



## ONE-MINUTE ELEVATOR PITCH FOR EMPLOYERS/ADMINISTRATORS

*Use these talking points to make the case for breastfeeding support in your workplace.*

*I would like to talk to you about the Texas Mother-Friendly Worksite program.*

### **What is the Texas Mother-Friendly Worksite Program?**

*As you know, many women are returning to work while they are still breastfeeding their young babies. While doctors and other health professionals recommend breastfeeding for at least a year, most working moms are unable to reach their breastfeeding goals.*

*The Mother-Friendly Worksite program helps support moms by providing them adequate time and a clean, private location to express and store milk during the day.*

*Research shows that breastfeeding moms are half as likely to miss work because of a sick child compared to mothers of formula-fed babies. Other benefits include lower health-care costs, improved employee morale, and increased employee retention.*

*A new federal law also requires businesses to provide basic support to nursing employees.*

*Could we speak further about creating a committee here at **Organization Name** to develop a Mother-Friendly program?*

*Thanks!*