THE STATE OF BREASTFEEDING IN FLORIDA: THE BUSINESS CASE FOR BREASTFEEDING

Presented by: 
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In Collaboration: 
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Co-Chairperson, BCB

History

2009: Business Case for Breastfeeding implemented

December 2009: First Train-the-Trainer event held in Daytona Beach, FL
  • 59 Attendees
  • Facilitated by Cathy Carothers

Matchup of DOH and FL BCB Regions

• Region – Northwest FL (DOH Regions 1-2-3)  
  • BCB NW Coordinator: Molly Shakar

• Region – Northeast FL (DOH Regions 4-5-6)  
  • BCB NE Coordinator: Pat O’Toole

• Region – West Central FL (DOH Regions 7-8)  
  • BCB West Central Coordinator: Lucy G. Barr

• Region – East Central FL (DOH Regions 9-10)  
  • BCB East Central Coordinator: Pamela Campbell

• Region – South FL (DOH Regions 11-12-13)  
  • BCB South Coordinator: Esther March-Singleton
BCB by Region

BCB Employer Award

- After original BCB training, outreach workers were encouraged to contact businesses in their local community.

- Businesses evaluated based on set of criteria for three levels of breastfeeding support: Gold, Silver, Bronze

- As of today, 65 businesses have received recognition for the Florida Breastfeeding Friendly Employer Award
  - Gold: 44
  - Silver: 10
  - Bronze: 11
SHRM 2014 Annual Conference & Exposition

- Assisted Cathy Carothers with debut of Department of Health and Human Services Office of Women’s Health new website and online resources to assist businesses with breastfeeding women in the workplace
- Setup lactation room and exhibit along with slideshow of Florida businesses that have been submitted to FBC website
  - Attended by 25,000 HR professionals

Florida Business Case Webinar 2015

- Collaborated (January 20) with Cathy Carothers for Supporting Mothers in the Workplace
- Well attended by Florida breastfeeding supporters and others from all over the United States
- FBC Workplace Webinar: Search “Florida Breastfeeding Coalition”
Future Plans for Expansion

- Develop BCB Online Webinar Training that enables local breastfeeding coalitions and/or breastfeeding task force to reach out to businesses in their own geographical areas.
- Contact local SHRM chapters in the state of FL utilizing informational packet that will be used in conjunction with the materials from the launch of Supporting Nursing Moms at Work: Employer Solutions.
- Partnering with Chamber of Commerce and the State Human Resource Department to educate businesses about the federal law that supports nursing in the workplace.

Resources