

Providing on-site lactation support is good for moms and good for business!

Reduces Turnover: Employees who want to breastfeed their babies are more likely to return to a workplace with a supportive breastfeeding environment.



Businesses with lactation support programs boast a post maternity retention rate of 94.2% compared to the national retention rate of 59%.¹

Increases Savings: Through decreased healthcare costs, decreased employee absenteeism, increase in employee retention, increase in employee morale and loyalty.



Businesses save \$3.00 for every \$1.00 spent on lactation support services.²

Local Resources to Help Implement Lactation Support Programs:

- [What Employers Need to Know](#) – The law on breastfeeding at work
- [Getting Started](#): How to build a mother-friendly worksite program
- [Breastfeeding Resources](#): Information and support for moms and families
- [Managing Work Travel](#): Milk Stork helps moms traveling for work ship their breast milk home to their babies.
- [Austin Public Health](#): Helps with free technical assistance for creating/tailoring a Mother-Friendly Worksite Program in your organization, including applying for the Texas Mother-Friendly Worksite designation.
- [Mom's Place](#): A lactation support center through Austin Public Health offering lactation consultations, breastfeeding support, weight checks for baby, and a telephone help line. Services are available for free and there are no income restrictions or limits. To make an appointment, call (512) 972-6700.
- Toll-free Breastfeeding Hotline: 1-800-514-MOMS (6667)
- State Lactation Support Hotline: 1-855-550-6667

¹ <http://texasmotherfriendly.org/the-business-case>

² https://www.asphn.org/resource_files/657/657_resource_file2.pdf

- [Mamava](#): Sells a variety of freestanding “lactation suites” in various forms that can be purchased for private and public spaces as well as rental for inflatable lactation pods for events.
- [Pump Spotting](#): Makes the feeding journey more supported at work, at home, and on-the-go. Their software and solutions make it easy for companies to remove the barriers faced by feeding parents, create inclusivity, and signal commitment to women and families.

[WIC - Supplemental Nutrition Program for Women, Infants, and Children](#): The nutrition program for pregnant, breastfeeding women, and families with children up to age 5. WIC services are available for income-qualifying families (a mother or child in a family of 4 with a gross annual income of up to \$47,638 would be eligible).

- WIC participants get healthy food, one-on-one counseling with nutritionists, recipes and cooking demos, nutrition classes, and breastfeeding support.

[Let your employees know about WIC!](#)

Call 512-972-4942 to make an appointment or visit <http://www.austintexas.gov/wic> to learn more about the Austin Public Health WIC program.

- The Austin Public Health WIC program is happy to partner with large businesses to attend fairs, orientations, or events they hold for employees, to tell your staff about WIC and help them sign up if they are interested.
- To arrange for WIC and/or Mom’s Place to attend your meeting or event, email WICHelp@austintexas.gov.

[Already providing lactation support programs at your place of work?](#)

Celebrate by Becoming Designated as a Texas Mother-Friendly Worksite!

- Getting designated is easy & could cost you less than you think. In fact, many employers who consider applying for Mother-Friendly designation realize they already meet the criteria to qualify. [Click here](#) to get started!