



BACK TO WORK TOOLKIT

A Guide for Breastfeeding Moms



2019

Acknowledgments

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Why Should I Breastfeed?



Benefits of Breastfeeding:

At a Glance

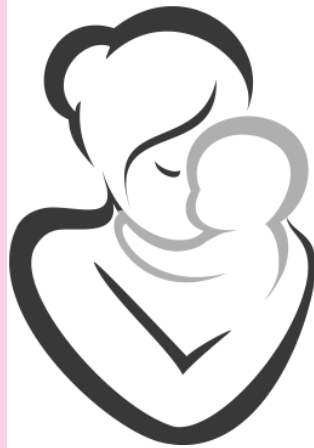
Breast milk provides optimal nutrition for babies!

Breastfeeding is the best source of nutrition for most infants. It provides unmatched health benefits for babies and mothers.¹

Benefits for Babies

Infants who are breastfed have a LOWER risk of:

- ✓ Asthma
- ✓ Obesity
- ✓ Type 2 diabetes
- ✓ Ear and respiratory infections
- ✓ Sudden Infant Death Syndrome (SIDS)
- ✓ Digestive problems (diarrhea/vomiting)
- ✓ Certain cancers²



Benefits for Mothers

Moms who breastfeed are at a LOWER risk of:

- ✓ High blood pressure
- ✓ Type 2 diabetes
- ✓ Ovarian cancer
- ✓ Breast cancer

Breastfeeding moms may also benefit from:

- ✓ Lower stress levels
- ✓ Weight loss after birth
- ✓ Help with birth spacing
- ✓ Strengthened bond with baby²

Breastfeeding gives babies a healthy start to life!

Breast Milk vs. Formula

How Does it Stack Up?

Breast milk is super milk!

Breastfeeding is the GOLD STANDARD for infant feeding and nutrition. Breast milk is specially tailored to meet the health needs of a growing baby. Breastfeeding is an investment in the health of you and your baby!³

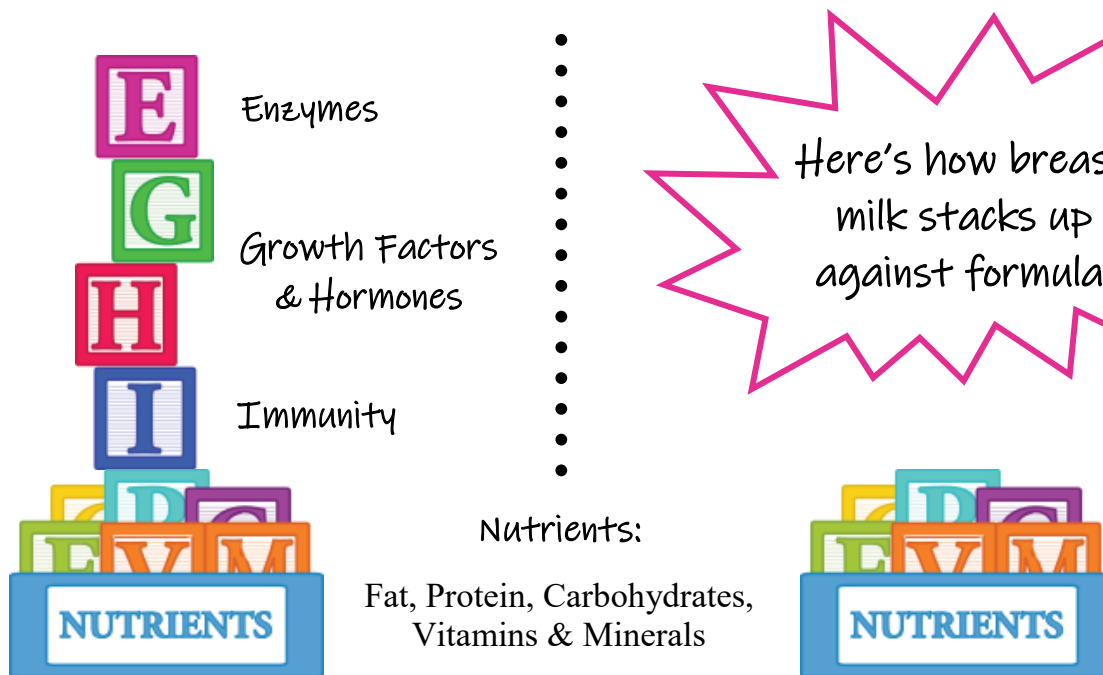


Figure 1: Here's How They Stack Up!³

Breast milk

- ✓ Easier for baby to digest
- ✓ Adapts to meet baby's needs
- ✓ Protects baby's health
- ✓ Supports development of baby's immune system

Formula

- ✓ Has only basic nutrients
- ✓ Can cause constipation & gas
- ✓ Does not adapt to baby's needs
- ✓ Can be expensive



Myths & Facts about Breastfeeding



Myth Breastfeeding is easy.

Fact Breastfeeding takes time and practice – patience and support are key!

Myth It is normal for breastfeeding to hurt.

Fact Breastfeeding should rarely hurt. Mothers may experience discomfort in the first few days of breastfeeding, but with the right support and positioning of the baby, soreness can be avoided.

Myth Many mothers do not produce enough milk to breastfeed.

Fact Almost all mothers produce the right amount of milk to feed their baby.

Myth You should wash your nipples before breastfeeding.

Fact Washing your nipples isn't necessary. Your nipples produce a substance that has 'good bacteria' and helps build your baby's own healthy immune system.

If you have any questions or concerns get support from a lactation consultant or other skilled professional (see "757 Breastfeeding Resources" on pages 27-28).

Myth You need to eat a special or bland diet while breastfeeding.

Fact Breastfeeding moms need a healthy and balanced diet, like everyone else. In general, there is no need to change your eating habits to breastfeed.

Myth You can't take any medication if you're breastfeeding.

Fact It is important to talk to your doctor about your medication and breastfeeding. You may need to take medicine at a specific time or take an alternative formula.

Myth You won't be able to breastfeed if you don't start right away.

Fact It is easier to get breastfeeding started if you begin in the first hour after birth, but it is not too late if you don't start right away. Start breastfeeding as soon as possible for your situation.

Myth If you give your baby a bottle she will refuse the breast.

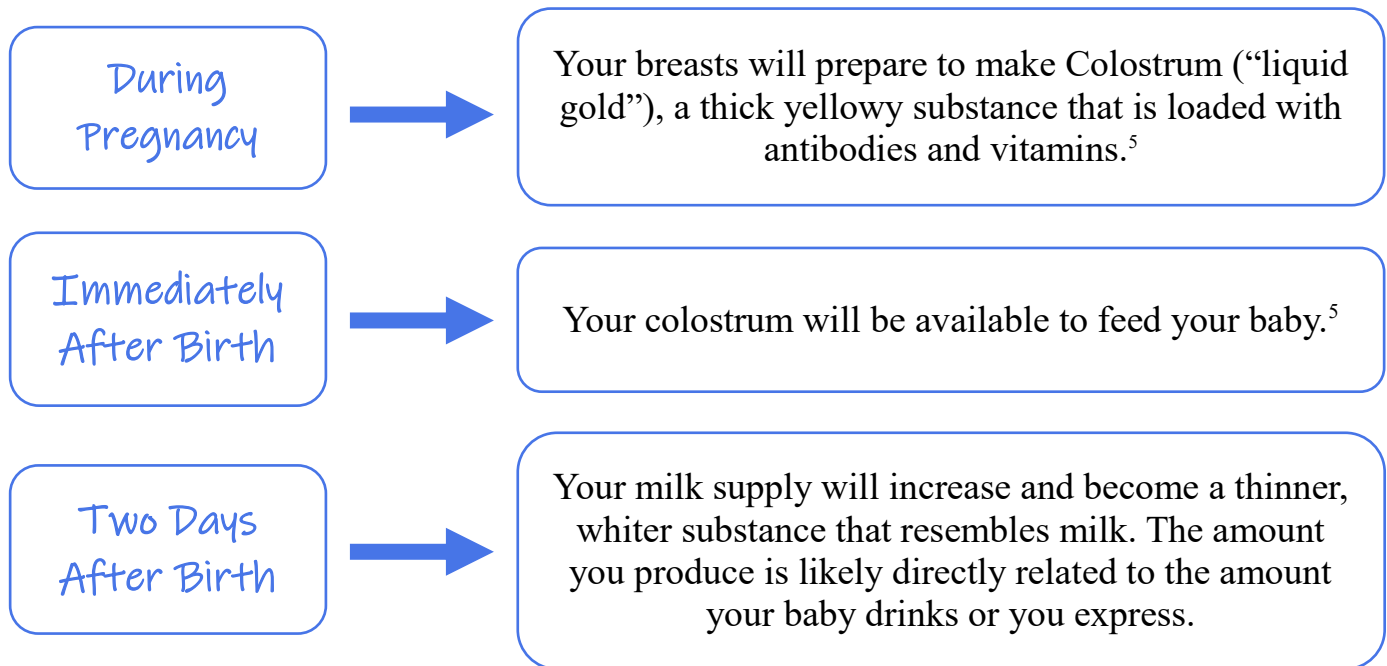
Fact Most babies switch between breast and bottle with no problem. Wait until your baby has mastered breastfeeding before offering a bottle.

How Can I Make Breastfeeding Work?



What to Expect When Breastfeeding

Breastfeeding is the result of chemical communication between your body and your baby's body. It is natural and unique to every mother and child.



Frequently Asked Questions

What causes my milk to come out?

The Milk Ejection Reflex (Let-down Reflex) pushes the milk in your breast to your nipple when your baby begins to feed. Your baby's suckling pattern is fast and shallow at the beginning of a feed until the milk reflex occurs and milk comes down, then baby sucks deeper and more rhythmically while swallowing.

Do I need to wait until my breasts are “full” before breastfeeding?

Your breasts are never empty of milk while you are breastfeeding; your body is always producing breast milk to feed your baby.

How long should my nipples feel sore?

It is perfectly normal for your nipples to be sore the first few days while you and your baby learn to breastfeed. But, if your soreness becomes nipple pain or does not go away, seek help from a qualified lactation consultant. Better support and positioning of the baby can help avoid soreness.⁶



Breastfeeding Tips & Best Practices

A little planning can help set you up for breastfeeding success!⁷

During Pregnancy:

- ✓ Talk to a lactation consultant or WIC peer counselor about reaching your breastfeeding goals
- ✓ Attend a breastfeeding class
- ✓ Look for a Baby-Friendly/Breastfeeding-Friendly hospital or birth center to deliver your baby

Once the Baby Arrives:

- ✓ Try to start breastfeeding within the first hour of birth
- ✓ Aim to breastfeed exclusively for the first 6 months
- ✓ Let your baby set the feeding schedule
- ✓ Feed every time your baby shows signs of hunger
- ✓ Avoid using bottles or pacifiers during the first month

During Feedings:

- ✓ Make sure you and baby are comfortable
- ✓ Try holding your baby skin-to-skin
- ✓ Don't force your baby to keep nursing if she refuses

A Few Weeks before Returning to Work or School:

- ✓ Practice pumping or hand expressing your breast milk
- ✓ Be patient with yourself as you pump; this takes practice!
- ✓ Store any milk you pump in small quantities of about 1-2 oz
- ✓ Prepare 1-2 days worth of pumped milk before returning to work
- ✓ Have a family member or loved one practice feeding your baby as if you were away

How long should I breastfeed?

- ⇒ For the **first 6 months**, infants should be fed only breast milk
- ⇒ **After 6 months and until 1 year**, mom should continue breastfeeding and begin to gradually introduce solid foods
- ⇒ **After 1 year**, breastfeeding can be continued as long as is mutually desired by mother and baby⁸

Breastfeeding On the Go

You Have the Right to Breastfeed in Public!

Part of successful breastfeeding is having the ability to breastfeed when you're away from home. That is why lawmakers in Virginia have taken steps to protect your right to breastfeed in public.⁹ You can make breastfeeding part of your daily life, whether you're running errands or out to lunch.

Did you know?

Under Virginia law, nursing mothers have the right to breastfeed in any public or private place where they are legally allowed to be (i.e. not trespassing).¹⁰ You have the right to breastfeed in public without being asked to leave, move, or cover up.

And there's more!

- ◆ The act of breastfeeding is NOT considered indecent exposure in Virginia.¹¹
- ◆ You may be able to opt out of jury duty because you are breastfeeding.¹² (Contact your court for more details)

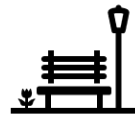
Some places where you can breastfeed



Restaurant



Mall



Park



Coffee Shop



Hotel lobby



Retail Store



Figure 2: Breastfeeding Moms On the Go¹³



Violators of this "Breastfeeding in Public" Law may be subject to:



- ❑ Class 1 misdemeanor, punishable by up to 12 months in jail, up to \$2,500 fine, or both
- ❑ Civil lawsuit, fine up to \$25,000

It Takes a Village: How Friends & Family Can Help

The first few months with a new baby are a time of adjustment. Friends and family can help support a breastfeeding mom.¹⁴



Help with baby

Change the baby's diaper, clean and restock the baby's diaper bag, or get the baby ready for childcare provider.



Be conscious of germs

Wash your hands before you touch the baby & don't visit if you are sick or were recently exposed to an illness.



Help with daily chores

Offer to help out by bringing a meal, doing household chores, running errands, or caring for other children in the home.



Assist Mom

Ask if you can bring the baby to mom once she gets set up in her favorite breastfeeding position or chair.



Help during breastfeeding

Bring mom a glass of water and some snacks when she is breastfeeding.



Offer to care for the baby after breastfeeding

Offer to hold the baby for 20 to 30 minutes after breastfeeding, until baby falls into a deep sleep and can be placed back into her crib.



Be encouraging

Encourage mom to stick with her goals and remind her that every ounce counts.

TIP: Share this page with your friends & family!

Breastfeeding Takes Teamwork!

For Dads/Partners¹⁵



Figure 3: Breastfeeding Support¹⁶

Give Mom a Break!



Hold baby after a feeding, change diapers, soothe baby, take care of meals and chores.

TIP: Share this page with your friends & family!

For Grandparents¹⁷



Figure 4: Breastfeeding Family Support¹⁸

Be an Encouraging Voice



Breastfeeding can be tough for any mom, let her know it gets easier with time.



Be Encouraging

Let mom know you're proud of her. Breastfeeding can be hard, remind her it's worth it!



Be Thoughtful

Help her get comfortable by bringing her a pillow, a glass of water, and a healthy snack for feedings.



Call in Reinforcements

If you can't be there, turn to family or friends who have offered to help.



Be Smoke-Free

Don't let anyone smoke around your baby or in rooms/places where baby might be. Babies exposed to smoke may have short-term & long-term health consequences.



Hold the baby

Hold the baby for 20-30 minutes after she breastfeeds or until she falls asleep.



Offer to Bottle feed

After 4-6 weeks, you can offer pumped breast milk in a bottle.



Help with Everyday Tasks

Offer to cook a meal, do household chores, run errands, or care for other children in the home.



Help with mom's comfort

Make sure mom is comfortable and has a snack and glass of water nearby when she breastfeeds.

Here's the Truth about Infant Care

You cannot spoil babies by holding them!

Holding your baby can help her become more independent later in life. Her need for closeness is met while she is young and still developing. Letting her cry can actually increase her stress levels long-term!

Babies do not go into a deep sleep state until 20-30 minutes after they fall asleep.

If baby wakes up when you put her down, try holding and rocking her for about 20 minutes first.

The best way to make milk is to keep breastfeeding.

The more a mom breastfeeds, pumps, or expresses, the more milk she will produce. Mom can increase her milk supply by breastfeeding more often.

Babies only need their mother's milk until they are 6 months old.

Giving other foods too early can cause allergies and an upset stomach.

Women who breastfeed may find it easier to lose their pregnancy weight.

Breastfeeding moms get 45 minutes of extra sleep per night!

TIP: Share this page with your friends & family!

It's Okay to Need a Moment



OFF to RECHARGE

Get plenty of rest

Being a breastfeeding, working mom can be exhausting. It's important that you take time for yourself to rest and recharge.



Talk to other breastfeeding moms

Find support and encouragement in speaking with other breastfeeding moms.



Eat healthy foods that you enjoy

Eating a healthy diet will keep you in good health and give you more energy.



Local Support

These are a few organizations that offer resources to help you meet your breastfeeding goals.



Virginia WIC Program

- ✓ WIC Breastfeeding Peer Counselors
- ✓ Nutrition staff
- ✓ Supplemental food
- ✓ Breast pumps

La Leche League of Hampton Roads

- ✓ Breastfeeding meetings
- ✓ Breastfeeding cafes
- ✓ Mother support, by phone and in person

See "757 Breastfeeding Resources" on pages 27-28 for more information.

What do I Need to Know About Expressing Breast Milk?



How to Express Your Milk by Hand

Getting Ready

- ✓ Find a private place where you feel comfortable
- ✓ Wash your hands

Massage Your Breasts

- ✓ A breast massage helps your milk come out
- ✓ Massage for at least 2 minutes
- ✓ Put one hand underneath your breast for support
- ✓ Gently rub underneath your breast with other hand using small circular motions¹⁹
- ✓ Move around the breast working from your chest toward your nipple
- ✓ Repeat on your other breast



Whether by hand or using a machine to pump, any time you release milk out of your breast you are **expressing milk.**

1. **Do not squeeze** the breast
2. **Sliding hands** over the breast may cause painful skin burns
3. **Avoid pulling** the nipple which may result in tissue damage²⁰

CAUTION

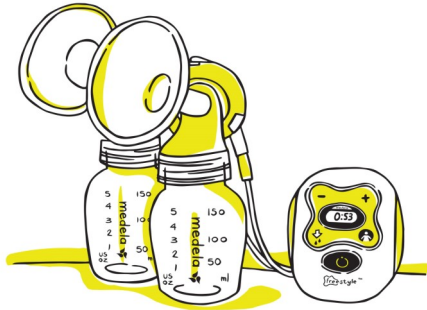
Expressing Your Milk



Figure 5: Technique²¹

1. Place your fingers and thumb about one inch behind the areola (darker area around the nipple) in the shape of a “C”
2. Gently lift and **PRESS** breast back toward your chest²¹
3. **COMPRESS** your breast between your fingers and thumb, moving them slightly towards your nipple without lifting them from your breast and **RELEASE** without moving your hand from your breast
4. **REPEAT**, moving your hand to a different place around your breast after every few compressions or whenever milk flow stops; this should be a rolling motion

How to Express Your Milk Using a Breast Pump



Getting Ready

- ✓ Read the instructions manual for your specific pump
- ✓ Find a private place where you feel comfortable
- ✓ Wash your hands

Tips & Tricks for Using a Breast Pump

- ✓ **Pumping both breasts at the same time will result in more milk**
- ✓ **Make sure the breast flange is correctly fitted**
- ✓ **Massage your breast before you pump for a faster let-down & milk with more fat**
- ✓ **Try moistening the rim of the breast flange before pumping to create a better seal**
- ✓ **Try different ways of getting a seal on the breast with the flange**
- ✓ **Start the pump at the low or minimal suction setting and slowly increase making sure you are still comfortable**
- ✓ **The pump will not continue to suction if the seal of the flange on the breast is broken**
- ✓ **Expect to pump for a few minutes before you see a steady flow of milk** (Most pumping sessions will last 10 to 20 minutes)
- ✓ **Don't fill collection bottles more than 2/3 full to prevent any backflow, spilling of milk, and to leave room for the milk to expand if it will be frozen**
- ✓ **When you are done pumping, slide a clean finger under the rim of the flange to break the seal**
- ✓ **Keep in mind that women can pump very different amounts of milk** (Work with your healthcare provider or lactation consultant to figure out how much milk you may be able to pump, even a small amount of breast milk is very good for you and your baby)
- ✓ **Correctly store your pumped milk** (see “How to Store Your Breast Milk” on page 16)
- ✓ **Clean your pump parts before you store them²²**

How to Store Your Breast Milk

Breast Milk Storage Guidelines

Storage Location and Temperatures			
Type of Breast Milk	Countertop (Room Temperature ~77°F or colder)	Refrigerator (40°F)	Freezer (0°F or colder)
Freshly Pumped	Up to 4 hours	Up to 4 days (72 hours)	Up to 6 months is best (Do not use after 12 months)
Thawed, Previously Frozen	1-2 hours	Up to 1 day (24 hours)	NEVER refreeze thawed breast milk
Leftover from a feeding (Baby did not finish the bottle)	Use within 2 hours after the baby is finished feeding		

USDA Breastfeed Babies Welcome Here! A Mother's Guide²³



Tips!

- ◆ If you will not be using refrigerated milk within 72 hours (or 4 days) put it in the freezer
- ◆ To freeze your milk, place small quantities in BPA free milk storage bags or glass containers
- ◆ Label it with the date and use the oldest milk first
- ◆ Place your milk away from the freezer door so it will not thaw when the door opens and shuts
- ◆ If you will be adding fresh milk to a container of frozen milk, refrigerate it first since fresh milk is warm and can cause frozen milk to begin thawing
- ◆ Thaw frozen milk under warm water (NEVER microwave breast milk!)
- ◆ Once milk is warmed, use it immediately

How Can I Breastfeed While Working?



My Plan for Breastfeeding & Working

You can successfully manage returning to work and still provide breast milk for your baby with a little planning!

While I am pregnant I will:

- Talk to my supervisor about my plan to breastfeed (See “How do I talk to my employer about breastfeeding” starting on page 22)
- Figure out where I can pump at work and how it fits into my schedule (See “Planning Your Conversation” on page 23)
- Learn about breastfeeding by talking with WIC peer counselor or lactation consultant
- Ask WIC or my doctor about the kind of breast pump I will need
- Find a Breastfeeding-Friendly childcare provider close to where I work



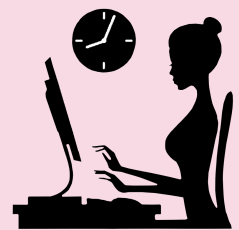
When the baby arrives I will:

- Rest, relax, and breastfeed frequently to create a strong bond
- Always feed at the breast when together
- If possible, stay home 6 weeks to build a good milk supply
- Talk with my family about how they can help



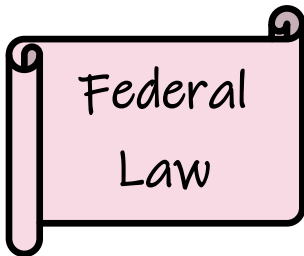
Two weeks before returning to work I will:

- Call my supervisor and confirm my lactation and work plan
- Practice expressing (or pumping) and storing breast milk once a day
- Do a “trial run” to practice leaving baby with a family member or babysitter and express milk during the day
- Tip:** Return to work midweek to make the transition easier before starting a full work week



My Rights as a Breastfeeding, Working Mom

Many nursing moms have the right to express breast milk at work.



The Break Time for Nursing Mothers Law

Requires most employers to give nursing mothers:

- ✓ Reasonable break time to express breast milk as she needs
- ✓ A private space (not a bathroom) that is shielded from view and free from intrusion to express milk during the workday²⁴

Am I covered by this law?

If you are a nursing mom who:

- ◆ Works hourly (with a few exceptions) OR
- ◆ Is eligible to receive overtime pay

Then the Break Time for Nursing Mothers Law applies to you!

*Employees of the Commonwealth of Virginia are also eligible for these same protections under Virginia law.



Figure 6: Breastfeeding Support¹⁶

Firing, harassing, or otherwise discriminating against a worker because they are breastfeeding is illegal!

Many businesses have found creative ways to comply with the law!

These areas can be used as an acceptable nursing space.

For office jobs

- ◆ Private office
- ◆ Conference room or small room not used very often
- ◆ Closet or storage area converted to a nursing space
- ◆ Private space in the school nurse clinic or principal's office

For non-office jobs

- ◆ Dressing room of a retail store
- ◆ Partitioned space in the corner of a room
- ◆ Pop-up privacy tent
- ◆ Back of an ambulance not in use
- ◆ Window covers to create privacy in a bus

*See "Checklist for Employers to Support Breastfeeding Employees" on page 34 for more information on acceptable nursing spaces.



If you feel your breastfeeding rights have been violated, we can help!
Contact us at CINCH@evms.edu

FAQs: My Breastfeeding Rights

How much time is “reasonable?”

About 30 minutes for each break to express milk is generally considered “reasonable.” (*This can vary)

How frequently can a nursing mother take breaks?

The number of breaks and time needed by each mother can vary. Many mothers need to express milk every 3 hours, 2-3 times during the work day.

Do employers have to provide a nursing space if they don't have any employees who are nursing?

No, not unless they have a nursing mom who needs it. Which is why it is important to let your employer know about your breastfeeding plans early!

What if I am not covered by the Break Time for Nursing Mothers Law?

State and local laws protect breastfeeding mothers from workplace discrimination related to lactation. This entitles many workers to the pump breaks and accommodations they need.

Does the break time have to be paid?

No, but if the mother already gets paid breaks, she can use them to pump.

Do employers need to create a permanent, dedicated space that nursing mothers can use?

No, a temporary space will work just fine as long as it is not a bathroom, shielded from view, free from intrusion, and accessible whenever the mom needs.

If the only space available at a work site is a bathroom, can employers require employees to express breast milk there?

No, the law specifically states that the space provided for employees to express breast milk cannot be a bathroom.

NYS²⁵

TIP: Share this page with your employer!

For more information:

The U.S. Department of Labor has issued guidelines and interpretations of the federal break time for nursing mothers law.

“Frequently Asked Questions: Break Time for Nursing Mothers”

www.dol.gov/whd/nursingmothers/faqBTNM.htm

Finding Breastfeeding Friendly Childcare

Many mothers have to be away from their babies because of work or school. Choosing a childcare provider that is supportive of breastfeeding is an important part of making the transition easier.

Take this checklist with you, and ask the childcare center:

- Do you support my choice to continue feeding my baby breast milk?
- Is there a private place where I can comfortably sit and nurse my baby before/after work or during meal times?
- Do staff feed babies when they show signs of hunger rather than on a strict schedule?
- Do you have a refrigerator for storing breast milk?
- Am I welcome to visit during the day and breastfeed my baby?

Some things to keep in mind when speaking with the childcare provider:



- ◆ Their support will make it easier for you to continue breastfeeding.
- ◆ Remind the caregiver never to boil or microwave breastmilk - warm the bottle with warm water under the faucet instead.
- ◆ Tell your childcare provider to try not to feed the baby shortly before you pick up so you can breastfeed right after work.
- ◆ Inform the caregiver that it is normal for breast milk to look different from formula - it can be blue or yellow in color.
- ◆ Alert childcare provider that baby might “reverse cycle feed” and not eat as much when you are away, which is normal.
- ◆ Remind them that breastfed babies are sick less, keeping the other babies healthier.
- ◆ Clearly label expressed milk with the date and your child’s name.
- ◆ Discuss hunger cues and paced bottle feeding.
- ◆ Consider finding a caregiver close to your work or school.

If your family members will be caring for your baby, see “It Takes a Village: How Friends & Family Can Help” on pages 9-10.

Find more information to give your childcare provider about supporting breastfeeding moms at: <http://www.cinchcoalition.org/breastfeeding/>

How do I Talk to My Employer About Breastfeeding?



Planning Your Conversation

A Checklist of Things to Consider Before Meeting With Your Employer

Work Hours

Consider these options to help you adjust to being apart from your baby:

- Working part-time to start
- Working a flexible schedule (ex: taking Mondays off)
- Working from home if possible

Additional Time

You will need to express milk every 2-3 hours, which might take about 30 minutes each time. If you need more time than your usual breaks, consider these options:

- Coming in early to make up the time
- Staying later in the day to make up the time
- Taking unpaid time

Nursing Area

You will need a clean, private space where you can express milk. Consider these potential options:

- Designated nursing room (this is ideal!)
- Private office of a supervisor or coworker (that you can use at your request)
- Rarely used conference or meeting room with a locking door
- Unused closet that can be easily turned into a nursing nook

*You can give your employer the “Checklist for Employers to Support Breastfeeding Employees” on page 34 to help them find an appropriate space for you.

Support

Having the support of your supervisors and coworkers can make expressing milk at work easier. Remember, it can also increase employee loyalty, retention, and team building, which is good for your employer too!

(See “Checklist for Employers to Support Breastfeeding Employees” on page 34 and “Breastfeeding is Good for Business” on page 35)



Tips & Sample Language for Talking to Your Employer

Talking to your supervisor is an important part of the process in breastfeeding and returning to work. Have confidence in your decision to breastfeed for the health of your baby and yourself!

Before the meeting:

- Call or email your supervisor to set up a time to meet
- Practice what you would like to say before the meeting
- Don't be afraid, remember you have the right to breastfeed!
- Check with human resources for any policies about expressing breast milk at work

During the meeting:

- Use “Planning Your Conversation” on page 23 to help guide the conversation.
- Explain your plans to breastfeed and why breastfeeding is important to you
 - Explain your pumping needs and schedule
 - Discuss a space where you will be able to express your milk and where you will store it

The earlier you have the conversation, the better!

“I am going to breastfeed my baby because it is the healthiest option for both my baby and myself. Doctors recommend that I continue breastfeeding at least 1 year or as long as I am comfortable. To feed my baby, I'll need to express my breast milk every 2-3 hours once I come back to work.”

“Breastfeeding is good for business! Many businesses save money in healthcare costs and productivity when their employees breastfeed. Breastfed babies are healthier, so mom is healthier too and may need less time off!”

Your employer may have concerns and that is okay.

Try some of these responses to get the conversation back on the right track.

If your employer says...	Try responding with...
"The bathroom is the only space available."	"Breast milk is food for my baby so it shouldn't be expressed in a bathroom. I looked into some solutions that other companies have used that I think will work here too." [If needed: "Finding a space that isn't a bathroom is required by law."]
"How am I supposed to cover your position while you are on break?"	"I thought through a schedule and how we could handle it. It's actually pretty similar to how we handle other staff breaks - can I tell you what I had in mind?"
"This will be bad for business."	"A lot of companies have found it's good for business. Breastfeeding will help keep me and my baby healthy so I can do my best work."
"Why can't you just pump when you get home?"	"If I don't pump often, I may be in a lot of pain and even get sick. Allowing me to pump frequently will prevent absences."
"My daughter/niece/friend had formula and she's the smartest/fastest/healthiest kid in her class."	"Lots of babies do! But breastfeeding is really important to me and is recommended by the American Academy of Pediatrics. I can't do it without your support."
"I can't make any promises if it gets busy."	"I'm more than willing to be flexible and I know we can make this work for both of us." [If needed: "Accommodating me is required by law"]

United States Breastfeeding Committee²⁶



If your supervisor refuses to provide you with a space or break time that is compliant with the Break Time for Nursing Mothers Law, you can:

- If you are a Hampton Roads resident, reach out to the Hampton Roads Breastfeeding Education & Advocacy Team (**HR-BEAT**) at: www.cinchcoalition.org/breastfeeding
- File a complaint with the **Virginia State Breastfeeding Coordinator's office** at: vabreastfeeds@vdh.virginia.gov
- File a complaint with the **Department of Labor** at: <https://www.dol.gov/whd/howtofilecomplaint.htm>.

Resources





757 Breastfeeding Resources



La Leche League

Helps mothers breastfeed through mother-to-mother support, encouragement, information, and education, and promotes a better understanding of breastfeeding as an important element in the healthy development of the baby and mother.

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| <ul style="list-style-type: none"> ◆ https://www.LLLI.org/ ◆ Hampton Roads: (757) 857-8403 ◆ Facebook and Instagram: LLLhamptonroads ◆ Norfolk: (757) 961-8951 | <ul style="list-style-type: none"> ◆ Portsmouth: (757) 828-6555 LLLofPortsmouth@gmail.com ◆ Suffolk: (757) 357-4369 ◆ Virginia Beach: (757) 204-5557 ◆ Peninsula: (757) 938-0232 |
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Women, Infants, & Children (WIC)

Provides supplemental foods, health care referrals, and nutrition education for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age 5 who are found to be at nutritional risk.

WIC Services for qualified clients only: Classes, consults, breast pumps, bras and pads
Statewide: 1-888-942-3663 | <http://www.vdh.virginia.gov/wicbreastfeeding/services/>

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| <ul style="list-style-type: none"> ◆ Norfolk: (757) 531-2150 ◆ Portsmouth: (757) 393-5340 ◆ Suffolk: (757) 514-4722 ◆ Virginia Beach: (757) 518-2789 ◆ Chesapeake: (757) 831-1748 | <ul style="list-style-type: none"> ◆ Hampton: (757) 727-1140 ◆ Newport News <ul style="list-style-type: none"> ◇ East End: (757) 247-2097/2184 ◇ Peninsula: (757) 327-7721/594-7502 ◇ York/Denbigh: (757) 886-2810 ◆ Williamsburg: (757) 603-4250/253-4741 |
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Tidewater Lactation Group

Provides breastfeeding support services through office consultations (one-on-one), house calls, classes, as well as other services including bra fittings, weight checks, medication & lactation, and crematocrit testing (measures the caloric and fat content of breast milk).

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| <ul style="list-style-type: none"> ◆ https://www.tidewaterlactationgroup.com/ | <ul style="list-style-type: none"> ◆ Regional #: (757) 422-5502 ◆ 4176 S. Plaza Trail Suite 217, Virginia Beach, VA 23452 |
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Office on Women's Health's National Breastfeeding Helpline

Trained breastfeeding counselors provide support by phone to help answer common breastfeeding questions. They can also help you decide whether you need to see a doctor or lactation consultant. The Helpline is available for all breastfeeding mothers, partners, prospective parents, family members, and health professionals seeking to learn more about breastfeeding.

1-800-994-9662

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| <ul style="list-style-type: none"> ◆ Open Monday-Friday, 9am-6pm ET ◆ If you call after hours, leave a message and a breastfeeding counselor will return your call on the next business day. ◆ Help is available in English or Spanish | <ul style="list-style-type: none"> ◆ Learn more about breastfeeding basics and find other online resources at www.womenshealth.gov/breastfeeding and www.womenshealth.gov/itsonlynatural. |
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International Board-Certified Lactation Consultants (IBCLC)

Hampton Roads Area

- ◆ A Better Beginning LLC:
 - ◇ Kay McKee BA, IBCLC | (757) 717-2054 (8a-8p)
- ◆ Beach Babies Lactation Services LLC:
 - ◇ Cathy Heinz IBCLC | (757) 839-2856
- ◆ Best Feeding Lactation Services LLC:
 - ◇ Stacy Kucharczk MSN, RN, CPNP, IBCLC | (757) 944-1234 (8a-9p)
- ◆ Hampton Roads Lactation, LLC:
 - ◇ Jennifer Tobola RN, MPH, IBCLC | (757) 598-4818
 - ◇ www.hamptonroadslactation.com
- ◆ Langley Air Force Base Hospital:
 - ◇ Inpatient/outpatient/warmline: (757) 764-9730 (Mon-Sat. 9a-6p)

Hampton, Newport News, & York Areas

- ◆ Riverside Hospital
 - ◇ Support group Tuesdays at 1:00pm
- ◆ Peninsula Lactation Care:
 - ◇ Angela Burton IBCLC | (757) 876-5144

Chesapeake & Smithfield Areas

- ◇ Sandy Hess BSN, RN, IBCLC | (757) 237-7355

Suffolk Area

- ◆ Breastfeeding Support Group at Sentara Healthcare
 - ◇ www.sentara.com
 - ◇ Meets every Wednesday, 10 – 11 am at Sentara Obici Hospital in the Women’s Center Classroom, 2800 Godwin Blvd. Suffolk, VA 23434

Facebook

- ◆ Sweet Drop Café Breastfeeding Support Group
- ◆ Hampton Roads Breastfeeding Education and Advocacy Team (HR-BEAT)
- ◆ LLLhamptonroads

Hampton Roads Breastfeeding Education and Advocacy Team (HR-BEAT)

HR-BEAT is a group of skilled breastfeeding advocates who serve to help resolve breastfeeding related incidents in the community and reduce barriers to breastfeeding. If you should ever encounter a barrier to breastfeeding in public or in the workplace, please reach out to our trained advocates. You can report an incident on [HR-BEAT’s webpage](#). HR-BEAT is also available to connect you with breastfeeding support resources. Visit our webpage at www.CINCHcoalition.org/Breastfeeding for more information.

Legal Hotline

- (415) 703-8276 (for workers) or
(415) 565-4873 (for students)
- ◆ hotline@worklifelaw.org
 - ◆ www.pregnantscholar.org
 - ◆ www.pregnantatwork.org

Online Resources

- ◆ www.bestforbabes.org
- ◆ www.kellymom.com
- ◆ www.infantrisk.com
- ◆ <http://www.med.stanford.edu/newborns.html>
- ◆ www.womenshealth.gov/breastfeeding



Pocket Resources



Cut this card out and keep it in your wallet so you always know your breastfeeding rights and can share with others!

Virginia supports *Breastfeeding!*
You have the right to breastfeed



The Right to Breastfeed in Public

Under Virginia law, a nursing mother has the right to breastfeed in any public or private place where she is legally allowed to be. She can breastfeed in places like retail stores, restaurants, coffee shops, malls, gyms, parks, playgrounds, and etc.

VA Code § 32.1-370 (2015)

The Right to Express Breast Milk at Work

A nursing mother has the right to pump or express breast milk at work. In many cases, employers must provide break times and a private space (not a bathroom) for her to express milk.

The Break Time for Nursing Mothers Law; Va. Code § 22.1-79.5 (2014)

The Hampton Roads Breastfeeding Education and Advocacy Team (HR-BEAT) is here to help if you need more information or if you feel your breastfeeding rights have been violated.



Contact us at: CINCH@evms.edu OR (757)446-6039





Sample Pumping Schedule



Time	My Schedule
7:15 am	Feed baby one last time before leaving
8:00 am	Arrive at work or school
10:00-10:30 am	Break—express milk (drink water, eat a nutritious snack)
12:00-12:30 pm	Lunch break—express milk while eating lunch
2:30-3:00 pm	Break—express milk (drink water, eat a nutritious snack)
5:00 pm	Pick up baby from caregiver, breastfeed at childcare or at home
Other times when together	Breastfeed, breastfeed, breastfeed!



This is just a sample schedule; you know your own schedule best.

Make a plan that works for you and your supervisor.

**Remember to take a break every 2-3 hours (or as often as baby feeds) and be sure you have enough time to get to space, set up/break down, and express your milk.*



















Time	My Schedule



Apps to Help Me Stay on Track



Icon	App Name	Description	Availability
	Baby Breastfeeding Tracker App	Track baby's feeding sessions and progress, diaper changes, doctor's visits, and growth. You can sync your data with your partner or other caregiver.	 
	Baby Manager Breastfeeding Log & Tracker	Tracks breastfeeding, pump sessions, bottle feedings, sleep sessions, diaper changes, and growth. Also record baths, moods, temperatures, walks and medications. Sync with partner or other caregiver.	
	Breastfeeding Newborn Tracker, Pump, & Baby Diary	Tracks breastfeeding, pumping, bottle feeding, solid food consumption, diapers, sleep schedule, height and weight.	
	Baby Log (Stash, Nurse, Growth, Sleep, Feed)	Monitor your baby's progress and track your milk output and stash.	
	Glow Baby Breastfeeding Tracker, Nursing Timer App	Breastfeeding tracker, nursing timer, pumping tracker, diaper events, sleep, and track baby's developmental milestones and growth chart.	 
	Pump Log App	Track pumping sessions and get reminders so you don't forget to pump. Access resources of information on foods and supplements that can improve milk flow.	
	Baby Breastfeeding Tracker & Newborn Baby Care App	Tracks breastfeeding, bottle feeding, solid food feeding, milk pumping, and set reminders. Saves diaper changes, sleeping periods, and results of your baby's height and weight measurements.	



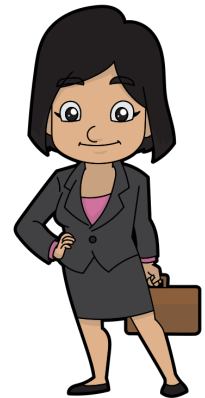
My Daily Work Checklist For working & breastfeeding



(Post on your refrigerator)

The Night Before

- Pack baby's diaper bag with diapers, 2-3 outfits or body suits, favorite toys, and bottles/nipples for feeding expressed breast milk (Ask a family member to help!)
- Set out clothes I will wear to work the next day
- Clean breast pump parts (ask partner to help!) and set pump & cooler by the door
- Pack extra nursing pads
- Prepare my lunch with healthy snacks



Before I Leave for Work

- Breastfeed baby before getting ready so baby is quiet while I shower and dress
- Make sure baby is in a clean outfit for the day
- Grab expressed breast milk from the fridge and place in baby's diaper bag
- Grab my lunch and the cooler

Sample Email to Your Employer

Subject: Requesting a Lactation Space

Dear [Name of Boss or HR or Benefits Director]:

I work in [your department] and have been at [your company] for [length of time]. Your department has always made me feel welcome to offer feedback, and I appreciate that.

Today, I am writing to request a secure, comfortable lactation space (free from intrusion) in our building where breastfeeding mothers like myself [or like I am soon to be] can express milk to take home to our babies.

Just as it's important to me to do an excellent job at work, it's important to me to breastfeed my baby.

- ◆ The benefits of breastfeeding are well-documented. Both the American Academy of Pediatrics and the World Health Organization (WHO) recommend that mothers breastfeed for at least one year (and longer when possible).
- ◆ In order to continue breastfeeding, a woman needs to pump for about 30 minutes every two to three hours while she's away from her baby. (Time needs to be included for setup, breakdown, and walking to lactation space.)
- ◆ As you may know, the Fair Labor Standards Act was amended in 2010 to require all businesses to provide non-exempt breastfeeding employees with reasonable break time and a private lactation space that is not a bathroom. And many states have even stricter laws in place.
- ◆ A conference room or borrowed office may be a lactation space, but care must be taken to ensure it is not disruptive to others and is available whenever the breastfeeding employee needs.
- ◆ The optimal lactation space is one that's clean, comfortable, has an electrical outlet, a table and a chair, and locking door. It's located close to the mothers who need it, to reduce unproductive travel time.

There are many creative solutions that will allow you to comply with the law and help me meet my breastfeeding goals without significant expense or difficulty. Many businesses are able to use existing spaces to create a comfortable, private, and compliant lactation area. I look forward to discussing these options with you.

Thank you for considering my needs. Please don't hesitate to reach out with any questions.

Sincerely,
[Your name]

Courtesy of mamava²⁷



Checklist for Employers to Support Breastfeeding Employees



When an employee requests breastfeeding accommodations, the following checklist can help you plan for success.

- Discuss with the employee her breastfeeding needs in the workplace
- Review with her the company's lactation policy for supporting nursing women (revise if needed)
- Develop a plan to address the employee's needs and accommodate other nursing employees
- Identify a private space, other than a bathroom, for her to express milk
- Ensure that supervisors and coworkers are aware of the laws and company policies supporting nursing employees (provide training if necessary)
- Review the employee's typical work/break schedule to arrange for breaks to express milk (see "Sample Pumping Schedule" on page 30)
- Arrange for coverage (such as using "floaters") while she is on break
- Share any lactation support services offered by the company
- Seek feedback from the employee (pumping needs typically change over time)²⁴

To comply with the **Federal Break Time for Nursing Mothers Law**, employers must provide breastfeeding employees:

- ✓ **Reasonable break time** to express breast milk as she needs
- ✓ A **private space** (not a bathroom) that is **shielded from view** and **free from intrusion** to express milk during the workday²⁴



Acceptable private spaces to express milk:

- ✓ Employee's own private office
- ✓ Designated nursing room
- ✓ Rarely used conference or meeting room with a locking door
- ✓ Unused closet with a locking door that can be turned into a comfortable nursing nook
- ✓ Office of co-worker or supervisor that can be used privately at the nursing employee's request

Ideally, a nursing space should have an electrical outlet, chair, and table, and be located near running water.



Breastfeeding is Good for Business



Research clearly shows that breastfeeding is not only healthiest for babies and mothers, but supporting breastfeeding mothers is also good for business.²⁵

Supporting breastfeeding employees can save businesses money.

Breastfeeding employees miss work less often.	One-day absences to care for sick children occur less than half as often for breastfeeding compared to formula-feeding mothers.
Breastfeeding lowers health care costs.	Participation in a lactation support program at work is associated with an annual savings of \$240,000 in health care costs. (See “Business Case for Breastfeeding” at the link below.)
Investing in a worksite lactation support program can have these benefits:	<ul style="list-style-type: none"> ◆ Healthcare savings ◆ Decreased turnover rates ◆ Positive public relations ◆ Increased employee productivity and loyalty



Where can I learn more?

The Department of Health and Human Services’ Business Case for Breastfeeding is a comprehensive breastfeeding support program for businesses, including an extensive toolkit of resources.

Download materials at:

<http://www.cinchcoalition.org/file/BC4BF.pdf>

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