



Texas Mother-Friendly Worksite Program Outreach Partner Guide



TEXAS
Health and Human
Services

Texas Department of State
Health Services

What Is The Texas Mother-Friendly Worksite Program?

Texas Mother-Friendly Worksites (TMFW) support breastfeeding employees when they return to work. Businesses can earn TMFW designation by having a lactation support policy that includes these requirements:



Work pattern flexibility and break time



Access to a nearby clean and safe water source



A private, non-bathroom location(s) to express breast milk



Access to storage options to safely store breast milk

Businesses should actively promote and support breastfeeding and communicate their policy to employees on a regular basis. Businesses who meet the basic requirements can apply for TMFW designation, receive resources, and more. Beyond the basics, businesses can do more to level up their designation to Silver or Gold.



Check out the [Beyond the Basics](#) web page to learn more.

Who Should Use This Guide

If your group works to improve the health of those in your community, this toolkit is for you! Groups may include:

- **Local or regional public health offices**
- **Coalitions**
- **Associations**
- **Community-based organizations**
- **State agencies**

Outreach partners can spread the TMFW program message and positively influence infant and maternal health. Help the TMFW program team build awareness of the health benefits of breastfeeding and the support businesses can provide their employees.

Successful outreach partners work to:

- **Understand the businesses in their communities**
- **Build relationships with decision-makers**
- **Explain the importance of breastfeeding**
- **Share practical solutions to fit business needs**
- **Connect employers to assistance and resources.**

There is no need to be a TMFW program expert.

If you need help, email TexasMotherFriendlyWorksite@dshs.texas.gov for guidance and resources.



How To Use The Outreach Partner Resources

The TMFW website provides resources to help you promote the TMFW Program in your community in a variety of ways. Read through its materials and decide on the approach that's right for you.

- **Virtual or in-person presentations**
- **One-on-one conversations**
- **Emails and written materials**

On the TMFW website, you will find:

- [TMFW Program Brochure](#)
- [Customizable presentation](#)
- [Newsletter templates](#)
- [Letter-of-support template to community leaders](#)
- [Quick Facts for Outreach Partners](#)
- [Worksite Lactation – It's Not Just Nice To Do, It's The Law](#)

You can download these files from the TMFW Program website at
[**dshs.texas.gov/TexasMotherFriendly**](https://dshs.texas.gov/TexasMotherFriendly)

Steps To Successful Outreach

1. Walk the Walk

- Discuss the TMFW program with your own organization and co-workers.
- Identify Human Resources (HR) contacts in your organization. Encourage HR and management to create and communicate a lactation support policy and apply for the TMFW designation.
- Encourage your co-workers to help you spread the word in your community.
- Tools and templates to promote breastfeeding and TMFW are available at dshs.texas.gov/TexasMotherFriendly

2. Prepare a Community Outreach Action Plan

 What actions do you want to occur?	 By when will they take place?
 Who will make them happen?	 What resources do you need to be successful?

3. Identify Your Audience

Community organizations that value health are good places to start. Also, connecting with groups that have member businesses helps get the word out to many employers. These may include state or local Chambers of Commerce and chapters of organizations. Other groups to consider are:

- [Society of Human Resource Managers](#) (SHRM) local affiliates
- [World at Works](#) local network affiliates
- Networking groups, young professionals' groups, and entrepreneur groups
- [State and local Chambers of Commerce](#)
- Local business coalitions or small business organizations
- Women and minority-owned business groups and trade associations
- Industry and trade associations
- [Texas Building Owners and Managers Association](#) chapters
- Facilities management organizations
- Local worksite wellness and employee interest groups
- Local [Texas Workforce Development Boards](#)

Tips for engaging with organizations:

- Set up a meeting with the chapter coordinator. Discuss your organization and the resources you can provide.
- Offer to give a presentation about worksite lactation support and the TMFW program.
- Offer to write a short article for a chapter newsletter or online news alert.
- Identify community business groups that your organization may be able to join, and share this list with your organization's leaders.





• Plan Your Approach

- Research the business' website and social media pages to learn their mission, vision, and values. Connect the TMFW program with their organizational goals and values.
- Identify the decision-makers at the business, like HR professionals or management team members. Search for the business on LinkedIn and review employee titles or call their office to find this information.
- Brainstorm barriers breastfeeding employees may experience in the workplace. What might make it difficult for supervisors and management to provide breaks or designate a space for pumping? Brainstorm solutions to overcome barriers.
- Plan how you'll reach out to the contacts you have, whether a phone call, email, or in-person visit. Plan to follow up with them in two to four weeks.
- Use the [Breastfeeding Resource List](#) and add any local breastfeeding resources.

Email TexasMotherFriendlyWorksite@dshs.texas.gov for help planning your approach.

5. State Your Case

Craft a purposeful message and share a success story using a similar organization. Examples include:

- **Supporting breastfeeding is supporting employee health.** Milk expression breaks are important, like bathroom breaks or breaks to check blood sugar. Skipping milk expression breaks can lead to leaking milk, feelings of discomfort, lower milk supply, and even illness. Many mothers are afraid to speak to their employers about these needs. Many quit breastfeeding altogether soon after returning to work.
- **Supporting breastfeeding builds healthy families.** Breastfeeding through a baby's second year offers a lifetime of health benefits for mom and baby. Babies who aren't breastfed are more at risk for diarrhea, ear infections, chronic disease such as diabetes, asthma, and obesity. When babies aren't breastfed, there is a greater chance of rare but serious conditions like severe lung infections, childhood cancers, intestinal disease and sudden infant death syndrome (SIDS). Breastfeeding is great for moms too. It reduces their risk of breast cancer, ovarian cancer, type 2 diabetes, heart disease, and other chronic health issues.
- **It's the law.** Both Texas and federal laws protect breastfeeding. The Texas Mother-Friendly Worksite Program recognizes employers who go above and beyond basic legal requirements to provide lactation support policies and programs for their employees. However, all Texas public employers must have basic lactation support policies.

6. Offer Help

- Tour the organization's facilities to help identify a space to designate for milk expression.
- Connect them with TMFW Program staff at TexasMotherFriendlyWorksite@dshs.texas.gov. They can offer tools and guidance for the unique needs of various business sectors.
- Teach a "return to work" class for pregnant and breastfeeding employees.
- Offer to train supervisors on the importance of breastfeeding support.

7. Ready, Set, Go!

Share the [TMFW Readiness Quiz](#) with businesses you are working with to encourage them to apply for designation. This short quiz helps outline good practices already in place and connects them to TMFW Program staff.

You Can Do This!

Thank you for your interest, effort, and support.

TMFW considers outreach partners powerful allies around the state. Keep TMFW Program staff updated on your progress and activities as you connect with businesses and organizations.

We're here to help!
dshs.texas.gov/TexasMotherFriendly



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