

## FOR IMMEDIATE RELEASE

### **Randolph Partnership for Children earns Breastfeeding Friendly Employers & Community Partners Award**

**ASHEBORO, N.C. (November 19, 2020)** — Randolph Partnership for Children (RPC) announced it was recognized this week by the North Carolina Breastfeeding Coalition (NCBC) with a Breastfeeding Friendly Employer/Community Partner Award.

The award formally recognizes RPC's support of breastfeeding patrons and employees. Early Childhood Health & Wellness Specialist Patty Sullivan spearheaded the changes at RPC to meet the award criteria, including writing proposed policy changes and customizing space at RPC for breastfeeding mothers.

"As part of our commitment to being a breastfeeding friendly employer and community partner, our staff designed and created a beautiful and serene breastfeeding nook at our Partnership office," Executive Director Lisa Hayworth said. "We look forward to welcoming nursing mothers and having the nook utilized often once COVID-19 has passed."

Breastfeeding-Friendly Community Partners are businesses or organizations that welcome breastfeeding mothers as customers. A Breastfeeding-Friendly window cling indicates such businesses and organizations to the public. Minimum criteria for receiving this award are: 1. No advertisement of infant formula or related products directly to consumers, and 2. Breastfeeding mothers are always welcome and respected. They will never be treated poorly, asked stop breastfeeding, or asked to cover up or move.

Breastfeeding-Friendly Employers are workplaces that have made accommodations to support breastfeeding mothers as employees. This can be as simple as allowing employees to have flexible breaks and access to a private room for expressing milk or nursing. The room needs to have a comfortable chair and a lock on the door. Minimum criteria for receiving this award are: 1. All lactating employees are allowed breaks to express milk or nurse their children, and 2. All lactating employees have access to a private space for expressing milk or nursing. The space is not a bathroom. The space is lockable and shielded from view. The space has an electrical outlet and hand station.

RPC met the criteria for both community partners and employers with Board-approved updated organizational policies and the newly designed private, comfortable area for breastfeeding guests and staff. According to the award letter, "more than 80 percent of new mothers who now breastfeed their infants because of the proven health benefits to both infants and mothers. Research shows that breastfed infants are significantly less likely to suffer from illnesses, infections, and obesity, and mothers who breastfeed also enjoy significant health



## PRESS RELEASE

benefits, including faster recovery from pregnancy and reduced risk of breast cancer and osteoporosis.”

NCBC reviews applications for this designation biannually in February and July. Breastfeeding-friendly employers benefit from lower health care costs, lower turnover and absenteeism rates, higher productivity and morale. It also creates a positive image in the community as a “family friendly” business.

For more information about NCBC, visit [NCBFC.org](http://NCBFC.org). Local organizations interested in making changes to accommodate breastfeeding employees and/or guests are encouraged to contact Sullivan at [psullivan@randolphkids.org](mailto:psullivan@randolphkids.org) or 336-629-2128.

###

**About the Randolph Partnership for Children:** Since 1999, the Randolph Partnership for Children (RPC), a non-profit organization, has been the community’s lead organization for young children and their families. RPC brings together diverse agencies, individuals, organizations and communities to ensure all children enter school ready to succeed. RPC is a United Way agency. For more information, visit [www.randolphkids.org](http://www.randolphkids.org).

**CONTACT:**

Micki Bare, Director of Marketing & Community Engagement and Outreach  
Randolph Partnership for Children, 349 Sunset Ave., Asheboro, NC 27203  
336-629-2128 Ext. 12; [mbare@randolphkids.org](mailto:mbare@randolphkids.org)

See next page for PHOTO



RPC's breastfeeding area includes a comfortable rocker, warm lighting, electrical outlets, and a privacy door.