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

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

Reasons for not Breastfeeding

<table>
<thead>
<tr>
<th>Reason</th>
<th>Frequency (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I did not like breastfeeding</td>
<td>48.2</td>
</tr>
<tr>
<td>I went back to work or school</td>
<td>29.9</td>
</tr>
<tr>
<td>I had other children to take care of</td>
<td>28.6</td>
</tr>
<tr>
<td>Other</td>
<td>28.2</td>
</tr>
<tr>
<td>I had too many household duties</td>
<td>18.0</td>
</tr>
<tr>
<td>I was embarrassed to breastfeed</td>
<td>11.8</td>
</tr>
<tr>
<td>I wanted my body back to myself</td>
<td>11.2</td>
</tr>
<tr>
<td>I did not want to be tied down</td>
<td>10.8</td>
</tr>
<tr>
<td>My husband/partner did not want me to breastfeed</td>
<td>4.9</td>
</tr>
</tbody>
</table>

HP 2020 Breastfeeding Objectives

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MICH 21.1</td>
<td>Ever breastfed</td>
<td>78.2</td>
<td>70.3</td>
<td>81.9</td>
</tr>
<tr>
<td>MICH 21.2</td>
<td>Breastfed at 6 months</td>
<td>49.4</td>
<td>40.1</td>
<td>60.6</td>
</tr>
<tr>
<td>MICH 21.3</td>
<td>Breastfed at 1 year</td>
<td>26.7</td>
<td>20.7</td>
<td>34.1</td>
</tr>
<tr>
<td>MICH 21.4</td>
<td>Breastfed exclusively through 3 months</td>
<td>40.7</td>
<td>27.2</td>
<td>46.2</td>
</tr>
<tr>
<td>MICH 21.5</td>
<td>Breastfed exclusively through 6 months</td>
<td>18.8</td>
<td>14.5</td>
<td>25.5</td>
</tr>
<tr>
<td>MICH 22*</td>
<td>Increase the proportion of employers that have lactation support programs</td>
<td>25.0</td>
<td>TBD</td>
<td>38.0</td>
</tr>
<tr>
<td>MICH 23*</td>
<td>Reduce the proportion of breastfeeding neonates who receive formula supplementation within the first 2 days of life</td>
<td>19.4</td>
<td>27.1</td>
<td>14.2</td>
</tr>
<tr>
<td>MICH 24*</td>
<td>Increase the proportion of live births that occur in facilities that provide recommended care for lactating mothers and their babies</td>
<td>7.79</td>
<td>0</td>
<td>8.1</td>
</tr>
</tbody>
</table>
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)

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

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

Sample Size Flowchart

Breastfeeding Friendliness Index

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

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)

Results

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%

Years in Existence

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

Breastfeeding Friendliness (BF) Index (N=280)

Lactation Room Type (N = 280)
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

Strengths

• First of its kind in Georgia

• Contributed to providing a baseline proportion (16.8% - Dedicated space)

Limitations

• Low response rate

• Lack of generalizeability

• Non-response bias

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
Thank you!

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- Relda Robertson-Beckley, DrPH
- Evans Carey, MS
- Seema Csukas, MD, PhD

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