

Infant-Friendly Worksite Designation

According to North Dakota law, an employer may use the designation “infant friendly” on its promotional materials if the employer adopts an approved workplace breastfeeding policy that includes the following:

- a. Flexible work scheduling, including scheduling breaks and permitting work patterns that provide time for expression of breast milk.
- b. A convenient, sanitary, safe and private location, other than a restroom, allowing privacy for breastfeeding or expressing breast milk.
- c. A convenient, clean and safe water source with facilities for washing hands and rinsing breast-pumping equipment located near the private location.
- d. A convenient place for temporarily storing breast milk, such as a refrigerator or cooler.

Apply for the “infant-friendly” designation at www.healthynd.org/HND_Breastfeeding_Committee.html.



Additional Resources

- **Healthy North Dakota Breastfeeding Committee**
www.healthynd.org/HND_Breastfeeding_Committee.html
- **Your local public health unit**
www.ndhealth.gov/localhd/
- **Your local WIC Program**
www.ndhealth.gov/wic/WicSites.pdf
- **Your local breastfeeding coalition**
www.healthynd.org

For more information, contact:

North Dakota Department of Health

infantfriendly@nd.gov

800.472.2286



NORTH DAKOTA
DEPARTMENT *of* HEALTH

Guidelines for Becoming a Recognized Infant-Friendly Worksite



NORTH DAKOTA
DEPARTMENT *of* HEALTH

Healthy North Dakota
Breastfeeding Committee



WOULD YOU LIKE ...

- Reduced staff turnover and retention of experienced workers after the birth of a child?
- Reduced sick time/personal leave due to a sick child?
- A healthier workforce with fewer and less expensive health insurance claims?
- Enhanced job productivity, employee satisfaction, loyalty and morale?
- An enticing recruitment incentive for young families?
- A reputation as being family friendly?

BREASTFEEDING WORKS!

The American Academy of Pediatrics recommends breastfeeding a child for at least one year to achieve optimal maternal and child health.

Currently, more than 75 percent of women working in North Dakota are mothers of young children (birth to age 5). The fastest growing segment of the workforce is women with children younger than 3. In North Dakota, 30 percent of women who choose not to breastfeed cite returning to work/school as the reason.

Encouraging and supporting breastfeeding in the workplace can offer employers tremendous rewards.

HOW EMPLOYERS BENEFIT

Employers who have adopted supportive breastfeeding policies have noted:

- 1. A total cost-savings benefit of \$3 for every \$1 invested** — Breastfeeding support at the workplace can help a company's bottom line.
- 2. Less illness and decreased health-care costs of about \$400 per breastfed baby in the first year of life** — Breastfed infants typically require fewer sick care visits, prescriptions and hospitalizations.
- 3. Reduced parental absenteeism to care for ill children** — Parents of formula-fed babies miss more work.
- 4. Improved employee productivity** — Better health and more days at work mean increased output.
- 5. Higher morale and greater loyalty** — A supportive work environment can boost employee satisfaction.
- 6. Improved ability to retain valuable employees** — Some women resign if they expect or experience difficulty in continuing to breastfeed when they return to work.
- 7. Improved ability to attract valuable employees** — Employers who are supportive of their breastfeeding employees will have a more positive, family-friendly image in their community.



WHY BREASTFEEDING MAKES A DIFFERENCE

Breastfeeding is a healthy choice for infants, mothers, families and communities.

- Breastfeeding reduces an infant's risk of sudden infant death syndrome (SIDS), asthma, ear infections, diabetes and childhood obesity.
- Mothers who breastfeed reduce their risk of breast cancer, ovarian cancer and type 2 diabetes.
- Breastfeeding families save money on food and health-care costs.
- Employers and communities benefit from healthier families and less parental absenteeism from work.
- Breastfeeding is good for the environment — it uses less energy and creates less waste.