



TEXAS MOTHER-FRIENDLY WORKSITE COMMUNICATIONS TOOLKIT

Family friendly. Worker friendly. Business friendly.

Congratulations on your recent Texas Mother-Friendly Worksite designation! You are now among an expanding group of Mother-Friendly employers who support their employees by providing privacy and flexibility to express and store breastmilk. Your new Texas Mother-Friendly Worksite designation communicates your support for your employees, your community, and the health of generations to come.

This Communications Toolkit provides you with tools you can use to inform employees, stakeholders, and the community at large about the ways in which you are supporting the health of employees and their families. The kit includes a user guide, templates, tips, and techniques that will guide you through the process of publicizing the significance of your worksite lactation policy as well as your designation as a Texas Mother-Friendly Worksite. You are encouraged to customize these materials to best reflect the unique attributes of your organization.

The toolkit materials and strategies can help you:

- Raise awareness about your worksite lactation program and the impact it will have on your employees, your business, and your community.
- Expand and strengthen your ties in the community and with prospective employees.
- Raise awareness within your workforce about your worksite's available breastfeeding support and how this benefits all employees.

Thank you for providing a Texas Mother-Friendly Worksite!

How-To Guide

The Communications Toolkit template materials will help you publicize your worksite lactation program and your Texas Mother-Friendly Worksite designation. Each template aligns with the suggested outreach timeline for announcing and publicizing your designation to other organizations, the public, and your staff.

The following template materials are included in this toolkit:

- News release
- Media advisory
- Media pitch
- Talking points
- Op-ed
- Social media postings for Facebook and Twitter
- Descriptive blurb on the significance of worksite lactation support
- Newsletter copy
- Information about the “Break Time for Nursing Mothers” provision of the Fair Labor Standards Act
- Q&A for the Human Resources Department

In addition to these templates, we have included a suggested media outreach strategy for getting the word out about your Texas Mother-Friendly Worksite designation. Following this outreach strategy will help you raise awareness of your designation as well as show the positive impact your worksite lactation policy and program have on your workforce, your business, and your community. As with any successful venture, pre-planning is important. Be sure to include your staff in the development of the outreach strategy, as it will affect all aspects of your workplace.

This media outreach strategy walks you through the timed development and execution of media relations strategies for making your announcement and is designed to help you customize a plan that makes sense for your organization. In addition to outreach strategy, you will find the aforementioned template media materials, along with explanations and tips for use.

The combination of the outreach strategy and the customizable templates will help you implement a successful media relations campaign to publicize your efforts to be an organization that provides a worksite lactation program that has been designated a Texas Mother-Friendly Worksite.



Media Outreach Strategy

The first step in the development of any media outreach strategy is to define your goals, target audiences, key messages, and delivery channels. Defining goals at the onset of a process allows everyone involved to understand the purpose and foundation of their work. The planning stage is also the time when you clearly define the audience you want to reach. Focusing your efforts on a few target audiences is essential to affecting the desired change and getting the message to the “right” people. By clearly defining your goals and your audience, you will be ready to draft high-impact messaging and get your story covered in the right media outlets.

Step 1: Setting Goals

The following are the overarching goals for all organizations hoping to launch a media relations effort to publicize their Texas Mother-Friendly Worksite designation. Feel free to add goals that are more specific to your organization. Ask yourself: What do you hope to accomplish through this media relations effort? How will a media relations strategy position your business in the community? Do you hope to improve employee retention or increase recruitment by having a Texas Mother-Friendly Worksite designation?

Goals:

1. Raise awareness about the success and significance of your worksite lactation program.
2. Raise awareness of your Texas Mother-Friendly Worksite designation.
3. Raise awareness about the resources available to your employees.

When drafting your goals, remember these guidelines:

- Seek to engage, raise awareness, and change behavior.
- Be realistic.
- Use broad statements that describe your purpose.

Step 2: Defining Target Audiences

The following are the audiences you may want to reach through your targeted media relations effort. These audiences are well aligned with the goals you’ve identified. Work with your staff to think about other audiences you want to know about your Texas Mother-Friendly Worksite designation. Whom do you need to reach to accomplish your goal(s)?

Target Audiences:

1. Members of your local community, including future employees
2. Current employees and internal audiences

Step 3: Developing Key Messages

Coordinated messaging is central to any media relations effort. By developing key messaging, you are building a foundation for all of your media and internal outreach. Below are suggested key messages for each of the target audiences listed above.

Members of Your Local Community

- Breastfeeding through a baby's first year has important benefits that last a lifetime for mom and baby.
- Texas Mother-Friendly Worksites are organizations that support employees who choose to breastfeed by providing time and space for mothers to express and store breastmilk for their babies.
- Our organization has a worksite lactation program for our employees.
- Organizations carrying the Texas Mother-Friendly Worksite designation are demonstrating their commitment to issues that are important to working parents and to all of their employees.
- Our organization has received the Texas Mother-Friendly Worksite designation.
- Our organization has already experienced the benefits of providing a worksite lactation program, including increased employee loyalty, reduced turnover, reduced absenteeism, and increased productivity.
- Our employees don't have to choose: mothers can be committed to their jobs, return to work, AND meet their breastfeeding goals.

Employees and Internal Audiences

- Breastfeeding through a baby's first year has important benefits that last a lifetime for mom and baby.
- Texas Mother-Friendly Worksites are businesses that support employees who choose to breastfeed by providing time and space for mothers to express and store breastmilk for their babies.
- Employers who provide worksite lactation programs are demonstrating their commitment not only to working parents, but to all of their employees.
- Our organization has a worksite lactation program for our employees.
- Organizations carrying the Texas Mother-Friendly Worksite designation are demonstrating their commitment to issues that are important to working parents and to all of their employees.
- Our organization has received the Texas Mother-Friendly Worksite designation.



- Our organization has already experienced the benefits of providing a worksite lactation program, including increased employee loyalty, reduced turnover, reduced absenteeism, and increased productivity.
- Take pride in knowing you work for a Texas Mother-Friendly Worksite. We care about the well-being of our employees and recognize the benefits this investment has for all employees.
- Please speak to Human Resources if you are interested in learning more about our worksite lactation program.

Step 4: Determining Delivery Channels

Communications channels—for example, TV or radio stations, websites, and face-to-face meetings—carry your messages to the target audiences. Channels can take many forms. Following are examples of delivery channels (social media, mainstream media, business media, and mommy bloggers/parenting media). The examples are accompanied by focused goals and materials that will help you disseminate messaging to specific audiences.

Think about the target audiences you have selected. Where do audience members get most of their information? What or who will best deliver the message to each audience? Which delivery channels do my audience trust or rely on?

Social Media

Target audience: *Members of your local community*

- Facebook
 - Goals:
 - Promote your business or organization by sharing news of its Texas Mother-Friendly Worksite designation.
 - Publicly demonstrate your organization's commitment to issues important to your employees.
 - Share resources available to working moms, such as breastmilkcounts.com as well as the resources your organization provides to its own employees.
 - Materials: Facebook posts, links to online resources, images of the organization or its employees—particularly any new moms.

- Twitter
 - Goals:
 - Promote your organization by sharing news of your Texas Mother-Friendly Worksite designation.
 - Help raise awareness of the needs of working mothers and the benefits of providing employees with a worksite lactation program.
 - Share resources available to working moms, such as breastmilkcounts.com as well as the resources your organization provides to its own employees.
 - Materials: Twitter posts, links to online resources.

Mainstream Media (includes television news; general interest community magazines; and daily, weekly, and monthly newspapers)

- Target audiences: *Members of your local community*
 - Goals
 - Promote your business or organization by sharing news of its Texas Mother-Friendly Worksite designation.
 - Create awareness about your organization's worksite lactation program and the positive impact it has on your employees, your business, and your community.
 - Help raise awareness of the needs of working mothers and the benefits of providing employees with a worksite lactation program.
 - Let families know about their workplace rights with regard to breastfeeding.
 - Materials: Media pitch, news release, talking points (for use in media interviews), op-ed

Business/Industry Media (includes business journals, chamber of commerce newsletters, trade magazines)

- Target audiences: Future employees
 - Goals
 - Promote your business or organization by sharing news of its Texas Mother-Friendly Worksite designation.
 - Create awareness about your organization's worksite lactation program and the positive impact it has on your employees, your business, and your community.
 - Materials: Media pitch, news release, talking points (for use in media interviews), op-ed, newsletter article (for external audiences)



Mommy Bloggers and Parenting Media

- Target audiences: Future employees
 - Goals
 - Create awareness about your organization’s worksite lactation program and the positive impact it has on your employees, your business, and your community.
 - Promote your business or organization by sharing news of its Texas Mother-Friendly Worksite designation.
 - Share resources available to working moms, such as breastmilkcounts.com as well as the resources your organization provides to its own employees.
 - Let families know about their workplace rights with regard to breastfeeding.
 - Materials: Media pitch, news release, talking points

Media Outreach Strategy: Timeline

| Six-Week Countdown to Public Announcement | |
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| Six Weeks Before Announcement | <ul style="list-style-type: none"> • Determine how you will announce the designation (e.g., press event, employee lunch, media announcement, etc.) <ul style="list-style-type: none"> ◦ Identify staff to organize the activity and begin planning; if an event, determine list of invitees. • Identify someone on staff to serve as the media liaison. <ul style="list-style-type: none"> ◦ Identify employees who are breastfeeding moms or working parents who would be willing to speak to the media about your worksite lactation program. ◦ Identify someone to serve as your organization’s media spokesperson (e.g., CEO, human resources director, business owner). • Meet with your marketing team to determine how to highlight the designation on your website. • Identify local media likely to cover the announcement. • Meet with local chamber of commerce representatives or other local business leaders to inform them of the designation and ask for their help in publicizing the announcement. |
| One Month Before Announcement | <ul style="list-style-type: none"> • Customize news release to your organization. • Determine deadlines for any monthly/weekly publications to ensure they receive the news release in time to run it soon after your announcement. • As appropriate, send advance news release to monthly publications. • Review op-ed and customize as necessary; identify publication(s) likely to use the piece. • Work with your media spokespeople to review talking points and customize. • Initiate contact with representatives of local media. |



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| <p>Two Weeks Before Announcement</p> | <ul style="list-style-type: none"> • Finalize logistics of announcement event (if doing an event). • Send invitations to event. • Identify someone to take pictures/video of the event. • Finalize a process in which the video and pictures can be sent to local media soon after the announcement is made. • Customize the internal newsletter article. • Start sending op-ed to targeted media. |
| <p>One Week Before Announcement</p> | <ul style="list-style-type: none"> • Begin “teasing” the announcement on Twitter and Facebook. • Using the media advisory, invite media to announcement event. • Prepare media materials for posting to your website. • Prepare media kits for day of announcement. • Initiate outreach to mommy bloggers with information about your worksite lactation program and your recent Texas Mother-Friendly Worksite designation. |
| <p>Two Days Before Announcement</p> | <ul style="list-style-type: none"> • Follow up with media about covering the announcement. |
| <p>Day of Announcement</p> | <ul style="list-style-type: none"> • Call local media a few hours before event to encourage them to cover the announcement. • Have media liaison welcome media as they arrive, hand out press kits, and arrange for reporters to interview media spokespeople. • Post news release and any other media materials to website as soon as announcement is made. • Post announcement to Twitter and Facebook with links to additional resources. • Send news release to media as soon as event concludes, and include one or two high-resolution photos of the event. • Follow up with mommy bloggers with information on the announcement and offer an interview with an employee who is a breastfeeding mom. • Send external newsletter article to local chamber of commerce or any other local business newsletters. • Distribute internal newsletter article to employees. |

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| <p>Week Following Announcement</p> | <ul style="list-style-type: none"> • Continue posting on Facebook and Twitter about the event with links to any news coverage and resources for working moms. Also, post pictures/video of the event. • Monitor for media coverage and assemble any news clips about the announcement. |
| <p>Month Following Announcement</p> | <ul style="list-style-type: none"> • Post on Facebook and Twitter the benefits that providing a worksite lactation program and a Texas Mother-Friendly Worksite have had on your workforce and your business. |



Media Materials: News Release

Your Texas Mother-Friendly Worksite designation may be newsworthy because providing a worksite lactation program impacts your community. Members of the local media will be interested in helping spread the word about this issue and the program you've created to address it, as long as you supply them with the information they need to know. Newspapers and other media outlets regularly use press releases to report on events and stories they might not otherwise cover.

Online at www.TexasMotherFriendly.org/getting-started, you will find a template press release that can be tailored for your business and distributed to your local media outlets. You can choose to fill in the highlighted sections with information specific to your business or customize the release further. Either way, it is important that you convey consistent messaging and distribute the release in a strategic manner—as you have planned for in your outreach strategy.

Tips: Building Relationships with the Media

Your local media market is always cluttered with organizations trying to get their issues covered. In order to get a leg up on the competition, establish relationships with local media outlets and get organized. Here's how:

- Create a media list of the specific print, TV, radio, and Internet news outlets. These outlets should align with what you have already outlined in your outreach strategy. Be sure to include names and contact information for relevant news producers, editors, managers, writers, etc.
- Once you have a media list, contact the individuals on your list by introducing yourself and your organization. Be sure they know when and why you will be distributing the news release. Also, confirm that you are speaking to the correct person at the news organization. They may suggest your story is more appropriate for a different segment. (See Media Pitch)
- Stay organized by keeping the list up-to-date and stored in a place where all involved can access.

Visit www.TexasMotherFriendly.org/getting-started for a sample press release.

Media Materials: Media Advisory

This Media Advisory template has blank spots to be completed by different users. The media advisory can be used to alert the press about an upcoming event you are hosting to announce your Texas Mother-Friendly Worksite designation, such as a press conference, kick-off event, or community picnic. It's a "save-the-date" notice—an invitation that pitches your event or story and attracts direct coverage. The format is simple: media advisories provide the four Ws—who, what, when, and where—but do not offer the level of detail provided in press releases. There is also a fifth W—the why—of a news event. This is called the "hook." While "why" doesn't appear as a separate element on the media advisory itself, a good advisory explains to your local media outlets why your event is important and relevant to their audience.

Media advisories are generally short and to the point, so try to keep yours to one page or less. That means you will have to choose your words wisely. Once you have developed a media advisory you are comfortable with, distribute it to the outlets listed on your media list and ask your partners to distribute the advisory to their networks.

Tips: Hosting an Event

- Hosting an event and inviting the press to attend can be a great way to get the word out about your Texas Mother-Friendly Worksite designation. At the event, you may consider holding a mini-press event to give senior members of your staff an opportunity to speak about the designation (using the talking points as a guide). When planning, consider the following:
 - Create a planning committee, clearly designate roles, and allow ample time for planning.
 - Set your budget early and be realistic about how much this event is worth to your business.
 - Join forces with an existing community event to take advantage of existing media interest, such as a community picnic.
 - Publicize the event with partners, staff, and local media—using the media advisory.

Visit www.TexasMotherFriendly.org/getting-started for a sample media advisory.



Media Materials: Media Pitch

At this point you may be asking, what should I say when I contact the media? It can be intimidating to pick up the phone or send an email to a media contact. The trick is to be prepared—use the media pitch as a guide to help make your conversations with the media a success.

The purpose of a “pitch” is not to spin your story, but to tell a media outlet why their readers would want to know more. Your recognition for providing a designated Texas Mother-Friendly Worksite is important to your staff, your community, and to people across the state. This is an important message that the public would like to hear. You just have to tell the media why they would want to hear it.

Tips: “Pitching” Your Story

- Practice makes perfect. Try calling your coworkers and “pitching” them before calling an actual media outlet. Ask them for constructive feedback on your “pitch.”
 - On the phone, ask the media contact if you can provide them with additional information, such as a media advisory.
- The media pitch can be used in different formats. You may prefer to contact some media outlets by email. When doing so, use the media pitch as the body of your email and attach the news release, media advisory, or materials that fit the circumstances.
- Don’t get discouraged. News outlets are inundated with story ideas. Be patient and try back if you don’t get the response you were hoping for.

Texas Mother-Friendly Worksite Designation

Media Pitch

Hello Mr./Ms. Last name of reporter,

The numbers are surprising—more than 75 percent of new mothers start out breastfeeding their babies, but most stop the effort before the infant is 3 months old. Many stop when they return to work. Among the reasons they cite is a lack of time and privacy to breastfeed or pump and store breastmilk at the workplace. Organization Name is helping make it easier for its employees to breastfeed their infants and has recently been recognized by the Texas Department of State Health Services as a “Texas Mother-Friendly Worksite.”

Studies show that many new mothers face barriers at the workplace that make it difficult for them to continue breastfeeding after returning to the job. As a result, they miss out on the benefits breastfeeding provides to them and their babies. With the “Texas Mother-Friendly Worksite” designation, Organization Name is joining other businesses in your city/town name and around the state in showing its support for issues important to working mothers and their families.

I would be happy to talk with you about our new designation as a “Texas Mother-Friendly Worksite.” I can put you in touch with some of our employees who are benefiting from our program. (Optional text if doing an event: I also hope you can join us date and time of event at location where we will celebrate the designation.)

Thank you for your time. I look forward to talking with you further.

Name and email signature with contact information



Media Materials: Talking Points

Talking points are useful for interviews with both the media and speakers at media events. Talking points act as a guide for those speaking to external sources about your worksite lactation program. They can even be used by staff to talk to partners or clients about your program. The talking points outline the general ideas that should be mentioned when discussing the designation. To customize the talking points, add anecdotes about why your organization decided to adopt Mother-Friendly business practices by creating a worksite lactation program.

Tips: Acing the Interview

- Never walk into an interview unprepared. You should be familiar enough with your program to confidently answer the reporter's questions (use the talking points as a study guide). You should know who is interviewing you, what type of news they report on, and what the interview will be used for. Be sure to find out before the interview takes place.
- Practice makes perfect. Record yourself or practice with a colleague before the interview takes place. Be sure you are speaking clearly and calmly so that the reporter can catch everything you're saying.
- Avoid unnecessary jargon or fluff language. The media works in sound bites, so the more succinctly you can make your points, the better.
- Make a connection with the reporter. Build rapport by talking about something other than the interview. This will make you both feel more at ease. During the interview, listen attentively and provide thoughtful responses.
- Control the conversation. If you are asked a question you're not comfortable with, or simply don't know, bridge back to your talking points. You might say, "I'm not sure, I'll have to check on that for you. What I do know is that our program was easy to create, required a small investment, and is already benefiting our employees and our business." If you are asked a question specific to the Texas DSHS Mother-Friendly Worksite Policy Initiative and its designation program, you might say, "I'm not sure—I'd like to refer you to the press office of the Texas Department of State Health Services for more specifics on that. You can also find out more information online at www.TexasMotherFriendly.org."
- Follow up after the interview. Send a thank you note with additional information the reporter may need to write the story. Ask whether there is anything else you can provide such as pictures from an event. By doing so, you will stand out as a reliable, gracious interviewee.

Texas Mother-Friendly Worksite Designation

Talking Points

Date of event

Name of business spokesperson

Hello, my name is **Name**, and I am a **Title** here at **Organization Name**.

I would like to officially announce that our efforts to provide support to breastfeeding employees have earned **Organization Name** designation by the Texas Department of State Health Services as a Texas Mother-Friendly Worksite.

What that means is that we have made a commitment to provide support to our employees who breastfeed their infants. This support comes in the form of a written worksite lactation support policy that provides time and a private location, other than a bathroom, for a mother to pump breastmilk, access to a sink and clean water for washing hands and rinsing any equipment, and a hygienic, safe place to store the breastmilk. **Insert any other support components the business offers.**

Insert brief comments on why the business felt it was important to achieve the designation.

According to the U.S. Department of Health and Human Services, employers who provide breastfeeding-support programs benefit from lower employee absenteeism due to a sick child, lower employee turnover rates, lower-cost health insurance with fewer claims, higher employee morale and productivity, and an enhanced community image.

While public health officials recommend women breastfeed their infants through a baby's first year of life and provide nothing other than breastmilk for the first six months, most working mothers must stop breastfeeding soon after they return to their jobs because they do not have sufficient worksite support, including time or an adequate place to pump and store their milk. When mothers are separated from their babies for more than a few hours, they must pump in order to continue to produce milk and maintain their milk supply.

Our employees give us their time, their hard work, and their dedication. Our worksite lactation support program is a way for us to give back to them by helping our working moms continue to breastfeed after they return to work.

We want all of our employees to come to work without having to worry whether they are doing everything they can to take care of their families. We all want our families to be happy and healthy. I may not be able to guarantee my employees' happiness, but I can help them and their families lead healthier lives by helping our new parents meet their breastfeeding goals.

I am pleased that our efforts have earned us the Texas Mother-Friendly Worksite designation. It's a badge we will wear with honor because we know that ultimately it represents the commitment we have made to our employees and to their families.



Insert brief comments on how easy it was for the business to apply for the designation.
I would encourage other businesses in our community to pursue the designation.

Now I would like to introduce you to one of our working mothers who is benefiting from our worksite lactation support program. Please welcome **Name of breastfeeding/working mother employee spokesperson** to the podium.

Name of breastfeeding/working mother employee spokesperson

Hello, my name is **Name**, and I am a **Title** here at **Organization Name**. I am also the mother of a **age** son/daughter. I have been breastfeeding my baby for **X** months.

Today, women with children, like me, are the fastest-growing segment of the workforce, according to the U.S. Department of Health and Human Services. More than 55 percent of women with children under the age of 1 are employed, and nearly four out of ten women are their family's primary breadwinner.

Many of those women are breastfeeding their children. In Texas, more than 75 percent of all new mothers today choose to breastfeed in order to give their babies important nutrition and health benefits. However, most stop breastfeeding before three months.

Breastfeeding benefits infants by giving them all the nutrients they need for healthy development. A mother's milk also contains antibodies that help protect infants from common childhood illnesses.

Breastfeeding protects infants against common infections and also rare but serious conditions, including hospitalization for respiratory infection and sudden infant death syndrome. Children who were breastfed continue to experience the benefits by having lower risk for obesity, asthma, type 2 diabetes, and leukemia.

Breastfeeding also benefits the mom. It reduces risks of breast and ovarian cancer, type 2 diabetes, cardiovascular disease, and other chronic conditions.

Briefly highlight any challenges you have faced taking care of a baby while also working.

Name of employer has made it easier for women like me to juggle taking care of an infant with working a **full-time/part-time** job. It was important to me that I continue breastfeeding after returning to my job. Our company has helped make that possible with the support it has provided.

Briefly describe the type of support provided.

In today's tough economy, many of us must work to provide for our families. With support from our employers, mothers like me don't have to choose between ensuring the long-term health of our babies by breastfeeding and returning to work as a productive and committed employee. We can do both.

Insert brief comments on why you are pleased your company pursued and achieved the designation. What does it mean to you as a working mother?

I encourage other companies to provide worksite lactation support programs for their employees. It can make a tremendous difference to working mothers like me.

I am honored that my company has been recognized as a Texas Mother-Friendly Worksite. As an employee, it's something in which I take great pride. If other companies offer the same type of support to their employees, they too can earn recognition as a Texas Mother-Friendly Worksite. They can refer to www.TexasMotherFriendly.org to learn more about creating a worksite lactation support program.

If you are a working mother, then take a moment to learn about what resources are available to you, particularly if you breastfeed or plan to breastfeed. Talk to your employers and ask for their support. The Texas Department of Health Services has resources that can help you. You can learn more at: www.TexasMotherFriendly.org and at breastmilkcounts.com.

Thank you for the opportunity to speak with you today. I would now like to turn it back over to Insert name of business spokesperson.

Thank you, insert name of breastfeeding/working mother employee spokesperson.

You have heard today about the importance of providing support to breastfeeding employees and what it means to working parents as well as to the businesses that employ them. We are honored that our efforts have earned us designation as a Texas Mother-Friendly Worksite. I encourage other businesses to develop their own worksite lactation support programs. More information may be found at: www.TexasMotherFriendly.org. These types of programs are well worth the effort and a great way to demonstrate your commitment to the people who work for you.

That concludes our program. Thank you for joining us today.



Media Materials: Op-Ed

An op-ed, an opinion piece that usually appears opposite the editorial page, is a tool used by individuals or organizations to promote an opinion about an issue that is important to readers. Op-eds are often written by an authority on a subject who is seen as a trustworthy source of information. Through an op-ed, your organization or business can be highlighted as a leader in the community, as exemplified by the decision to obtain the Texas Mother-Friendly Worksite designation. By publishing this type of op-ed in a local daily or business journal, your organization will not only illustrate community leadership, but will encourage other businesses to implement their own worksite lactation policies and seek the same status as a Texas Mother-Friendly Worksite.

Media Tips:

- As a staff, determine who would author an op-ed on behalf of your business. Ask yourselves who a trusted source of this type of information is. Who is seen as a leader in the business community? Whose name will resonate best with the public?
- Getting an op-ed published can require a different type of media relations strategy than getting a story written about your business's designation. When contacting the individuals on your media list, be sure you can explain how your op-ed aligns with the general style of their publication. You will need to “pitch” your concept in order to get it published—see the media pitch for more information.

Texas Mother-Friendly Worksite Designation

Op-Ed (Business)

Texas Businesses Commit to the Health of Working Mothers and Their Infants

By **Author name**

Title, Organization Name

What do Google, USAA, and Dreamworks all have in common? They take great care of their employees. Google is famous for its employee perks, which include complimentary food at company cafeterias, a climbing wall, and free laundry service. San Antonio-based USAA offers its employees access to three state-of-the-art fitness centers, while Dreamworks employees enjoy afternoon yoga and on-campus art classes.

They say a business's most valuable resource is its employees, and these businesses are going that extra mile by meeting the needs and concerns of their employees. That's why they were named to FORTUNE magazine's 2011 list of the "100 Best Companies to Work For." But while these companies are setting the standard for how to take care of employees, other businesses are falling short by not providing basic support for working parents to take care of their families. Many working mothers still must choose between breastfeeding their infants and returning to work. Doing both is often just not possible because of a lack of employer support.

Women with children are the fastest-growing segment of our nation's workforce. More than half of women with infants under the age of 1 work, and one-third of new mothers return to the job within three months of giving birth. The American Academy of Pediatrics recommends mothers breastfeed infants through the baby's first year of life and beyond and feed their infants nothing other than breastmilk for the first six months, but studies have shown that many mothers must abandon exclusive breastfeeding when they return to the workplace. Lack of employer support is frequently cited as a key factor in early cessation of breastfeeding, or for choosing not to breastfeed at all.

For us, the decision was easy. Many of us at **Organization Name** are working parents, so we know how hard that first year with an infant can be. The erratic sleep schedules, late-night feedings, and constant worries about the baby's health can take their toll. We also know breastfeeding an infant through the baby's first year is one of the best things you can do for the long-term health of the child as well as that of the mother. Breastmilk promotes sensory and cognitive development and protects the infant against infectious and chronic diseases. Exclusive breastfeeding reduces infant mortality due to common childhood illnesses.

Many mothers have to choose between working and breastfeeding their child. We didn't want our employees to have to make that choice. We wanted to make it easy for them to do both, so we took the steps needed to become a Texas Mother-Friendly Worksite. We may not be able to offer the yoga classes or in-house laundry services that some companies do, but we can make a commitment to our employees and to the issues that are important to them and their families.



Our worksite lactation support program has helped us make that commitment. As a result of our efforts, the Texas Department of State Health Services has recognized us as a Texas Mother-Friendly Worksite.

Studies show that companies that support breastfeeding employees also enjoy reduced absenteeism, lower health-care costs, and lower employee turnover rates. That's great for the bottom line, but more important, providing support for breastfeeding employees is an investment in them and their families. Nothing is more important to someone than the health of their children, and **Organization Name** is proud to help our working mothers protect the health of their babies. It's an investment in their future and in ours as a business.

Every Texas business should make that same investment by providing support for nursing employees. Consider applying for the Texas Mother-Friendly Worksite designation. It's easy, and it has a meaningful impact on employees, the business, and the community.

Media Materials: Social Media Postings for Facebook and Twitter

No current media relations strategy is complete without a plan for social media. Social media is a fast and efficient way to distribute information to your stakeholders and followers. Luckily, popular sites such as Facebook and Twitter are free to access. Through these tools, you can distribute important information to the public about your efforts to support the needs of breastfeeding employees and their families and about the significance of your Texas Mother-Friendly Worksite designation. You can start a dialogue with your employees, customers, and partners.

Tips: Using Social Media to Elevate Your Outreach

- Work with the staff member(s) responsible for your website to create a social media strategy. If you have not already done so, create social media platforms or pages to represent your business and then use the customizable messages that follow to quickly deliver your messaging.
- Use the timeline to help appropriately stagger your postings. It is easy to get carried away with social media because it's so easy to use. Instead, be strategic and plan not to overload your audience. Only present them with the most relevant information.
- Stay active on your social media site. Connect with businesses, organizations, and influential individuals in the community. By doing so, you will maximize the number of people you are reaching.



Texas Mother-Friendly Worksite Social Media Posts

Week 1

Facebook 1: “Breastfeeding is one of the most effective ways to ensure child health, yet many working mothers stop exclusive breastfeeding before recommended because they do not have sufficient time or an adequate place to pump and store their breastmilk at work.” (Post with the following link: <http://www.surgeongeneral.gov/library/calls/breastfeeding/index.html>)

Twitter 1: “Did you know that federal law requires employers to provide support for breastfeeding employees? Learn more at <http://1.usa.gov/9Snq3k>”

Facebook 2: “Women with children are the fastest growing segment of the workforce, and nearly 55 percent of women with children under the age of 3 are employed. To continue attracting the best employees, businesses need to meet the needs of this important segment of the workforce.” (Post with the following link: www.TexasMotherFriendly.org/the-business-case)

Twitter 2: “Supporting breastfeeding employees is good for mothers and their infants, and it’s also good for business. www.TexasMotherFriendly.org”

Week 2

Facebook 1: “Fifty-six percent of mothers with infants under age 1 work. The Texas Department of State Health Services is encouraging Texas employers to support these working mothers as part of its Texas Mother-Friendly Worksite designation program. Learn more today!” (Post with the following link: <http://www.TexasMotherFriendly.org>)

Twitter 1: “Seventy-five percent of new Texas moms begin breastfeeding, but only 31 percent exclusively breastfeed through the third month. <http://1.usa.gov/cd44wn>”

Facebook 2: “U.S. Surgeon General Regina M. Benjamin has called on public health workers, families, and employers to remove some of the obstacles faced by women who want to breastfeed their babies. What is your business doing to support employees who breastfeed?” (Post with the following link: <http://www.hhs.gov/news/press/2011pres/01/20110120a.html>)

Twitter 2: “Businesses that support breastfeeding employees enjoy lower absenteeism, reduced health-care costs, and less turnover. <http://1.usa.gov/rDq7no>”

Week 3

Facebook 1: “Many Texas employers are becoming designated as a Texas Mother-Friendly Worksite by the Texas Department of State Health Services. The program is voluntary and a great way to show how your business is investing in its employees by supporting issues that are important to them.” (Post with the following link: <http://www.TexasMotherFriendly.org>)

Twitter 1: “If you have employees who breastfeed, encourage them to check out

www.breastmilkcounts.com for helpful information and tips.”

Facebook 2: “Did you know employees are more likely to return to work after childbirth when their employer provides a supportive environment for continued breastfeeding? Learn more about how you can support breastfeeding employees.” (Post with the following link: <http://www.TexasMotherFriendly.org>)

Twitter 2: “Mothers can breastfeed their infants and perform well on the job with support from employers and families. www.TexasMotherFriendly.org”

Week 4

Facebook 1: “[Organization Name] is proud to announce that we have become the latest Texas employer to be designated by the Texas Department of State Health Services as a Texas Mother-Friendly Worksite. We know juggling work with caring for an infant can be tough, and we are pleased to do our part to support working mothers everywhere.” (Post with link to announcement news release posted on employer website or with link to: <http://www.TexasMotherFriendly.org>)

Twitter 1: “We’ve been named a Texas Mother-Friendly Worksite and are pleased to support all breastfeeding mothers and their families!” (Include shortened hyperlink to press release posted on company website.)

Facebook 2: “If you are an employer and you haven’t applied for the Texas Mother-Friendly Worksite designation, then what’s stopping you? It’s easy, inexpensive, and worth the investment. Many of you will find that you already fulfill many of the qualifications.” (Post with the following link: <http://www.TexasMotherFriendly.org>)

Twitter 2: “Caring for an infant is hard enough. Learn how you can support working mothers by becoming a Texas Mother-Friendly Worksite. <http://bit.ly/ydtCkv>”

Facebook (ongoing throughout the week after announcement is made): Post photos from announcement event. Identify people in photos and post hyperlinks to any online news articles with coverage of your event.

Twitter (ongoing throughout the week after announcement is made): (Tweet photos of your announcement event and post links to any news coverage of the event.)

Week 5

Facebook 1: “Lower turnover, reduced health-care costs, and greater employee productivity are just some of the benefits enjoyed by employers who provide support for breastfeeding employees. Become a Texas Mother-Friendly Worksite today. It’s good for your employees, and it’s good for your business.” (Post with the following link: <http://www.TexasMotherFriendly.org>)

Twitter 1: “Pledge your support for the health of your breastfeeding employees and their families. It’s good for business. <http://bit.ly/ydtCkv>”



Facebook 2: Is your workplace Mother-Friendly? We are! Show your support for the health of your breastfeeding employees and their families.” (Post with a photo from Texas Mother-Friendly Worksite designation announcement event.)

Twitter 2: “Join the growing number of Texas businesses that support employees who breastfeed. www.TexasMotherFriendly.org”

Facebook: Continue posting photos/links to news coverage resulting from previous week’s announcement event.)

Twitter: Continue to tweet photos of your announcement event as well as links to any news coverage of the event.

Media Materials: Newsletter

A newsletter article is a great tool for framing a story in your own words. Through a customized newsletter piece about your Texas Mother-Friendly Worksite designation, you can inform your staff, customers, stakeholders, and others about your program, its benefits, and your worksite designation. It is important that both your internal and external supporters have this type of easy-to-understand language about your program so they are able to discuss the program in an informed manner. Be sure that both internal staff and external partners know the newsletter exists and be sure to email and/or mail it to anyone who may be discussing your company.

Tips: Maximizing the Newsletter Article

- Be sure to highlight the Texas Mother-Friendly Worksite piece when laying out the external newsletter. That way your readers will be sure to see it.
- Inform your staff that you expect them to familiarize themselves with your worksite lactation program. Suggest that they use the newsletter as a starting place.
- Use the newsletter article boilerplate language for other articles or media pieces.



Texas Mother-Friendly Worksite Designation

Newsletter Article

Organization Name Offers Resources to Breastfeeding Employees, Achieves State Designation as “Texas Mother-Friendly Worksite”

On date, Organization Name celebrated its designation as a “Texas Mother-Friendly Worksite” by the Texas Department of State Health Services for its commitment to provide support to breastfeeding employees. Employees may not realize that their employer already provides a private location and break time for breastfeeding staff to pump breastmilk as well as a place for safe and hygienic storage of milk. Organization Name is one of an increasing number of businesses that recognizes the value of supporting the parents of infants by providing this type of support at the workplace.

Statistics show that breastmilk gives infants all the nutrients they need for healthy development and helps protect them from common childhood illnesses. It also helps protect the health of mothers by reducing the risk of breast and ovarian cancer, cardiovascular disease, type 2 diabetes, and other chronic conditions. Working mothers often cite the lack of support at the worksite as a common reason for not breastfeeding their infants, according to the American Academy of Pediatrics and other health officials. By supporting its breastfeeding employees, Organization Name is helping new mothers realize they don’t have to choose between returning to work and meeting their breastfeeding goals—they can do both.

The Texas Mother-Friendly Worksite designation is an optional program. While federal law does require that employers provide reasonable accommodations to breastfeeding employees, Organization Name leaders decided to go one step further and obtain the designation.

“The mothers of infants shouldn’t have to choose between breastfeeding their babies and returning to work,” said Name of business spokesperson, Title. “We want to make it easy for our employees to do both. With this designation, we are doing our part to support our employees—and their families—so that they can lead healthy, productive lives. It’s an investment in our company’s future as well as an investment in our employees and their families.”

More information on the Texas Mother-Friendly Worksite designation may be found at TexasMotherFriendly.org. The site also features tools and information as well as tips for breastfeeding that working parents can use to manage a mother’s transition back to work. For more information about resources available to breastfeeding employees, please contact Name of internal contact for information on company policies regarding breastfeeding and the support offered to employees.

Media Materials: Descriptive Blurb and Fair Labor Standards Act (FLSA) Requirements

The blurb and the FLSA requirements information serve multiple purposes and are always good to have on hand as background boilerplate language. You may want to include the blurb and the FLSA information as part of the materials you provide press contacts or as a “leave behind” piece for anyone with whom you meet. The descriptive blurb can be added to press materials, used to guide your conversations with press representatives, or act as a stand-alone document.

Media Tips: Press Kits

- Put together a press kit specifically for the announcement of your designation. This type of information, along with the news release, the media advisory, and the newsletter will make for an informative press packet that can be distributed at events or in conjunction with an interview. Place all relevant media materials in a printed folder and distribute the information to the media at events or as part of your “pitching” process. A professional press kit can build credibility with representatives of media organizations.
 - Press packets are standard, and members of the press will expect to see them. Don’t forget to include your card in case they have follow-up questions or are interested in covering your story.



Texas Mother-Friendly Worksite Designation

More than half of women with infants under the age of 1 work, and many of these new mothers start out breastfeeding but stop soon after they return to the job. Lack of support at the workplace is frequently cited as a key factor in their decision to abandon breastfeeding their child. Employers who provide this support often see lower absenteeism, reduced turnover, improved employee retention, and lower health-care costs, as breastfeeding is good for the health of the mother and her child.

The Texas Mother-Friendly Worksite designation program is operated by the Texas Department of State Health Services and recognizes Texas employers who have a policy that provides time, space, and support to breastfeeding employees to pump and store breastmilk. The program is voluntary, but businesses must apply for the designation. Many businesses who are actively working to comply with the requirements of the federal Fair Labor Standards Act (FLSA) may already meet many of the criteria to become recognized as a Texas Mother-Friendly Worksite.

More information is available at <http://www.TexasMotherFriendly.org>.

Information about the “Break Time for Nursing Mothers” provision of the Fair Labor Standards Act

In March 2010, the U.S. Fair Labor Standards Act (FLSA) was amended to require employers to provide “reasonable break time” for an employee to pump breastmilk for a nursing child for up to one year after the child’s birth.

Businesses are also required to provide a private place, other than a bathroom, that is shielded from view and free from intrusion from coworkers and the public and is available for an employee to pump breastmilk. If the space is not dedicated exclusively for nursing mothers, it must be available when needed. A temporarily created space or one that is made available when needed by the nursing mother is sufficient as long as the space is shielded from view and free from intrusion by others.

Employers are not required under the FLSA to pay nursing mothers for breaks taken to pump breastmilk. However, if employers already provide paid breaks, an employee who uses that time to pump breastmilk must be compensated in the same way that other employees are compensated for break time.

These requirements apply only to employees who are not exempt under Section 7, which includes the FLSA’s overtime pay requirements. Employers with fewer than 50 employees are not subject to the FLSA break time requirement if compliance with the provision would impose an “undue hardship.”

More information is available at <http://www.dol.gov/whd/nursingmothers/>.

Media Materials: Questions and Answers

Before you announce your designation, be sure your Human Resources Department is prepared to answer employee questions. Use the following Questions and Answers sheet (Q&A) as a guide for Human Resources, or send it directly to staff as background material. It's also important to hold a meeting with everyone who will act as internal and external "spokespeople" for your worksite lactation program to ensure that your team is conveying correct, consistent information about the program. Distribute the Q&A, the talking points, and any other prepared materials at this time.

The Q&A can also be used when developing your media materials. If you need a simple way to describe the Texas Mother-Friendly Worksite designation, refer to the Q&A.



Texas Mother-Friendly Worksite Designation

Questions and Answers (Human Resources Department)

1. **What does Texas law say about breastfeeding in the workplace?**

Texas law gives a mother the right to breastfeed wherever she is allowed to be. It also encourages businesses to support a working mother to continue to breastfeed for as long as she wishes.

2. **What is the “Texas Mother-Friendly Worksite” designation?**

The Texas Mother-Friendly Worksite designation is a program operated by the Texas Department of State Health Services that recognizes Texas employers who provide time, space, and support for breastfeeding employees to pump and store breastmilk. The program is voluntary, and businesses must apply for the designation. Information on how to apply for the designation may be found at www.TexasMotherFriendly.org.

3. **Is the Texas Mother-Friendly Worksite designation required by state law?**

No. The designation is a voluntary program. Participation is not required.

4. **How do employers qualify for the designation?**

To qualify for the designation, employers can fill out an online application at www.TexasMotherFriendly.org. Before doing so they need to have a written lactation support policy in place that at a minimum provides:

- Flexible work patterns that allow time for pumping milk.
- Access to a private space(s), other than a bathroom, for the purpose of pumping milk.
- Access to a nearby clean and safe water source and a sink for washing hands and rinsing out any breast pump equipment.
- Access to hygienic storage options where mothers can safely store breastmilk.

5. **Who sets the qualification criteria?**

The minimum qualifications for the Texas Mother-Friendly Worksite designation were established by Texas lawmakers in Health & Safety Code 165. They assigned the Texas Department of State Health Services to administer the program. The administrative rules that govern the program are encoded in Texas Administrative Code 31.1.

6. **Where can I find a list of businesses participating in the Texas Mother-Friendly Worksite program?**

The list of these employers may be found at: www.TexasMotherFriendly.org.

7. What are the benefits of becoming a Texas Mother-Friendly business?

The benefits of achieving the Texas Mother-Friendly Worksite designation include:

- Increased productivity among employees with young children
- Reduced turnover
- Lower recruitment and training costs
- Lower absenteeism due to a sick child
- Higher morale among employees
- Enhanced loyalty among employees
- Having an enticing recruitment incentive
- Improved positive image in the community
- Lower-cost insurance and fewer claims

8. What other laws apply to breastfeeding in the workplace?

Under the federal Fair Labor Standards Act (FLSA), employers are required to provide breastfeeding employees with “reasonable break time” and a private place, other than a bathroom, to pump breastmilk during the workday, up until the child’s first birthday. More information about requirements under FLSA can be found at: <http://www.dol.gov/whd/nursingmothers/>.

9. How does breastfeeding benefit the health of infants and mothers?

According to the U.S. Department of Health and Human Services, babies who are not breastfed are more likely to develop common childhood illnesses such as diarrhea and ear infections and chronic conditions like type 2 diabetes, asthma, and childhood obesity. They are also at greater risk for rare but serious conditions such as severe lower respiratory infections, leukemia, necrotizing enterocolitis, and sudden infant death syndrome (SIDS). Breastfeeding is also good for moms, lowering the risk for breast cancer, ovarian cancer, type 2 diabetes, and cardiovascular disease.

10. What resources are available to employers and breastfeeding mothers?

The Texas Department of State Health Services offers a wide variety of resources to employers, breastfeeding mothers, and their families. These include detailed information and resources to help employers develop a worksite that is supportive of the needs of breastfeeding mothers as well as breastfeeding tips and information to help families be successful in meeting their breastfeeding goals. These resources may be found at: www.TexasMotherFriendly.org and www.breastmilkcounts.com.