



**MOMS ON BOARD** is a nonprofit organization dedicated to bringing employers and working mothers together through a broad base of mutually beneficial programs and support.

**Workplace Lactation Programs:** Moms on Board's initial focus addresses one of the first challenges every new working mother faces: how to nourish her baby when work requires physical separation for hours at a time. Most mothers know that breastfeeding is best. Half of all mothers return to work during their child's first year of life, when breastfeeding is critically important. Unfortunately, most of these working mothers quit breastfeeding within weeks of returning to work. Workplace lactation programs are proven to boost breastfeeding rates – *and* at the same time, reduce employers' healthcare costs, reduce absenteeism, improve productivity and improve employee morale, loyalty and retention. Everyone wins: employers, mothers, babies, and ultimately, society as a whole.

**MOMS ON BOARD** offers

- **Education** for employers and working mothers
  - customized workshops and seminars
  - in-person and/or online
  - ½ day to full day, or a series of meetings
- **Support** for breastfeeding, working mothers
  - one-on-one lactation counseling/coaching
  - peer support groups – in-person, via teleconference and/or online
  - telephone support
- **“Getting started” coaching** for mothers
  - assistance with crafting and negotiating a workplace lactation program
- **Lactation Program implementation services**
  - development of written lactation policy
  - creation/transformation of lactation room
  - provision of breastpump equipment and supplies
  - evaluation and assessment tools to ensure effectiveness and continual improvement
- **Resources and information**
  - the book *The Milk Memos: How Real Moms Learned to Mix Business with Babies – and How You Can, Too* – discounted bulk purchase rates
  - regular newsletter
  - best practices, case studies, research and articles
  - podcasts, DVD (to come)



**About Cate Colburn-Smith:** Cate Colburn-Smith is an author, speaker, advocate, and consultant with a passion for bringing employers and working mothers together through mutually beneficial programs and support. She is an articulate, energetic, business leader with 18 years experience at IBM in marketing, strategic planning, people management, business development, and sales. Cate co-authored *The Milk Memos: How Real Moms Learned to Mix Business with Babies – and How You Can, Too!*, a one-of-a-kind guide to blending motherhood and work, based on actual journals kept by a group of IBM women during their visits to the employee lactation room. (Tarcher/Penguin 2007; [www.milkmemos.com](http://www.milkmemos.com)). Cate has been a key business expert and advocate for the “Colorado Workplace Accommodation for Nursing Mothers Act,” which is expected to be signed into law in April, 2008. Her expertise on breastfeeding support in the workplace is derived from her unique blend of experiences and perspectives – as a mother, business leader, consultant, certified lactation counselor, and writer. Cate can be reached at [catecs@comcast.net](mailto:catecs@comcast.net) or 303-440-7770.