


A Statewide Assessment of Worksite Lactation Support Programs – Georgia 2013

Presentation to: **142nd APHA Annual Meeting & Exposition**
 Presented by: **Chinelo Ogbuanu, MD, MPH, PhD**
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Presenter Disclosures

No relationships to Disclose

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Benefits of Breastfeeding (I)

- **Child Health:**
 - ↓ incidence of infectious diseases and chronic diseases
 - ↓ infant mortality
 - ↑ performance in cognitive tests
- **Maternal Health:**
 - ↓ postpartum bleeding
 - ↓ risk of breast and ovarian cancer
 - ↑ child spacing
- **Economic and Environmental benefits**
 - Cost savings of \$13 billion per year
 - ↓ costs for public programs (WIC)
 - ↓ environmental burden for disposal of formula cans/bottles

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Benefits of Breastfeeding (II)

- **Benefits of high-quality employer support for breastfeeding employees:**
 - Better retention of experienced workers
 - Higher employee morale
 - Greater loyalty and productivity
 - Reduction in absenteeism and sick leave
 - Lower health care and health insurance costs

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Reasons for not Breastfeeding

Reasons	Frequency (%)
I did not like breastfeeding	48.2
I went back to work or school	29.9
I had other children to take care of	29.6
Other	28.2
I had too many household duties	18.0
I was embarrassed to breastfeed	11.8
I wanted my body back to myself	11.2
I did not want to be tied down	10.8
My husband/partner did not want me to breastfeed	4.9

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HP 2020 Breastfeeding Objectives

HP 2020 Obj. #	Description	US (%) (2011)	GA (%) (2011)	HP 2020 Obj. (%)
MICH 21.1	Ever breastfed	79.2	70.3	81.9
MICH 21.2	Breastfed at 6 months	49.4	40.1	60.6
MICH 21.3	Breastfed at 1 year	26.7	20.7	34.1
MICH 21.4	Breastfed exclusively through 3 months	40.7	27.2	46.2
MICH 21.5	Breastfed exclusively through 6 months	18.8	14.5	25.5
MICH 22*	Increase the proportion of employers that have lactation support programs	25.0	TBD	38.0
MICH 23	Reduce the proportion of breastfed newborns who receive formula supplementation within the first 2 days of life	19.4	27.1	14.2
MICH 24*	Increase the proportion of live births that occur in facilities that provide recommended care for lactating mothers and their babies	7.79	0	8.1

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Legislative Backdrop

- **Georgia Law (1999)** – requiring employers to provide daily unpaid time for a mother to express breast milk for her infant child
- **Break Time for Nursing Mothers Law under the FLSA (2010)**
 - Pumping breaks
 - Breast milk expression
 - Private place other than the restroom
 - Child's first year of life
 - Employers of 50+ employees
 - Hardship exemption (for employers with < 50 employees)

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Study Aims

- To determine the baseline proportion of lactation support programs in Georgia among major employers (50+ employees)
- To examine the level of support provided and associated factors

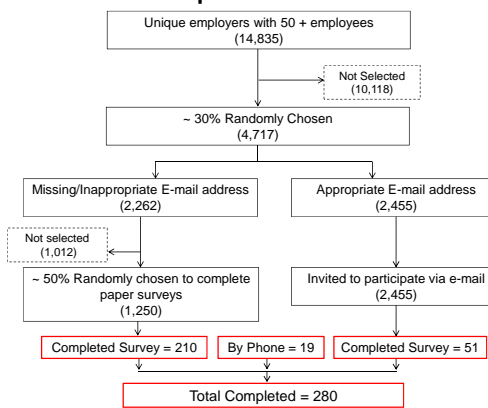
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Methods

- Literature review for survey development
- 2 pilot tests
- Final instrument – 22 questions
 - Company characteristics
 - Company policies
 - Company facilities
- Employed the services of a marketing research institute
- Survey was fielded from July – December 2013
- Targeted Employers with 50+ employees
- Targeted human resources staff

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Sample Size Flowchart



Breastfeeding Friendliness Index

Components of the Breastfeeding Friendliness Index	Maximum Score
Lactation room type (dedicated, floating, other, none)	3
Availability of paid maternity leave	1
Availability of one or more return to work policies	1
Provision of breastfeeding accommodations	1
Availability of work breaks	1
Presence of workplace education/clinical support	1
Agreement with the statement, 'My company is supportive of breastfeeding' (Breastfeeding Acceptance Culture)	1
Availability of breast pumps	1
Total Score	10

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DPH State-of-the-art Lactation Room



Analysis

- SAS 9.2
- Descriptive
- Bivariable (with the BF index as the outcome)
 - BF index was categorized as low (0-3), medium (4-6), high (7-10)
- Multivariate (Multinomial Logistic Regression)

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Results

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Company Characteristics

- **Response rate:** 280 businesses responded (7.6%)
- **Business size**
 - **Continuous**
 - Mean: 879 employees
 - **Median: 90 employees**
 - Range: 2-80,000 employees
 - **Categorical**
 - Small (<50): 27.9%
 - **Mid-sized (50-499): 46.1%**
 - Large (≥500): 12.9%
 - Missing: 13.2%

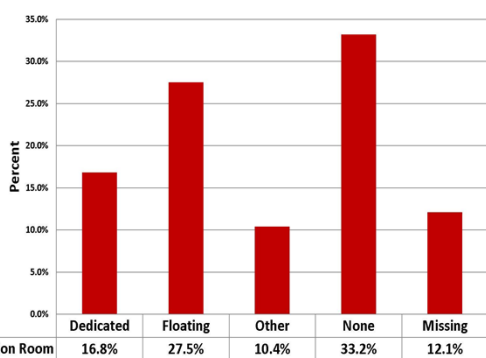
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Years in Existence

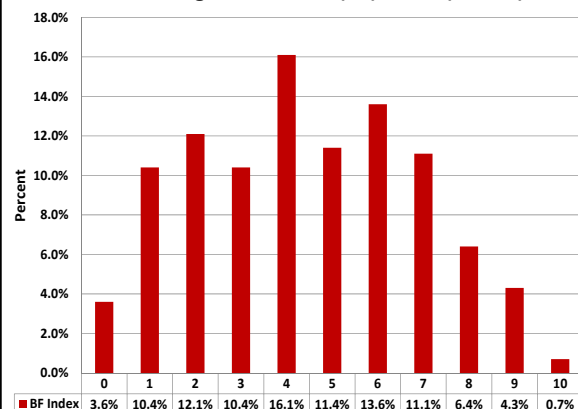
- **Continuous**
 - Mean: 44 years
 - **Median: 30 years**
 - Range: 2-200 years
- **Categorical**
 - ≤30 years: 41.4%
 - **>30years: 40.4%**
 - Missing: 18.2%

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Lactation Room Type (N = 280)



Breastfeeding Friendliness (BF) Index (N=280)



Bivariable Analysis of Selected Company Characteristics and Breastfeeding Friendliness, Georgia 2013

Company Characteristics	N (280)	%	BF Index			p
			Low (36.4%)	Medium (41.1%)	High (22.5%)	
Business Size						0.0001
<50	78	27.9	37.2	47.4	15.4	
50-499	129	46.1	33.3	45.0	21.7	
≥500	36	12.9	13.9	30.6	55.6	
Years in Existence						0.3141
≤30	116	41.4	30.2	48.3	21.6	
>30	113	40.4	32.7	38.9	28.3	
Size of City (population)						0.0006
<100,000	96	34.3	43.8	41.7	14.6	
≥100,000	136	48.6	23.5	43.4	33.1	
% of Female Employees who are employed Full Time						0.0009
<10%	37	13.2	56.8	37.8	5.4	
10-25%	25	8.9	60.0	24.0	16.0	
26-50%	32	11.4	15.6	50.0	34.4	
>50%	183	65.4	32.8	42.1	25.1	
% of Female Employees of Child Bearing Age						0.0974
0-25%	95	33.9	45.3	37.9	16.8	
26-50%	97	34.6	33.0	39.2	27.8	
>50%	79	28.2	27.9	48.1	24.1	

Multinomial Logistic Regression showing Factors Associated with Breastfeeding Friendliness, among Sampled Businesses, Georgia 2013

Company Characteristics	Breastfeeding Friendliness Index (Higher vs. Lower)
Business Size	
<50	Reference
50-499	1.17 (0.65-2.12)
≥500	6.40 (2.44-16.80)
Years in Existence	
≤30	Reference
>30	0.91 (0.53-1.57)
Size of City (population)	
<100,000	Reference
≥100,000	2.24 (1.30-3.88)
% of Female Employees who are employed Full Time	
<10%	Reference
10-25%	1.38 (0.44-4.36)
26-50%	4.23 (1.40-12.74)
>50%	2.31 (1.00-5.33)
% of Female Employees of Child Bearing Age	
0-25%	Reference
26-50%	1.34 (0.66-2.74)
>50%	0.92 (0.45-1.90)

Summary

- ~50% of sampled businesses met the FLSA of having a space other than a restroom for breast milk expression
- Less than one-fifth of sampled businesses had a dedicated space
- About 23% of sampled business had a high BF index
- Business size, city size, and proportion of full-time female employees were associated with breastfeeding friendliness

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Strengths

- First of its kind in Georgia
- Contributed to providing a baseline proportion (16.8% - Dedicated space)

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Limitations

- Low response rate
- Lack of generalizeability
- Non-response bias

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Public Health Implications/ Next Steps

- **Targeting for Technical Assistance**
 - Small & mid-sized businesses
 - Businesses located in smaller cities
- **Recognize breastfeeding-friendly businesses**
 - BF Index score of ≥7
 - Certificates
 - Placards
 - Door Hangers

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Thank you!

- Theresa Chapple-McGruder, PhD, MPH
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- Evans Carey, MS
- Seema Csukas, MD, PhD



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• **Contact Information**

Chinelo Ogbuanu, MD, MPH, PhD
Georgia Department of Public Health
2 Peachtree St., NW, 11-106, Atlanta, GA 30303
Email: Chinelo.Ogbuanu@dph.ga.gov
Phone Number: 404.657.2571 (work)
678.548.5736 (cell)

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