

Lactation care & support your team members **deserve**

Breastfeeding support remains essential for employees during the postpartum period, as evidenced by recent data showing that 92% of new parents seek such support, and 80% say they would have breastfed for a longer duration if they had received more help. However, only 29% of mothers receive the support they need during their hospital stay, and only 13% receive follow-up care. Moreover, approximately 22% of new mothers face significant challenges in breastfeeding, such as low milk supply or painful nursing, and often seek professional assistance.

Despite the proven benefits of lactation care, most health plans still do not provide coverage for it, citing a lack of providers and inconsistent reimbursements. This results in an inadequate breastfeeding experience, leading to higher rates of new mothers leaving the workforce within three months after giving birth. Recent studies suggest that up to 23% of new mothers leave their jobs in such circumstances.

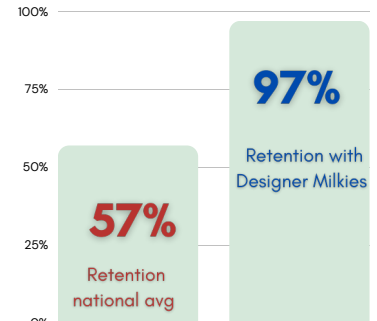
To address this gap, Designer Milkies provides a platform that makes it easy for employers to offer comprehensive, expert lactation care to their employees, helping to promote the health and well-being of both mothers and babies.

• Centers for Disease Control and Prevention. (2021). Breastfeeding among U.S. Children Born 2017-2019, National Immunization Survey. https://www.cdc.gov/breastfeeding/data/nis_data/results.html
 • Johns Hopkins Bloomberg School of Public Health. (2019). More Than Half of U.S. Mothers of Newborns Have Troublesome Breastfeeding Experiences. <https://www.jhsph.edu/news/news-releases/2019/more-than-half-of-us-mothers-of-newborns-have-troublesome-breastfeeding-experiences.html>
 • U.S. Department of Labor. (2021). Nursing Mothers' Rights. <https://www.dol.gov/agencies/whd/nursing-mothers>
 • U.S. Bureau of Labor Statistics. (2021). Table 1. Leave benefits: Access, civilian workers, March 2021. <https://www.bls.gov/news.release/ebs2101.htm>

Working Families Starting Strong

1

97 % of Designer Milkies families re-entered the workforce with confidence after parental leave and continued to work as they met their feeding goals.



2

OUR COMPREHENSIVE CARE POSITIVELY IMPACTS feeding goals, employee wellness and productivity.

- Parents have access to care and support throughout their journey
- Care exists for various situations from urgent issues, "simple questions" to planning ahead
- Inclusive care for families with multiple lactating parents, adoptive parents and multiple children.

3

IMPLEMENTATION CAN BE DONE WITH EASE outside of the traditional open enrollment. Other considerations: PUMP for Nursing Mothers ACT and Pregnant Workers Fairness ACT.



Bonus

An IBCLC can offer care globally and **Tampa Bay is home to Designer Milkies**

Contact Designer Milkies **(813)508-7247**, myconsultant@desgnermilkies.com to learn how add lactation support into the Jabil Cares culture.

