



EAT SMART NORTH CAROLINA:

*Businesses Leading the Way
in Support of Breastfeeding*

Second Edition



Eat Smart North Carolina: *Businesses Leading the Way in Support*



Supportive work place policies and laws that became effective in 2010 help eliminate barriers that interfere with successful breastfeeding.

Four million women give birth each year in the United States.¹ Seventy-five percent of them choose to breastfeed² and 66 percent will return to work within three months after giving birth.³ Supportive work place policies and laws that became effective in 2010 help eliminate barriers that interfere with successful breastfeeding.

The Surgeon General's Call to Action to Support Breastfeeding provides guidelines for a society-wide effort to support mothers and babies who are breastfeeding. Evidence-based studies show that breastfeeding reduces the risk of many acute and chronic diseases for both mothers and their babies. Unfortunately, only 53 percent of North Carolina mothers continue to breastfeed after eight weeks. Twenty-four percent of mothers cite returning to work as a contributing factor impacting that decision.⁴

Mothers who want to continue to breastfeed after returning to work face numerous challenges. Often, there is little privacy and/or insufficient break time during work to pump. There may not be adequate refrigeration or proper facilities to wash equipment.

The N.C. Division of Public Health and its many partners recommend that North Carolina businesses help to protect, promote and support breastfeeding. To do this, employers can implement important policies and services at minimal cost. *Eat Smart North Carolina: Businesses Leading the Way in Support of Breastfeeding* is a planning and resource guide for employers who want to support their breastfeeding employees and customers.

Another publication, *The Business Case for Breastfeeding: Steps to Creating a Breastfeeding Friendly Worksite*, is nationally recognized and provides additional guidance for implementing or strengthening worksite breastfeeding support programs. Information on this publication can be found in the resource section of this guide.

North Carolina's Vision:

North Carolina mothers will be enabled to begin their children's lives by breastfeeding—the best possible foundation for infant and young child feeding.

(Promoting, Protecting and Supporting Breastfeeding—A North Carolina Blueprint for Action, N.C. Division of Public Health, 2006)

of Breastfeeding



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Health Care Reform Supporting Working Breastfeeding Mothers

With the passage of the *Patient Protection and Affordable Care Act* effective March 23, 2010, all employers in the United States are now required by federal law to provide nonexempt (hourly) employees the following:⁵

- Reasonable break time to express milk for infants for up to one year after birth.
- A private place, other than a bathroom, where employees can express milk.

Businesses employing 50 or fewer people may file for an undue hardship exemption.

North Carolina Breastfeeding Directives Supporting Working Breastfeeding Mothers

The N.C. Office of State Personnel (OSP) Lactation Policy effective July 1, 2010, requires space, privacy and paid break time to state employees to express milk.⁶

The passage of the N.C. Division of Child Development and Early Education (N.C. DCDEE) rule on July 2010 requires all licensed child care centers and family day care homes to provide space, other than a bathroom, where a mother may breastfeed or express milk.⁶

SUCCESS STORY

“I ATTENDED THE BREASTFEEDING SERIES that my employer offers at work which is led by my employer’s lactation educator. They gave me all kinds of information about things that I might run into and also let me know they were there to support me if I needed it. There is also a Nursing Buddies list at my office in case I need advice or encouragement from other breastfeeding moms and a nursing listserv and lending library with books and videos on pregnancy and breastfeeding.

When my son was just a few days old, we met with the lactation educator and made sure we were doing everything correctly. This was helpful because you want to make sure that your child is being well nourished. I also purchased a pump through my

employer. It’s a quality pump at a discounted rate.

All of this support took away a lot of the anxiety about breastfeeding. I had a plan in place for when I returned to work. It’s so hard to return to work as it is but this allows you to still feel connected to your child. It may end up keeping you at your job when otherwise you might have decided to not work. It takes away a lot of anxiety about returning to work which helps you focus on your workload. Plus you are missing less work with a sick child since breastfeeding boosts the child’s immune system. I would work through lunch to account for the time that I was breastfeeding and I would also work from home some in the evenings to make up for any extra time.



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I felt happier for being there for my son and for my job. I felt there was a happy balance which is important. I feel very lucky that my employer is supportive of family and work. I couldn’t imagine being anywhere else.”

—Leslie Anderson
Employee at SAS, Cary, N.C.

Breastfeeding is considered the best choice for infant feeding and is recommended for at least the first year and longer by the:

- Academy of Nutrition & Dietetics (AND)
- American Academy of Pediatrics (AAP)
- American Association of Family Physicians (AAFP)
- American Congress of Obstetricians and Gynecologists (ACOG)
- American Public Health Association (APHA)
- Centers for Disease Control and Prevention (CDC)
- World Health Organization (WHO)
- United Nations Children's Fund (UNICEF)

Breastfed babies are well babies. Parents spend less time away from work caring for sick children.

Supporting Breastfeeding: Benefits for Businesses

Overall Cost Savings

Breastfed babies are well babies. Parents spend less time away from work caring for sick children. Fewer doctor visits reduce health care costs. Businesses that provide breastfeeding support services save \$3 for every \$1 spent on these services.⁷ This saves \$400 per baby in the first year of life.⁷

Decreased Absenteeism

Employees who breastfeed their babies are less likely to miss work with a sick child.⁸

Increased Employee Retention

Businesses with breastfeeding support programs have a retention rate for all employees of 94.2 percent compared to the national retention rate of 59 percent.^{9,10}

Increased Employee Job Satisfaction

Mothers who participate in employer sponsored breastfeeding support programs report having an overall positive work experience and less stress due to fewer child illnesses.¹¹

Employee Recruitment Incentive

Female employees value businesses that provide breastfeeding support.

Positive Business Image

Businesses that provide breastfeeding support for their patrons enjoy customer loyalty. Employees, customers and the community at large view businesses that support breastfeeding as family-friendly.⁸ Many businesses receive local, state and national recognition for supporting breastfeeding.

SUCCESS STORY



"I CHOSE TO RETURN TO WORK 3 MONTHS after the birth of my baby so that I could continue my career along with my new mom career. It was a hard road at first, but I was determined to continue breastfeeding even after returning to work. My employer has supported my decision to breastfeed by offering a nursing mother's room where I was able to pump milk for my baby on

the schedule that he would normally breastfeed. It was important to me to provide the best for him and I feel like I have been able to do this and continue my career as well. Without the support and understanding of my employer, I would have had to give up breastfeeding as soon as I returned to work.

If I could tell businesses one thing about their employees and

Supporting Breastfeeding: Benefits for Employees, Customers, and their Families

Babies

Breastfed babies are healthier babies. Compared to babies who are formula fed, breastfed babies have stronger immune systems and are:^{12,13}

- less likely to have allergies
- less likely to be obese
- less likely to develop type 1 or type 2 diabetes
- less likely to suffer from lower respiratory illnesses like pneumonia and bronchitis
- less likely to have middle ear infections
- less likely to develop asthma
- less likely to have gastrointestinal infections
- less likely to die from Sudden Infant Death Syndrome (SIDS)
- less likely to develop cancer
- less likely to develop Crohn's disease.

Mothers

Women who breastfeed their babies are:^{12, 13, 14, 15, 16}

- less likely to develop breast cancer
- less likely to develop ovarian cancer
- less likely to develop diabetes
- less likely to develop osteoporosis
- less likely to suffer a heart attack or stroke
- more likely to recover faster from labor and delivery.

Families

Breastfeeding is more cost effective than formula-feeding for families. Families spend \$1,200 to \$1,500 a year on formula per child.¹⁷



breastfeeding, it would be this: While many mothers want to continue their career, many have spent six or more weeks with their child every moment and coming back into the workplace is a big change. By simply providing them with a private place to pump and breaks when needed, you are supporting one thing in their family's life that is so important to them and can make the difference between

choosing to stay at a job or not.

Breastfeeding is nutritionally the best option for babies and is also financially easier than bottle-feeding which is important to a lot of people right now. It only takes away a few moments from your work day, but it will mean so much to women to have support from their employer in continuing to care for their child as they choose, for as long as they

choose. My child is 9 months old now and I continue to breastfeed. I never even thought that I would, but now I'm so glad I did!"

—Keri Stepp
Employee at Henderson County
Health Department,
Hendersonville, N.C.

What Can Businesses Do to Support Breastfeeding?

Write a Breastfeeding Policy for Your Business

Working mothers say that they value their employer's written support for breastfeeding. A clear and public statement can also boost a company's public image. Providing a copy of the breastfeeding policy to newly-hired employees and posting a written policy in a public place, such as a lobby or break room, informs employees and customers about services and available support.

A Sample Business Breastfeeding Support Policy for Employees

Business Breastfeeding Support Policy for

Employer: _____ Date: _____

1. Our business supports breastfeeding employees.
2. Breastfeeding employees are allowed a flexible schedule for breastfeeding or expressing milk. The time allowed will not exceed the normal time allowed for lunch and breaks. For time above and beyond normal lunch and breaks, employees can use leave or the employee can work an adjusted schedule.
3. A private room (not a toilet stall or restroom) will be available for employees to breastfeed their babies or express milk. The room will have electric outlets for an electric breast pump and a sink close by for washing hands and pump parts.
4. The breastfeeding area/room will be easily accessible for all breastfeeding employees and contain a comfortable chair with arms, a small low table, and other equipment as necessary.
5. A refrigerator will be available for safe storage of expressed milk. Breastfeeding women will provide their own containers, and milk stored in the refrigerator will be clearly labeled with name and date. If a refrigerator is not available, mothers can bring in a small, insulated lunch bag with re-freezable ice for storing their milk.
6. All employees and customers will be informed of this policy.

(Adapted from Oregon Department of Human Services' *How to Become a Breastfeeding Mother Friendly Employer*)

Inform employees and customers about services and available support.



Provide Flexible Breaks and/or Work Schedule Options for Your Employees

Businesses can offer breastfeeding employees temporary work schedule changes. These changes enable mothers to breastfeed or express milk and may include:

- Telecommuting/working from home.
- A flexible break in the morning and afternoon for pumping. Employees may come in to work earlier, stay later or take a shorter lunch to make up for these breaks.
- A gradual return to work with fewer hours per day.

- Part-time employment.
- Compressed work week: working longer hours four days during the week in order to take one day off to be at home with the baby.

Breastfeeding or expressing milk takes little time. Women usually need two to three breaks that range from 15 to 30 minutes each, not including setup and cleanup. The need for breaks becomes less frequent as babies age and begin eating solid foods.

Create Support Systems

Breastfeeding mothers benefit from support both in the workplace and in their community. Businesses can support breastfeeding by:

- Creating email and newsletters and encouraging breastfeeding buddies and/or support group meetings to provide employees ways to discuss breastfeeding and receive support from others.
- Building breastfeeding support into other worksite wellness programs.
- Providing education to all employees on the benefits of breastfeeding.
- Providing information to employees about breastfeeding support services available online and in the community.
- Contracting with a lactation consultant to teach pregnant employees and to assist after the baby is born.



Provide a Lactation Room for Employees and Customers

Lactation rooms are private spaces for women to breastfeed their babies or express milk. Businesses that provide a lactation room enable breastfeeding mothers to meet the needs of their babies while still fulfilling their workplace role.

It is important to create a plan for using the lactation room so that breastfeeding women can be efficient in sharing the room. Examples include assigned room use based on employees' schedules with sign-up times shared via email or on a clipboard or posting an "Occupied" notice on the door when the lactation room is in use.



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Lactation Room Essentials

- Clean, comfortable space with lockable door. Do not use restrooms, as they are not clean, comfortable or private.
- A chair for mother.
- A table for breast pump.
- Wastebasket.
- Electrical outlet for breast pump.
- Electric breast pumps (employers can rent or purchase, or mothers can provide their own). Some health insurance companies reimburse the cost of an electric pump for their members. There are also organizations that loan electric pumps.
- Pump kits—at least one per mother (employers can purchase or mothers can provide their own).
- Refrigerator or ice chest to store milk (or mothers can provide their own cooler).
- Sink with hot water for washing pumping equipment.
- Dishwashing detergent.
- Towel and hand soap.
- Sanitizer for spills.
- Other suggested items: bulletin board, pictures, library of breastfeeding resources, comment box, footstool, tape and permanent pen to label milk containers.

The cost for a lactation room can range from \$145 to \$1,680 depending on accommodations and items already available.

Examples of Business Breastfeeding Support

Both large and small businesses have successfully supported breastfeeding. The table below highlights several possibilities. When deciding which options are best, consider the number of women who need support as well as the resources available to your business and the type of business setting.

BASIC	BETTER	BEST
<p>Written Business Policy</p> <ul style="list-style-type: none"> • Employer allows break time for breastfeeding or expressing milk, including time for cleanup. • Employer allows creative use of vacation days, personal time, sick days and holiday pay after childbirth. • Employer allows two breaks and a lunch period during an 8-hour workday for expressing milk or breastfeeding. <p>Support Systems</p> <ul style="list-style-type: none"> • Employer tells pregnant employees about breastfeeding policy. • Employer provides a list of community resources for breastfeeding support. <p>Lactation Room</p> <ul style="list-style-type: none"> • Employer provides a clean, private, comfortable space (that is not a bathroom) with a lockable door and an electrical outlet for pumping. Room is outfitted with table and comfortable chair, sink, soap, water and paper towels. • Employee provides own breast pump. • Employee supplies cold packs and coolers for milk storage. 	<p>Written Business Policy</p> <ul style="list-style-type: none"> • Employer allows break time for breastfeeding or expressing milk, including time for cleanup. • Employer allows part-time work, job sharing, compressed work week or telecommuting. • Employer allows expanded unpaid breaks during the workday for expressing milk or breastfeeding. <p>Support Systems</p> <ul style="list-style-type: none"> • Employer educates all new employees, supervisors and coworkers about the breastfeeding policy. • Employer contracts with lactation consultant on “as needed” basis. <p>Lactation Room</p> <ul style="list-style-type: none"> • Employer provides a lactation room for exclusive use by breastfeeding women. The room is outfitted with table and comfortable chair, sink, soap, water and paper towels. It may also have a bulletin board for displaying baby pictures. • Employer provides one, multi-user electric breast pump, and employees provide their own pump kits. • Employee supplies cold packs and coolers for storage of milk. 	<p>Written Business Policy</p> <ul style="list-style-type: none"> • Employer allows break time for breastfeeding or expressing milk, including time for cleanup. • Employer allows mother to bring child to work, caregiver to bring child to workplace, or provides on-site day care. • Employer counts nursing breaks as paid working time. <p>Support Systems</p> <ul style="list-style-type: none"> • Employer offers breastfeeding education to employees who are expectant fathers. • Employer hires a skilled lactation care provider to coordinate a breastfeeding support program. <p>Lactation Room</p> <ul style="list-style-type: none"> • Employer provides a lactation room for exclusive use by breastfeeding women. Room is outfitted with table and comfortable chair, sink, soap, water and paper towels. It may also have a bulletin board for displaying baby pictures, a breastfeeding library and soft music. • Employer provides one multi-user electric breast pump and pump kits (one per employee); employer provides additional multi-user electric pumps if needed. • Employer provides a small refrigerator for storage of milk. <p>Serve as a Role-Model Business</p> <ul style="list-style-type: none"> • Employer encourages other businesses to support breastfeeding and shares successes and resources.

Adapted from *Promoting, Protecting and Supporting Breastfeeding—A North Carolina Blueprint for Action*, N.C. Division of Public Health, 2006.

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RESOURCES

Use the resources listed below for more information about breastfeeding and how your business can support breastfeeding mothers and customers.

Resources in North Carolina

Carolina Global Breastfeeding Institute

cgbi.sph.unc.edu

Includes breastfeeding research articles and information about how breastfeeding is being promoted at the state, national and international levels.

Eat Smart Move More Worksite Wellness Toolkit

www.EatSmartMoveMoreNC.com

Detailed information on creating a worksite wellness program.

La Leche League of North Carolina

www.llofnc.org

Offers breastfeeding support via phone, monthly meetings and lending libraries.

Mid South Lactation Consultants Association

www.midsouthlca.org

Provides a listing of lactation consultants.

My Eat Smart Move More

www.myeatsmartmovemore.com

Connects moms with resources on the benefits of breastfeeding and organizations that offer support.

North Carolina Breastfeeding Coalition

www.ncbfc.org

Provides information on the activities of the state's breastfeeding coalition and links to resources available in North Carolina.

www.zipmilk.org

Provides a listing of breastfeeding resources based on zip codes.

North Carolina Division of Public Health, Nutrition Services Branch Breastfeeding Support

www.nutritionnc.com

Includes a workplace training packet, information about breastfeeding basics and breastfeeding support contact information available through local agency WIC programs in North Carolina (some resources available in Spanish).

North Carolina's Plan to Address Obesity: Healthy Weight and Healthy Communities

www.eatsmartmovemorenc.com

North Carolina's plan for decreasing obesity, which includes objectives and strategies that support breastfeeding.

Promoting, Protecting, and Supporting Breastfeeding—North Carolina Blueprint for Action, 2006

www.nutritionnc.com

www.eatsmartmovemorenc.com

North Carolina's plan for increasing breastfeeding rates and support in the state.

Promoting, Protecting and Supporting Breastfeeding in North Carolina/Blueprint Status Report, 2011

www.nutritionnc.com

North Carolina's report which serves as an update on the progress made from 2006-2011 on increasing breastfeeding rates and support in the state.

Additional Resources

Breastfeeding.com, Inc.

www.breastfeeding.com

Answers common questions and provides information about babies with special needs.

The Business Case for Breastfeeding

United States Department of Health and Human Services, Health Resources and Services Administration

www.ask.hrsa.gov

Provides detailed information on the benefits of business breastfeeding support and gives numerous examples of ways to support breastfeeding employees.

International Lactation Consultant Association

www.ilca.org

Provides listing of lactation consultants available in each state.

La Leche League International

www.llli.org

Includes detailed information about breastfeeding with suggested books for further reading.

March of Dimes

www.marchofdimes.com

Includes breastfeeding picture guides and information on how to schedule feedings (also available in Spanish).

The Mayo Clinic

www.mayoclinic.com

Provides information for mothers on breastfeeding positions, schedules, feeding amounts, breastfeeding versus formula and transitioning to work.

National Healthy Mothers, Healthy Babies Coalition

www.hmhb.org

Provides information on research in the areas of pregnancy and breastfeeding.

The National Women's Health Information Center

United States Department of Health and Human Services, Office on Women's Health

www.womenshealth.gov

Provides information on many topics including the benefits of breastfeeding and how to solve problems related to breastfeeding (also available in Spanish).

United States Breastfeeding Committee

www.usbreastfeeding.org

Provides supportive information on the importance of protecting and promoting breastfeeding.

United States Department of Agriculture, Special Supplemental Nutrition Program for Women, Infants and Children (WIC)

www.fns.usda.gov

Provides nutritional foods to supplement diets, information on healthy eating and referrals to health care.

United States Department of Health and Human Services, Centers for Disease Control and Prevention

www.cdc.gov

Includes research related to breastfeeding and provides resources for breastfeeding mothers.

World Health Organization

www.who.int

Provides information on the importance of breastfeeding both in the U.S. and internationally.

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Suggested Citation: Beth, D., Branch, H., Holloway, B., & Sullivan, C. (2013). *Eat Smart North Carolina: Businesses Leading the Way in Support of Breastfeeding*. N.C. Division of Public Health, Nutrition Services Branch and Community & Clinical Connections for Prevention & Health Branch, Raleigh, NC.

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