

# CYGNUS LACTATION SERVICES

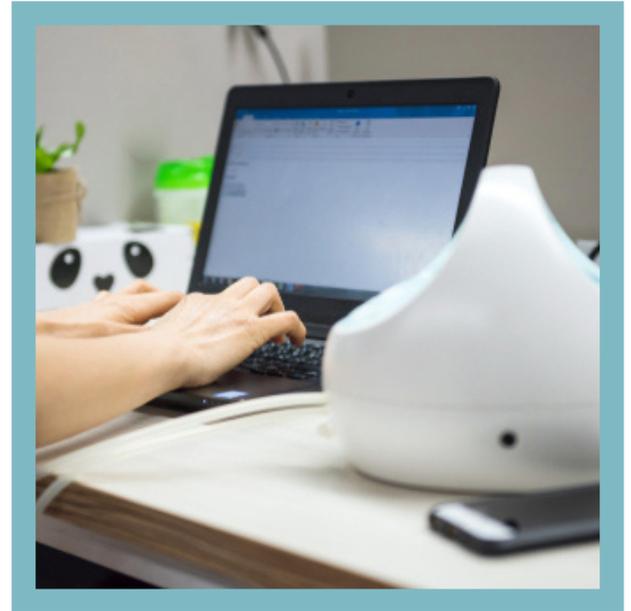
Providing lactation support for employees and families across the United States, including Guam and Puerto Rico.

## THE IMPORTANCE OF LACTATION SUPPORT

Why is workplace lactation support important? Mothers are the fastest-growing segment of the U.S. labor force.

Approximately 70% of employed mothers with children younger than 3 years work full time\* Breastfeeding employees who feel supported and confident in maintaining that breastfeeding relationship once they return to work are more likely to return. They generally have a higher sense of loyalty to their company for providing excellent support during and after this transition. Employees whose partners are breastfeeding also benefit when breastfeeding services are offered to their families through their employer. If their partner is able to maintain that breastfeeding relationship with good support, it allows an employee to return to work more quickly and to maintain better focus while on the job. The improved health benefits from breastfeeding benefit both families and employers!

(\*The CDC Guide to Breastfeeding Interventions and Support for Breastfeeding in the workforce)



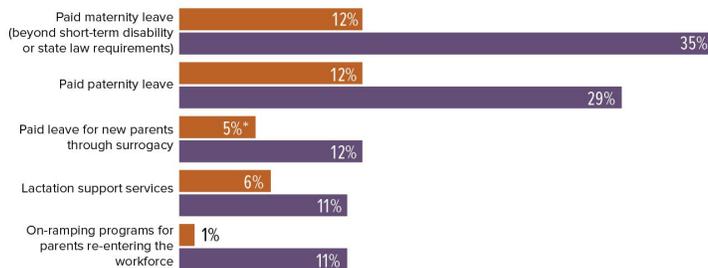
What truly makes Cygnus Lactation Services unique is that we allow families to make unlimited calls to our lactation consultants. For the duration of the program, employees and their families have access to our professionals who are up to date on all of the latest breastfeeding research. We can also provide referrals for families who need hands-on help from local professionals.

Cygnus Lactation Services offers customizable phone support packages for breastfeeding employees and their partners. Our Standard Package includes:

- Prenatal call- offers an opportunity to provide educational materials and gives mom a chance to ask questions before the birth of the baby.
- Maternity Leave call- Scheduled approximately 2 weeks after mom's due date to provide support and to discuss early breastfeeding behaviors.
- 6 Week call- Scheduled to help plan out the best strategy for returning to work while maintaining a full milk supply.

## 5 Family-Friendly Benefits on the Rise

More employers are offering benefits aimed at hiring and keeping new parents.



■ Percentage of companies offering in 2014 (unless otherwise noted) ■ Percentage of companies offering in 2018

\*As of 2015, when first asked.  
Source: Society for Human Resource Management, 2018 Employee Benefits survey of more than 3,500 HR professionals, fielded in February 2018.

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## BENEFITS FOR EMPLOYERS

Companies that have adopted breastfeeding support programs have noted:

- cost savings of \$3 per \$1 invested in breastfeeding support
- less illness among the breastfed children of employees
- reduced absenteeism to care for ill children
- lower health care costs (an average of \$400 per baby over the first year)
- improved employee productivity

United States Breastfeeding Committee