



loving support[®]

MAKES BREASTFEEDING WORK

BREASTFEEDING FRIENDLY EMPLOYER PROJECT

Benefits

of Being a Breastfeeding Friendly Employer

This project is the result of the work of the Breastfeeding Study Commission established by the Vermont Legislature. The Commission included:

Vermont Department of Health

Vermont Department of Economic Development

Vermont League of Cities and Towns

Vermont Chamber of Commerce

Vermont Business Roundtable

Vermont Department of Personnel



**VERMONT
DEPARTMENT
OF HEALTH**

**108 Cherry St.
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**web:
breastfeedvermont.info**

- Reduced staff turnover and increased retention of skilled workers after the birth of their child.
- Reduced leave time for parents of breastfed infants who are more resistant to illness.
- Lower and fewer health care costs associate with healthier breastfed infants.
- Higher job productivity, employee satisfaction and morale.
- Enhanced loyalty among employees.
- Added recruitment incentives for women.
- Improved positive image in the community.
- Healthier workforce for the future.





“With 70 percent of Vermont’s working women having children under the age of six years, family-friendly workplace practices and policies are vital to their ability to be as productive as possible, while ensuring the best possible start in life for their children. Being a breastfeeding-friendly workplace benefits both female workers and their employers.”

**Lisa Ventriss,
President,
Vermont Business
Roundtable**

Dear Vermont Employer:

Breastfeeding is good for mothers and good for babies. In fact, the health benefits of breastfeeding are so well documented that the American Academy of Pediatrics recommends that babies breast-feed for at least a year, and more if mother and baby desire.

However, this can be a huge challenge for a new mother returning to the workplace after maternity leave.

To help new mothers succeed in giving their babies the healthiest start in life, we invite you to join the Vermont Breastfeeding Friendly Employer Project. The purpose of this project is to help employers develop supportive workplace policies, and to formally recognize employers who do.

This project is based on the recommendations of a Breastfeeding Study Commission established by the Vermont Legislature in the spring of 2000. It is supported by the Vermont Business Roundtable, Vermont Chamber of Commerce, Vermont Department of Economic Development, Vermont League of Cities and Towns, and the Vermont Department of Health.

Businesses with breastfeeding friendly policies report a return on investment and less employee turnover. Making your workplace breastfeeding friendly can be fairly simple. The information found at our website www.breastfeedvermont.info can help you achieve the Breastfeeding Friendly Employer designation. If you already have breastfeeding friendly policies in place, congratulations!

Please complete the Breastfeeding Friendly Employer application found on the breastfeedvermont.info website and we will send you the official designation and include your company’s name on the published list of Breastfeeding Friendly Employers.

Thank you for your efforts on behalf of Vermont families.

Sincerely,

**Mark A. Levine, MD
Commissioner of Health**