

Public Policy Advocacy

An Effective Tool to Help Improve Breastfeeding Rates and WIN!



MomsRising.org

Mamás Con Poder

Public Policy & Breastfeeding

"When providing breastfeeding support we must listen to the mother and meet her where she is."



Breastfeeding Landscape

4 out of 5 US mothers start out breastfeeding



But only half our still breastfeeding at 6 months.

Disparities in Breastfeeding

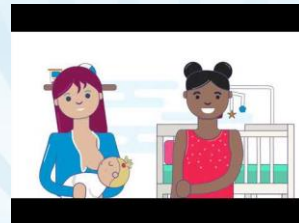
- African American mothers are less likely than other racial groups to initiate breastfeeding or continue to breastfeed exclusively to recommended 6 months.
- American Indian/Alaska Native women experience similar rates in breastfeeding initiation.
- Mothers with lower breastfeeding rates also tend to be participants in SNAP/WIC

Connecting the Dots



- Lack of access to breastfeeding advice and support
- Discomfort in breastfeeding public
- Concerns about working and breastfeeding

Public Policies that Empower Breastfeeding Moms



Public Policy - Snap Shot 2017

- 71 percent of all mothers US work outside of the home.
- Mothers are the sole or primary breadwinner in 40% of households.
- 1 in 4 mothers go back to work within 2 weeks of birth unable to establish breastfeeding, continue bonding, and heal from birth.

Public Policy - What's at Stake

- Babies who are exclusively breastfed for 6 months and continue on through the 1st year could prevent 2,619 maternal death and 729 infant deaths annually in the U.S.
- Black and Hispanic children are at a greater risk for childhood disease than children who were breastfed for six months.
- Only 15% of American workers and only 5% of low-wage workers have access to paid leave.

Paid Family Leave - State of Play

15% of American workers - and 5% of low wage workers - have access to paid leave.



Fewer than 40% of employees have access to personal medical leave through their employer.

Comprehensive Paid Family & Medical Leave

- ✓ Accessible to all workers
- ✓ Offers a meaningful length of leave
- ✓ Affordable for workers, employers and the government
- ✓ Inclusive in defining family

Paid Family Leave - Benefits

- Babies are 3x more likely to start breastfeeding and 2x times more likely to still be breastfeed six months.
- Moms are 93% more likely to return to work and 39% less likely to need public assistance.
- 90% of business show an increase in productivity and employee morale
- Paid leave can reduce risk factors for child abuse and neglect.

Supporting Working Moms Act



60% of pumping women do not have basic workplace accommodations or adequate break time

#IPumpedHere



Administrative Actions & Opportunities for Education



Anthem



Administrative Actions & Opportunities for Education



What Can You Do?

Use Your Outside Voice!



What Can You Do?

MomsHing.org

Read traveler stories by using the view bar below, or read all stories on a separate page.

View Stories: By Topic, By Date, By Activity

Working Moms

Why is Paid Family Leave Important to You?

Working Moms

Use Your Outside Voice - Social Media

- Social Media
- Moms MeetUps
- With Decision Makers



Use Your Outside Voice - Social Media

- Showing images and creating expectations (women of color breastfeeding)
- Providing technical support advice -> breastfeeding Facebook groups through WIC, IBCLCs doing tweets
- Create community support and relationships
- Creating tools to create change - i.e. community tweet chats, blog content



Use Your Outside Voice- Moms MeetUps

- We'll provide the content
- You pick the venue
- Tell us how it went!



Use Your Outside Voice - Decision Makers

- Sign Up for MomsRising Action Alerts
- Share in Our Story Bank
- Letters to the Editor
- Visit with Lawmakers



What Can You Do?



YOU Can Make a Difference

- Follow MomsRising!
- Sign Up for Our Action Alerts
- Share Your Experiences in Our Story Bank
- Visit to Decision Maker



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