

Utah has been selected as only one of ten states to participate in the *Business Case for Breastfeeding*

You have been invited to participate in this unique training to help businesses support lactation

When: May 1' 2008

Where: Utah State Health Department, Cannon Building (288 N 1460 W) room TBA

Time: 8:00 AM-12:00 Noon

RSVP: Elizabeth.smith@hsc.utah.edu or kathypope@utah.gov

Breakfast included!

What to expect

The majority of women work at least part time after they have had a baby. In Utah, as well as nationally, breastfeeding rates drop dramatically once women return to work. You will learn ways to help businesses support moms as they continue lactation while working.

Businesses don't have the time to learn all the benefits of breastfeeding. They want simple information on how it will benefit the company. *The Business Case for Breastfeeding* is a unique program developed under a grant from HRSA to talk to businesses using their language.

You will be trained on how to approach different types of businesses and help them improve lactation for their employees.

You will receive a "toolkit" for implementation of the program

Agenda

8:00 Welcome and breakfast

8:30 Background information

8:45 How to approach businesses

9:15 Selling the program

Break

9:45 What should lactation support look like

10:15 Follow up and business acknowledgement

10:30 Brainstorming

11:00 Materials provided

11:30 Catch up and wrap up

We need you to make this program a success!