

*As Colorado physician breastfeeding advocates we ask you to join us. . .*

### **Improve patient outcomes**

As a physician, you understand the many health benefits of breastfeeding for both infants and mothers. You spend time daily encouraging, educating and supporting patients in their decision to breastfeed their babies. Unfortunately, a similar effort to support breastfeeding mothers is not consistently extended in the workplace. While 75% of U.S. women initiate breastfeeding, fewer than 50% continue for six months, often due to challenges associated with returning to work.

### **In one step**

Breastfeeding success in the workplace can be as simple as asking employers to provide a small, private area for mothers to express milk during two to three short breaks each day. Studies show that, when companies support their breastfeeding employees, they enjoy greater employee retention, reduced absenteeism, and lower health care and insurance costs.

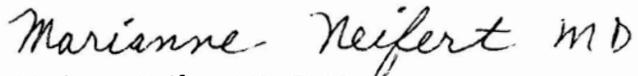
### **Tear off a note for your breastfeeding, working moms**

The enclosed "prescription pad" is designed to provide a quick and easy way for you to offer your support when a breastfeeding mother in your practice returns to the workplace. A note from a woman's physician can reinforce the importance of breastfeeding, facilitate a conversation with her employer about how to accommodate her breastfeeding needs and initiate a successful transition back to work.

By simply signing the enclosed notes and offering them to your breastfeeding mothers, you can convey your support for your nursing moms, help them continue breastfeeding while employed, and improve the health of infants and mothers in your practice.



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