



The Pennsylvania  
Breastfeeding Coalition



## Final Report: Central Pennsylvania Breastfeeding-Friendly Workplace Event Committee

### A. Target Goals

The Central Pennsylvania Breastfeeding Friendly Workplace Event Committee, as part of the Pennsylvania Breastfeeding Friendly Workplace Collaborative (PABFWC), commenced activity on July 16, 2008. During this meeting the primary goal of planning an event to recognize area businesses for their breastfeeding-friendly policies and support for breastfeeding employees was discussed. The Committee included community, WIC, and Department of Health breastfeeding advocates. Committee members included:



**Leslie Cree, IBCLC, RLC**  
Private Practice Lactation Consultant  
Nursing Mothers Counselor

**Shannon Lilienthal, BA, IBCLC, RLC**  
Private Practice Lactation Consultant  
Lactation Educator  
Happiest Baby Certified Educator



**Martha Kautz RNC, BS, IBCLC, RLC**  
Program Coordinator  
Pennsylvania Breastfeeding Awareness and Support  
Pennsylvania Department of Health  
Lactation Consultant staff - Ephrata Community Hospital  
Private Practice Lactation Consultant

**Cynthia Maki, MS, RD**  
Breastfeeding Coordinator  
Division of Women, Infants & Children (WIC)  
Pennsylvania Department of Health





**Kathie Wagner BS, IBCLC, RLC**  
Lactation Specialist  
Family Health Council of Central Pennsylvania  
Coordinator, Nursing Mothers Counselors

All are members of The Pennsylvania State Breastfeeding Coalition.

During this initial meeting, members discussed site selection and format of the ceremony as well. It was decided that eligibility for awards would be determined by using the nomination criteria checklist established by the Philadelphia Maternal Care Coalition, Allegheny County Health Department and the HRSA Business Case for Breastfeeding Assessment Checklist.<sup>1</sup>

### **B. Event Planning**

The committee decided on Thursday, October 2, 2008 as the date for our ceremony. The site, the Capitol Rotunda in Harrisburg, was selected, as the Rotunda is commonly used as a venue for announcing legislation and initiatives of importance to the residents of the state of Pennsylvania. Since the Central Pennsylvania region encompasses a wide geography and there is a tradition of well-attended announcements of breastfeeding friendly legislation at the Rotunda, the committee was hopeful that this location and a press conference format would attract the most attention.



Upon confirmation of the date, site, and award criteria; emails were sent out to the local nursing mothers group (NMC), La Leche League Leaders, local parenting groups, hospital Lactation Consultants, Private Practice Lactation Consultants, electric breast pump rental outlets and WIC breastfeeding coordinators. Enclosed in the email were downloadable documents including an announcement of our event, details of the award criteria, and instructions for submitting nominations. A press release was also developed and circulated, requesting nominations.<sup>2</sup>

Between July 27 and September 14, twenty nominations were received.<sup>3</sup> Initially, three to five awards were planned. After phone interviews and site visits to many of the nominees, it became apparent that a two-tier system of awards would be better. Those companies who met all criteria for a breastfeeding-friendly workplace were to be awarded an engraved plaque. Companies who met most of the criteria and showed progress toward fulfilling a higher level of support were awarded a framed Certificate of Recognition.<sup>4</sup> Nominees who did not meet the criteria were not eligible and did not receive an award or certificate. After careful consideration, three Awards and six Certificates of Recognition were planned to be given at the October event. A press contact list was developed and protocols developed for visiting the nominees to determine award eligibility. Support

materials were developed. These included invitations, press releases, and posters.<sup>5</sup>

Communication with other Pennsylvania Award Site Committees helped with consistency of approach throughout the state. An event handout of the Pennsylvania sites was developed.<sup>6</sup>

During the planning period, the committee also began preparations for the Toolkit Presentation component of this initiative. A list of companies likely to be receptive to a presentation was begun and has been added to continuously up to the present time.<sup>7</sup>

On October 15, 2008 a teleconference training session on the Business Case for Breastfeeding with Cathy Carothers was attended by each Central Pennsylvania Committee member.

### **C. Summary of Event**

The Central Pennsylvania event was held on October 2, 2008. The award ceremony was held in the Capitol Rotunda, Harrisburg, PA from 11:00 AM to Noon. Sixty people attended the event, which included awardees, lactation advocates, Government and business representatives, mothers from the community and others.



In addition to awardees and invited attendees<sup>8</sup>, the open forum of the Rotunda allowed for employees of the Capitol, tour groups, and passers-by to stop by and hear our message. A packet and a table with additional information was available to attendees. Many positive comments were directed to the Committee. Fifty-five packets were distributed. All awardees (9) were given breastfeeding decals for their respective business. About 10 individual Business Case booklets were given at the table upon request.



The ceremony<sup>9</sup> was opened by committee member Kathie Wagner, whose opening remarks included a brief overview of the benefits of breastfeeding and statistics of women with children in the US labor force.

She then introduced our first invited speaker. Ms. Diane Caine-Helwig, a local business executive, who spoke on the win-win and return on investment for businesses who support breastfeeding employees and how she has seen these operate within her personal life as well as within her business.



Following Ms. Caine-Helwig was a brief introduction of the Selection Committee members and an overview of the award criteria, delivered by committee member Cynthia Maki.



The first plaque was awarded to the Hershey Company, a very large food manufacturing company in Dauphin County. Their Marketing Manager accepted the award and



shared the Company's perspective of providing support for breastfeeding employees and shared the history of how this support was developed. A "Mother's Council" was formed and slowly over four years, dedicated space was designated in each of the 8 buildings. Most of the spaces have a refrigerator, couch, electrical outlet and other amenities. Flexible scheduling is available for the employees.



Two Hershey employees followed who shared their perspective of working at a company that provides lactation support. One of the employees has used the room with three other children and the other one had used the room with her first child, finding out during her maternity leave that the dedicated space was just developed in her building, expressing the relief she had on finding out this information. Both of the employees are currently using the Company's "Nursing Lounge". Both employees spoke of their satisfaction using the accommodations The Hershey Company provides for employees.





Following the first award, Committee Member Shannon Lilienthal, presented information on State Representative Tim Solobay's House Bill 1073<sup>10</sup> which proposes prohibiting discrimination against breastfeeding employees.

House Representative Tim Solobay was an originally engaged speaker however, three days prior to the event he cancelled due to a pressing political need in his District. Mr. Edward Savage graciously agreed to take his place.

Shannon introduced Mr. Edward M. Savage. Mr. Savage, a local businessman and Board member of La Leche League International steering committee, provided a speech on providing accommodations in the workplace that support breastfeeding employees and different levels of each of those support measures. He encouraged those in attendance to just get started and then build upon that start.



The next plaque was then presented by committee member Leslie Cree to Park City Center. Park City Center is a large shopping mall in Lancaster County. They created a room for breastfeeding employees and patrons. The overwhelming positive response led Mall management to create a second room. A sink, rocker, baby changing station are in the private rooms. Mall Public Relations Director accepted the award. She spoke about their successful program.



Kathie Wagner described the history and pieces of the Business Case for Breastfeeding Toolkit. She also reviewed the contents of our Press Packet. It included a fact sheet on the Selection Committee press release, list of awardees, a fact sheet on the Pennsylvania state-wide awards initiative, the



“Breastfeeding Welcome Here” decal and information card developed by Philadelphia Maternity Care Coalition, an information sheet on the PA Freedom to Breastfeed Act and a copy of proposed House Bill 1073.

The final plaque was presented to the Susquehanna River Basin Commission, a Federal-interstate compact Agency in Dauphin County. They have a dedicated private space, flexible employee time, and supportive policy for breastfeeding employees. The Director accepted the award and expressed comments of the satisfaction and positive outcomes of providing lactation support at the Commission.



Following the award presentations, the criteria for awarding Certificates of Recognition and the recipients were introduced by Martha Kautz. A total of six Certificates of Recognition were presented to:

**Whitaker Center** – Dauphin County’s state museum who created a room within the child’s play room

**Labor and Industry** – Large Government building in Dauphin County who after two years of planning, recently opened a dedicated room and are still working on support services

**Central Dauphin East Middle School** – School in Dauphin County that allows teacher to use the Superintendent office to pump, some schedule flexibility and willing to continue to improve support

**Grace Church of Lititz** – Large church with K-12 school, pre-school and daycare facility in Lancaster County with approximately 1300 members with a dedicated furnished room between infant and toddler nurseries for employees

and church attendees. They also have a refrigerator available and flexible time is given to employees for pumping.

**Good Samaritan Hospital** – Small community hospital in Lebanon County with full lactation support services and dedicated space.

**Health & Welfare building Wellness Committee** – Large Department of Health Government Building with dedicated space, hospital-grade pump, on-site Lactation Consultant, flexible scheduling



Whitaker Center



Labor and Industry



Central Dauphin East Middle School



Grace Church of Lititz



Good Samaritan Hospital



Health & Welfare Building Wellness Committee



More pictures of the event can be viewed on [www.jenbalt@zenfolio.com](http://www.jenbalt@zenfolio.com).



ABC-27 TV station was at the Ceremony and broadcasted coverage that evening.<sup>11</sup>

Other coverage/feedback included:

- Article on *Capitol Wire* – sent to subscribers list mostly made up of Government staff and Legislators
- Included in *Folks, Listen*, a weekday blog of Pastor Scott, Senior Pastor of Grace Church of Lititz sent to at least 1,500 subscribers
  - Included in a Pastor's email update as a report from the Early Childhood Coordinator who accepted the Certificate of Recognition
- *SRBC News* – a press release from the Director of Communications, Susquehanna River Basin Commission
- Email feedback from the Public Relations Coordinator of the Republican Pennsylvania House of Representatives who attended the event
- Three requests for follow-up information/visits:
  - Legislator Tom Hillen for possible presentation to House, Children and Youth Committee
  - Hershey Company desires toolkit
  - Pennsylvania Republican Public Relations Coordinator as listed above

#### **D. Follow up activities**

The committee held two post-event meetings. During this meeting, a list of companies for Toolkit presentations was evaluated for viability and assignments made to committee members for these presentations.

A follow-up letter with a 5X7 photo was sent to each of the 9 awardees thanking them for their participation and encouraging them to promote their accomplishment within their company.<sup>12</sup>

#### **E. Outreach to Businesses**

Some local businesses were targeted for a site visit, based on personal comments made to committee members and others were selected for phone interviews to elicit interest. Since these contacts were essentially “cold calls”, any willingness to accept communication was considered a success.

These included:

Phone interviews –

##### **Holy Spirit Hospital – Camp Hill**

A 30 minutes conversation with the Obstetrics Nurse Manager revealed that despite the growth they are experiencing, the hospital does not really have any lactation support for their employees. However, the Nurse Manager is the crusader and is actively talking to HR to remedy this. Currently, IF an empty room is available at The Birthplace, she allows employees to use the room but is frustrated as so often the census is too high to allow this. An employee may use the hospital grade pump IF she has her own parts, which is reasonable. Most employees bring their own pump. She stated that Human Resources will state

that Holy Spirit is supportive of breastfeeding but in reality practices are not reflective of that. We talked and planned an approach on the phone and she requested a toolkit as she feels having information would be very helpful with her discussions with Human Resources. She will call for any future questions or help. She was also sent information on the Central Pennsylvania event and the Pennsylvania Workplace Collaboration.

### **Giant Foods Corporate -**

Talked with the Director of Labor Relations who was supportive of breastfeeding women and said that they react on an as needed basis and make the space and time for a breastfeeding employee. He didn't feel that patrons in the store were a consideration since they would shop around feeding/nap schedules etc. He said that it didn't make sense to use the time, effort or resources to pursue providing accommodations for an employee needing to pump or nurse when he could count on one hand the requests received for this. He was glad to know of a resource should he want more information in the future, but felt there was no overwhelming need at this time. He did say that the corporate office does have a space to pump in the infirmary.

### **Karn's Grocery - Mechanicsburg**

After a run around and being bumped to the third person, I was able to talk to the Human Resources Director at Karn's corporate center, "who makes all the HR decisions".

After initial resistance of "there has never been a request" in the stores, she stated that the individual store managers would handle the employee requests and since most of them have families, she was sure it would not be a problem, though she did not know if any have had any requests, how they handled it or if it's been a problem. *The impression was that having a family automatically means that a manager would support employees.* She repeated a few times that I did not understand that they were "retail" and provisions would be difficult. The only space available in the stores would be the bathrooms or the break room.

At the Corporate office, it has never been requested, but IF it was she would be supportive of an employee pumping in their office at lunch and breaks.

She was not negative or resistant to the idea just was blinded by "there is no need at Karn's" and at the store level it is difficult.

She would not commit to a visit however she was willing to read some written materials, mention it at the "all store managers meeting" and call me if she wanted more information or a visit. So I will send her only the blue and purple booklets with the Collaborative brochure and my contact card.

I doubt we will hear from them but at least the seed is planted.

### **Footlocker, Inc. North American Regional Office - Camp Hill**

This facility houses approximately 500 employees in various administrative and warehouse positions. The HR representative was interested in discussing formalizing Footlocker's existing activities surrounding the space and time provided to mothers who pump. Currently Footlocker is making use of a room that was used by the previous tenant's corporate nurse. The pumping area is a private room with a lockable door, bed, table, and electrical outlet. Mother's knowledge of this room is more or less "word of mouth". Most of the women pumping in this area are members of the executive staff, who provide their own pump and can set their own schedule. Items discussed included promoting the room's availability to all eligible employees, checking current accommodations to see if any low-cost improvements could be made, and the timing of this effort--as there are currently three employees expecting babies and one on maternity leave. The main concerns of Footlocker were positive return on investment should they choose to upgrade or add pumping facilities, communication of the room's existence and availability, and accountability for maintaining the facility. The question was raised that, by accepting our assistance with using the HRSA materials, would Footlocker be accountable to government oversight for compliance with set standards for a lactation room. Once we provided reassurance that all of this effort is voluntary, low-cost, and win-win, the director was very pleased to know our help and guidance was available. We were asked to participate in Footlocker's annual employee health fair (planned for late September or early October of 2009) and gladly agreed. We were also given permission to provide our resource list to be posted in the pumping room. Additionally, we provided reassurance that the oversight of the physical space did not obligate the HR office in any way to have to provide answers about breastfeeding or pumping to mothers. Other topics briefly touched upon included how to open a discussion/dialogue about a potentially sensitive topic to the target audience. It was emphasized that since Footlocker already advertises a set of corporate wellness benefits, adding lactation support could be included with similar wellness benefits such as smoking cessation, gym membership, etc. By including lactation support in this menu of services the discussion is about a benefit offered, rather than a potentially charged discussion of "infant feeding choice". Some brainstorming took place as to how to provide accommodation at the retail store level. It was agreed that creativity and flexibility would be the greatest assets in implementing any lactation program at the store level, since shift coverage during slow times, when the breastfeeding employee could possibly be the only one on duty, would preclude automatically guaranteed break times. The willingness to enter into discussion was seen as a plus by all present. We are looking forward to continued communication as Footlocker's interest in this area has been piqued, and the timing is right to see an immediate return on investment.

### **Hampden Optical – Mechanicsburg**

During a personal visit to Hampden Optical, a small business located in Mechanicsburg, Owner/Operator Carmen Walker remarked that she recognized my name (Leslie Cree) from a newspaper item about our breastfeeding campaign and wanted more information. I was on my way to drop off additional requested Toolkit items for Footlocker and so was able to use the items in my tote bag to give an impromptu presentation to Carmen.

After a brief explanation of the Toolkit's origin and purpose, I showed Carmen the Business Case brochures. She was not sure that the items or effort applied to her, since she does not currently have any employees who fit the demographic.

After a brief discussion about planning for the future, we moved the discussion on to accommodating breastfeeding patrons. Carmen had already encouraged any nursing patrons to use the sofa located in the center of the sales floor, and has offered a more private space in an unused exam room if a mother requested it. She was very enthusiastic about the decal campaign and is planning to display a Breastfeeding Welcome decal in her front window.

Carmen also supplied names of other local small business-persons she is acquainted with who may appreciate hearing about the Toolkit resources and decal campaign, which we will follow-up.

### **Other decal effort**

Decals and information cards have been circulated among the local moms groups with encouragement to contact a committee member when a successful placement has been achieved.

Although the grant period is completed, the committee will continue to contact local businesses, provide information and encourage lactation support in individual businesses.

### **F. Lessons Learned**

The committee feels our event and outreach very successful, particularly since this was a first-time event for Central Pennsylvania.

In retrospect, committee planning activities should have started earlier. Anticipated and unanticipated work consumed more time than expected.

The nomination process was very time consuming and we should have had a longer time to gather and investigate nominated businesses.

Central Pennsylvania lacked experience in budget proposal. We over estimated some line items and grossly underestimated others.













“Cold calls” to area businesses is difficult.

In the central-Pennsylvania area, it has proven difficult to open a discussion about breastfeeding patrons or employees with a business owner. Most do not think that this is an issue that applies to them. Utilizing the statistics quoted in the Toolkit is an impartial way to introduce the subject of future planning should the situation change amongst employees. Additionally, many in this area do not feel comfortable discussing breastfeeding, and even amongst mothers served by local support groups, minimal personal contact is preferred.

Being part of a state-wide effort had its rewards and challenges. We were able to draw on the experience of sites that had workplace award events in the past. Communication between sites was occasionally a challenge. Not having funds available in the beginning posed a problem for some of the sites. Central Pa was fortunate to have Nursing Mothers' Counselors, a non-profit lactation support organization, who were willing to supply funds needed for pre-reimbursed expenses.

## H. Enclosures

As referenced in text:

1. Awards criteria  Awards and Certificate of Recogn
2. Press releases  Press Release week of event1.doc  Press Release for packet2.doc  Post event Press Release2.doc
3. List of nominees  Seeking Nominees Press Release1.doc  Nominees for Awards and Certificates of Re
4. Sample of Certificate of Recognition and Award language  Award.doc  Certificates of Recognition.doc
5. Invitation  BF Friendly Business flyer.doc  Special invitation.doc
6. Pennsylvania site map  Award Events Map.doc
7. Planned company outreach list  Central Pennsylvania Workplace Outreach.

8. List of awardees



Awards list.doc

9. Ceremony agenda



Program.docx

10. Copy of House Bill 1073



HB1073.pdf

12. Sample copy of follow-up letter to Awardees



Photo letter - Park  
City letter.doc

**Event handout packet**



Acknowledgements.doc



Press Release for  
packet2.doc



decal  
instructions.doc



Award Events  
Map.doc



Awards list.doc



HB1073.pdf



Pennsylvania  
Legislation.doc

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