

We're Breastfeeding-friendly!

Breastfeeding-friendly Employer Award



Please return your application by May 12, 2010

The North Carolina Breastfeeding Coalition (NCBC) celebrates North Carolina employers who support breastfeeding employees. We want to recognize what you're doing now, and help you to improve more.

Why should businesses be breastfeeding-friendly? Supporting breastfeeding mothers will not only improve employee job satisfaction and retention, but also decrease the number of work days missed to care for sick children. Reduced health care costs and less time away from work translates into overall cost savings for employers. Breastfeeding-friendly businesses also benefit by enjoying employee and customer loyalty and are viewed by community members as family-centered.

What are the benefits of applying for the award? In addition to the health and economic benefits mentioned above, employers that reach one or more of the support levels will receive statewide recognition on the NCBC website, a plaque, and a certificate to display in a visible location.

What makes a business breastfeeding-friendly? Employers can take simple, cost-effective actions to support breastfeeding employees and customers. NCBC has developed three levels to guide businesses towards achieving optimal support. Check off each level as your organization becomes more breastfeeding-friendly.

Off to a GOOD start:

- Verbal agreement between mother & her direct supervisor regarding her break times and space to pump
- Flexible breaks (at least 15-20 minutes in the morning and afternoon as well as a lunch break) during which she can express milk or nurse
- Private room for pumping and/or nursing with a lock on the door (not a bathroom stall)

Even BETTER:

- All of the above, plus:
- Written breastfeeding support policy & education about the policy provided to all employees
- One of the following:
 - Ability to work part-time or some hours from home
 - Flex-time offered
 - Job-sharing offered
 - Paid maternity leave (>6 wks)
 - On-site childcare
 - Comfortable chair in private room for pumping and/or nursing
 - Refrigerator for milk storage
 - Nearby sink with running water
 - List of local breastfeeding resources

Very BEST:

- All of the above, plus:
- Educational packet about breastfeeding given to all expectant parents
- Maternity leave available for up to 12 weeks (at least 6 weeks paid)
- Breast pump provided by employer (mothers may bring their own supplies)
- Lactation room with all of the following:
 - Refrigerator for milk
 - Comfortable upholstered chair
 - Wall clock
 - Nearby sink
 - Small table
 - Electrical outlet
 - Lactation consultant services provided for employees (via insurance or paid by employer)

Be recognized!

Breastfeeding-friendly Business Award Application

Support your employees and get recognized! All employers who apply and have completed one or more level of support will be acknowledged and receive a plaque, window cling and a certificate of achievement. Please send completed applications to emilytaylor@unc.edu or NCBC c/o Emily Taylor, CB# 7445, UNC at Chapel Hill, Chapel Hill, NC 27599-7445 NO LATER THAN **May 12, 2010**.

Name of Employer/Business: _____

Mailing Address: _____

City: _____ Zip Code: _____

Telephone: _____ Fax: _____

Email Address: _____

Web Address: _____

Contact Person: _____

Number of Employees: _____

Let us know what your business is doing to be breastfeeding friendly. Use the checklist you received with this application to determine your current level of achievement, GOOD, BETTER, or BEST.

Check all that apply:

- Off to a **GOOD** start
- Even **BETTER**
- Very **BEST**

Is your business supporting breastfeeding mothers in any additional ways?

Would you like more information about breastfeeding-friendly businesses? YES NO

Looking for more information, or have questions about breastfeeding friendly? Email emilytaylor@unc.edu.