



Calculating the Economic Viability of Breastfeeding for Employers

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Abstract

Lactation consultants are trained to understand how to talk the language of health with mothers, health care providers, and community health groups; talking the language of a business employer requires completely different skills. This session provides the “business case” or rationale for presenting lactation support to employers in language they will understand and embrace.

- I. The Time is Right: Initiatives that Support Working Women
 - A. Health care reform
 - B. The Business Case for Breastfeeding
- II. The Economic Viability of Breastfeeding in the Workplace
 - A. Health care costs
 - B. Absenteeism
 - C. Turnover rates
 - D. Employee productivity and morale
- III. Approaches that Work
 - A. Messages that resonate: easy options
 - B. Addressing business priorities
 - C. Making the visit
 - D. Creative options to address space needs
- IV. Resources
 - A. ILCA’s “Worksite Lactation Support Directory”
National Business Group on Health

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