

# Breastfeeding Work?

How can we make it





The world is still **not** a friendly place  
for many women wanting to breastfeed



# **Women** in the labor force

**World: 1,340,000,000**

**Asia: 787,000,000**

**Africa: 115,000,000**

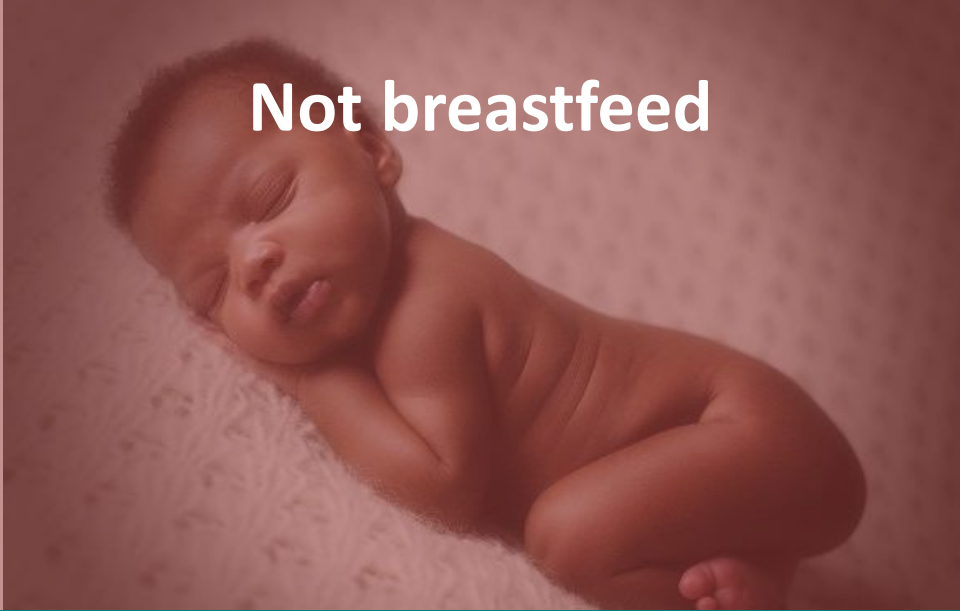
**Do they work in a breastfeeding-friendly environment?**

**Will others enter the labor force if breastfeeding-friendly?**

**Leave the workforce**

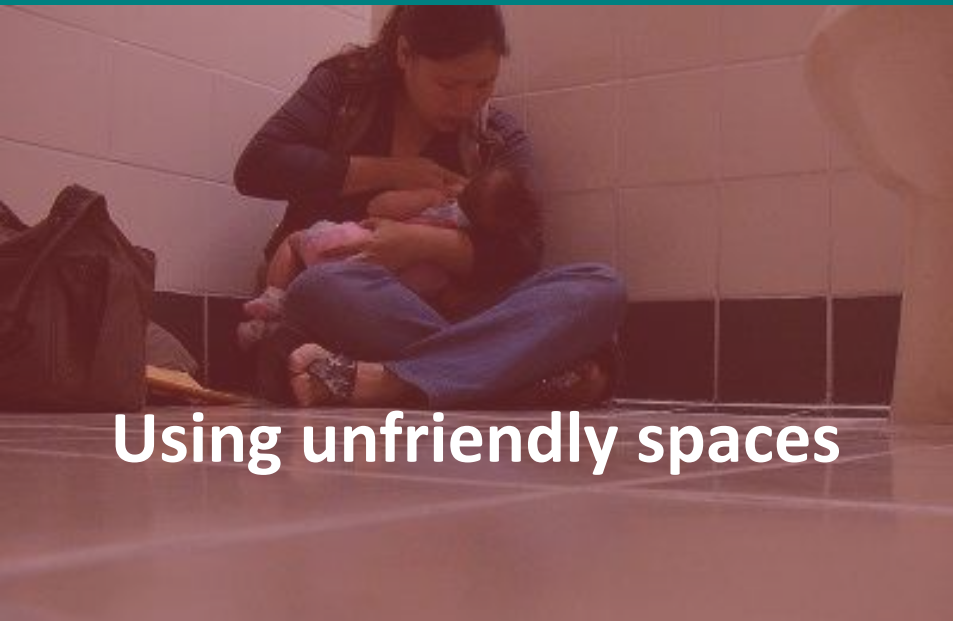


**Not breastfeed**

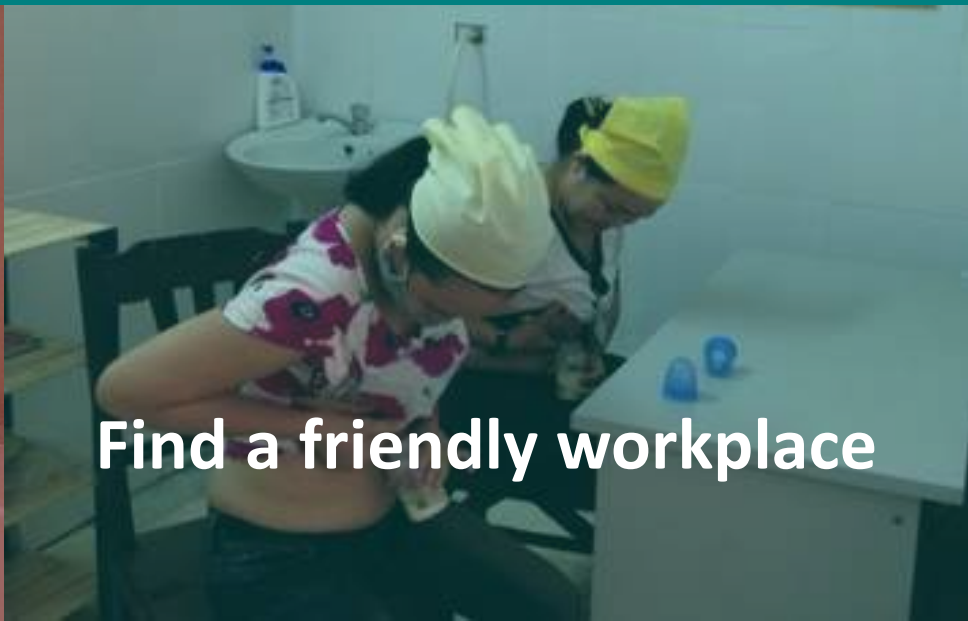


# **Choices** working moms have to make

**Using unfriendly spaces**



**Find a friendly workplace**





# Why workplace lactation programs?



## Government / Society

- ✓ Comply with recommendations
- ✓ Lower health system costs
- ✓ Utilize community resources
- ✓ Build future human resources



## Employer

- ✓ Comply with regulations
- ✓ Cost-effective investment
- ✓ Gain positive image
- ✓ Lower absenteeism
- ✓ Gain morale and loyalty
- ✓ Invest in workforce



## Employee

- ✓ Reduce absence to take care of ill children
- ✓ Improve productivity
- ✓ Lower health care cost for mother and child
- ✓ Follow best practices for child development

# TOOLKIT

## WORKPLACE LACTATION SUPPORT PROGRAM

Creating breastfeeding friendly workplaces  
*"Babies of today are the workforce of tomorrow"*



# Alive & Thrive experience in Vietnam

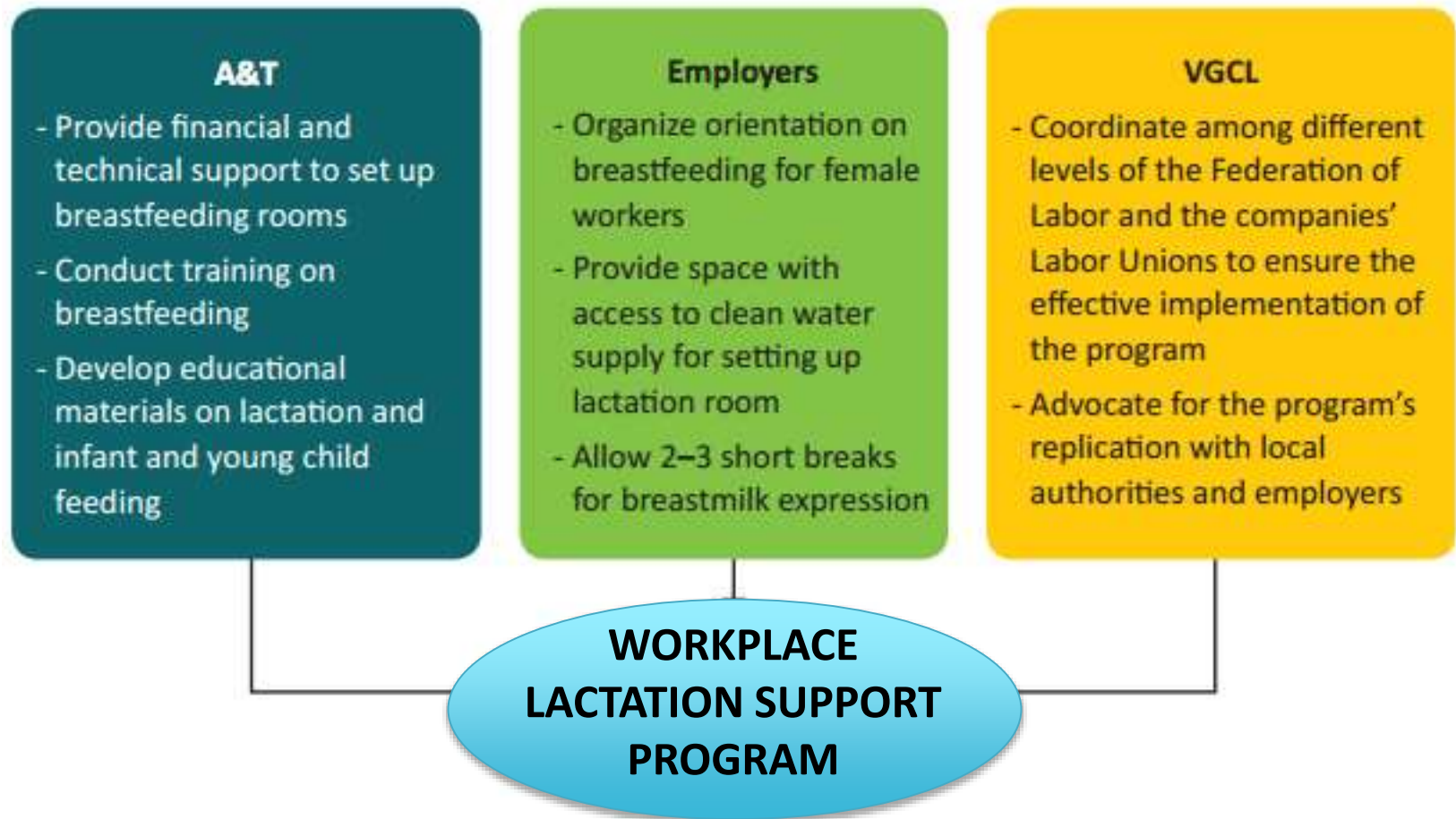
## Time for breastfeeding:

- Paid maternity leave extended to 6 months in 2011 Labor Code
- 1 hour paid break regulated

## Space & support for breastfeeding:

- Workplace lactation programs at 70 locations in 10 provinces
- Outreach: > 160,000 female staff
- Experience used by Ministry of Labor to formulate sub-law

# Partnership model



# Examples from businesses in Vietnam



Delighting You Always

- ✓ 4,500 female workers
- ✓ 6 months paid maternity leave
- ✓ Lactation room + breaks to express milk
- ✓ **Infants grant of 7\$ / month**
- ✓ **7\$ for pregnancy trimester check-up appointments**



- ✓ 17,000 female workers
- ✓ 6 months paid maternity leave
- ✓ Lactation room + breaks to express milk
- ✓ **Reproductive health check-ups and laboratory test**
- ✓ **Kindergarten and free tuition for children of staff**
- ✓ **Events to praise and award children for academic results**



- ✓ 2,460 female workers
- ✓ 6 months paid maternity leave
- ✓ Lactation room + breaks to express milk
- ✓ **Flexible unpaid leave for breastfeeding after 6 months**
- ✓ **Free iron supplements at pregnancy check-ups**
- ✓ **Extra meals for pregnant and lactating workers**



# Feedback from participants



***“Now we have our own space to express breast milk, which I used to throw away before. I want to send a big thank to the program and the leaders of my bank for their kind support.”***

Ngo Thi Duyen, Maritime Bank, Hanoi



***“Breastmilk is the most precious nutrient for young children. As a foreign investment company, we understand the importance of breastfeeding and commit to supporting the Workplace Program and providing a favorable climate for female workers.”***

Lee Hyung Jin, Deputy Director of Taekwang Vina

# How can you support?



## Governments

- Maternity protection and workplace policies
- Mechanism to recognize and award employers
- Support employers to scale-up



## Employers

- Comply with regulations for space, time and support
- Commit to investing in human resources
- No push for early return after maternity leave
- Non-discriminatory hiring practices
- Monitor and report



## Employees

- Claim rights to maternity protection entitlements
- Responsible and planned birth spacing
- Study information materials
- Avail employer support



Thank you!

