LOUISIANA CoIIN
Breastfeeding Workstream

GOAL:
Build the capacity of and expand the Louisiana Workplace Breastfeeding Support program, to create worksite cultures statewide that support employees who choose to breastfeed after returning to work through organizational policy and practice change.

Louisiana has low breastfeeding rates, and lack of workplace support for lactating employees is a contributing factor. Louisiana’s CoIIN team sought to build partnerships and expand outreach through the formation of a statewide workgroup comprised of various stakeholders, employers and employees. Working closely together, they were able to expand policy and practice change, creating more breastfeeding-friendly workplace environments.

METHODOLOGY
• Convened new statewide workplace group with select state agencies and state-level organizations, community organizations, businesses, and employees
• Re-examined the designation and outreach of the group and recalibrated the internal working process in order to better serve employees
• Addressed equity by ensuring women from the community were at the table to share their experiences

RESULTS
• Established a diverse Lactation Accommodations Statewide Work Group to identify system level solutions
• Strengthened coordination and collaboration with LA Well-Ahead, a workplace wellness designation program, to include breastfeeding as a wellness benchmark
• Established partnerships with organizations that influence employer practice and policy
• Increased Breastfeeding Friendly Workplace Champion designations from 274 (January 2018) to 363 (October 2020)
• Increased Breastfeeding Friendly Workplace designations from 125 (January 2018) to 160 (October 2020)
• 61,300 women of childbearing age are now covered by designated workplaces
• Increased outreach through presentations at 5 Louisiana conferences

PARTICIPANTS / PARTNERS
• Community breastfeeding supporters for persons of color (Café au Lait, Community Birth Companion)
• WIC
• Department of Labor
• Healthy Start
• Louisiana Breastfeeding Coalition
• Louisiana Occupation Nurses Association
• Louisiana Workforce Commission
• Title V
• University Board of Regents
• Well Ahead Louisiana
• Large and small employer representatives
• Birthing Hospital representative (also large employer)
• Local University Representative

TITLE V PROGRAM CONNECTION
• Two Title V Staffers
• State Team Lead is part of Title V