

Texas Mother-Friendly Worksite Program - Press and Media Guide



Program Overview:

In 1995, the Texas Department of State Health Services (DSHS) was tasked with the creation and maintenance of the Texas Mother-Friendly Worksite (TMFW) Program, as directed by [Health and Safety Code, Chapter 165, Breastfeeding](#).

The TMFW Program provides technical assistance to employers, employees, and communities; supports outreach and engagement across Texas; ensures the program meets Texas legislative requirements; and maintains a [directory of designated worksites](#).

The TMFW Program designates businesses that support employees who choose to breastfeed their infants. A business may qualify for designation if they have a **written and communicated lactation support policy** that includes:

- Work pattern flexibility and break time
- A private, non-bathroom location to express breast milk
- Access to a nearby clean and safe water source
- Access to storage options to safely store breast milk

Every TMFW will be a little different. Some employers provide support to qualify for Basic-level designation. Others expand their policy and earn the prestigious [Silver- or Gold-level designation](#).

TMFW worksites are required to actively promote their lactation policy and provide a positive and supportive breastfeeding environment.

Additional Information:

The word *certification* should not be used interchangeably with the word *designation*. A certification process is defined by different standards and criteria than a designation; one example being a measure of compliance. TMFW is a **designation program** that requires Texas employers to self-report best practices and submit current worksite lactation policies.

There are **no fees** associated with access to resources or technical assistance provided by the TMFW Program.

Reference the TMFW Program as a DSHS initiative.



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Graphics & Images:

To use any images from the TMFW webpages or if you have an image request, please contact the TMFW Program at TexasMotherFriendlyWorksite@dshs.texas.gov. The DSHS Communications Department has provided the locked logo and brand image for your use.



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Resources:

- Texas Mother-Friendly Worksite employer testimonial videos:
youtu.be/ouwdWt6Cnno?si=01DcaEBpoUjSDTDv
youtu.be/cl4vygOtwvY?si=qk8zTqld4vEuuee8
- Texas Mother-Friendly Worksite social media images:
dshs.texas.gov/maternal-child-health/programs-activities-maternal-child-health/texas-mother-friendly-worksite/social-media
- For additional information on state and federal lactation laws:
dshs.texas.gov/maternal-child-health/programs-activities-maternal-child-health/texas-mother-friendly-worksite/lactation-laws
- Quick Facts Guide and It's the Law handouts: dshs.texas.gov/maternal-child-health/programs-activities-maternal-child-health/texas-mother-friendly-worksite/outreach-partners/guide.

Texas Mother-Friendly Worksite Program & Media Office Contact Information:

- Website URL: dshs.texas.gov/TexasMotherFriendly
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