



Virginia Statistics

In Virginia, according to the 2007 National Survey for Children's Health, approximately 25.4 percent of children ages 0-5 were never breastfed. In addition, according to the most recent data from the Centers for Disease Control and Prevention, 79.1 percent of children born in Virginia in 2004 were breastfed as newborns and 25.6 percent were being breastfed at age 1. These figures exceed the national Healthy People 2010 goals of 75 percent and 25 percent, respectively, set by the U.S. Department of Health and Human Services. The 49.8 percent of Virginia infants being breastfed at six months of age just misses the national goal of 50 percent.

Studies that controlled for exclusivity and duration of breastfeeding indicate a significant protective effect against childhood overweight. Although few studies may not show a strong effect at the individual level, they are likely to show importance at the population level. Research estimates estimated population-attributable risk of childhood overweight due to formula feeding is 15-20 percent.

About Business Case for Breastfeeding

The Business Case for Breastfeeding is a comprehensive program designed to educate employers about the value of supporting breastfeeding employees in the workplace. The program highlights how such support contributes to the success of the entire business.

The Business Case for Breastfeeding offers tools to help employers provide worksite lactation support and privacy for breastfeeding mothers to express milk. The program also offers guidance to employees on breastfeeding and working. Resources to help lactation specialists and health professionals to educate employers in their communities are also available.

Training Requirements

The program requires two day training module for trainers

Business Case for Breastfeeding Trainer Responsibilities

- To become familiar with research and all components of the Business Case for Breastfeeding kit
- To complete a two (2) day training session
- To know all sections of the training manual
- To train other facilitators to lead a Business Case for Breastfeeding group
- To facilitate establishing a comprehensive lactation support program
- To recruit participants to training
- To locate appropriate community resources to support facilitators and/or parents/caregivers

Budget Checklist: Business Case for Breastfeeding

Program material needs will vary for each group implementing the Business Case for Breastfeeding. Below are the necessary materials for implementation and a chart to use in preparing the budget for the Business Case for Breastfeeding.

Business Case for Breastfeeding Service/Item	Cost
VDH 2-day sponsored training <ul style="list-style-type: none"> • VDH will pay for the training costs, consider the costs for travel, lodging, meals, etc. 	
Recruiting employers, worksites <ul style="list-style-type: none"> • 1 poster, table tents, flyers, CD-ROM with electronic copies included in Tool Kit; consider costs to reproduce promotional materials 	
Conducting a 2-day training for worksite <ul style="list-style-type: none"> • Consider lodging, meals, travel, etc. 	
Training Location <ul style="list-style-type: none"> • Consider cost only if you must pay for the room; training rooms or meeting rooms may be available for no cost 	
Training Materials assembled including binders, copies of the curriculum, handouts, Speakers Notes, etc. <ul style="list-style-type: none"> • 1 binder with all dividers, paper, and printed materials (approximately \$21.65) 	
Incentive for employers <ul style="list-style-type: none"> • Gift card for breast pump, poster to hang in lactation room 	
Program Evaluation <ul style="list-style-type: none"> • Follow-up Lactation Program Assessment Form 	
Total	

Business Case for Breastfeeding Evaluation

- Complete Lactation Program Assessment Form pre and post (Month 4 or 5)
Business Case for Breastfeeding Training for each worksite