

Getting Pumped! How to Support Breastfeeding Mothers at Work

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Project Background

University of Tennessee
departments of Nutrition
and Public Health

- Worksite breastfeeding support research
- 7-week internship at KCHD
- Partnership with ETWR

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Study Information Sheet

- Purpose: get feedback to improve a breastfeeding support tool for East Tennessee worksites
- Activities: presentation and a confidential survey (~30 minutes)
- Involves no more than minimal risk
- Contact information is listed on the study information sheet
- Participation is voluntary; you must be ≥ 18 years of age
- Compensation: gift item ($\leq \$10$ value)

Breastfeeding Data

- 24.7% of mothers in TN breastfeed to one year, compared with 30.7% in the US
- HP2020 Objectives:
 - *Increase the proportion of infants who are breastfed at 1 year to 34.1%.*
 - *Increase the proportion of employers that have worksite lactation programs*
- Worksite breastfeeding support has been associated with longer duration of breastfeeding



Workforce Data

Support appears to be more difficult to obtain in certain industries, including:

- Education
- Healthcare
- Fast food and sit-down restaurants
- Small and large retail

Occupation	Employment per 1000 jobs in Tennessee
Education	53
Healthcare	91
Food Preparation and Serving	93
Retail/Sales	61
Total	298

Interviews

“What are mothers’ experiences of breastfeeding worksite support for those who have had overall positive experiences and work in industries where attainment of such support is historically challenging?”

- N=20
- In-depth phone interviews
- Organized into themes

Identified themes:

- Maternal and managerial flexibility in working with suboptimal pumping spaces and equipment
- Ability to negotiate schedule flexibility
- Formal and informal managerial support
- Supportive coworkers
- Supportive company culture
- Maternal determination to continue breastfeeding

Prioritization Activity

Procedure

- Nominal Group Process
- ETWR Board of Directors June meeting
- BOD was presented with themes and prioritized two to become module topics

Results

- **Maternal and managerial flexibility in working with suboptimal pumping spaces and equipment**
- **Supportive company culture**

Module Development

- 3 Worksite breastfeeding support modules
- 5-15 minutes each
- Adobe Captivate – interactive eLearning
- Designed for use in worksites identified as challenging



Style and Format

- Responsive
- Interactive
- Consistent look and feel
- Links to resources
- Pre- and post- quizzes



Module 1 Content

Introduction

- Breastfeeding benefits
- Importance of worksite support
- Define elements of support
- Resource links

Recommendations

Knox County Health Department
Every Person. A Healthy Person

The American Academy of Pediatrics (AAP) recommends breastfeeding:

- Exclusively for six months
- Alongside complementary foods for one year or longer



Next

Module 2 Content

Supportive
workplace culture

- Myths vs. Facts
- Actions of support
 - Create a policy
 - Be proactive
 - Be accountable

Be accountable

Knox County
Health Department
Every Person. A Healthy Person

Use assessments (find samples [here](#) and [here](#))

Sign a letter of commitment

Sign an agreement (find a sample [here](#))

[BCBF employer spotlight](#)



Next

Knox County
Health Department
Every Person. A Healthy Person

Module 3 Content


Supportive worksite facilities

- Space and furniture
- Privacy
- Sanitation
- Equipment and supplies
- Cleaning and storage

Tips

Knox County Health Department
Every Person. A Healthy Person

- Add temporary walls to create a room
- Use an unused office or conference room
- Convert an unused closet or storage space
- Add locks to doors if needed
- Add curtains or blinds to windows
- Allow mother to leave necessary pumping items she needs from home to leave there while she is pumping
- Use extension cords if no outlets
- Use donated items to furnish and stock the room



Next

Next Steps

- Survey for ETWR evaluation
- Incorporation of feedback into module revisions
- Implementation Plan
 - Identify relevant East Tennessee worksites
 - Online modules published to ETWR website



Module Demonstration

Click [here](#) to view
Module 1



References

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This has been a presentation of
Knox County
Health Department
Every Person, A Healthy Person