

Goal 3 Task Force: Improve Workplace Support
Leadership: Brianna Tenhoff

IDEAS FOR KEY ACTIONS TO TAKE (YEAR 1).

Initial Ideas from Survey:

- Establish committee to review current workplace standards and barriers for working mothers in Nebraska; compare these with national and global trends.
- Survey working mothers to determine their needs
- Establish a liaison with Nebraska legislature to brainstorm ideas on how to promote workplace support and also laws pertaining to the workplace and maternity leave
- Establish roles for committee-including marketing/promotion, community events, and also visiting various work places to provide education
- Meeting with healthcare professionals to gain their support for working breastfeeding women.
- Form relationships with large and small Nebraska employers to serve as models.
- Identify employees to serve as champions in conjunction with their employer.
- Develop marketing material to make employers and families aware of laws and best practices.
- Identify barriers and motivators from employers perspective 1.a. Use information for task 2 1.b Use information to refine the Breastfeeding Friendly Worksite award 1.c. Use information to identify other relevant incentives
- Develop a communication plan to educate employers about the law and benefits of supporting nursing mothers
- Identify an advisory group of business executives from a variety of companies
- Longer-term goal - work with the advisory group to develop strategies to support working mothers that are achievable and sustainable.
- Appoint breastfeeding champions throughout Nebraska as contacts
- Identify worksites who qualify for the Breastfeeding Friendly award
- Advertise/educate nebraska area employers regarding laws supporting breastfeeding in the work place
- Establish connections within organizations, or perhaps connect with the SHRM-Nebraska, to develop e-mail list of HR/wellness administrators and then create a communications plan to communicate with organizations on a regular basis (annual? every 6 months? quarterly?) regarding the message we want to convey (laws, best practices, tips, trainings, etc)
- Develop tools to empower moms to be advocates for themselves (and fellow nursing moms) including how to approach the topic with their employer. Perhaps distributed via social media.
- Work with WorkWell on the 2nd draft of Nebraska's Guide to Lactation Support at Work.
- Identifying mid-sized companies that the new law affects.
- Provide education about the new law and resources to employers and moms.
- Review criteria for breastfeeding friendly award.
- Review means of recognizing businesses that achieve the breastfeeding friendly award.
- Educate women on their rights as a breastfeeding employee/ customer so that they can advocate for themselves.
- Educate employers on their legal responsibility to accommodate breastfeeding employees and customers.
- Advertise the breastfeeding friendly award more visibly and market as a desirable award to obtain.
- Educate employers on breast feeding laws and what that means for worksites. Identify and award worksites for excellence in this area

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- Offer free education as to what BFFA is and how to obtain, education on the importance of breastfeeding (using money, saving moms time off requests due to sick babies), promoting staff appreciation and support and boosting staff morale, educate on the laws to help save facilities from potential lawsuits.
- Consistency, Clear set objectives, Clear rules
- Need to make sure we are advertising the BFF award and what it could mean for your business. Explore how other coalitions have had success in this area. Help work on a new tool-kit to help businesses be breastfeeding friendly.
- educated workplace on benefits and lowered costs
- I would like to work specifically on how businesses might move towards automatic paid maternity leave. If this involves drafting legislation

Ideas from May 12 webinar:

- Survey moms
- Use the info from the surveys to help focus on areas of improvement in the work place.
- provide businesses with breastfeeding resources so they have access to help answer questions they may have.
- Create a communication plan
- Rework, revamp, and revitalize the BFF Award
- Create an advisory group of employers and work with them on needs/barriers/and education
- Bring employers to the table so we understand their perspective, e.g. what stops them from supporting breastfeeding moms in their workplace? (If we know this we can then target our communication efforts to address those reasons.)
- Focus on targeted communication with employers that fall under the law.
- Identify employers that are currently supporting breastfeeding moms in their workplaces and ask them to serve as champions.
- Survey moms
- Create a communication plan
- Education to both - to empower moms and inform employers of benefits/laws
- Research leave plans in other states (CA, NY, MN?)/private sector that have them (Gallup?, Netflix, Others?)
- empower moms of their rights
- Help develop a tool-kit that employees can take to their employers of their rights and ways to help implement them
- Educate both moms and employers
- Encourage moms to communicate with their employers
- Create a cost-benefit type analysis for employers to educate them on money they could save in the long run
- Discuss how to involve/encourage NE legislature
- Define what Workplace support looks like or should look like
- Research how other States, countries have implemented paid maternity leave
- Survey moms to identify needs, barriers
- Identify work places that fall short of creating a good environment for breastfeeding moms and offer education
- Get the wording of the law out to all of us in a format we can forward to other companies.
- Survey Moms and/or Companies: just because the company has a policy (i.e. Sidney Regional :), doesn't mean the moms agree that we are truly "breastfeeding friendly".
- maybe look at different "breastfeeding friendly awards", because like for us in Sidney, Cabela's headquarters offices are way different than the hospital setting. So maybe different businesses could have types of awards or something.
- work on easy access forms of communication, i.e. a newspaper article with reputable resources/info/research that we can go online and get maybe and just "steal" it for use. For example, every march when it is IBCLC day, I

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can quick grab that PDF from the NE BFC website and use so I don't have to try to put something together, because then I wont :)

- Education for employers with marketing. Form relationships with employers and use as resources for other employers (champions). Survey employers on their practices and make the information public so that they have pressure to perform better (give them a ranking).
- Create a communication plan
- Research other effective countries/states/communities with similar goals
- Identify stakeholders that need to be at the table (Engage the wellness councils in the discussion)
- (Should be #1 on my list) Create big picture idea, but then decide which effort(s) to focus on for year 1. (scope of project)

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IDENTIFIED WORK CLUSTERS AND RELEVANT ACTIONS (YEAR 1).

Employer Support & Education:

- Create an advisory group of employers and work with them on needs/barriers/and education (Ad hoc, as needed, not necessarily ongoing)
- Bring employers to the table so we understand their perspective, e.g. what stops them from supporting breastfeeding moms in their workplace? (If we know this we can then target our communication efforts to address those reasons.)
- Identify stakeholders that need to be at the table (Engage the wellness councils in the discussion)
- Define what Workplace support looks like or should look like
- Companies: just because the company has a policy (i.e. Sidney Regional :), doesn't mean the moms agree that we are truly "breastfeeding friendly".
- Education for employers with marketing. Form relationships with employers and use as resources for other employers (champions).
- provide businesses with breastfeeding resources so they have access to help answer questions they may have.
- Rework, revamp, and revitalize the BFF Award
- Survey employers on their practices and make the information public so that they have pressure to perform better (give them a ranking).
- maybe look at different "breastfeeding friendly awards", because like for us in Sidney, Cabela's headquarters offices are way different than the hospital setting. So maybe different businesses could have types of awards or something.

Empower Moms:

- Survey moms
- Education to both - to empower moms and inform employers of benefits/laws
- Encourage moms to communicate with their employers
- Get the wording of the law out to all of us in a format we can forward to other companies.
- Survey Moms
- Survey moms to identify needs, barriers

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TIMELINES AND LEADERSHIP (YEAR 1).

Cluster, Team	Quarter 1 (Jul-Sept2016)	Quarter 2 (Oct-Dec2016)	Quarter 3 (Jan-Mar2017)	Quarter 4 (Apr-Jun2017)	Victory!
EMPLOYER SUPPORT & EDUCATION WHO: Lea & Shannon (CO- LEADS), Brianna, Stacie, Tami					
OUTREACH WHO: Chelsey & Amy (CO- LEADS), Michaela, Shannon, Stacie					