

What's in it for You?

- 1** reduces turnover -
women will want to return to jobs that support their needs as mothers
- 2** saves on re-training costs -
many mothers who return to their work already know their job
- 3** lowers healthcare costs -
breastfed babies are healthier, need fewer doctor visits
- 4** lowers absenteeism -
breastfeeding mothers have fewer absent days from work due to doctor visits
- 5** raises employee morale & productivity -
women workers are loyal to companies that help them be good mothers and they are more satisfied with their jobs.
- 6** enhances corporate image -
company will be viewed as concerned for the welfare of employees and their families. Surprisingly it also helps our environment by reducing the number of formula cans tossed in our landfills.

"It's good business to support breastfeeding"

What you can Do:

- Provide**
a clean, private place with electric outlets for women to pump milk for their babies
- Encourage**
managers and supervisors to support employees who breastfeed
- Educate**
all employees on why the company supports breastfeeding
- Offer breastfeeding mothers:**
 - * flexible hours
 - * scheduled breaks
 - * prenatal/postnatal education classes
 - * assistance in obtaining a breastpump

Special thanks to Texas Nutrition Services
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What others Say ...



"It's a win-win situation for us to have these mothers lactation rooms here at Motorola."

It's a win because we know the moms are going to come back to work. And that's going to increase their loyalty and their employee satisfaction. And that means we save dollars."

*Sandi Aitken - Employee Services Director
Motorola Semiconductor
Austin, Texas*

"We believe this program offers a win-win situation. Breastfeeding results in healthier babies, which leads to less absenteeism for parents and reduced medical costs and more productive employees."

*Betty Purkey - Work/Life Program
Texas Instruments*

"Providing the opportunity and the resources for new mothers to be able to continue breastfeeding after they return to work enhances employee morale and productivity."

*Bill McLellan - Staff Vice-President
3M Austin Center*

For more info - order the new video
"Breastfeeding and Returning to Work"
www.eaglevideo.com/breastfeeding_video.htm
1-800-838-5848

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