

**Help Women to Become**

**Better, Happier Employees**

**Be a Mother Baby Friendly Company**

**W**omen who are able to reach their goals of having families, as well as their career goals, are better, happier employees.

Nowadays many women choose to breastfeed their babies. However, it may not be easy for them to continue breastfeeding once they return to work. Support from the employer, therefore, is vital for a mother to maintain successful breastfeeding, which benefits the mother, the baby, and the company.

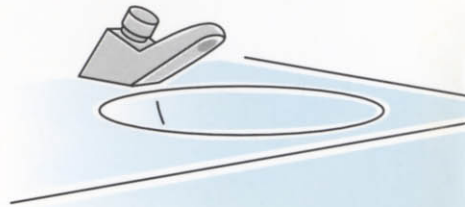


## Potential Benefits for a Mother Baby Friendly Company

- ❖ Being known as a "mother baby friendly company", the employer creates a positive impact on society, exhibits leadership and enhances corporate image.
- ❖ Facilitates recruitment and reduces turnover as women employees are attracted to jobs that acknowledge and meet their needs.
- ❖ Increases morale, commitment & productivity due to job satisfaction.
- ❖ Reduces absenteeism of women employees because of improved health of their children.

## Potential Benefits for Mother Employees

- ❖ Facilitates postpartum recovery.
- ❖ Reduces incidence of illness in infants.
- ❖ Provides best nutrition for infants.
- ❖ Creates a special bond between mother and infant.
- ❖ Enhances the mother's self-esteem and confidence.
- ❖ Reduces the risk of breast cancer.



## *The Following Workplace Provisions will Definitely Make It Easier for Women to Combine Work and Breastfeeding.*

- ❖ A designated clean, private area for the mother to express breastmilk.
- ❖ A comfortable chair, an electric outlet for breast pump, and a sink for washing hands and equipment.
- ❖ A small refrigerator for safe storage of expressed breastmilk.
- ❖ Permission for employees to express breastmilk during short breaks.
- ❖ Encouragement of management and co-workers to have a positive, accepting attitude towards working women breastfeeding.



## Additional Steps to Consider

- ❖ Provision of flexible work programmes, such as alternative work schedules, breaks, part-time work or job sharing, that enable breastfeeding employees to balance their work and family lives.
- ❖ Provision of a policy on maternity leave that enables mothers to establish a breastfeeding routine and milk supply before returning to work, e.g. allowing for a longer postpartum leave period and extension of her leave if necessary (either using her own vacation leave or no-pay leave).
- ❖ Arrangement for on-site or near-site childcare, so that infants can be breastfed during the day.
- ❖ Organising support groups for working parents.

For enquiries,  
please contact  
**Baby Friendly Hospital Initiative**  
**Hong Kong Association**  
at **2591 0782.**

*The significant benefits to the employer  
far outweigh the efforts made  
to provide such workplace  
facilities for employees!*

**Your Efforts will Surely Pay Off!**



Department of Health



Hospital Authority



Baby Friendly Hospital Initiative  
Hong Kong Association