

# Breastfeeding Support

Mothers are one of the fastest growing segments in the United States.<sup>1</sup> More than 80% of new mothers breastfeed,<sup>2</sup> and 60% of them work.<sup>3</sup> New mothers want to return to work, but continuing to breastfeed can be difficult.

With Breastfeeding Support, breastfeeding mothers can receive the resources they need to successfully return to work and continue to breastfeed. 94% of users report a reduction in stress and 98% would recommend the program to a friend or coworker. Breastfeeding Support also helps expecting mothers plan to transition back to work after they have their baby.

## Industry-leading lactation programs

- Provides 24/7 access to lactation consultants
- Supports mothers so they can successfully transition back to work while continuing to breastfeed
- Offers discounted Medela breast pumps
- Shares prescreened referrals to local lactation resources
- Delivers a free Breastfeeding kit with breastfeeding products and information
- Guidance on using proper positioning techniques, establishing a pumping schedule and milk collection and storage

## Breastfeeding kit includes:

- Magnet with breast milk storage guidelines
- Quick clean wipes for breast pumps and accessories
- Infant milk intake/output diary
- Cotton bra pads
- Quick clean micro-steam bag
- Milk collection/storage bags
- Hand sanitizer
- Guides on topics such as Breastfeeding: What You Need to Know Before Baby Arrives, Successful Breastfeeding, Nutrition during Lactation and Returning to Work While Breastfeeding

## Support you can count on

Breastfeeding Support can help your organization comply with breastfeeding laws and improve recruitment and retention of working mothers. It also helps your employees save time and money and reduces their stress levels. It is a win-win for you and your employees.

## MilkShip, an add-on benefit

Mothers who are breastfeeding and traveling for work can request MilkShip—a hassle-free kit to safely store and express ship breastmilk home.



Ready to talk to someone about transforming your employee experience?  
Visit [MagellanHealthcare.com/eMbrace](https://MagellanHealthcare.com/eMbrace) or email [MHCinfo@MagellanHealth.com](mailto:MHCinfo@MagellanHealth.com).

1. [www.cdc.gov](http://www.cdc.gov), 2. [www.cdc.gov](http://www.cdc.gov), 3. [www.census.gov](http://www.census.gov)