



BABY ON BOARD

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&

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Baby on Board in the News

WFLA News Channel 8

“We’re providing an environment that welcomes new moms back to work with their breastfeeding babies,” said Pasco County Health Officer Mike Napier. “They can return to work sooner and still give their babies the best chance at a healthy start. The surprising result has been co-worker support and increased morale across all departments.”

Overview

- Getting Administration Buy-In
- Gathering Data: Surveys
- Policy & Parameters
- Pilot Participants Experience
- Next Steps: Branching out to the Community
- Resources
- Contact Information



GETTING ADMINISTRATIVE BUY IN

Background

CDC Breastfeeding Report Card

Lack of maternity leave

Affect of returning to work on breastfeeding

Surgeon General's Call to Action to Support Breastfeeding:

- Work toward establishing paid maternity leave for all employed mothers.
- Ensure that employers establish and maintain comprehensive, high-quality lactation support programs for their employees.
- Expand the use of programs in the workplace that allow lactating mothers to have direct access to their babies.

Return on Investment

- Employees returning back to work sooner
- Less impact on staffing and workload for other employees
- Increase in workplace moral
- Increase in employee retention
- Becoming a family friendly agency
- "Walking the walk"



GATHERING DATA USING SURVEYS

Surveys

- Surveying attitudes, beliefs, and perceptions
- Pre implementation and post implementation surveys
- Participant
- Co-worker
- Agency

Pre-implementation Survey Data

The pre-survey respondents (n = 94) believed that having a baby in the workplace would positively influence:

- Workplace morale (71%)
- Employee retention (68%)
- Participant productivity (57%)
- Perception of DOH-Pasco (78%)
- Personal perception of breastfeeding (66%)
- Participant's customer service (52%).

Post-implementation Survey Data

Among post-survey respondents, in contact with at least one of the four babies involved on a weekly (or greater) basis (n = 51), there was an increased proportion of individuals who reported the presence of babies as a positive influence in regard to:

- Workplace morale (92%)
- Participant productivity (69%)
- Perception of DOH-Pasco (85%)
- Participant customer service (71%).

Lessons Learned

- Keep verbiage neutral
- One contact person
- Surveys may or may not be useful
- First day back at work, no baby
- Specific submission, approval, and exit process
- Guidelines and expectations for participants and supervisors
- Communication is key



POLICY & PARAMETERS

Participation Parameters

- Exclusive breastfeeding at the breast
- Benefit to the agency and state
- No formal discipline within previous 12 months
- Participation until baby is 6 months old
- Three main things that must be considered equally – the job, the employee, and the baby

Pilot Policy

- Written request using check lists
- Liability Waiver
- Process of approval
- Work place conditions
- Employees can breastfeed on demand
- Breaks as needed
- Location of baby
- Monitoring and evaluation
- Termination of participation

Check List

- Benefit
- Main Location
- Sick baby
- Job duties
- Monitoring productivity and job performance
- Change of clothes and plan for equipment
- End date of participation based on baby's date of birth
- Back up child care
- Signed Release of Liability and documents



PILOT PARTICIPANT EXPERIENCES

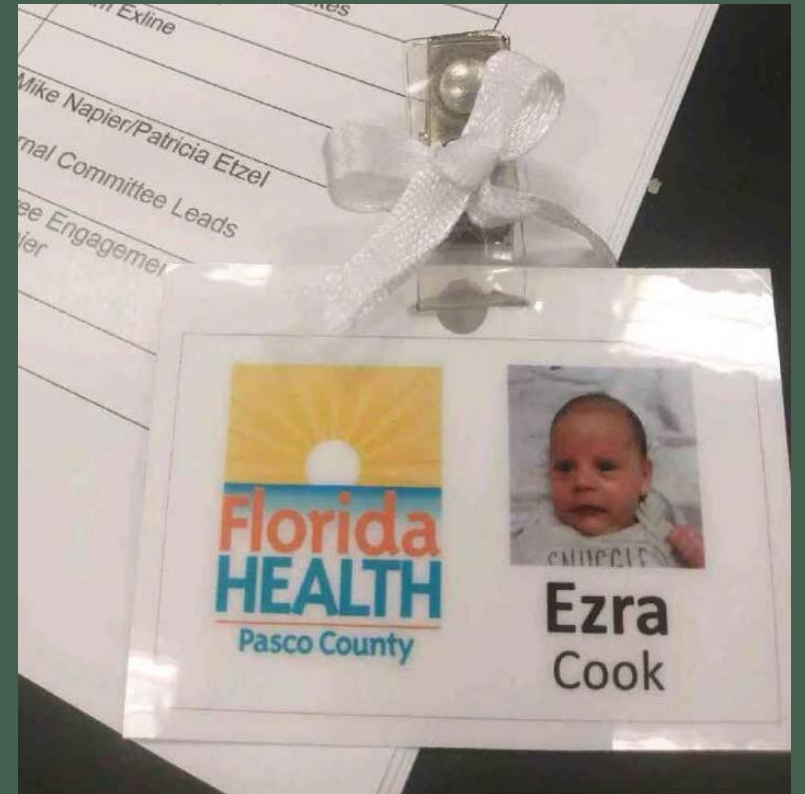
Melissa, RN & Annabelle

- First participant
- Clinic setting
- Participated 4 months- 5months
- Pros & Cons
- Self terminated participation due to exposure concerns



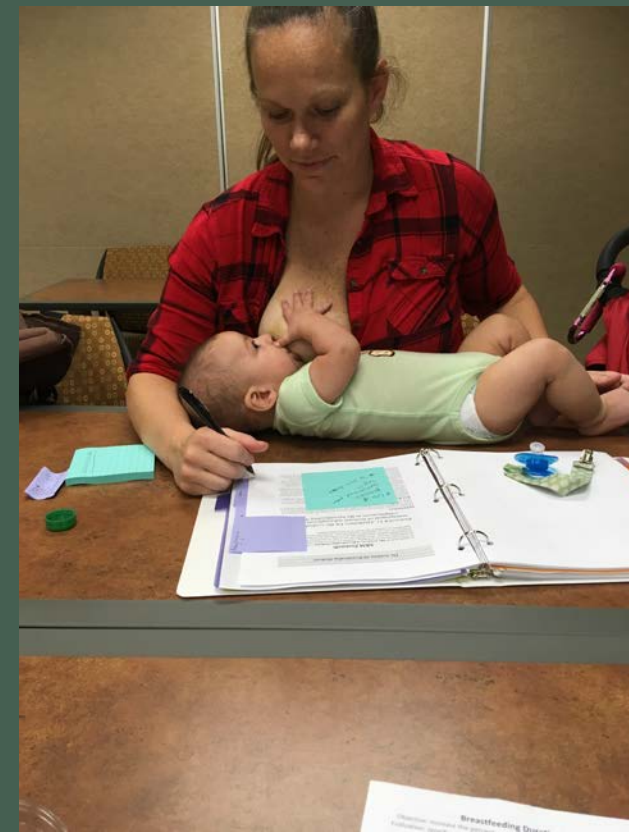
Rachel, IBCLC, WIC BF Coordinator & Ezra

- Second participant
- Clinic and admin setting
- Participated 6 weeks-6 months
- Pros & Cons



Janet, RD, LD/N, CLC & Matteo

- Third participant
- Clinical and admin setting
- Participated 6 weeks-6 months
- Pros & Cons



Vanessa, RD, LD/N, CLC & Trace

- Third participant
- Clinical and admin setting
- Participated 3 months-6 months
- Pros & Cons





NEXT STEPS
BRANCHING OUT TO
THE COMMUNITY

Special Project overview

- November of 2018, 2 CLCs hired for Breastfeeding Outreach in the community.
- Goal: Increase the number of daycare providers and employers in Pasco County given the Breastfeeding Friendly Designation from the Florida Breastfeeding Coalition.
- Goal: Improve relationships with Pasco County Pediatric and OB/Midwife offices and provide educational material and resources
- Goal: Provide breastfeeding support in local hospitals in Pasco County

Breastfeeding Friendly Daycares

- Packets
- Application process
- Follow up
- Designation

Breastfeeding Friendly Employer

- Packets
- Application process
- Follow up
- Designation

Breastfeeding Friendly Healthcare Providers

- Packets & books given
- Discussion about breastfeeding
- Where to refer
- Improving relationship with WIC and DOH
- Follow up

Resources

- Surgeon General Call to Action
- World Health Organization
- ACOG
- AAP
- Parenting in the Work Place organization
- Other agencies and businesses participating

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