in national training seminars and meetings to assist our state in legislative advocacy, minimizing barriers to breastfeeding, and supporting breastfeeding for healthy mothers and babies/children.



<http://www.flbreastfeeding.org>  
Florida Breastfeeding Coalition, Inc.  
is a 501(c)3 nonprofit organization.

## INTRODUCTION



• The Business Case for Breastfeeding (BCB) is a national initiative designed to increase awareness and support among businesses for breastfeeding employees. It is based on the U.S. preventative health initiative. The associated long-term economic benefits for companies that have these programs are: retention of employees, reduction in sick leave, lower health care and insurance

costs, reduction in absenteeism and presenteeism, and increased productivity and loyalty.

• BCB offers tools and resources for implementing lactation support programs that include: assisting with the development of lactation rooms, access to efficient breast pump equipment, education programs, access to health professionals and/or lactation specialists for questions or concerns, and helping with the creation of a company lactation support policy.

• Florida is a 2010 recipient of the U.S. HRSA Business Case for Breastfeeding Grant (BCB) and has been granted the authority to implement the BCB in local communities throughout the state of Florida.

• Florida's Train-the-Trainer for Business Case for Breastfeeding was held in December of 2009 with 48 Outreach Workers trained, and further plans to hold additional training events in North, Central and South Florida.

## PURPOSE

The Florida Breastfeeding Coalition (FBC) is committed to increasing breastfeeding initiation rates, duration rates, and worksite support as outlined in Healthy People 2010 and 2020. Florida's Breastfeeding Initiation rate falls short of the 2010 goal of 75% at 73.4%, and this percentage drops to 30.6% at 3 months.

It is our goal to approach healthcare, educational and business settings to promote The Business Case for Breastfeeding. The goal of this project is to increase the number of mothers who continue to breastfeed when they return to work or school, and increase duration rates overall in our state. FBC plans to accomplish this by implementing a four pronged plan to approach

- 1) healthcare and non-profit settings,
- 2) large businesses,
- 3) small businesses, and
- 4) educational settings

## FEDERAL LAW

Section 4207 amends the federal Fair Labor Standards Act to mandate unpaid breaks for expressing milk, in a location other than bathroom. Because it is part of the FLSA, its provisions apply to almost all employers, although those with fewer than 50 workers who can demonstrate that compliance would cause undue hardship would be exempt from the law.

The Patient Protection and Affordable Care Act amends the FLSA as follows: **SEC. 4207. REASONABLE BREAK TIME FOR NURSING MOTHERS.**

Section 7 of the Fair Labor Standards Act of 1938 (29 U.S.C. 207) is amended by adding at the end the following:

(1) An employer shall provide-

(A) 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 such employee has need to express the milk; and

(B) 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.

(2) An employer shall not be required to compensate an employee receiving reasonable break time under paragraph (1) for any work time spent for such purpose.

(3) An employer that employs less than 50 employees shall not be subject to the requirements of this subsection, 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.

(4) Nothing in this subsection shall preempt a State law that provides greater protections to employees than the protections provided for under this subsection.

## BREASTFEEDING FRIENDLY EMPLOYER PROGRAM

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## CRITERIA FOR THREE LEVELS OF EMPLOYER AWARD

### GOLD LEVEL:

#### Policy and Education

Written breastfeeding support policy with education provided for all employees\*  Educational packet about breastfeeding given to all expectant employees and their partners\*

#### Facilities - Private Lactation room with all of the following:

Refrigerator for milk storage or personal cooler - Comfortable upholstered chair for pumping and/or nursing - Wall clock - Nearby sink with running water or sanitizing wipes for clean up - Small table - Electrical Outlet

**Optional items:**  Radio/cassette/CD player  Telephone  Breastfeeding Art\*

#### Scheduling

Flexible breaks (at least 15-20 minutes in the morning and afternoon as well as a lunch break) during which the employee can express milk or nurse their infants. **One of the following:**  Ability to work part-time or some hours from home  Flextime offered  Job-sharing offered  Onsite childcare  Maternity leave available for up to 12 weeks (at least 6 weeks paid)  Breast pump provided or subsidized by employer

#### Resources - All or some of the following:

Lending library of Breastfeeding Resources\*  List of regional breastfeeding resources  Lactation consultant services provided for employees (via insurance or paid by employer)

### SILVER LEVEL:

#### Policy and Education

Verbal or Written breastfeeding support policy  Verbal information provided to all employees about lactation support

#### Facilities - Lactation room with all of the following:

Private area to pump\*\*  Comfortable chair for pumping and/or nursing  Small table  Electrical Outlet **Optional items:**  Refrigerator for milk storage  Nearby sink with running water or sanitizing wipes for clean up

#### Scheduling

Flexible breaks (at least 15-20 minutes in the morning and afternoon as well as a lunch break) during which the employee can express milk or nurse their infants **One of the following:**  Ability to work part-time or some hours from home  Flextime offered  Job-sharing offered  Paid maternity leave (6 wks)  Onsite childcare

#### Resources - All or some of the following:

Lending library of Breastfeeding Resources  List of local breastfeeding resources

### BRONZE:

#### Policy and Education

Verbal agreement between mother and her direct supervisor regarding her break times and space to pump

#### Facilities - Private Lactation room with all of the following:

Private area to pump\*\*

#### Scheduling

Flexible breaks (at least 15-20 minutes in the morning and afternoon as well as a lunch break) during which the employee can express milk or nurse their infants

\*Information or suggestions can be found on Florida Breastfeeding Coalition web site

\*\*Private secure place to pump in the workplace other than a bathroom