

# Drop-In Newsletter Communications

## *#1 - Initial Program Announcement*

### **Merging Motherhood and Work: New Lactation Program Announced**

[*Name of Company*] announces plans to establish a lactation support services program for female employees and partners of male employees who choose to breastfeed their new babies. The program will be established as part of the company's health benefit program.

Lactation support programs are a growing trend in businesses today as a means of improving family services to employees. More than 70 percent of new mothers now breastfeed their infants because of the proven health benefits to both infants and mothers. Research shows that breastfed infants are significantly less likely to suffer from illnesses, infections, and obesity, and mothers who breastfeed also enjoy significant health benefits, including faster recovery from pregnancy and reduced risk of breast cancer and osteoporosis. The American Academy of Pediatrics recommends that infants receive nothing but breastmilk for the first 6 months of life, and continued breastmilk for at least a year or more.

Corporate lactation programs have been proven to help mothers continue to provide their milk for their infants. These programs often include designated lactation rooms for milk expression during work hours, access to efficient breast pump equipment, education programs, and access to health professionals who can assist with questions and concerns.

If you are a pregnant or breastfeeding employee, we invite you to submit your ideas for services that will be most helpful. Any employee who would like to provide input into the process is invited to contact [name of department/contact person] with suggestions. A task force will be convened to identify needs, review suggestions, and discuss the best approach for our company. Contact our office if you would like to be a part of this task force.

## #2 - Program Launch Announcement

### **New Lactation Health Benefit Services Announced**

[Name of Company] announces the launching of a lactation support program for breastfeeding women who wish to continue providing their milk for their infants after they return from maternity leave.

The lactation support program is part of the company's health benefit services, and was developed following careful planning and review of suggestions provided by employees. The program includes:

- A designated safe, private area for expressing milk during work hours. The room is located [give location]
- Access to an electric breast pump for quick and efficient milk removal [describe the type of pump and milk collection kit available]
- Educational materials and classes [indicate date, time, and location]
- Monthly support group meeting [indicate date, time and location]
- Access to a lactation consultant for assistance with breastfeeding.

Research shows that supporting breastfeeding employees is a WIN-WIN for everyone. Breastfeeding is recommended by all major medical organizations as the optimal way to feed infants because of its significant health advantages. Breastfeeding is also healthier for mothers by contributing to lower rates of breast cancer and improving recovery from pregnancy. This all translates into positive benefits for companies, including lower health care costs.

[Name of company] is proud to join hundreds of other businesses across America who provide lactation support for their employees. We are pleased that our breastfeeding employees can successfully merge their important priorities of family and work through onsite lactation support, and urge supervisors and co-workers to lend their support.

### #3 - Educational event announcement

#### **Making it Work: Breastfeeding and Work Classes Offered**

The [name of department] announces new educational classes on breastfeeding and working for expectant mothers and fathers. The following classes are available:

*Preparing for Baby...*how to get a good start with breastfeeding, basic breastfeeding techniques, and how to work breastfeeding into your work life.

Date:

Time:

Location:

*Back to Work...*how to use a breast pump, setting up a workable milk expression schedule, storing milk, maintaining a good milk supply, and talking with colleagues and supervisors about your needs.

Date:

Time:

Location:

Classes are taught by [name of instructor, credentials, and organization] and are open to all new mothers and fathers. Partners are also welcomed to attend. For more information, contact [name of contact/department].