



Texas Mother-Friendly Worksite **Employer Communications Toolkit**



TEXAS
Health and Human
Services

Texas Department of State
Health Services

The background of the entire page is a repeating pattern of white icons on a light blue background. The icons include: a clock face, a bus with a snowflake, a toilet with a crossed-out symbol, a door with the word 'PRIVATE' next to it, a sink, a person holding a baby, and a person sitting on a toilet.

TABLE OF CONTENTS

Section 1 • Welcome to the Texas Mother-Friendly Worksite Communications Toolkit	04
Section 2 • FAQs, Key Messages, and Opportunities	06
Section 3 • General Resources	17
Section 4 • Media Outreach And Engagement	19
Section 5 • Social Media And Company Website	23
Section 6 • Templates	27
Section 7 • Evaluation	29



Section 1

Welcome and Congratulations on Your Texas Mother-Friendly Worksite Designation!

Thank you for supporting breastfeeding and ensuring that your breastfeeding policy is shared with everyone regularly. Your new Texas Mother-Friendly Worksite (TMFW) designation reflects your support for your community and the health of future generations. By using this toolkit's resources and strategies, you can effectively share your TMFW designation with your employees, local community, and business partners.

Purpose of this Toolkit

This toolkit is designed to help you promote your TMFW designation. It provides detailed guidance on how to:

- Talk about your designation
- Promote your designation internally and externally
- Make sure everyone knows about the support you offer to breastfeeding employees
- Evaluate and improve your policies through gathering employee input

Whether you are a small business or a large company, this toolkit will guide you step-by-step in creating and executing a communication plan that suits your needs.

Why TMFW Matters

Being designated as a TMFW is a significant achievement. It shows your company values the health and well-being of your employees and their families. Supporting breastfeeding at work benefits mothers and babies and helps create a more positive work environment where employees feel valued and stay longer.

Returning to work is often a barrier for many mothers who want to continue breastfeeding. In fact, over 80% of Texas women start breastfeeding, but some stop because of challenges when they return to work. Supporting breastfeeding in the worksite removes that barrier, making it easier for working mothers to continue. This designation also helps attract employees who seek out workplaces offering breastfeeding support.



This toolkit will help you communicate the benefits of supporting breastfeeding clearly and effectively.

What's Inside?

Here's what you'll find in this toolkit:

- **Frequently Asked Questions (FAQs), Key Messages, and Opportunities to Share Your Designation**
- **Guidance for Small Companies (50 or fewer employees):** Simplified communication strategies and cost-effective solutions tailored for small businesses.
- **Guidance for Large Companies (50 or more employees):** Comprehensive communication steps and strategies for larger organizations with multiple locations.
- **General Resources:** Sample policy language, policy tips for creating a supportive culture, training materials, and [legal compliance information](#).
- **Media Outreach and Engagement:** Goals, objectives, target audiences, best practices, a planning calendar, and talking points for effectively promoting your TMFW designation.
- **Social Media Plans:** Pre-written posts and strategies for spreading the word on social media.
- **Evaluation:** Feedback forms and metrics to measure the success of your communication efforts.
- **Templates:** Ready-to-use templates for emails, press releases, announcements, and printable materials.
- **Additional Resources:** External links and contacts for further support and information.



Section 2

FAQs, Key Messages, and Opportunities

FAQs

The Texas Mother-Friendly Worksite (TMFW) Program recognizes businesses that go beyond the basic legal requirements to support breastfeeding employees when they return to work. Check out the [Quick Facts Guide](#) to learn more.

Why Support Breastfeeding?

- **Health Benefits:** Breastfeeding is good for both mothers and babies. It gives babies important nutrients and antibodies, protecting them from illness and disease throughout their lives. It lowers their chance of ear infection, asthma, sudden infant death syndrome (SIDS), and diarrhea. Babies who are breastfed are also less likely to become obese or develop Type 2 diabetes later in life.
For mothers, breastfeeding can lower the risk of developing health issues like breast and ovarian cancer, high blood pressure, and Type 2 diabetes. Supporting breastfeeding in the workplace helps support these health benefits and can result in happier, healthier employees.
- **Economic Benefits:** Supporting breastfeeding can save businesses money. Babies and mothers are healthier, which means parents take fewer sick days. Companies that support breastfeeding often see improved employee retention and higher productivity.

Are employers required to allow mothers to breastfeed in the workplace?

In Texas, it is state law that workplaces provide accommodations for breastfeeding employees. [The Texas Health and Safety Code, Chapter 165](#), mandates employers allow breastfeeding mothers to express milk in a private space other than a bathroom.

Check out the [Law Handout](#) to learn more about breastfeeding protections in the work place.

Why Participate in the Texas Mother-Friendly Worksite Program?

A worksite lactation program offers advantages for both employees and employers.

- **For employees**, it helps working mothers continue breastfeeding, which is better for their health and baby's health.
- **For employers**, participating in the TMFW program can improve morale, reduce turnover, and enhance the company's reputation in the community as a family-friendly workplace.

Breastfeeding while working can be hard, but with the right support many mothers can keep breastfeeding as long as they want. Workplaces that provide good lactation support have happier, healthier employees and families. For more information, visit: dshs.texas.gov/TexasMotherFriendlyWorksite

What Does a Texas Mother-Friendly Worksite Need?

To be designated a TMFW a business must actively promote breastfeeding and have a written and communicated policy that includes:



Flexible break times: Let employees take breaks to pump breast milk during the workday.



Private space: Provide a clean, private space (not a bathroom) for pumping.



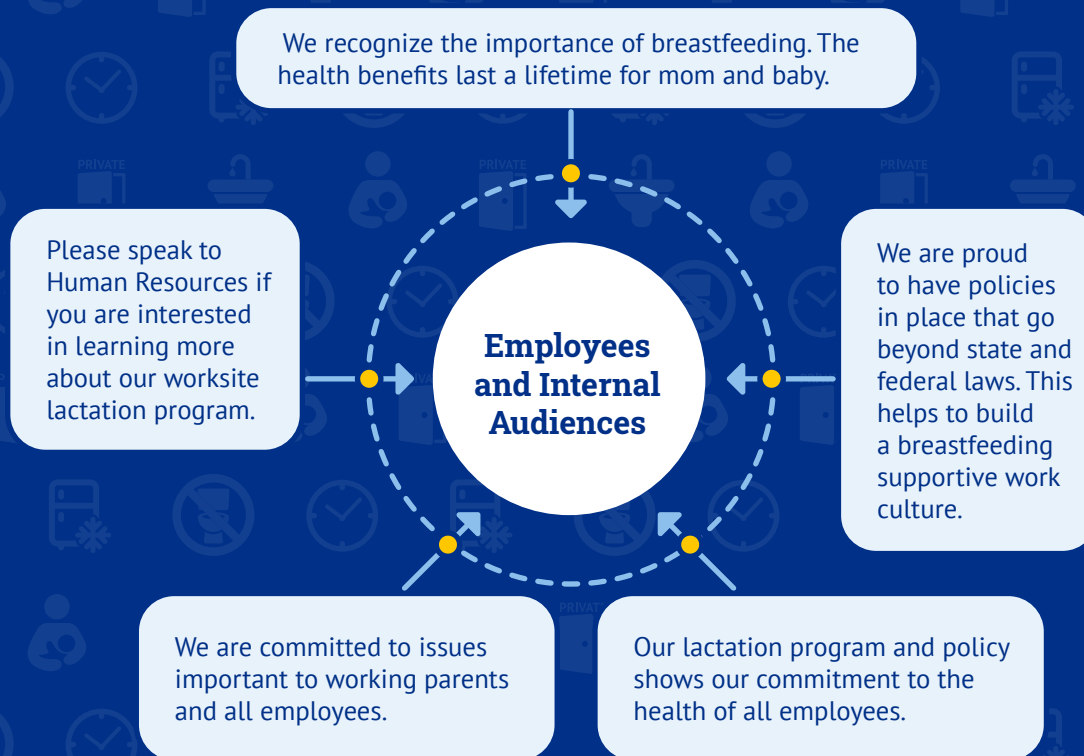
Access to water and storage: Make sure there is a place for washing pumps and a refrigerator or cooler for breast milk storage.



Texas Mother-Friendly Worksite Key Messages

Using key TMFW Program messaging helps match your efforts with those that support healthy communities across the state. Here are some key messages for different audiences you may want to reach:

Internal Messages



External Messages





Key Message examples

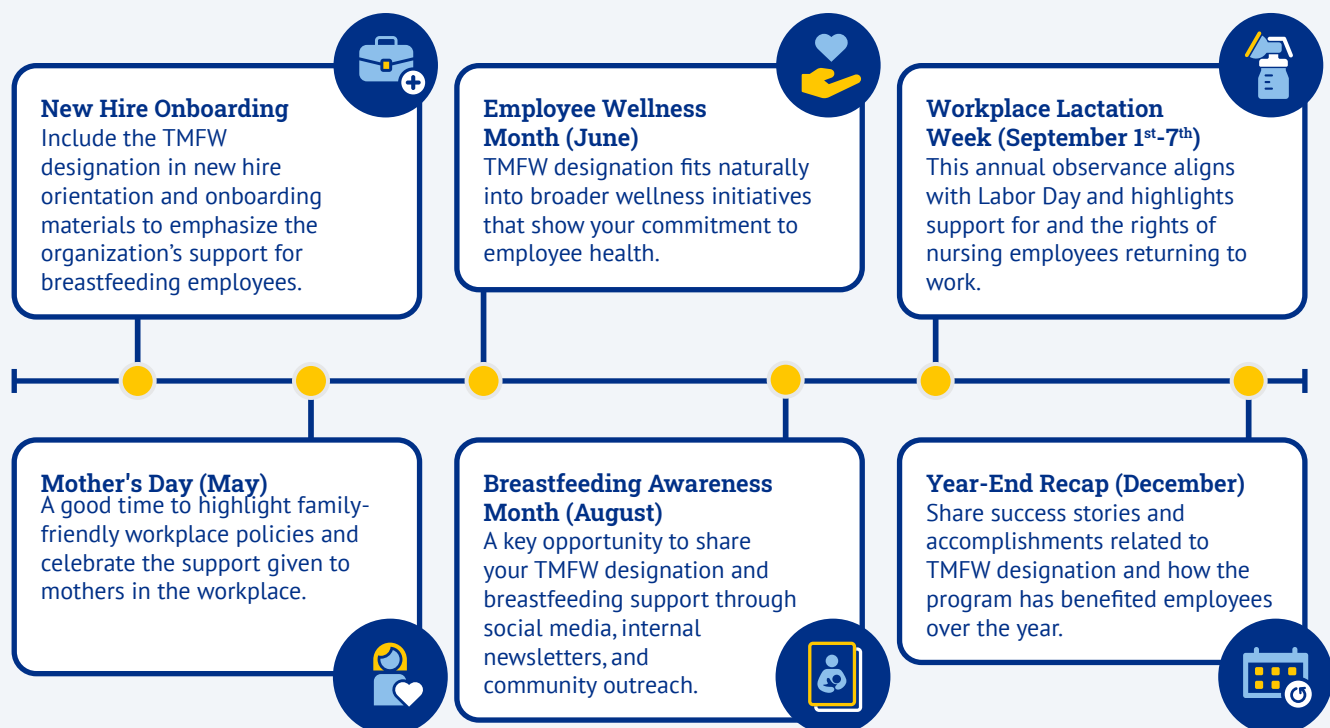
"Our Texas Mother-Friendly Worksite designation reflects our commitment to a supportive and family-friendly workplace."

"At [Company Name], we value work-life balance—our TMFW designation reinforces this."

"Supporting nursing employees aligns with our mission to foster a healthy, supportive workplace."

Opportunities to share Texas Mother-Friendly Worksite designation

Along with announcing your new TMFW designation when you join the program, employers can promote their TMFW designation at other times during the year, including:



Guidance for Small Companies (50 or Fewer Employees)

Simplified Communication Strategies

Resources might be limited for small companies, but that doesn't mean your messaging has to be.

Identify Your Key Messages

Utilize the TMFW Program key messages in the FAQ and Key Messages section ([page 8](#)) to focus on the primary benefits of your TMFW designation.

- Emphasize your commitment to supporting working parents or families and the positive impact on workplace morale.
- Use clear, straightforward language in all communications to explain what the designation means and how it benefits them.
- Encourage your employees to share the news with others, including on social media.



Specific Message Examples for Small Companies:

As a small employer, you may also add messages specifically tailored for companies with fewer employees.

"As a small business, we know our employees personally, and our Texas Mother-Friendly Worksite designation is one way we show our support for their health and family needs."

"As a smaller employer, we can provide individual support to our employees and help meet the needs of new mothers returning to work."



Internal Communication

- You can start by sending an email to all employees announcing your TMFW designation, explaining what it means, and outlining the support available to breastfeeding employees. Encourage your employees to share the news with others. You can access the email template example on [page 11](#).

Example Email Announcement



External Communication:

If your company has fewer resources to dedicate to media outreach, there are several effective ways to communicate your designation with the broader community. Here are some practical, low-cost solutions:

- **Utilize Social Media:** Create posts for platforms like Facebook, Instagram, and LinkedIn. Social media is a free and effective way to reach employees and the community. [Pages 24–27](#) offer examples and templates.



Example Social Media Post

- **Leverage Local Media:** Submit a press release to local newspapers or radio stations. Local media often value stories that highlight community-focused initiatives, and your TMFW status is a perfect fit. Consider placing an announcement in a local newsletter or community bulletin. Highlight the benefits of the TMFW designation and how it aligns with your commitment to family values. Check out our sample communication examples and templates on [pages 24–27](#).
- **Partner with Local Organizations:** Collaborate with local health organizations or community groups to co-host events or share resources. This partnership can increase the reach and awareness of your designation. You can include a message about your TMFW status in newsletters or communications you send to customers or clients, and consider adding the designation to your social media banner, your signature line, and displaying the program badge on your website.



FAQs for Small Employers



1. **How do I announce our TMFW designation to my employees?**
Send a company-wide email explaining what the designation means and how it benefits the employees.
2. **What's the best way to inform the local community?**
Contact your local newspaper with a press release and share your story on social media platforms.
3. **How can I promote the TMFW designation with limited resources?**
Focus on internal communication and employee education to encourage positive word-of-mouth.

Use free or low-cost channels like social media, local community newsletters, and word of mouth to share your TMFW status.

Example of Successful Communication by Small Businesses

A small accounting firm with 40 employees successfully communicated its TMFW designation by:

- ✓ Sending an email to all staff.
- ✓ Posting an announcement on its Facebook page.
- ✓ Including information about the designation in its client newsletter.

This approach ensured employees and clients were aware of the company's commitment to supporting breastfeeding mothers.



Examples of Small Businesses Successfully Communicating the Program

A small Texas bakery with 15 employees recently became a TMFW partner. Upon receiving their TMFW designation, the bakery's owner:

- ✓ Sent a heartfelt email to employees, explaining the importance of supporting breastfeeding mothers and how the designation aligns with the company's values.
- ✓ Hosted a small celebration event.
- ✓ Shared the news on their social media channels, garnering positive feedback from customers and the local community.



Guidance for Medium to Large Companies (Over 50 Employees)

- **Comprehensive Communication Strategies:** For medium to large companies, a more structured approach can help communicate your TMFW designation effectively. Start by creating a plan that includes an internal announcement, updates on your company's intranet, and a series of emails to different departments. Ensure the message is consistent across all channels.
- **Develop a Unified Message:** Collaborate with HR, Marketing, and Communications teams to create a consistent message that reflects the company's values and commitment to supporting working mothers.
- **Include Company Leaders:** Make sure company leaders support the TMFW designation and are ready to explain why it's important. Their support helps ensure everyone in the company understands its value.
- **Internal Communication:** Use internal newsletters, intranet posts, and department meetings to announce the designation.

Company-Wide Announcement	Send an email from the CEO or HR leader announcing the TMFW designation.
Intranet Update	Post information about the TMFW designation on the company's intranet, including details on how employees can access breastfeeding support, such as the online schedule for reserving lactation space and where the spaces are located.
Departmental Emails	Follow-up emails to department heads, encouraging them to discuss the TMFW designation in team meetings.
Company-Wide Event	Consider holding a company-wide webinar or town hall meeting to discuss the benefits and answer any questions.

Strategies for Supporting the Program Across Different Departments and Locations

For big companies with many locations, keeping the message consistent is essential. Here are some ways to make sure your message is clear across the organization:

- **Encourage HR to offer “office hours”** for prenatal planning, where employees can ask questions about taking leave, the designated space for nursing, and company policies, not only when employees are hired.
- **Use the TMFW Manager’s Toolkit:** Provide managers with resources and key points to help them explain the TMFW designation to their teams. The Manager’s Toolkit can help keep the message the same in every department.
- **Use the Intranet:** Share regular updates and resources on your company’s intranet. Include stories from employees who benefited from the TMFW designation.
- **Hold Regional Events:** If your company has many locations, consider hosting regional events or webinars to get employees involved and promote the TMFW designation.
- **External Communication:** Issue a press release and reach out to industry-specific media outlets. Highlight how the TMFW designation aligns with your company’s overall mission and values.

Check out our sample communication templates on [page 27](#).

FAQs for Larger Companies

1. How should we announce the TMFW designation across all locations?

Send a company-wide email, update the intranet with key information, and provide managers with talking points to share during team meetings.

2. How can I ensure the message is the same across all our locations?

Use standard templates and keep managers updated so they can share the same message. Post updates and resources on the company intranet.

3. What role do company leaders play in promoting the TMFW designation?

Leaders need to support the TMFW designation and communicate it clearly to everyone in the company. Creating

a supportive environment helps get employees on board.

4. How can we make this part of our company culture?

Share information about the TMFW designation during new employee orientation and discuss it regularly in team meetings.

5. What is the best way to inform the community about your TMFW designation?

Share the news on your company’s social media channels, issue a press release, and highlight the designation on your website. You can also host community events or webinars to explain the program and its benefits.

Example of Successful Communication by Large Employers

A large retail company with numerous locations communicated its TMFW designation through a clear, centralized plan. The company:

- ✔ Sent a company-wide email announcing the TMFW designation.
- ✔ Updated the intranet to include the announcement.
- ✔ Gave managers talking points to use in team meetings.

By implementing this plan, the company ensured all employees got the same information regardless of location.



Example of a Large Employer Using the Program

A large tech company in Texas, with over 1,000 employees, introduced its TMFW designation using several methods of communication.

- ✔ The CEO sent a personal email to all employees.
- ✔ A company-wide webinar was held, allowing employees to ask questions.
- ✔ A press release was issued with news of the TMFW designation.
- ✔ The company shared posts across all its social media platforms, which led to positive news coverage and increased engagement.
- ✔ The company encouraged employees who benefitted from the policy to share their experience on social media.





Section 3

General Resources

Policies and Legal Requirements: It's important to include information about the relevant policies and legal requirements related to breastfeeding in the workplace. Tell employees and managers about the Fair Labor Standards Act (FLSA) requirements, which mandate reasonable break time and a private space for breastfeeding employees.

Sample Policy Statement

To: All Employees

From: [Company Name]

Date: [Insert Date]

Subject: Texas Mother-Friendly Worksite Designation and Support for Breastfeeding Employees

I'm pleased to announce **[Company Name]** has been recognized as a **Texas Mother-Friendly Worksite**. This designation reflects our strong commitment to supporting breastfeeding employees as they return to work. We understand the importance of providing a work environment that encourages both personal well-being and professional success.

This policy complies with both state and federal laws, including the Fair Labor Standards Act (FLSA), which requires employers to provide reasonable break times and appropriate spaces for breastfeeding employees. You can review our full policy here: [Insert Link for policy]. By offering this support, we demonstrate our commitment to employee health, wellness, and a positive work-life balance.

We are proud to foster a supportive environment for all employees, and we encourage anyone who has questions about our breastfeeding policy to contact **[HR Contact Name]** for more details.

Thank you for your continued dedication to **[Company Name]** and for contributing to a supportive and healthy workplace for everyone.

Sincerely,

[Your Name]

[Your Title]

[Company Name]

Tips for Creating a Supportive Culture

Creating a supportive culture involves more than just complying with legal requirements. Here are some tips for fostering a culture that values and supports breastfeeding employees:

Lead by Example	Encourage company leaders to openly support the TMFW designation and the policies that accompany it.
Promote Awareness	Regularly communicate the benefits of breastfeeding and the support available to employees. Use posters, newsletters, and meetings to keep the message top of mind.
Encourage Family Wellness	Share with all employees the importance of supporting breastfeeding colleagues regardless of their role. Consider offering resources to partners of lactating employees, such as educational materials, classes, or other benefits like breast pumps.
Training Materials for Employees and Managers	Provide easy-to-understand training materials that explain the TMFW program. These materials should be included in new employee orientation and made available to all employees through the company's intranet or HR department.

Contacts for Additional Support

Provide a list of contacts employees can reach out to with questions about the TMFW program. This should include HR representatives and any local breastfeeding support groups or resources.

Sample Contact Information

For questions about our breastfeeding support program, please contact:

- **[HR Contact Name]**
 - Email: **[HR Contact Email]**
 - Phone: **[HR Contact Phone Number]**
- **Local Breastfeeding Support Group**
 - Website: [Support Group Website]
 - Phone: [Support Group Phone Number]
- **Contacts for Additional Support:**
 - Contact the Texas Mother-Friendly Worksite Program at **TexasMotherFriendlyWorksite@dshs.texas.gov**

Use the **[State and National Breastfeeding Resources Template](#)** to share available resources, and use the fillable PDF to add local resources.



Section 4

Media Outreach And Engagement

This section provides tools and ideas to help share your Texas Mother-Friendly Worksite (TMFW) designation with the media. It covers everything from setting goals to contacting media outlets and using your designation to get attention.

The purpose of media outreach is to let people know about your TMFW designation and show your company's support for employee wellness. Use coverage by local news organizations to boost your company's reputation. This can enhance your organization's visibility, attract potential employees, and build stronger connections with your community.

Target Audience

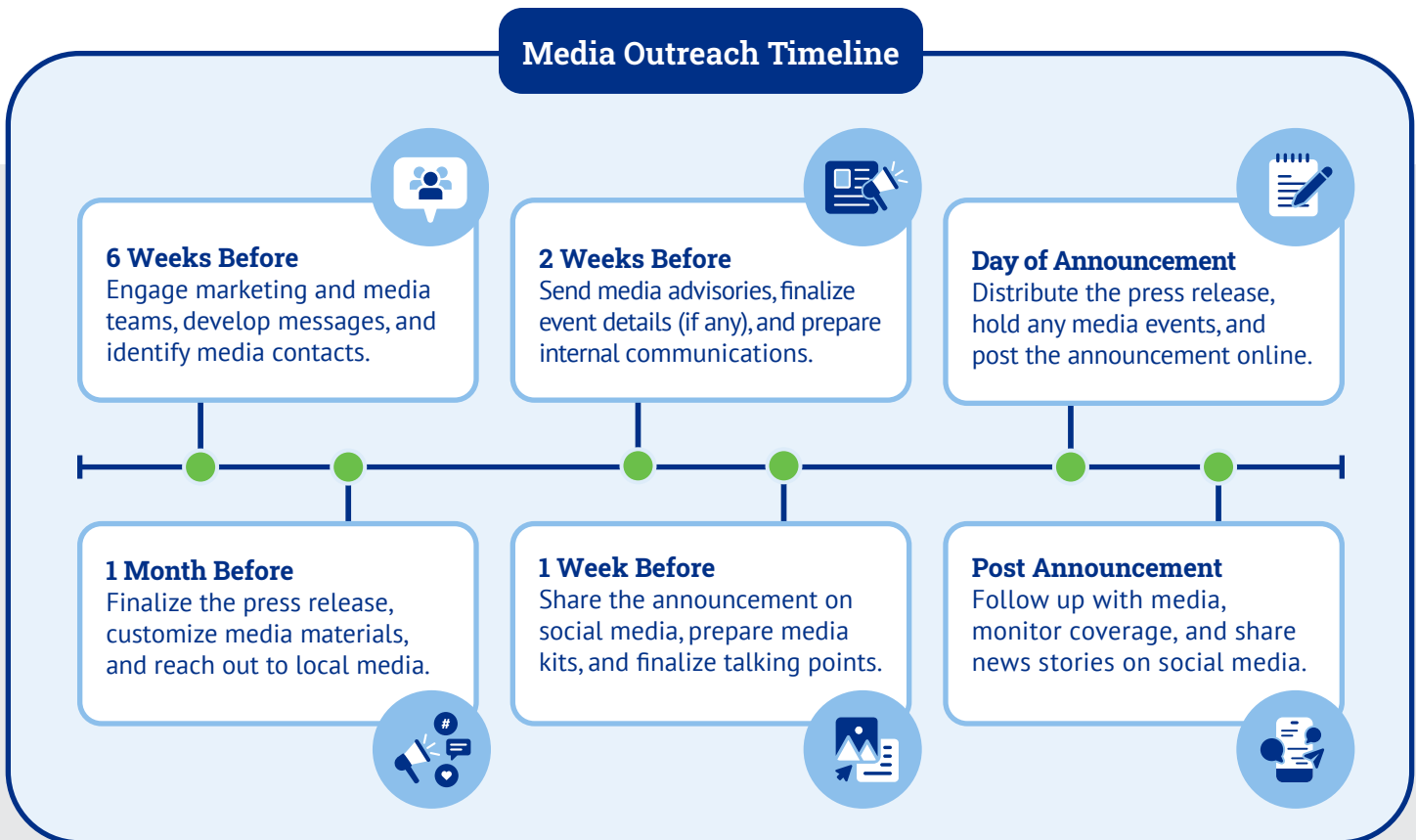
When planning your media outreach, consider the following target audiences:

- **Potential Employees:** Use the TMFW designation to attract job seekers who value family-friendly policies.
- **Local Community:** Engage with the local community to enhance your organization's reputation and highlight your commitment to employee well-being.
- **Business/Industry Partners:** Share your TMFW designation with business partners to showcase your commitment to supporting your workforce.

Best Practices

Effective media engagement requires planning and consistency. Some best practices to follow are:

- **Build Relationships with Media:** Establish connections with local reporters and media outlets. Personal relationships can help you gain coverage for your TMFW designation.
- **Prepare Spokespersons:** Key people in your organization should be ready to speak to the media. Give them clear talking points and prepare them for common questions.
- **Keep Messaging Consistent:** All media communications should reflect your key messages and align with your overall communication strategy.
- **Share the TMFW Press Kit:** Provide reference and contact information for the press/ media on the TMFW Program. (dshs.texas.gov/sites/default/files/mch/TMFW/Doc/tmfw-press-kit.pdf)



Talking Points and FAQs

Give your spokespeople a set of talking points to make sure they stay on message when interacting with the media. Also, prepare answers to common questions about the TMFW designation to keep your message clear and consistent. Some suggested talking points are:

Why the TMFW Designation Matters

"Our Texas Mother-Friendly Worksite designation shows we care about creating a workplace where breastfeeding employees do not have to choose between the health of their baby and commitment to their job."

"As a Texas Mother-Friendly Worksite we help employees with the resources they need to meet their feeding goals."

How It Helps Our Company

"Supporting breastfeeding employees helps us keep our team strong, with less time off and better overall work performance."

"The Texas Mother-Friendly Worksite designation makes us stand out as a company that values families, which helps us attract and keep great employees."

Supporting Our Employees

"We believe no one should have to choose between their job and their family's health. This designation helps moms do both."

"This is part of our commitment to making sure all our employees feel supported in balancing work and home life."

How It Helps Our Community

"By being a Texas Mother-Friendly Worksite, we're helping to make our community healthier by supporting breastfeeding, which has lifetime benefits for both moms and babies."

"Supporting breastfeeding at work means we're helping families stay healthy, which is good for everyone in our community."

Encouraging Other Employers

"We hope other companies will consider becoming a Texas Mother-Friendly Worksite, too. It's a great way to support your employees and their families."

"The Texas Mother-Friendly Worksite designation isn't just an award—it's a promise to take care of our employees and community."



Testimonials/Success Stories

Showcase employees positively affected by your TMFW designation by encouraging them to share their stories, or consider using a testimonial video from a different company to visually tell the story.

Sample Testimonial:

"As a new employee returning to work, I was nervous about balancing my job with breastfeeding. Thanks to the supportive environment at [Company Name], and the availability of a private lactation room, I've been able to continue breastfeeding for 6 months. I'm so grateful to work for a company that values my family's well-being."





Section 5

Social Media And Company Website

Social media is a powerful tool for sharing your Texas Mother-Friendly Worksite (TMFW) designation and engaging with your audience. This section provides simple strategies and templates to help you use your social platforms effectively to raise awareness, highlight your company's commitment to employee wellness, and connect with your community. Even if you're already familiar with social media, these resources will help ensure consistent and professional messaging.

Key Tips for Using Social Media Effectively:

1. **Use Clear Messaging:** Ensure your posts clearly communicate your TMFW designation and the benefits it brings to your employees and workplace.
2. **Be Consistent:** Regularly post updates about your designation and other wellness initiatives to keep your audience engaged.
3. **Leverage Hashtags:** Use relevant hashtags, such as #HealthyTexasBabies, to increase visibility and reach a broader audience.
4. **Share Success Stories and Spaces:** Share employee success stories about how your TMFW designation helped them. Also show creative ideas for your designated space to inspire others. These personal examples connect with people.
5. **Engage with Your Audience:** Respond to comments, questions, and messages to foster a sense of community and show your commitment to employee well-being.
6. **Mix Up Your Content:** Use a variety of post types such as images, videos, and infographics, to keep your content fresh and engaging.

Sample General Social Media Post

We're excited to share **[Company Name]** is now a Texas Mother-Friendly Worksite! This designation highlights our commitment to supporting breastfeeding employees and creating a healthy workplace.

#TexasMotherFriendly #EmployeeWellness



[Your Company Name]

10:30 A.M.

Supporting our employees is a top priority at [Company Name], and we're excited to share we've been recognized as a Texas Mother-Friendly Worksite! Learn more about how we're making a difference for working mothers. **#TexasMotherFriendly #EmployeeWellness #FamilyFriendlyWorkplace #HealthyTexasBabies #SupportingMoms**



LinkedIn Post Example

"We're proud to announce **[Company Name]** has been designated as a Texas Mother-Friendly Worksite! This recognition reflects our commitment to supporting our employees and their families. **#HealthyTexasBabies**



[Your Company Name]

10:30 A.M.

We're excited to share [Company Name] is now a Texas Mother-Friendly Worksite! This designation highlights our commitment to supporting breastfeeding employees and creating a healthy workplace. **#TexasMotherFriendly #EmployeeWellness**



I work at a



Texas Mother-Friendly Worksite



3 Shares

Sample Hashtags

Include a list of relevant hashtags to use in social media posts to increase visibility and engagement. Examples include: **#TexasMotherFriendlyWorksite #EmployeeWellness #FamilyFriendlyWorkplace #HealthyTexasBabies #SupportingMoms.**



[Your Company Name]

408,360 followers

1w • Edited •

We're proud to announce [Company Name] has been designated as a Texas Mother-Friendly Worksite! This recognition reflects our commitment to supporting our employees and their families. **#HealthyTexasBabies**



**We are proudly a
Texas Mother-Friendly Worksite**

19 comments

7 reposts



Facebook Post Example



X Post Example



[Your Company Name] ✓
@yourcompanyname

Excited to share **[Company Name]** is now a Texas Mother-Friendly Worksite! Proud to support our breastfeeding employees. #HealthyTexasBabies



11:05 A.M. on 11/12/2024

38 Retweets

10 Quote Tweets

52 Likes

Instagram Post Examples



Sample Posting For Company Website – Diamond C Trailers

Diamond C Trailers, a Texas company with 713 employees, proudly promotes their designation. Check it out on their [website](#) and see an example blog post below:

DIAMOND C TRAILERS HOME SERVICES **BLOG** CONTACT 



Supporting our Mothers

Diamond C is proud to announce that we have become one of the latest Texas employers to be designated by the Texas Department of State Health Services as a Texas Mother-Friendly Worksite!

We know juggling work with caring for an infant can be challenging, and we are pleased to do our part to support working mothers everywhere.

The Importance of Being a Texas Mother-Friendly Worksite

The numbers are surprising—over 80 percent of new mothers start breastfeeding their babies, but most stop before the infant is three months old. Many stop when they return to work. Among the reasons cited by moms who stopped breastfeeding are a lack of time and privacy to breastfeed or pump, and space to store breast milk at their workplace.

Studies show many new mothers face barriers at the workplace that make it difficult for them to continue breastfeeding after returning to the job. As a result, they miss out on the benefits breastfeeding provides to them and their babies. With the Texas Mother-Friendly Worksite designation, Diamond C is joining other businesses in Texas in showing its support for issues important to working mothers and their families.

Texas Mother-Friendly Worksites are organizations that support employees who choose to breastfeed by providing time and space for mothers to express and store breast milk for their babies.

Our team members don't have to choose: Mothers can be committed to their jobs, return to work, and meet their breastfeeding goals.

Benefits for Mothers

We have committed to provide support to our team members who choose to breastfeed their infants:

- Flexible work schedules allow time for pumping milk.
- Access to a private space, other than a bathroom, to pump milk.
- Access to a nearby clean and safe water source for washing hands and rinsing out breast pump equipment.



Section 6 Templates

Sample Templates for Blogs or Personal Social Media

Some employees, including leadership, may wish to share the Texas Mother-Friendly Worksite (TMFW) designation on their personal social media or blogs.

Sample Social Media Post



Sample Blog Post



Supporting Our Employees' Well-Being: Our Journey to Becoming a Texas Mother-Friendly Worksite

At *[Company Name]*, we believe supporting our employees' health and well-being is key to our success. That's why we are proud to be recognized as a Texas Mother-Friendly Worksite. This designation means we provide the time, space, and support our breastfeeding employees need to express and store breast milk during the workday.

Becoming a Texas Mother-Friendly Worksite was an important step for us, and we're committed to maintaining this supportive environment for all our employees.

Sample Newsletter Article

***[Organization Name]* Offers Resources to Breastfeeding Employees, Achieves State Designation as “Texas Mother-Friendly Worksite”**

On date, *[Organization Name]* celebrated its designation as a Texas Mother-Friendly Worksite by the Texas Department of State Health Services for its commitment to providing support to breastfeeding employees. Employees may not realize their employer already provides a private non-bathroom location and flexible break time to pump breast milk as well as, a place for safe and hygienic milk storage. *[Organization Name]* is one of an increasing number of businesses that recognizes the value of supporting the parents of infants by providing this type of support at the workplace.

Statistics show breast milk gives infants all the nutrients they need for healthy development and helps protect them from common childhood illnesses. It also helps protect the health of mothers by reducing the risk of breast and ovarian cancer, cardiovascular disease, type 2 diabetes, and other chronic conditions. Working mothers often cite the lack of support at the worksite as a common reason for not breastfeeding their infants, according to the American Academy of Pediatrics and other health officials. By supporting its breastfeeding employees, *[Organization Name]* is helping new mothers realize they don't have to choose between returning to work and meeting their breastfeeding goals—they can do both.

The Texas Mother-Friendly Worksite designation supports state and federal laws that protect breastfeeding employees returning to work. While federal law requires employers provide reasonable accommodations to breastfeeding employees, *[Organization Name]* leaders decided to obtain the designation.

“The mothers of infants shouldn't have to choose between breastfeeding their babies and returning to work,” said *[Name of business spokesperson, Title]*. “We want to make it easy for our employees to do both. With this designation, we are doing our part to support our employees—and their families—so they can lead healthy, productive lives. It's an investment in our company's future as well as an investment in our employees and their families.”

More information on the Texas Mother-Friendly Worksite designation may be found at dshs.texas.gov/TexasMotherFriendly. The site also features tools and information including tips for breastfeeding working parents can use to manage their transition back to work. For more information about resources available to breastfeeding employees, please contact *[Name of internal contact]* for information on company policies regarding breastfeeding and the support offered to employees.



Section 7

Evaluation

Feedback Forms for Employees

Feedback forms are a great way to gather input from employees about how the program is working for them and what adjustments you might like to make. Soliciting this feedback can also be used to improve future communications and ensure your message connects with your intended audience.

Employee Feedback Form

Texas Mother-Friendly Worksite

We value your feedback! As a designated Texas Mother-Friendly Worksite, we want to provide the best possible support for breastfeeding employees. Please take a few minutes to share your thoughts.

1. How satisfied are you with the support provided by our workplace for breastfeeding or pumping?

- | | | |
|---|---------------------------------------|--|
| <input type="checkbox"/> Very Satisfied | <input type="checkbox"/> Neutral | <input type="checkbox"/> Very Dissatisfied |
| <input type="checkbox"/> Satisfied | <input type="checkbox"/> Dissatisfied | |

2. How easy is it to find a private space to pump during the workday?

- | | | |
|------------------------------------|------------------------------------|---|
| <input type="checkbox"/> Very Easy | <input type="checkbox"/> Neutral | <input type="checkbox"/> Very Difficult |
| <input type="checkbox"/> Easy | <input type="checkbox"/> Difficult | |

3. Are the break times provided for pumping breast milk sufficient for your needs?

- | | | |
|---|------------------------------------|--------------------------------|
| <input type="checkbox"/> Always | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Never |
| <input type="checkbox"/> Most of the time | <input type="checkbox"/> Rarely | |

4. Do you have access to clean water and storage (like a refrigerator or cooler) to store your breast milk?

- | | | |
|---|------------------------------------|--------------------------------|
| <input type="checkbox"/> Always | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Never |
| <input type="checkbox"/> Most of the time | <input type="checkbox"/> Rarely | |

5. What could we do to improve our support for breastfeeding or pumping at work?

Please share your thoughts below:

6. Do you have any additional comments or suggestions regarding our Texas Mother-Friendly Worksite program? Please share your comments below:

Thank you for your valuable feedback!
Your input helps us create a supportive and welcoming environment for all our employees.



**Thank you for supporting the health of
Texas families!**



Visit us for more information!

dshs.texas.gov/TexasMotherFriendly



TEXAS
Health and Human
Services

**Texas Department of State
Health Services**