

# Supporting Women's Health in the Workplace



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ADHS



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IBCLC



[www.healthyazworksites.org](http://www.healthyazworksites.org)



ARIZONA DEPARTMENT  
OF HEALTH SERVICES

suma  
SOCIAL MARKETING

research + campaigns + behavior change



Power Me A2Z



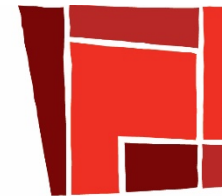


# ABOUT POWERMEA2Z

Campaign summary and website

# Arizona Department of Health Services Goals

- Folic Acid Education and Dissemination
- Preconception Health
- Interconception Health



ARIZONA DEPARTMENT  
OF HEALTH SERVICES

# Facts & Figures

Figures below represent campaign data from February 2013-June 2018.

Total PowerPacks distributed	<b>179,307</b>
On website	<b>64,613</b>
Through grassroots outreach	<b>114,694</b>
Outreach partners	<b>160+</b>
Unique website visits	<b>197,624</b>

Free vitamins from the Arizona Department of Health Services.  
Important for women's health. No hidden costs.


Free Vitamins

 You should wait 18-24 months after giving birth to get pregnant again.




Folic acid makes your hair shine, skin glow, nails grow, and prevents birth defects.



Take the Quiz to Order your Free Vitamins with Folic Acid 

## Free vitamins

- From the Arizona Department of Health Services
- Important for women's health
- No hidden costs

Learn more about PowerMeA2Z 



## Power Yourself »

Are you taking good care of yourself?



## Power of Two »

Ready to start settling down?



## Power Your Family »

Expanding your family?

# What is Preconception Health?

- **Preconception health is the time prior to getting pregnant.**

# Preconception Health Topics

**Daily  
multivitamin  
with 400 mcg  
of folic acid**

**Stress  
Reduction**

**Healthy  
Relationships**

**Menstrual  
Cycle**

**Nutrition**

**Physical  
Activity**

**STDs**

**Sleep**

**Alcohol,  
Drug, &  
Prescription  
Abuse**

**Vaccinations**

**Depression/  
Anxiety**

**Family  
History**



# Prevention of Neural Tube Defects

- **All** women of childbearing years should have an intake of at least 400 mcg of synthetic folic acid daily (through supplementation and fortification) as well as consume a balanced, healthy diet of folate-rich foods (1998).
- The USPSTF recommends that **all** women planning or **capable** of pregnancy take a daily supplement containing 0.4 to 0.8 mg (400 to 800  $\mu\text{g}$ ) of folic acid. Grade: A (2016)

<https://ods.od.nih.gov/factsheets/Folate-HealthProfessional/>

<https://www.uspreventiveservicestaskforce.org/Page/Document/RecommendationStatementFinal/folic-acid-for-the-prevention-of-neural-tube-defects-preventive-medication>

# Statistics

- Folic acid (FA) is a B vitamin needed for cell growth and development
- FA is needed 1 month before conception and during first trimester to prevent NTDs
  - Reduces risk of NTD by 50-70%
- FDA made fortification optional in 1996, mandatory in 1998
- Since fortification, NTD rates have dropped by 35%
  - Lifetime cost of caring for child with NTD=\$791,900

# Statistics, continued

- 50% of pregnancies are unplanned
- 35% of adults take supplement with folic acid
- Non-Hispanic whites are more likely to take a supplement
- Corn masa fortification became optional in 2016 to address higher NTD rates in Hispanic population
  - They presumably consume foods that weren't made with fortified grains

# Preconception Research Findings

- Pregnancy/baby messaging is off-putting
  - More receptive to messaging about other benefits like healthier skin, nails, and hair



# Preconception Messaging

## The Power of Folic Acid (B9)

This one vitamin is packed with so much power it's simply a must for every woman. Just take a daily multivitamin with 400 mcg of folic acid. Give yourself the gift of all its benefits.

**BEAUTY AID** – Folic acid makes your hair shine, nails grow, and skin glow.

**STRESS BUSTER** – Folic acid helps stabilize your mood. It makes serotonin, a chemical that helps lift your spirits.

**NATURAL ANTIDEPRESSANT** – Folic acid helps regulate an amino acid that affects mood.

**BLOOD BOOSTER** – Folic acid produces normal red blood cells and helps the body absorb iron.

**HEALTHY HEART** – Folic acid prevents heart disease and stroke by lowering cholesterol and blood pressure.

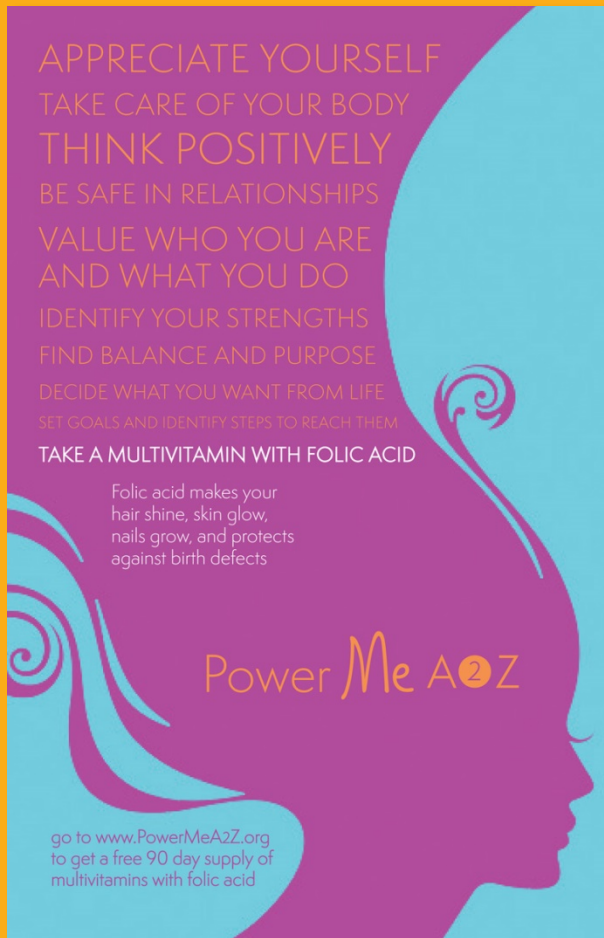
**FOUNTAIN OF YOUTH** – Folic acid prevents memory loss and improves brain function as you age.

**LOWERS RISK OF CANCER** – Folic acid may lower your chances of developing colon, breast, cervical, pancreatic and stomach cancers.

# PowerPack Contents



# Flyer (Front & Back)

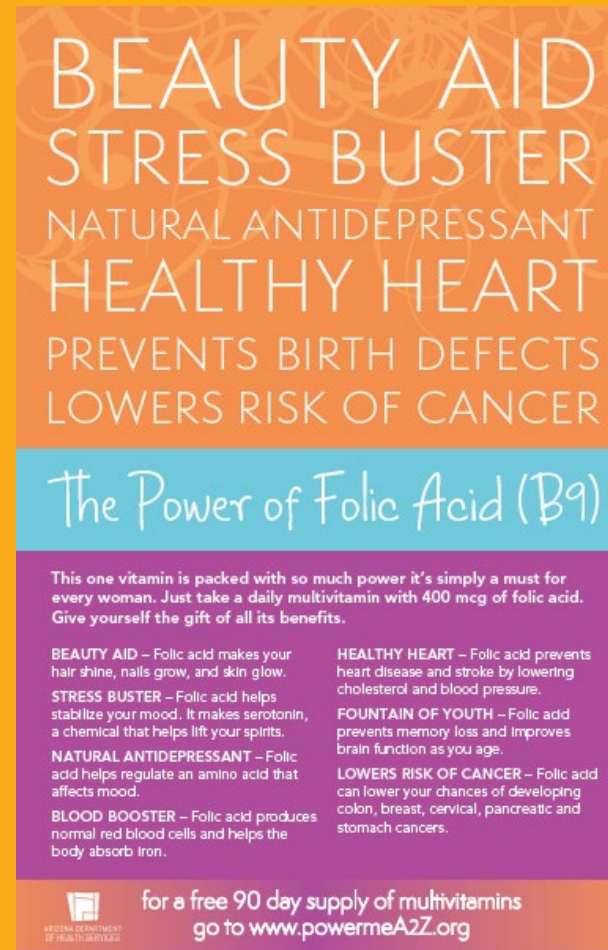


APPRECIATE YOURSELF  
TAKE CARE OF YOUR BODY  
THINK POSITIVELY  
BE SAFE IN RELATIONSHIPS  
VALUE WHO YOU ARE  
AND WHAT YOU DO  
IDENTIFY YOUR STRENGTHS  
FIND BALANCE AND PURPOSE  
DECIDE WHAT YOU WANT FROM LIFE  
SET GOALS AND IDENTIFY STEPS TO REACH THEM  
TAKE A MULTIVITAMIN WITH FOLIC ACID

Folic acid makes your hair shine, skin glow, nails grow, and protects against birth defects

Power Me A2Z

go to [www.PowerMeA2Z.org](http://www.PowerMeA2Z.org) to get a free 90 day supply of multivitamins with folic acid



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STRESS BUSTER  
NATURAL ANTIDEPRESSANT  
HEALTHY HEART  
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for a free 90 day supply of multivitamins  
go to [www.powermeA2Z.org](http://www.powermeA2Z.org)

 ARIZONA DEPARTMENT OF HEALTH SERVICES

# TV Spot



## TV Spot on the web:

- [English](#)
- [Spanish](#)



# What is Interconception Health?

**Interconception care is:**

- **About a woman's health in between pregnancies, both for her health and for the health of any future children she may have**

## **Goals:**

- **Improving birth outcomes**
- **Improving women's health**

# Interconception Health Topics

**Daily  
multivitamin  
with 400 mcg  
of folic acid**

**Pregnancy  
Spacing**

**Postpartum  
Depression  
Screening**

**Healthy  
Weight**

**Physical  
Activity**

**Timely  
Medical  
Check-ups**

**Stress  
Management**

**Nutrition**

**Healthy  
Relationships**

**Sleep**

# Power Your Family Plan Brochure



# Birth Control After Baby Booklet



# OUTREACH STRATEGIES

Reaching women through PowerMeA2Z.org & developing a grassroots outreach network

# PowerMeA2Z Website Orders

- Order free vitamins after taking informative quiz
- Educational website reinforces campaign messaging
- Promote through:
  - Grassroots outreach
  - Digital and broadcast advertising campaigns
  - Partnerships with freebie/coupon blogs
  - Email newsletter



# RESULTS & NEXT STEPS

Campaign reach and achievements

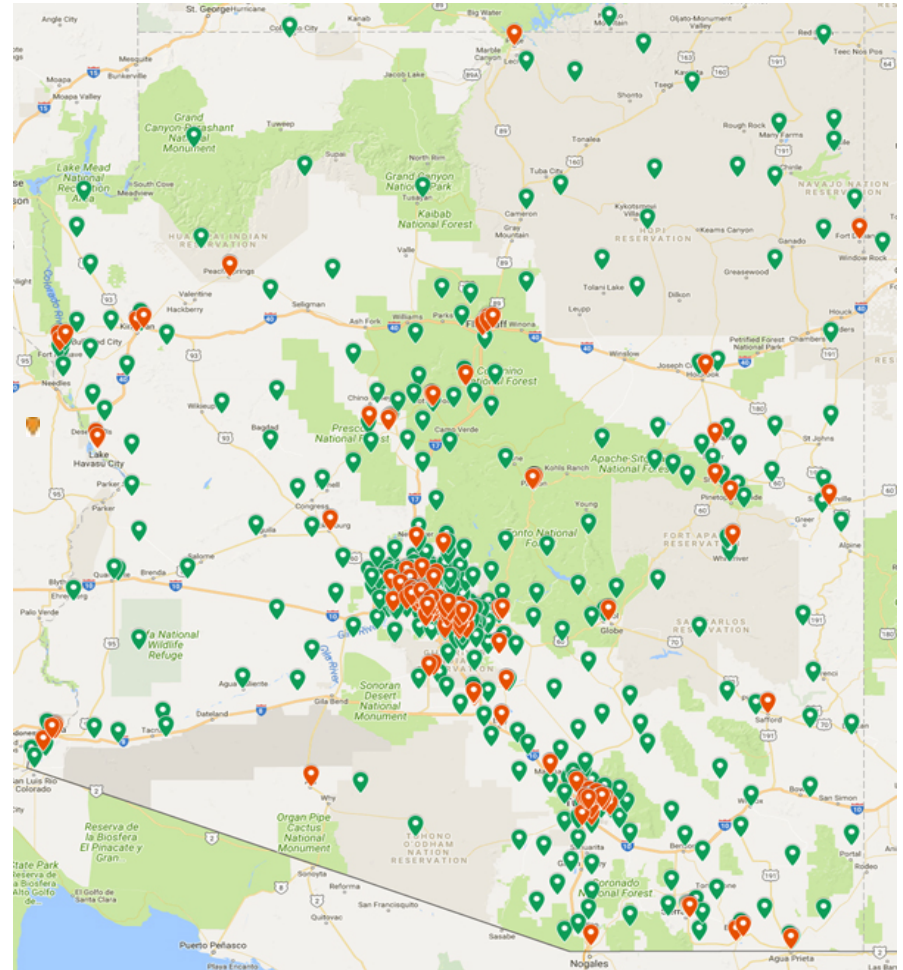
# Campaign Reach (2013-2018)

Combination  
grassroots/website outreach

- Reaching every AZ county
  - Vast majority of mailing ZIP codes
- Across education levels
- Women ages 18-45

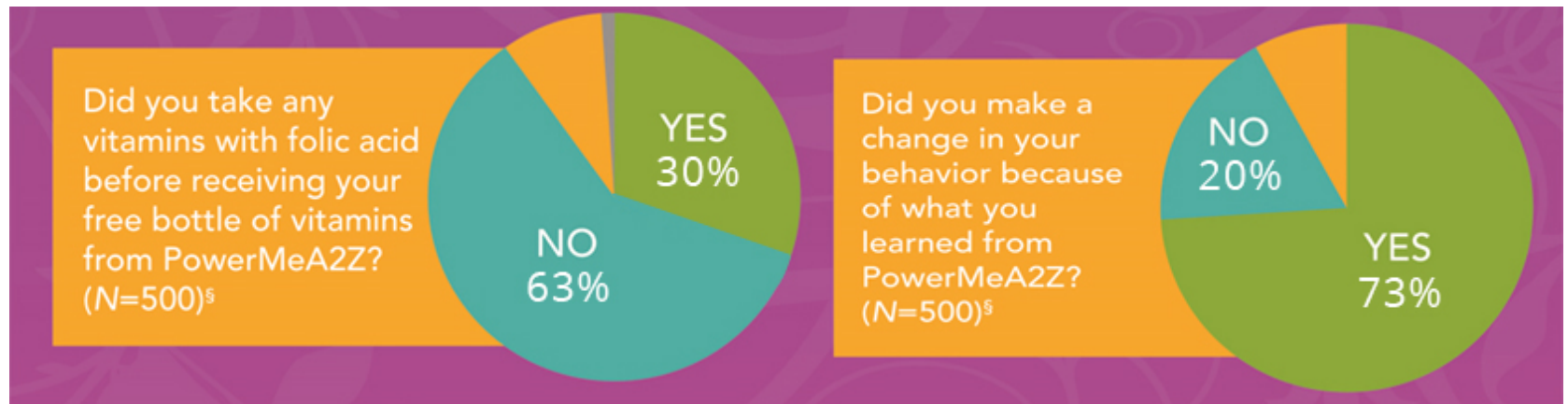
 *Distribution to website visitors*

 *Distribution via grassroots outreach*






# Evaluative Research: Women



*PowerMeA2Z Participant Evaluation 2018*

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[+](#) Share | [Twitter](#) [Facebook](#) [Pinterest](#)

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Expanding your family?

# Health Resource Order Form

## Paper Form

 PowerMeA2Z.org

**PROVIDER ORDER FORM**  
PowerMeA2Z Bulk Materials

 <p><b>PowerPack</b> Contains "Power Your Life" preconception health magazine, emery board, and a three-month supply of vitamins with folic acid. Order (# of ENGLISH PowerPacks): _____ Order (# of SPANISH PowerPacks): _____</p>	<b>ORDER INFORMATION</b> PRACTICE NAME*: _____ CONTACT NAME*: _____ TITLE*: _____ TELEPHONE NUMBER*: _____ SHIPPING ADDRESS*: _____ EMAIL ADDRESS*: _____ COMMENTS: _____ *Required
 <p><b>"Power Your Life" stand-alone preconception health magazine</b> ENGLISH Order (# of copies): _____ SPANISH Order (# of copies): _____</p>	
 <p><b>"Power Your Family Plan" interconception health pamphlet</b> ENGLISH Order (# of copies): _____ SPANISH Order (# of copies): _____</p>	
 <p><b>PowerMeA2Z Campaign Flyer</b> ENGLISH ONLY Order (# of copies): _____</p>	
 <p><b>Doctor's Referral Card</b> ENGLISH ONLY Order (# of copies): _____</p>	
 <p><b>PowerMeA2Z Emery Board</b> This emery board directs women to the website. If you don't want to distribute PowerPacks, this option still allows you to raise awareness of the website and the free resources offered. ENGLISH ONLY Order (# of copies): _____</p>	



## Website Form (excerpt)

### PowerMeA2Z Bulk Materials



#### PowerPack – English

Contains "Power Your Life" preconception health magazine, emery board, and a three-month supply of vitamins with folic acid.

Order (# of copies):



#### PowerPack – Spanish

Contains "Power Your Life" preconception health magazine in Spanish, emery board, and a three-month supply of vitamins with folic acid.

Order (# of copies):



#### "Power Your Life" preconception health magazine – English

[Download.PDF](#)

Order (# of copies):



# QUESTIONS?

**Susie Leo, MPH, RDN | Special Project Coordinator**

**[Susan.leo@azdhs.gov](mailto:Susan.leo@azdhs.gov) | 602-542-2833**

**azhealth.gov**



# Lactation Accommodation in the Work Place



**NURSE THE BABY**

**BREASTFEEDING AND WORK**  
**LET'S MAKE IT WORK!**  
**WHAT CO-WORK**



**BREASTFEEDING SUPPORT IN THE WORKPLACE  
MAKES A DIFFERENCE TO WORKING PARENTS**

Breast milk  
LOWERS BABY'S  
RISK OF EAR  
INFECTIONS

Breast milk  
LOWERS BABY'S  
RISK OF  
PNEUMONIA

Breast milk  
LOWERS BABY'S  
RISK OF DIARRHEA

**Breast milk  
is best for your baby.**

**THE NEW NORMAL**

GET REAL ABOUT BREASTFEEDING.ORG | 517-887-4322



**...ED FOR 6 MONTHS. YOU MAY HELP REDUCE YOUR CHILD'S RISK FOR CHILDHOOD OBESITY.**  
...es show babies may be less likely to develop childhood obesity when exclusively breastfed for six  
... 800-994-WOMAN or visit [www.4woman.gov](http://www.4woman.gov) to learn more. Or talk to your healthcare provider.  
**Babies were born to be breastfed.**

# Public Health and Breastfeeding Coalition Campaigns

**MOTHER WHO NEEDS  
TIME AND FLEXIBILITY  
TO BREASTFEED**

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**ENCOURAGE NEW  
MOTHERS WITH A  
POSITIVE, ACCEPTING  
ATTITUDE**

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**RECOGNIZE THAT THE  
MONTHS AFTER HAVING  
A BABY ARE SPECIAL**

**Breastfeed**  
You Won't Regret It

Join the Conversation | [www.babyfriendlynyc.ca](http://www.babyfriendlynyc.ca)

Baby-friendly

**NOT  
SORRY**

Breastfeeding reduces a baby's risk of  
serious stomach and chest infections.  
That's nothing to apologise for.

[NoISorryHums.info](http://NoISorryHums.info)

Breastfeeding



# Why is breast best?

## Mom

- Reduced Risk Include:
  - Breast and ovarian cancers
  - Diabetes (type 2)
  - High blood pressure
  - Postpartum hemorrhage
  - Osteoporosis

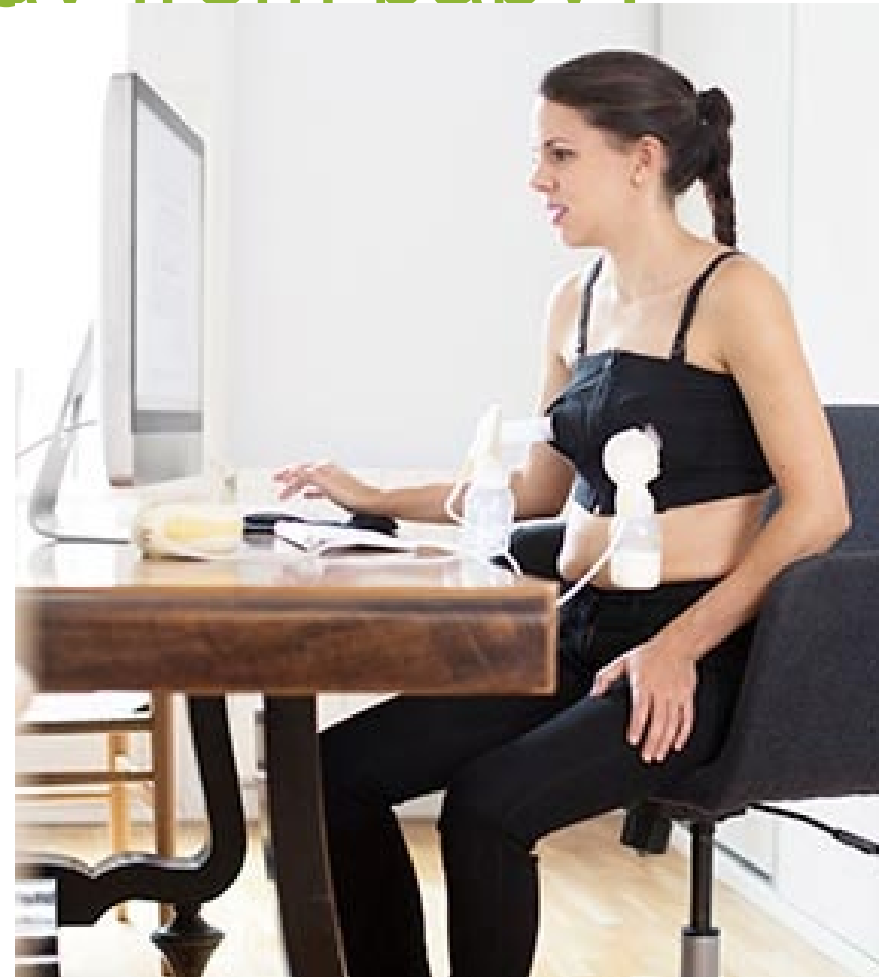
## Baby

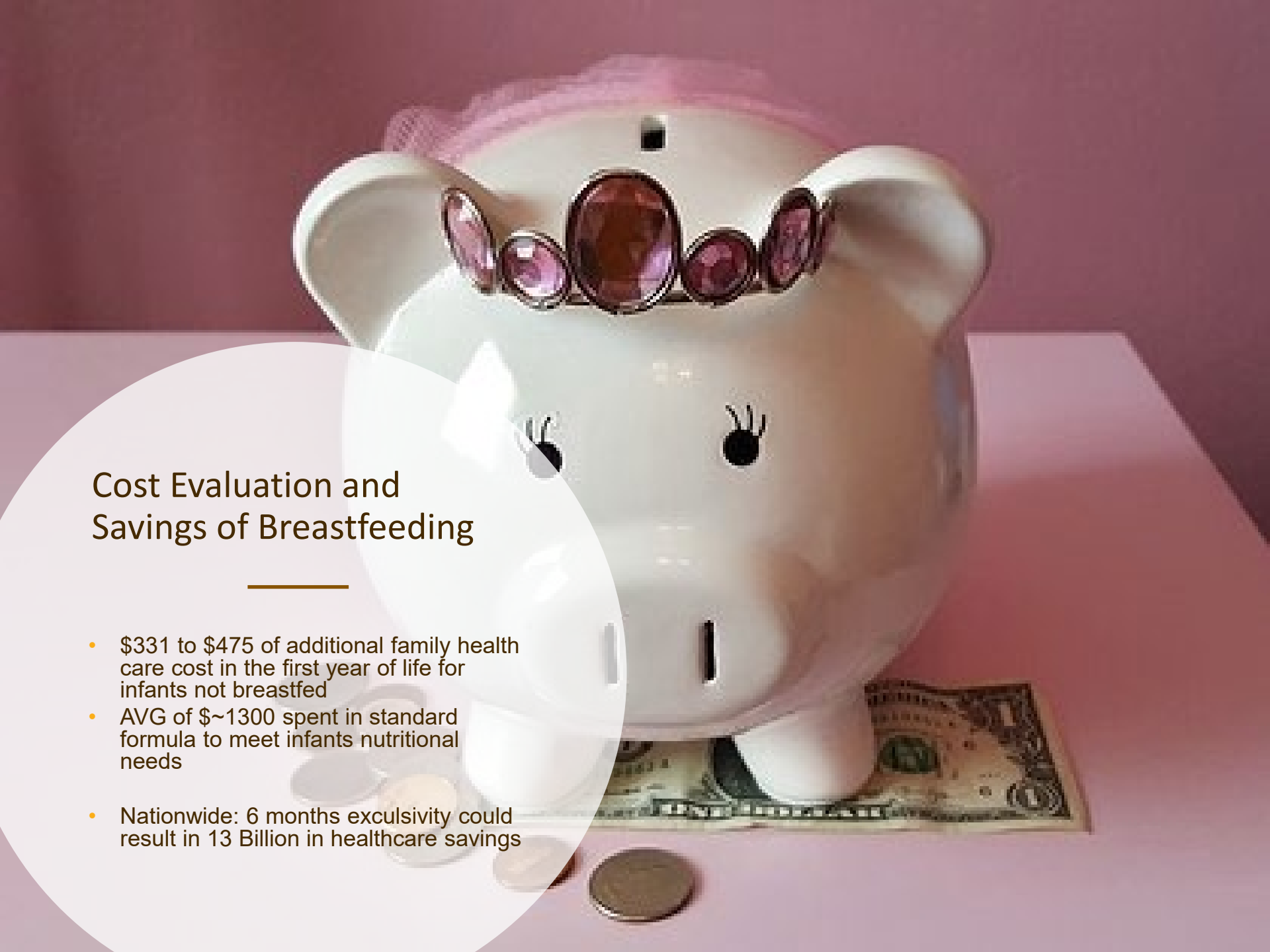
- Reduced Risk Include:
  - Asthma
  - Diabetes (type 2)
  - Eczema
  - Gastrointestinal infections (diarrhea/vomiting)
  - Infections (ear, respiratory)
  - Inflammatory bowel disease
  - Necrotizing enterocolitis (NEC)
  - Obesity
  - Sudden Infant Death Syndrome (SIDS)



# Why do women need to express their milk when away from baby?

- Maintain Milk Supply
- Provide adequate amount for infant's needs
- Avoidance of becoming overly full
- Comfort





## Cost Evaluation and Savings of Breastfeeding

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- \$331 to \$475 of additional family health care cost in the first year of life for infants not breastfed
- AVG of \$~1300 spent in standard formula to meet infants nutritional needs
- Nationwide: 6 months exclusivity could result in 13 Billion in healthcare savings



support coworker  
judgement  
childcare time  
storage work leaking privacy  
school hourly soreness  
pump energy milk  
hours space  
sleep pay lunch closet letdown  
nipples breastfeeding breaks desk overwhelmed  
pumping production boss baby  
demands breakroom salary meeting  
breastfeeding motherhood

# Working Moms



## Worksite lactation support programs:

- 97.5% of women start off breastfeeding
- 58% continue breastfeeding at 6 months

## National Rates: CDC

- 83.2% Initiation
- 57.6% at 6 months

## Return on Investment

1. Breastfeeding employees miss less work
2. Breastfeeding lowers healthcare cost
3. Supporting breastfeeding in the workplace results in lower turnover, greater productivity, and overall company loyalty



# Business Case for Breastfeeding

## Examples:

- 2010 -US study showed employee retention at 59% PP
- Mutual of Omaha demonstrated 83% retention rate due to lactation support program
- Study with several companies averaged 94% retention

# Cigna Study

- Lactation Support Program included 343 employees over a span of 2 years
- Annual savings of:
  - \$240,00 in health care cost
  - 62% fewer Rx
  - \$60,000 savings in reduced absenteeism rates

# What is Your Current Workplace Breastfeeding Culture?





# Lactation at Work

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## STEP

- **SUPPORT-** company-wide awareness of the program's benefits and positive attitude
- **TIME-**maternity leave policy, break time (paid/unpaid)
- **EDUCATION-** Information on breastfeeding and balancing demands
- **PLACE-** comfortable, private area



## 2 Most successful attributes for retention

- Dedicated  
space
- Lactation  
support

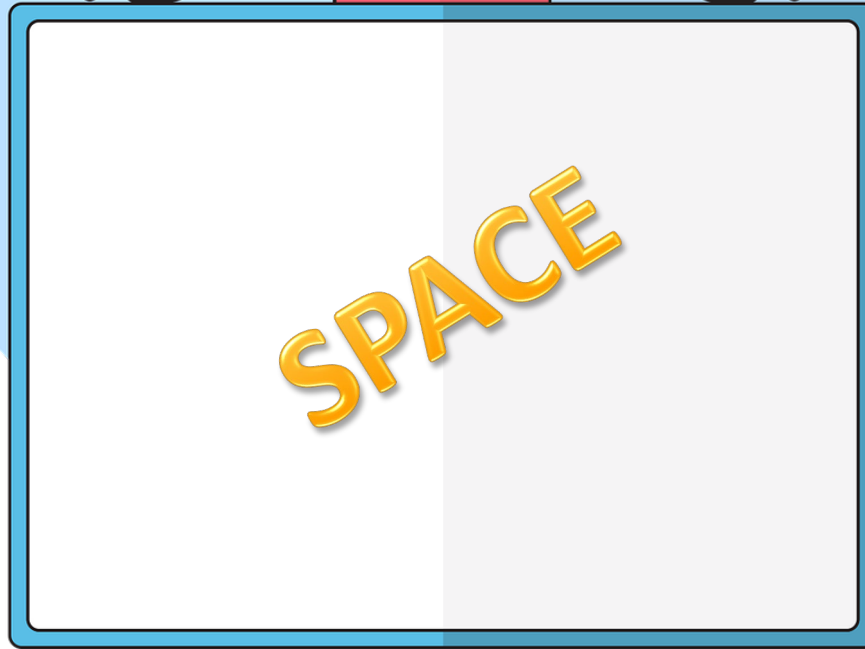
# Ways to support and adapt at work lactation policies

## Basic

- Private space - mobile
- Access to sink
- Access to electricity

## Ideal

- Dedicated private space
- Sink in space
- Access to electricity
- Refrigeration

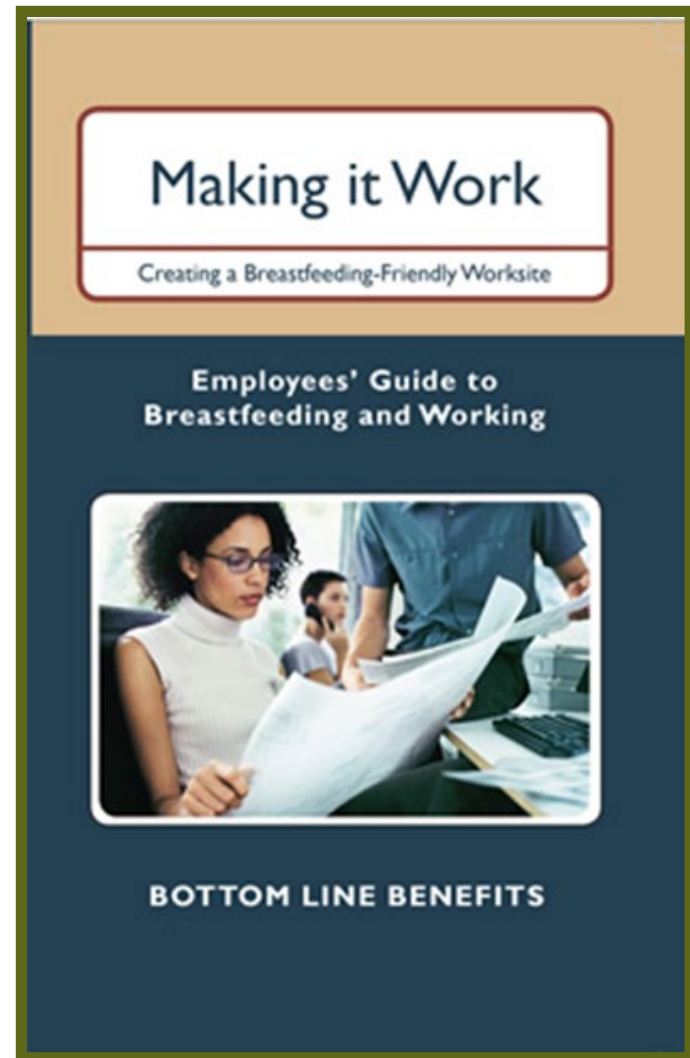


# Supporting Breastfeeding

## Includes:

- Employee information
- Manager/HR Department information
- Signs/Door Hangers
- Co-worker information

[www.makingitworkarizona.org](http://www.makingitworkarizona.org)



# In Office Support System



# Communications

- **Promote with other ‘work life’ programs**
- **Include employees in initial planning**
- **Open and ongoing**
- **Accommodations conversations**
- **Promote the overall benefits of breastfeeding support at work**
  - **Less work missed**
  - **Lower turnover**
  - **Faster return to work**

# Co-Worker Support





# Peer Support

- Normalizing
- Mom to Mom
- Sisterhood of Mothering
- Fathers and Support Persons

# 24 HR Breastfeeding Hotline



- RN/IBCLC
- Bilingual
- Annual Call Volume:
  - 5,478
  - AVG Length 3-5 min
- Hot Topics
  - BF Technique
  - Pump/Hand Expression
  - Supply Issues
  - Medical/Medication

# Questions

# Emily Davis MS IBCLC

Arizona Department of Health Services

WIC Breastfeeding Coordinator

[Emily.davis@azdhs.gov](mailto:Emily.davis@azdhs.gov)

602-542-0013

[www.gobreastmilk.org](http://www.gobreastmilk.org)

Thank you!

A photograph of a baby sitting on a sandy beach. The baby is wearing a blue and white striped cap and a white and tan striped long-sleeved shirt. The baby is looking out towards the ocean. In the background, there are some buildings and a clear blue sky. The baby's hands are visible, and they appear to be playing with sand.