

# Breastfeeding-Friendly Workplace Media Kit

## Email Template from Leadership to Team/Employees

This internal email template is designed to help organizations launch conversations around breastfeeding in the workplace in a thoughtful way. It provides leadership or HR teams with ready-to-use language to introduce the initiative and signal organizational commitment to a more respectful, supportive workplace culture.

The purpose of this email is to raise awareness of family support in the workplace, set the tone for supportive culture-building efforts, and invite employees to engage with educational resources. It serves as an initial communication to promote understanding, reflection and collective responsibility for creating a culture where all individuals feel valued in all stages of life.

*Internal Email Template: Building a More Comprehensive Culture*

Subject: Building Awareness Around Breastfeeding in the Workplace

Dear Team,

As part of our continued efforts to foster a comprehensive, respectful and supportive workplace, we're bringing attention to an important topic of breastfeeding in the workplace.

We're taking steps to raise awareness around family friendliness as part of our broader culture and well-being efforts. In the weeks ahead, you may see educational materials, signage or communications that highlight how breastfeeding and new parent support is integrated in our organization.

This effort is about creating a culture where all employees feel respected and included in all stages of life.

We invite you to reflect, ask questions and explore the resources we'll be sharing. Together, we can ensure our workplace continues to be a space where everyone feels supported.

If you have questions or want to learn more, please reach out to [HR/Wellness Contact Name].

Warmly,

[Your Name]

[Your Title]

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## Social Media

This provides sample messaging to help organizations raise awareness around breastfeeding in the workplace. These messages are designed for use on platforms like LinkedIn, Facebook, and Instagram, and can be paired with fact sheets, or wellness campaign materials.



## Recommended Hashtags

#Breastfeeding-FriendlyWorkplace #FamilyFriendly #LactationSupport  
#StigmaFreeWorkplace #WorkplaceWellbeing #WellbeingAtWork

### *Template 1: Awareness Kickoff*

Breastfeeding and lactation support belongs in the workplace. We're raising awareness that new mothers need access, understanding and support at work and lactation plays a critical role in the health and well-being of the entire family.

Everyone deserves to feel supported at work, no matter what stage of life they are in. Let's build a culture that recognizes caregiving, respects bodily needs and values every employee's experience.

### *Template 2: Compassion & Culture*

Workplace culture matters. That's why we're starting conversations about breastfeeding and lactation at work—how it affects mothers and how we can respond with empathy and practical support.

Compassionate and communication is key to support.

### *Template 3: Leadership Support*

Change starts at the top. Our leadership is committed to supporting breastfeeding mothers as part of our broader focus on health and being a family-friendly workplace.

When we lead with understanding, everyone benefits.

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## *Template 4: Did You Know? (Fact-Based Message)*

Did you know many breastfeeding mothers need to express breast milk 2-3 times during an 8-hour workday—and need time, space and privacy to pump during the workday?

Awareness is the first step toward meaningful support. Let's challenge assumptions and create a workplace where caregivers can thrive.

## *Template 5: Join the Conversation*

We're talking about breastfeeding at work to create understanding, normalize lactation needs and support breastfeeding mothers.

This is an invitation to learn and grow together. Small shifts in policies, spaces and attitudes can make a big difference in how supported breastfeeding mothers feel at work.

## **Supplemental Resource: Respecting Breastfeeding Privacy**

[Sample Employee Lactation and Parenting Support Resources](#)

[Sample Manager Training Guide for Lactation Accommodations](#)

[Pumping in Progress Door Hanger](#)

### *Why It Matters:*

Privacy and flexibility are essential for breastfeeding mothers to meet their bodily needs at work. As part of your internal communications and awareness efforts, it's important to reinforce that lactation requires time, space, privacy and understanding—and that these needs are not optional for breastfeeding mothers.

When breastfeeding mothers lack private space or schedule flexibility, it can negatively affect their physical health, emotional well-being and ability to stay engaged at work. Clear communication helps normalize lactation needs and sets expectations for respectful support across teams.

### *Use these resource to:*

- Create a resource document for breastfeeding mothers to share.
- Develop an effective training guide for supervisors and managers.
- Promote privacy for breastfeeding mothers.

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## After Receiving the Breastfeeding-Friendly Workplace Badge

Use this sample language provided to share and celebrate your successful completion of the Breastfeeding-Friendly Workplace badge.

We're excited to announce that [**Organization Name**] has successfully completed the **Breastfeeding-Friendly Workplace** badge initiative, a meaningful step in our ongoing commitment to employee well-being and support.

This recognition reflects our efforts to:

- Foster a workplace culture that supports breastfeeding mothers.
- Provide resources and support for new parents.
- Educate leadership and staff on compassionate and understanding practices
- Promote family-friendly methods across our policies and programs

Breastfeeding is part of many new mothers' experiences and it deserves to be met with understanding and support. At [**Organization Name**], we believe that everyone should feel safe, valued and respected at work.

Earning this badge is not the end of our journey—it's a foundation for continued learning, allyship, and action. Together, we're creating a workplace where families feel supported.

Let's keep building a culture where all individuals can thrive.