

MPHA Annual Meeting 5.13.2022

# **Reduce Climate Impact and Improve Health: *Lactation Impacts***




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*I Have No Financial Conflicts or Disclosures*

# Agenda

-  Introduce the important connection between lactation and sustainability
-  Discuss key drivers/factors/considerations
-  Give resources for more learning and support!

# Learning Objectives

-  Identify two points of connection between lactation optimization and climate health.
-  Execute a simple calculation example of carbon impact with an increased individual, system and/or employee population lactation duration and exclusivity increase,
-  Evaluate simple policy/guidelines examples to determine if they are supportive of lactation duration and exclusivity optimization.



# About Me & The Topic

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- Community Health & Well-being Partnership Manager
  - Maternal, child and family health and deep health equity and community engagement focus
- Internationally Board-Certified Lactation Consultant (IBCLC)
- Past MN Breastfeeding Coalition Board & other coalition member
- Member of:
  - HealthPartners Sustainability Steering Committee over past 6+ years
  - HealthPartners Children's Health Initiative (CHI) Steering Committee
  - Co-lead of org-wide employee lactation support efforts
  - Co-lead of CHI Lactation QUI Subgroup
  - Created org-wide employee new parent support group
- Co-lead of statewide Little Moments Count early brain development social movement
- Mom of 2 daughters (8 & 13) and kinship caregiver to nephew (almost 15) – 11 years of lactation experience

# Important Terms Intro

**Lactation/Breastfeeding/Chestfeeding:** providing human milk directly or via other feeding device. Different terms preferred by different communities.

**Mother/Birthing Person/Birth Giver:** Person who carries baby during pregnancy. In adoption or induced lactation, may not be person providing human milk for baby/infant/child.

**Artificial Baby Milk(ABM), Supplement(s)\*, Breastmilk Substitutes or Formula:** Non-human produced supplement/milk given to infant/baby/child in place of human milk.

**Artificial Teat/Artificial Nipple:** If infant is not directly feeding, nipple to deliver human milk or supplement. Can also be used to calm baby (pacifier).

**Sustainability:** General term used to describe reduced harmful impact of practices and products on the environment.

\* In preterm or medically fragile infants, supplement can also include caloric and other fortifiers(vitamin, mineral, etc.)

# Important Intro Caveats

Infant feeding and lactation decisions are very personal and tied to many, many factors – no information discussed today should be taken as shaming, blaming or disregarding these important background factors.

Black/African American and Indigenous families have painful historical trauma related to lactation, child removal and loss. We respect that their communities are healing and processing.

Other cultural and community groups also have specific birth and perinatal rituals, and breastfeeding/chestfeeding/lactation norms and practices. No judgement or cultural practice change targets will in our discussion today.

Institutional, systemic and individual racism and bias affect family support provided.



# Intro to Lactation & Breastfeeding/Chestfeeding Benefits

## Benefits of breastfeeding



WORLD HEALTH ORGANIZATION



**2025 imperative:** Increase global rate of exclusive breastfeeding to (at least) 50%



**FORMULA**



**BREASTMILK**

# CDC Breastfeeding Report Card – National & State Data

Key Breastfeeding Indicators		Current Rates	Duration Target: 2 years WHO 2025 Target
Percentage of infants who are breastfed: <b>Ever.</b> <sup>a</sup>		84.1	
Percentage of infants who are breastfed: <b>At 6 months.</b> <sup>a</sup>		58.3	
Percentage of infants who are breastfed: <b>At 1 year.</b> <sup>a</sup>		35.3	
Percentage of infants who are breastfed: <b>Exclusively through 3 months.</b> <sup>a</sup>		46.9	
Percentage of infants who are breastfed: <b>Exclusively through 6 months.</b> <sup>a</sup>		25.6	>= 50%
Percentage of employers that have worksite lactation support programs. <sup>b</sup>		51.0	
Percentage of breastfed newborns who receive formula supplementation within the first 2 days of life. <sup>a</sup>		19.2	

<sup>a</sup>Current rates represent infants born in 2017, National Immunization Survey 2018–2019.

<sup>b</sup>Current rates represent employers providing an on-site lactation room, Society for Human Resource Management, [2019 survey](#).



# CDC Breastfeeding Report Card – National & State Data

Table 1. Breastfeeding Rates among Infants Born in 2017<sup>a</sup>

State/Territory	Ever breastfed	Breastfeeding at 6 months	Breastfeeding at 12 months	Exclusive breastfeeding through 3 months	Exclusive breastfeeding through 6 months	Breastfed infants receiving formula before 2 days of age
US National <sup>b</sup>	84.1	58.3	35.3	46.9	25.6	19.2
Minnesota	95.3	79.1	49.8	61.9	38.7	13.1
Wisconsin	82.8	59.2	34.0	51.0	28.1	13.2

Table 2. mPINC State Scores by Total and Subdomain, 2018

State/Territory	mPINC						
	Total Score	Immediate Postpartum Care	Rooming-In	Feeding Practices	Feeding Education and Support	Discharge Support	Institutional Management
US National	79	81	71	82	92	78	70
Minnesota	82	87	75	90	92	84	64
Wisconsin	80	84	67	86	93	80	68

# Lactation/Breastfeeding/Cheastfeeding: *Sample Considerations & Factors*

Health of mom & baby

Care systems support level – lack of education and support

Lack of paid leave or not paid at sufficient level

Family & community support

Predatory formula marketing practices

Support level with return-to-work

Benefits (or confusion on benefits) for insurance coverage of pumps/IBCLCs

Partner and family support level or pressure

Racism and historical trauma

Cultural norms and practices

Myths, confusion and inconsistent information

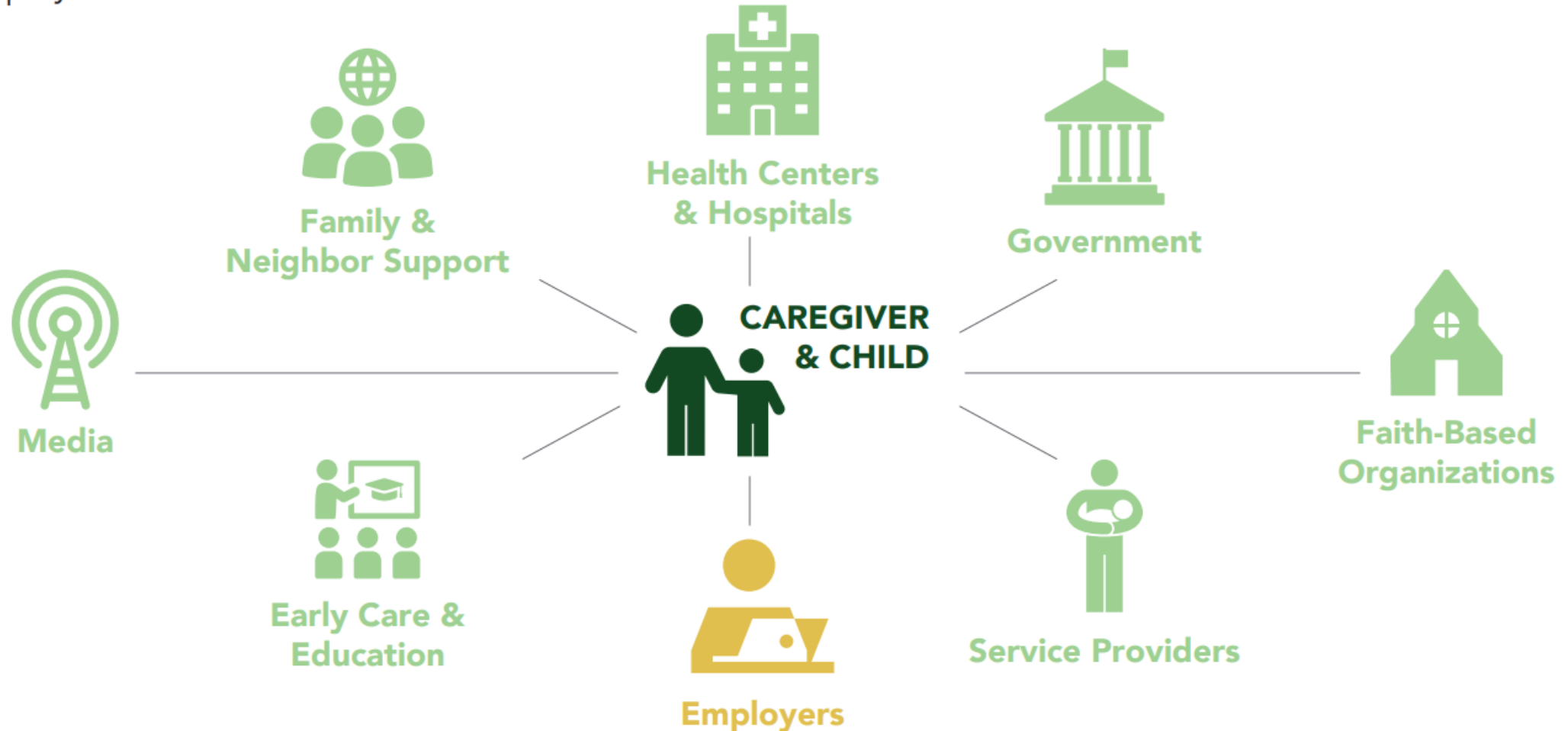
Strong social forces – positive and negative



*Factors and Environmental Health Impacts Increased for  
Communities of Color*

# Many Influences

The family is at the center of supporting healthy brain development, but many other stakeholders play a role.



# Care: 10 Evidence-based WHO/Unicef Steps To Support Breastfeeding Outcomes

## Baby-Friendly practices

1. Have a written breastfeeding policy that is routinely communicated to all health care staff
2. Train all health care staff in skills necessary to implement this policy
3. Inform all pregnant women about the benefits and management of breastfeeding
4. Help mothers initiate breastfeeding within 1 hour of birth
5. Show mothers how to breastfeed and how to maintain lactation, even if they should be separated from their infants
6. Give newborn infants no food or drink other than breast milk unless medically indicated
7. Practice “rooming in” by allowing mothers and infants to remain together 24 h/d
8. Encourage breastfeeding on demand
9. Give no artificial teats, pacifiers, dummies, or soothers to breastfeeding infants
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic

The Baby-Friendly Hospital Initiative's Ten Steps to Successful Breastfeeding. 5 6

<https://www.babyfriendlyusa.org/for-facilities/practice-guidelines/10-steps-and-international-code/>

<https://www.babyfriendly.org.hk/wp-content/uploads/2019/05/bfhi-poster.jpg>

<https://apps.who.int/nutrition/publications/infantfeeding/bfhi-implementation/en/index.html>



# Marketing: Predatory Practices = Serious Threat



Health Topics ▾

Countries ▾

Newsroom ▾

Emergencies ▾

## WHO reveals shocking extent of exploitative formula milk marketing

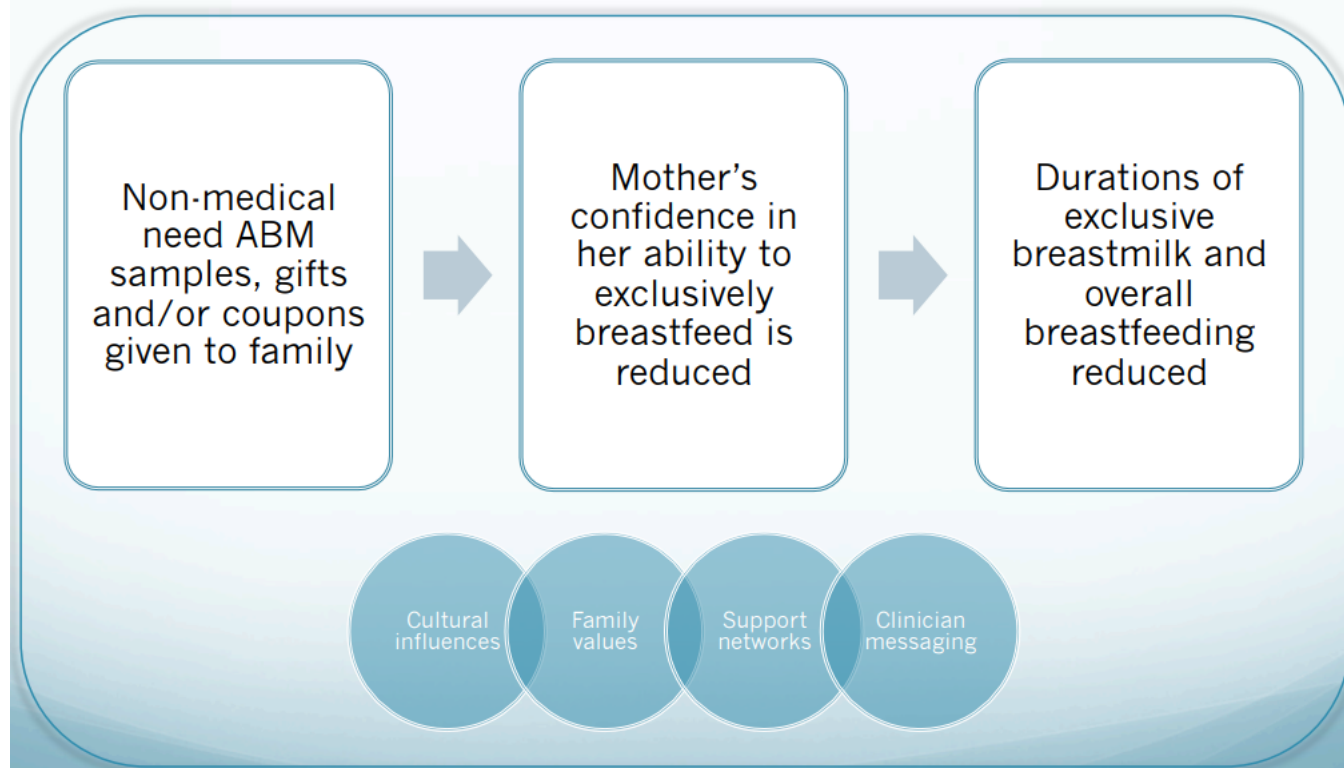
The second report in a series detailing exploitative marketing practices employed by US\$ 55 billion baby formula industry, shows parents, particularly mothers, are being insidiously and persistently targeted online

28 April 2022 | News release | Geneva | Reading time: 3 min (907 words)



<https://www.who.int/news/item/28-04-2022-who-reveals-shocking-extent-of-exploitative-formula-milk-marketing>  
<https://www.who.int/news-room/events/detail/2022/04/29/default-calendar/launch-of-new-who-report-on-the-scope-and-impact-of-digital-marketing-for-the-promotion-of-breast-milk-substitutes>

## Impact of Non-medical ABM Samples, Gifts & Coupons



<https://mnbfc.files.wordpress.com/2016/10/am-5-formula-clinic-survey-results.pdf>





# Advocacy: Think Globally, Act Locally



UNITED NATIONS  
DEVELOPMENT PROGRAMME

DONATE



WABA | WORLD BREASTFEEDING WEEK 2022

## Step up for Breastfeeding

### Educate and Support

Each UNSD Goal Linked to Breastfeeding: <https://waba.org.my/v3/wp-content/uploads/2021/10/WBW-SDG-boxes-1.pdf>

World Alliance for Breastfeeding Action (WABA): <https://worldbreastfeedingweek.org/>



WABA | WORLD BREASTFEEDING WEEK  
**BREASTFEEDING**  
A Key to Sustainable Development

1



Breastfeeding is a natural and low-cost way of feeding babies and children. It is affordable for everyone and does not burden household budgets compared to artificial feeding. Breastfeeding contributes to poverty reduction.

2



Exclusive breastfeeding and continued breastfeeding for two years and beyond provide high quality nutrients and adequate energy and can help prevent hunger, undernutrition and obesity. Breastfeeding also means food security for infants.

3



Breastfeeding significantly improves the health, development and survival of infants and children. It also contributes to improved health and wellbeing of mothers, both in the short and long term.

4



Breastfeeding and adequate complementary feeding are fundamentals for readiness to learn. Breastfeeding and good quality complementary foods significantly contribute to mental and cognitive development and thus promote learning.

5



Breastfeeding is the great equaliser, giving every child a fair and best start in life. Breastfeeding is uniquely a right of women and they should be supported by society to breastfeed optimally. The breastfeeding experience can be satisfying and empowering for the mother as she is in control of how she feeds her baby.

6



Breastfeeding on demand provides all the water a baby needs, even in hot weather. On the other hand, formula feeding requires access to clean water, hygiene and sanitation.

7



Breastfeeding entails less energy when compared to formula production industries. It also reduces the need for water, firewood and fossil fuels in the home.

8



Breastfeeding women who are supported by their employers are more productive and loyal. Maternity protection and other workplace policies can enable women to combine breastfeeding and their other work or employment. Decent jobs should cater to the needs of breastfeeding women, especially those in precarious situations.

9



With industrialisation and urbanisation, the time and space challenges become more prominent. Breastfeeding mothers who work outside the home need to manage these challenges and be supported by employers, their own families and communities. Cribs near the workplace, lactation rooms and breastfeeding breaks can make a big difference.

10



Breastfeeding practices differ across the globe. Breastfeeding needs to be protected, promoted and supported among all, but in particular among poor and vulnerable groups. This will help reduce inequalities.

11



In the bustle of big cities, breastfeeding mothers and their babies need to feel safe and welcome in all public spaces. When disaster and humanitarian crises strike, women and children are affected disproportionately. Pregnant and lactating women need particular support during such times.

12



Breastfeeding provides a healthy, viable, non-polluting, non-resource intensive, sustainable and natural source of nutrition and sustenance.

13



Breastfeeding safeguards infant health and nutrition in times of adversity and weather-related disasters due to global warming.

14



Breastfeeding entails less waste compared to formula feeding. Industrial formula production and distribution lead to waste that pollutes the seas and affects marine life.

15



Breastfeeding is ecological compared to formula feeding. Formula production implies dairy farming that often puts pressure on natural resources and contributes to carbon emissions and climate change.

16



Breastfeeding is enshrined in many human rights frameworks and conventions. National legislation and policies to protect and support breastfeeding mothers and babies are needed to ensure that their rights are upheld.

17



The Global Strategy for Infant and Young Child Feeding (GSIYCF) fosters multi-sectoral collaboration, and can build upon various partnerships for support of development through breastfeeding programs and initiatives.



No Poverty: natural, low-cost, affordable

Zero Hunger: food security for infants, high-quality nutrients, adequate energy, prevents obesity.

Good Health & Well-being: improves health, development and survival of infants, and long and short-term health of mothers.

Quality Education: fundamentals for readiness to learn, and mental and cognitive development.

Gender Equality: an important right of women, empowers women's self-sufficiency.

Clean Water & Sanitation: provides all water baby needs. Artificial feeding requires access to clean water, hygiene and sanitation.

Affordable & Clean Energy: less energy, water and fossil fuels to produce breastmilk.

Decent Work & Economic Growth: workplace support extends exclusivity and duration.

Industry, Innovation & Infrastructure: lactation spaces and innovative work environments help extend breastfeeding.

Reduced Inequalities: Protection, promotion and support for all mothers, especially in less protected jobs without paid leave.

Sustainable Cities & Communities: Safety needed for breastfeeding mothers and babies. In times of disaster, breastfeeding saves lives.

Responsible Consumption & Production: healthy, viable, non-polluting, non-resource intensive, sustainable and natural source of nutrition.

Climate Action: safeguards infant nutrition in times of adversity and weather-related disasters due to global warming.

Life Below Water: less waste and waste from production doesn't contaminate seas and affect marine life.

Life on Land: Artificial feeding requires dairy production, creating carbon production and stress on natural resources.

Peace & Justice and Strong Institutions: breastfeeding is an important human right that should be better protected.

Partnership For the Goals: The Global Strategy for Infant and Young Child Feeding (GSIYCF) fosters multi-sector collaboration for goals.

# Very Compelling Health & Justice Impacts

## Breastfeeding and the Sustainable Development Goals Factsheet

Breastfeeding is a critical first step on a child's path to a healthy future. But as a foundation for a child's future health and well-being, breastfeeding also is a critical element of worldwide development efforts to create a more healthy, prosperous and sustainable planet.

As a practical step towards protecting the survival and health of babies and women, breastfeeding is a central part of the 2030 Agenda for Sustainable Development and is linked to many of the Sustainable Development Goals (SDGs).

### Key messages

As a foundation of nutrition and health, breastfeeding contributes to the achievement of a more prosperous and sustainable future for people and planet.

- Breastfeeding can help achieve many of the 17 Sustainable Development Goals including goals on poverty, hunger, health, education, gender equality and sustainable consumption.
- Increased breastfeeding is associated with US\$302 billion annually in additional income – nearly 0.5 per cent of world gross national income.<sup>1</sup>
- Breastfeeding is potentially one of the top nutrition interventions for reducing under-five mortality.<sup>2</sup>
- Breastfeeding is linked to critical gender equality issues including workplace rights.<sup>3</sup>
- Breastmilk does not require industry for production and is created and consumed with a minimal ecological footprint.

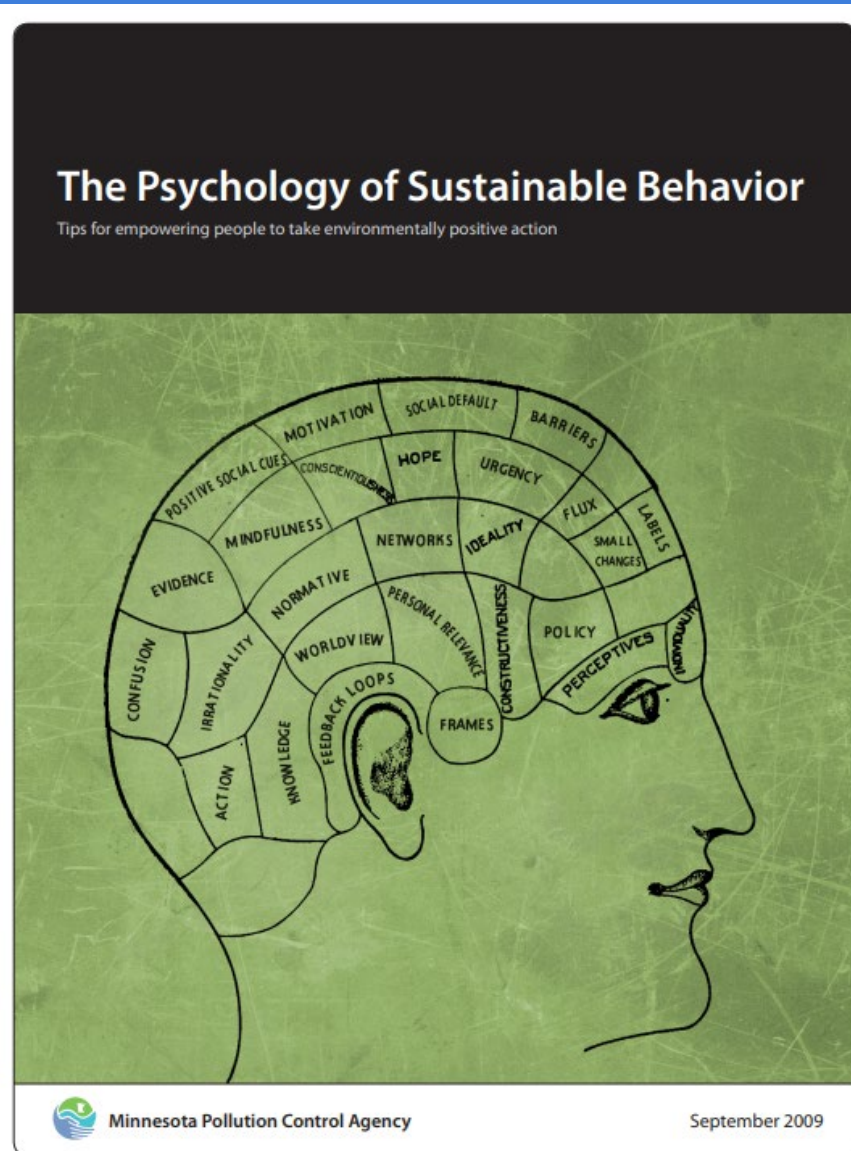
Breastfeeding is linked to better nutrition, health and greater well-being for children and mothers, which contributes to central goals of the 2030 Sustainable Development Agenda.

- Increasing the number of children who are breastfed could save the lives of more than 820,000 children under age 5.<sup>4</sup>
- Children who are breastfed for longer periods have lower rates of infectious disease and death than children who are breastfed for shorter periods or who are not breastfed.<sup>5</sup>
- Longer periods of breastfeeding are associated with a reduction in a child's risk of being overweight or obese.<sup>6</sup>
- Breastfeeding could also prevent the death of 20,000 women a year from breast cancer.<sup>7</sup>
- Breastfeeding is associated with a reduction a woman's risk of diabetes and might reduce rates of ovarian cancer.<sup>8</sup>
- Providing increased support and resources for breastfeeding will allow women to do the best for themselves, their babies and their families while playing an active role in the workforce and fulfilling their potential.

<https://worldbreastfeedingweek.org/2016/pdf/BreastfeedingandSDGsMessaging%20WBW2016%20Shared.pdf>



# Sustainability Value & Behavior In Millennials & Gen Z



The Psychology of Sustainable Behavior (2009) by Christy Manning, PhD:  
<https://www.pca.state.mn.us/sites/default/files/p-ee1-01.pdf>

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## Science News

from research organizations

## Millennials and Generation Z are more sustainability-orientated -- even when it comes to money, researchers find

*Date:* March 31, 2021

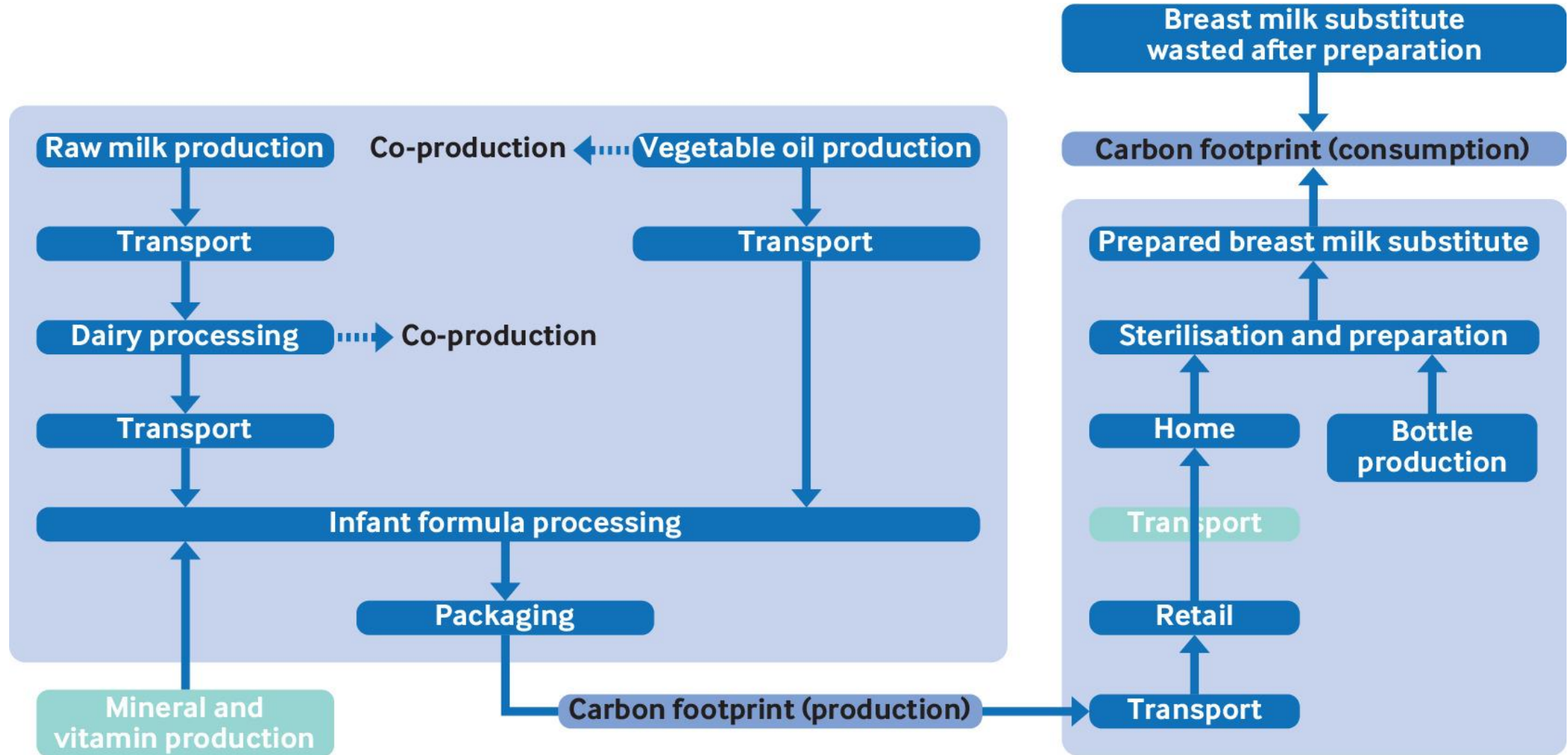
*Source:* Hiroshima University

*Summary:* The younger generations are willing to put their money where their mouth is when it comes to sustainable living. In a study questioning both commitment to sustainable behaviors and willingness to trade better pay to work for a more sustainable-minded company, the surveyed young adults in Japan made their preferences clear.

com

[www.sciencedaily.com/releases/2021/03/210331103635.htm](http://www.sciencedaily.com/releases/2021/03/210331103635.htm)

# Environmental impact of production and consumption of formula milk and breastfeeding (adapted with permission from Karlsson et al<sup>2</sup>).





# Artificial Baby Milk (ABM)/Formula Impact: Tiny Feet, Large Footprint

## Water

- 413 gallons water to produce 1 small can powdered formula (12.4oz) + .75 gallons to prepare per baby per day
- Average 120 cans in first year = 49,566 gallons production + 274 gallons prep = ***49,840 gallons used/one year of feeding for one baby***

## Packaging + Production

- **US annual totals:** 550 mill cans, 86,000 tons metal (aluminum, cadmium+), 364,000 tons paper with formula use\* + food miles (only 40-50 plants in world)

## Carbon

- Green house gas (GHG) impact = 37 lb CO<sup>2</sup>/17 kg CO<sup>2</sup> per can = **4400 lb/2018 kg/CO<sup>2</sup> per baby per year**



# Example Impact Calculation – System Improvement

**5000 babies delivered per year in a medium/large hospital or small health system**

Current initiation rate: 80%

Target improvement (over 1 year): 2%  
or +1 month of exclusivity for +100 babies each year (8.3 babies/month)

Improvement targets could include:

1. Work on hospital-based 10 Steps
2. Referral/promotion to all families of outpatient support clinic(s) and lactation new parent support group

## Water

**-231 pounds**  
of processed  
ground beef  
each year

If 49,840 gallons could be saved in one year if each baby was exclusively human milk fed, then **just one month of exclusivity for 100 babies** per year could save:

**415,333 gallons - one year**  
**2,076,665 gallons – over 5 years**

Packaging +  
Production +  
Transport =  
Carbon Impact

**-16 cars/year**  
**-83 cars/5**  
**years**

If 4400 lb/2018 kg CO<sup>2</sup> could be saved in one year if each baby was exclusively human milk fed, then **just one month of exclusivity for 100 babies** per year could save:

**36,667 lb/16,817 kg CO<sup>2</sup> - one year**  
**183,335 lb/84,085 kg CO<sup>2</sup> – over 5 years**





# Example Impact Calculation – Worksite Improvement Project

300 new employee parents per year use current lactation rooms in a large organization (25,000 employees)

Current reported average months of exclusivity (via survey): **6 months**

Target improvement (over 1 year):  
or **+1 average month of exclusivity for those same 300 families each year**

Improvement targets could include:

1. Pursue MDH Breastfeeding-friendly Worksite recognition
2. Create simple email communication to leaders on guideline and current laws

## Water

-693 pounds  
ground beef  
each year  
-3465/5years

Packaging +  
Production +  
Transport =  
Carbon Impact  
-50 cars/year  
-249 cars/5  
years

If 49,840 gallons could be saved in one year if each baby was exclusively human milk fed, then **just one added month of exclusivity for 300 babies** per year could save:

**1,245,999 gallons - one year**  
**6,229,995 gallons – over 5 years**

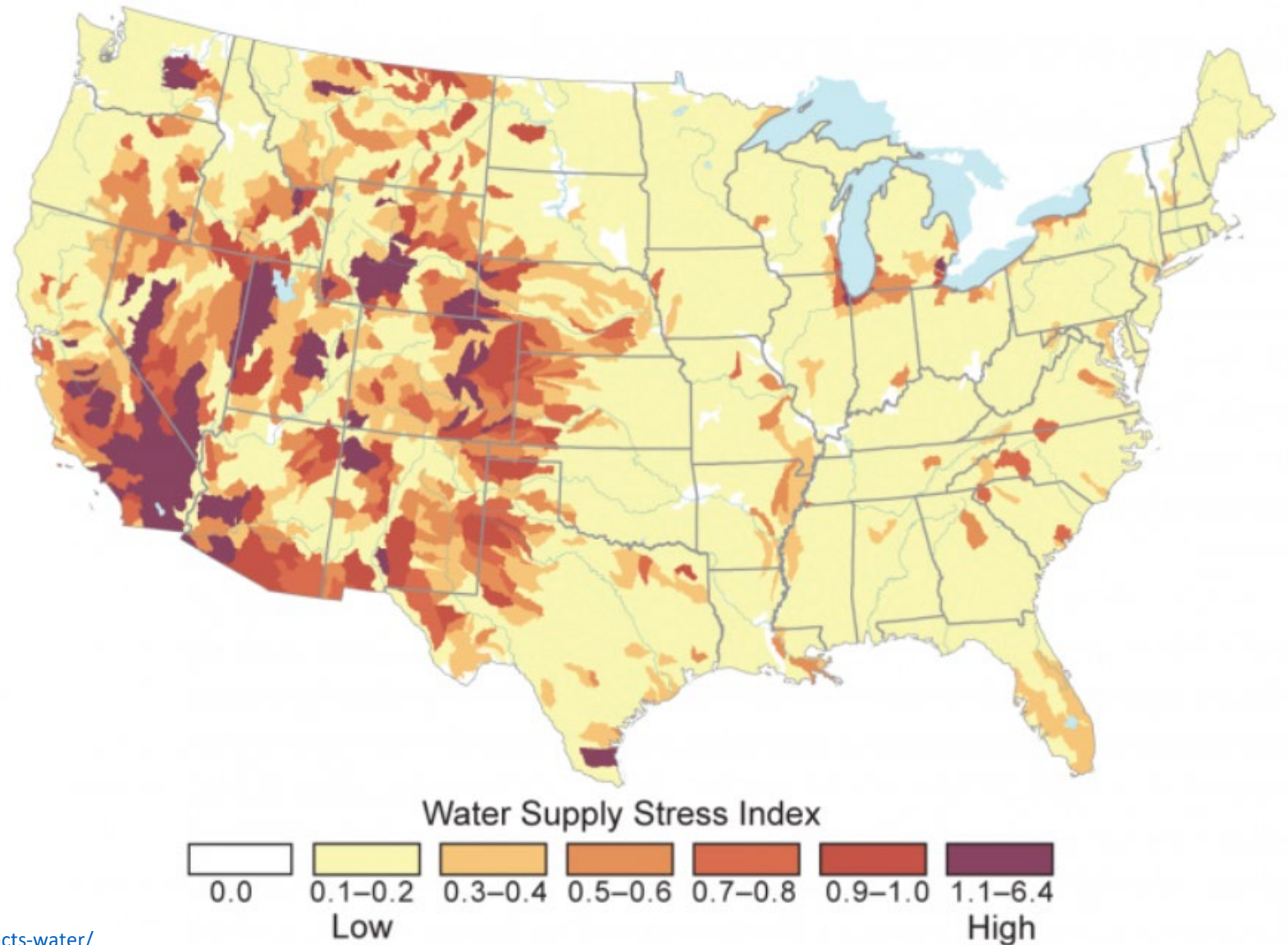
If 4400 lb/2018 kg CO<sup>2</sup> could be saved in one year if each baby was exclusively human milk fed, then **just one added month of exclusivity for 300 babies** per year could save:

**110,001 lb/50,451 kg CO<sup>2</sup> - one year**  
**550,005 lb/252,255 kg CO<sup>2</sup>– over 5 years**



# Water Stress in the U.S.

An estimated 1.6 million Americans already don't have regular access to safe drinking water. A study out of Michigan State University found that, because of climate change, aging infrastructure and other factors, up to **40.9 million American households may not be able to afford water and wastewater services in 2022.**



# Policy and Practice Review: MDH Breastfeeding Friendly Designations

## Breastfeeding Friendly Recognition Program

Breastfeeding Friendly  
Recognition Program  
Home

Materials for Child Care

Materials for Health  
Departments

Materials for Birth  
Centers

Materials for Workplaces

## Related Sites

Breastfeeding

Breastfeeding Friendly  
Locations Map

SHIP

## Breastfeeding Friendly Workplaces

### Apply to be Recognized as Breastfeeding Friendly

The Minnesota Department of Health recognizes workplaces that have demonstrated their commitment to supporting breastfeeding mothers by creating a workplace lactation support program.

### Benefits

- Acknowledges your workplace's commitment to supporting healthy families
- Allows you to reap the business benefits of supporting nursing mothers
- Provides an opportunity to promote your business to the community

Workplaces that fulfill the criteria for Breastfeeding Friendly recognition will receive a printable electronic certificate, a digital logo for use on webpages or printed material, a sample media release and internal newsletter template.

 Share This

### Spotlight



Get breastfeeding  
information for:

Child Care Providers

Health Departments

Birth Centers

Workplaces





# Itasca Project and Little Moments Count Employer Resources

## ITASCAproject

[building brains](#)[about us](#)[resources](#)[get involved](#)

## employer resources



## employers have a crucial role to play to support young children and their families

The Itasca Project is engaging employers in the Little Moments Count social movement. As a cross-sector alliance of employers, the Itasca Project has a pivotal role to play in our collective understanding of the importance and lifelong impact of the first 1,000 days of life, the first three years.

Early experiences in the first 1,000 days build the foundation for future learning, behavior, and health. Investing in the 100,000 Twin Cities families with children

### HealthPartners recognized as a “breastfeeding supportive workplace”

When Annelise Heitkamp returned to work after her first child, the new mother was often traveling between sites in her role as a communications manager. HealthPartners helped ease her transition with dedicated lactation rooms in many of the companies' hospitals, clinics and administrative buildings. Heitkamp could just sign up through Outlook, arranging a time that corresponded both with her work schedule and the time she needed to pump.

As an integrated health care system and health insurance provider, HealthPartners promotes policies and practices that support lactation\* given the proven and lifelong health benefits of human milk for infants and mothers, and the positive benefits to the environment. Human milk provides the ideal nutrition for infants and contains antibodies to help fight off viruses and bacteria. Research shows infants that consume human milk have a lowered risk of diabetes, obesity and certain cancers. Some studies also link feeding human milk to higher IQ scores.

For Heitkamp, her employer's support meant she was able to continue to provide her milk for her daughter, even after she returned to work.

“Overall, I was excited to be back with my colleagues doing a job I love,” said Heitkamp. “But I was concerned about whether I was going to be able to continue nursing. Having the lactation support made a difference.”

The American Academy of Pediatrics (AAP) and the American College of Obstetricians and Gynecologists strongly recommend exclusively feeding human milk (no formula, juice or water) to infants until they are six months old. AAP also recommends continuing to feed infants human milk even after the introduction of food and until the baby reaches one year. The World Health Organization encourages parents to continue feeding human milk along with other foods until the infant is two years of age. In order to continue to have an adequate supply of human milk once returning to work, working mothers need to express milk every two or three hours.

#### Strong lactation policies boosts retention

Building a supportive lactation environment benefits both new mothers and the company. The reality is that the companies that create a supportive culture for continued

lactation help both new mothers and families, and the company. Studies have shown that companies with lactation support programs lead to higher retention rates among their maternity workforce; one Midwest bank showed a retention rate of 83% compared to the national average of only 59%.

Additionally, studies have shown that a company's choice to provide enhanced lactation support also translates into higher job satisfaction, improved morale, and better productivity. (See [The business case for breastfeeding for business managers](#)).

“Returning to work is a significant transition for mothers who are nursing and being able to continue to breastfeed is important to many of them,” said Donna Zimmerman, senior vice president of government and community relations. “We know the benefits of breastfeeding from a health and well-being perspective for both the mother and infant so we want to do everything we can to support our employees in this way.”

Zimmerman is a member of the Itasca Project's First 1000 Days task force and a key HealthPartners leader behind the [Little Moments Count](#) social movement, a statewide initiative to help parents and the community understand the importance of talking, playing, reading and singing early and often with children. Little Moments Count is a



# Policy Review: MN Breastfeeding Coalition (MBC) & Department of Labor (DOL) Worksite Resources

## Resources

Need help adapting any of these resources for your local coalition, county, or organization? Let us help: [challenge@mnbreastfeedingcoalition.org](mailto:challenge@mnbreastfeedingcoalition.org)

### ASSESSMENTS: TEMPLATES

[Anoka County Childcare Survey](#)

[CDC's Breastfeeding Toolkit](#) with program examples and resources

[New Hampshire BF Taskforce Toolkit](#)

[Boulder County Self-Assessment](#)

### ASSESSMENTS: COMPLETED

[Twin Cities, MN environmental scan](#) (Hmong Breastfeeding Coalition)

[Dept. of Labor and Industry \(DLI\) webinar](#)

### OUTREACH MATERIALS - WORKPLACE RESPONSIBILITIES

[Rack Card Template.Workplace](#)

[Rack Card Template.Childcare](#)

[Rack Card Template.Schools](#)

[DLI tri-fold brochure: English](#)



<https://www.mnbreastfeedingcoalition.org/resources/workplace-and-childcare-resources>  
<https://mbc41.wildapricot.org/Lactation-and-Work-Getting-Started>



## Know Your Rights Videos

Videos for employees about advocating for time and space to express milk in the workplace

[English Video](#)   [Spanish Video](#)

[Hmong Video](#)   [Somali Video](#)

### OUTREACH MATERIALS - BREAST/CHESTFEEDING BASICS

[Breastfeeding Info for Workplaces](#)

[Benefits of Breastfeeding](#)

[Really? Really. Breastfeeding. Know the facts](#) (infographic webpage)

[ACOG Breastfeeding Benefits](#)

[Questions to ask your insurance company regarding lactation support](#)

[Breastfeeding infographic](#) (Boulder County)

[CDC's work to support and promote breastfeeding](#)



### VALUE ON INVESTMENT INFORMATION

[Business Case for Breastfeeding](#) for business managers

[Business Case for Breastfeeding](#) for employees

[Surgeon General's Call to Action to Support Breastfeeding](#)

[U.S. Breastfeeding Committee research paper](#) on workplace accommodations to support and protect breastfeeding

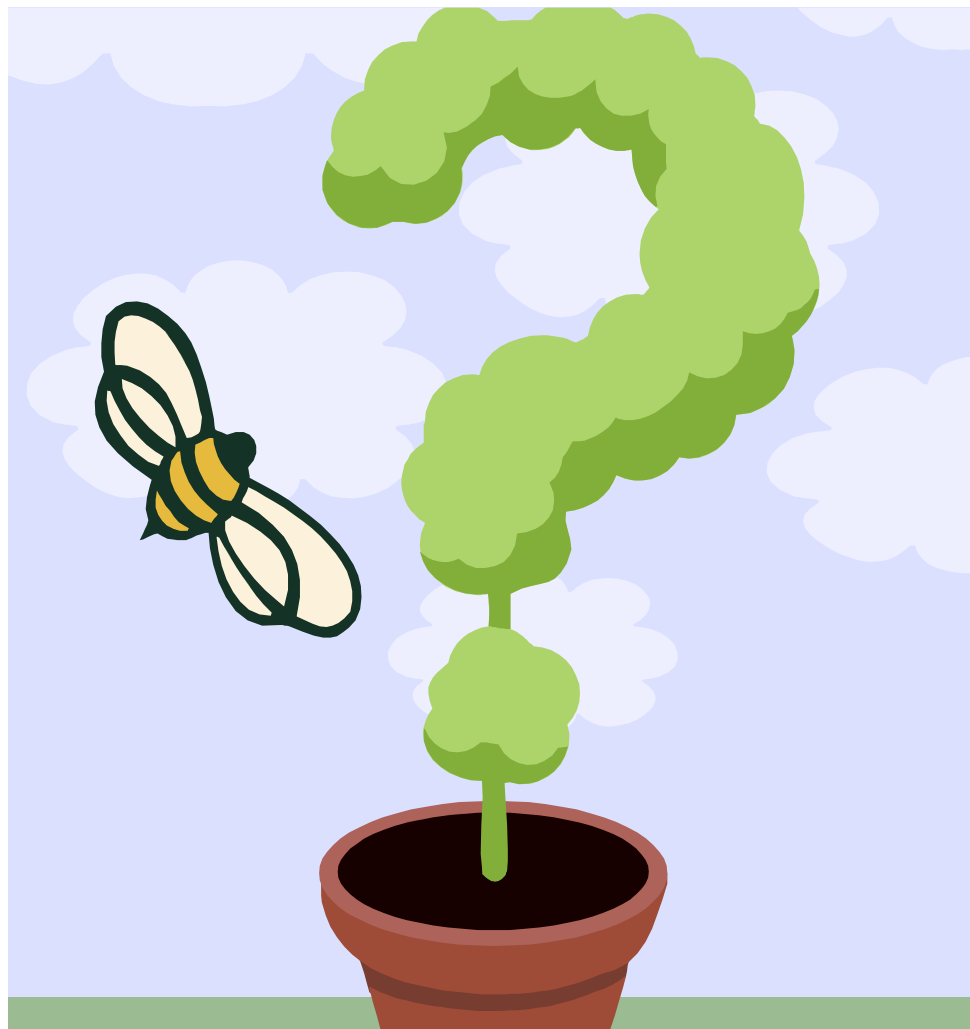
# Other Resources For Learning

- [Healthcare Without Harm](#)
  - [MN Breastfeeding Coalition](#)
  - [Practice Greenhealth](#)
  - [United States Breastfeeding Committee](#)
  - [Fossil-free Fuel Fund Info](#)
  - [Nerd Wallet Article on ESG Investing](#)
- [Little Moments Count Feeding Your New Baby Resources](#)
  - [Little Moments Count New Parent Support Resources \(includes Cultural & Language Resources\)](#)





# Questions?



# Presentation Citation & Resource Links

- Benefits of Breastfeeding Graphic Source: <https://www.cerner.com/ae/en/blog/improving-maternal-and-child-health-outcomes-the-complete-breastfeeding-experience-for-mothers>
- Breastmilk vs. Formula Graphic Source: <https://health.maryland.gov/phpa/wic/Pages/breastfeeding-services.aspx>
- CDC Breastfeeding Report Card: <https://www.cdc.gov/breastfeeding/data/reportcard.htm>
- WHO 2025 Global Nutrition Targets: <https://www.who.int/publications/i/item/WHO-NMH-NHD-14.2>
- Itasca Project's 1000 Days Report Infographic: [https://itascaproject.org/wp-content/uploads/Itasca\\_Project\\_First\\_1000\\_Days\\_Infographic.pdf](https://itascaproject.org/wp-content/uploads/Itasca_Project_First_1000_Days_Infographic.pdf)
- More on World Health organization (WHO) and BFHI 10 Steps: <https://www.babyfriendlyusa.org/for-facilities/practice-guidelines/10-steps-and-international-code/>
- 10 Steps Graphic and Article on Evidence: Hawkins, Summer & Stern, Ariel Dora & Baum, Christopher & Gillman, Matthew. (2013). Compliance with the Baby-Friendly Hospital Initiative and impact on breastfeeding rates. Archives of disease in childhood. Fetal and neonatal edition. 99. 10.1136/archdischild-2013-304842
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- WHO Report Launch Webinar Info: <https://www.who.int/news-room/events/detail/2022/04/29/default-calendar/launch-of-new-who-report-on-the-scope-and-impact-of-digital-marketing-for-the-promotion-of-breast-milk-substitutes>



# Presentation Citation & Resource Links (2)

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- The Psychology of Sustainable Behavior (2009) by Christy Manning, PhD: <https://www.pca.state.mn.us/sites/default/files/p-ee1-01.pdf>
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- Source of Typical Vehicle Emissions Data: <https://www.epa.gov/greenvehicles/greenhouse-gas-emissions-typical-passenger-vehicle>
- Water Stress and Impact Data: <https://news.climate.columbia.edu/2019/09/23/climate-change-impacts-water/>
- MDH Breastfeeding Friendly Employer Designation: <https://www.health.state.mn.us/people/breastfeeding/recognition/docs/workplacedocs/checklist.pdf>
- Water Stress Climate Image and Article Source: <https://news.climate.columbia.edu/2019/09/23/climate-change-impacts-water/>



# Presentation Citation & Resource Links (3)

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- United Nations' 17 Sustainable Development Goals:  
<https://sdgs.un.org/goals> MDH Breastfeeding Friendly Worksite Designation:  
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- Itasca and Little Moments Count Employer Resources:  
<https://www.littlemomentscount.org/employer-resources>
- HealthPartners Employee Worksite Lactation Support Case Study: [https://itascaproject.org/wp-content/uploads/IP\\_Case\\_Study\\_HP\\_v1.pdf](https://itascaproject.org/wp-content/uploads/IP_Case_Study_HP_v1.pdf)
- MBC Resources: Employers, Childcare and Worksites:
  - <https://www.mnbreastfeedingcoalition.org/resources/workplace-and-childcare-resources>
  - <https://mbc41.wildapricot.org/Lactation-and-Work-Getting-Started>
- National Business Group on Health: Investing in Workplace Breastfeeding Programs and Policies:  
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