Dear ,

My name is \_\_\_\_\_\_\_\_\_, and I am a Lactation Friendly Workplace (LFW) Advocate for the Colorado LFW Recognition Program. The program was developed in partnership with the Colorado Breastfeeding Coalition, the Advancing Breastfeeding in Colorado (ABC) project, and the Colorado Department of Public Health and Environment (CDPHE). I work directly with interested workplaces to establish breast/chestfeeding friendly environments for both employees and members of the public. As a result of this collaboration, organizations can qualify to receive formal recognition as a Lactation Friendly Workplace.

As an employer, you play a critical role in supporting families to achieve their breast/chestfeeding goals. Returning to work after having a baby is often difficult for families. If parents do not believe their workplace will support them, they may decide not to breast/chestfeed, or may stop early. By sharing your knowledge and support of breast/chestfeeding with families, you can help improve the health and well-being of the families that you employ.

(optional content)

**Benefits:** Providing support for nursing parents at work is good for your business. Family-friendly practices can produce a 3 to 1 return on investment due to:

* Lower health care costs
* Reduced rate of absenteeism due to infant illness (among both mothers and fathers)
* Lower turnover rates
* Improved employee productivity and loyalty
* A more family-friendly image in the community

**Employer Responsibilities:** Colorado and federal laws and accommodations are in place to protect breastfeeding families.The Colorado Workplace Accommodations For Nursing Mothers Act establishes a standard for an employer to:

* Provide reasonable unpaid break time, or allow an employee to use paid break and/or mealtime, to express breast milk for their nursing child for up to **2 years** after the child’s birth
* Make reasonable efforts to provide a nursing parent with a private location near their work area (other than a toilet stall) in which to express milk
* Not discriminate against parents for expressing milk in the workplace

I would love to meet with you in person or by phone to discuss this opportunity. Please let me know your interest and availability, and I will set up a time for us to connect!

Sincerely,

(signature here)