



pumpspotting

your workplace lactation program

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Today's takeaways

Complete workplace lactation programs

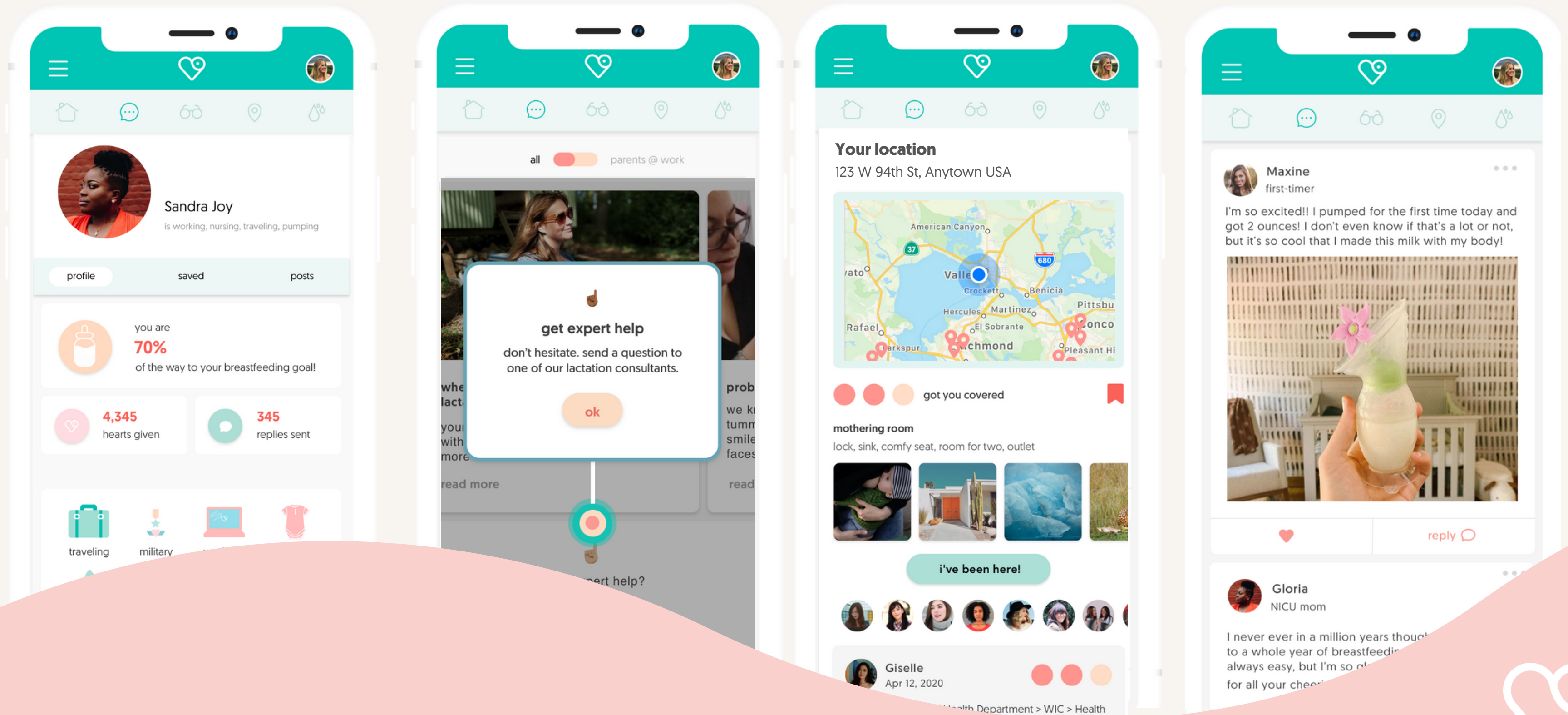
- **How pumpspotting became an expert**
- **The 4 parts of every complete program**
- **What the best employers are doing**
- **Actionable advice to strengthen your program**



**The job of keeping a tiny
human fed & alive is really hard.**



Employees get everything they need to feed.



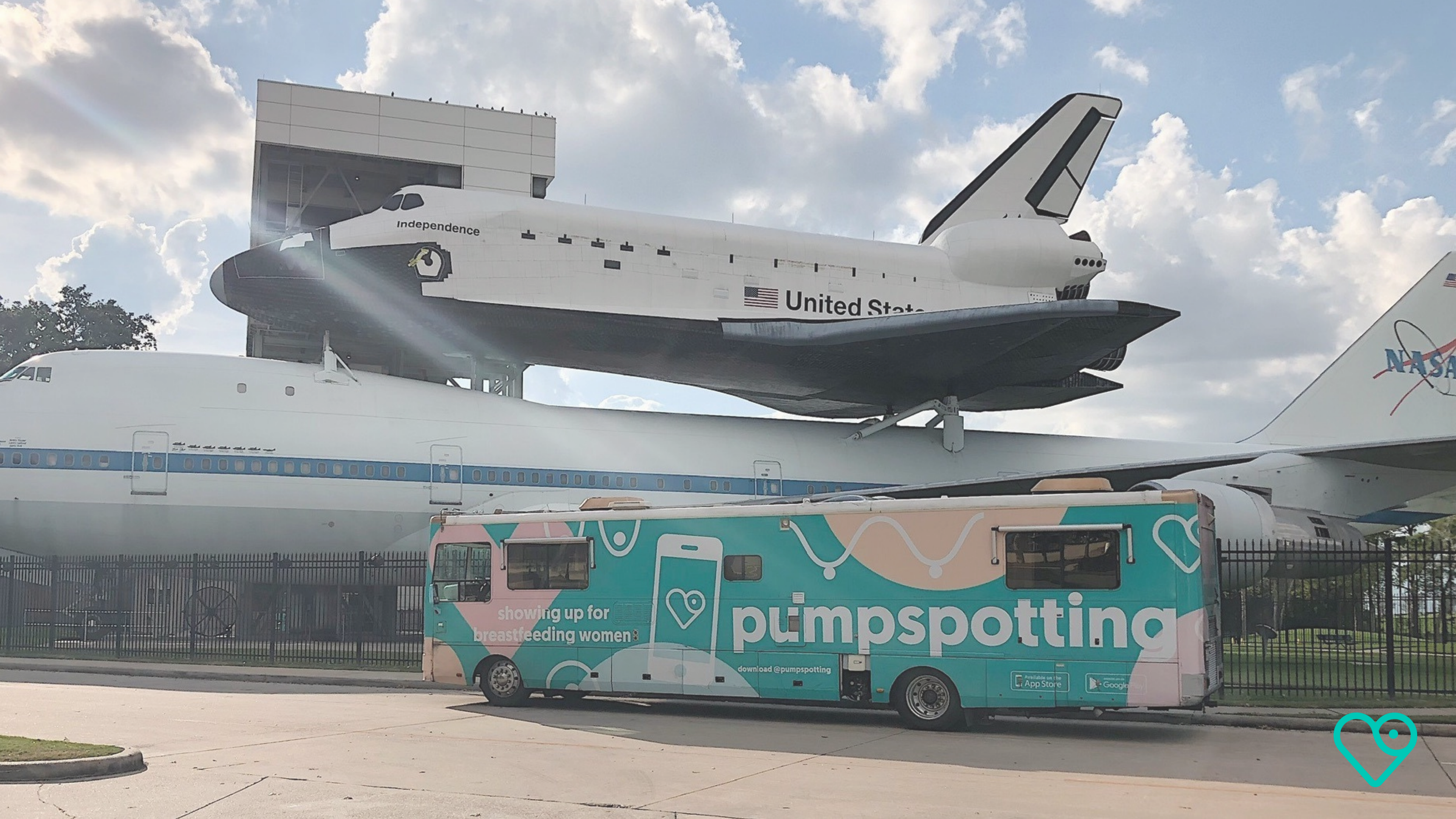
55K
parents
served

"Love love love.

I've never seen an app like this. It encourages and supports breastfeeding mothers in a way I've never seen before. It's easy to use and helpful. SO HELPFUL! If you, your wife, your employee is breastfeeding, do her a favor and get her this app. She will thank you for it."

— missylin29





Independence



United States



showing up for
breastfeeding women



pumpspotting

download @pumpspotting

Available on the
App Store

Get it on
Google Play





Friction on both sides

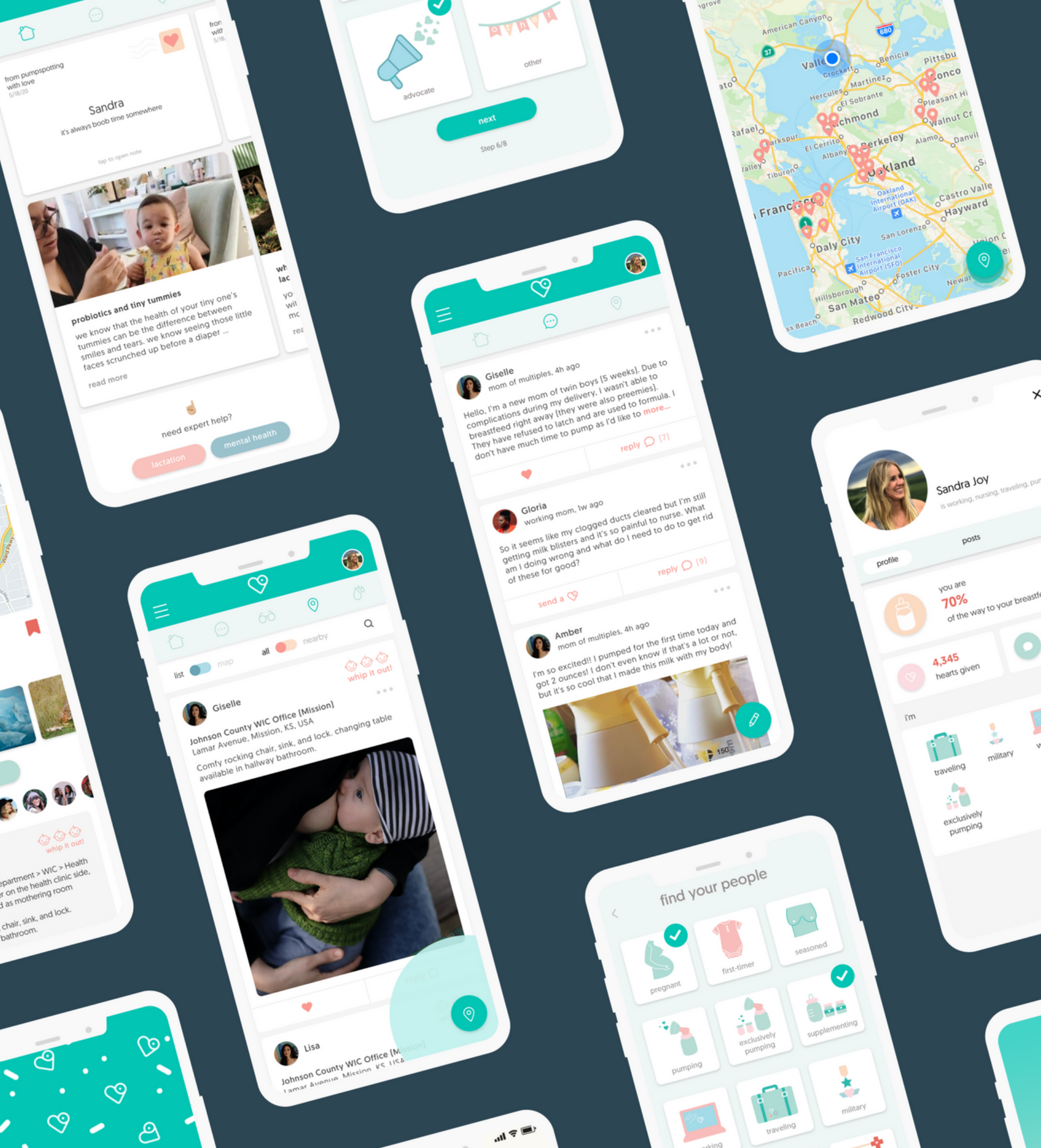
Employers

Complex
Value, but what do we do?
Compliance varies
Too many separate parts
Difficult conversations

Employees

Massive time commitment
Impacts all life aspects
More than space
Beyond the office
Difficult conversations





A turnkey & complete workplace lactation program

pumpspotting 

Our comprehensive program makes it easy for employers to offer an effective lactation program



**promotion
& publicity**



**solutions for
spaces**



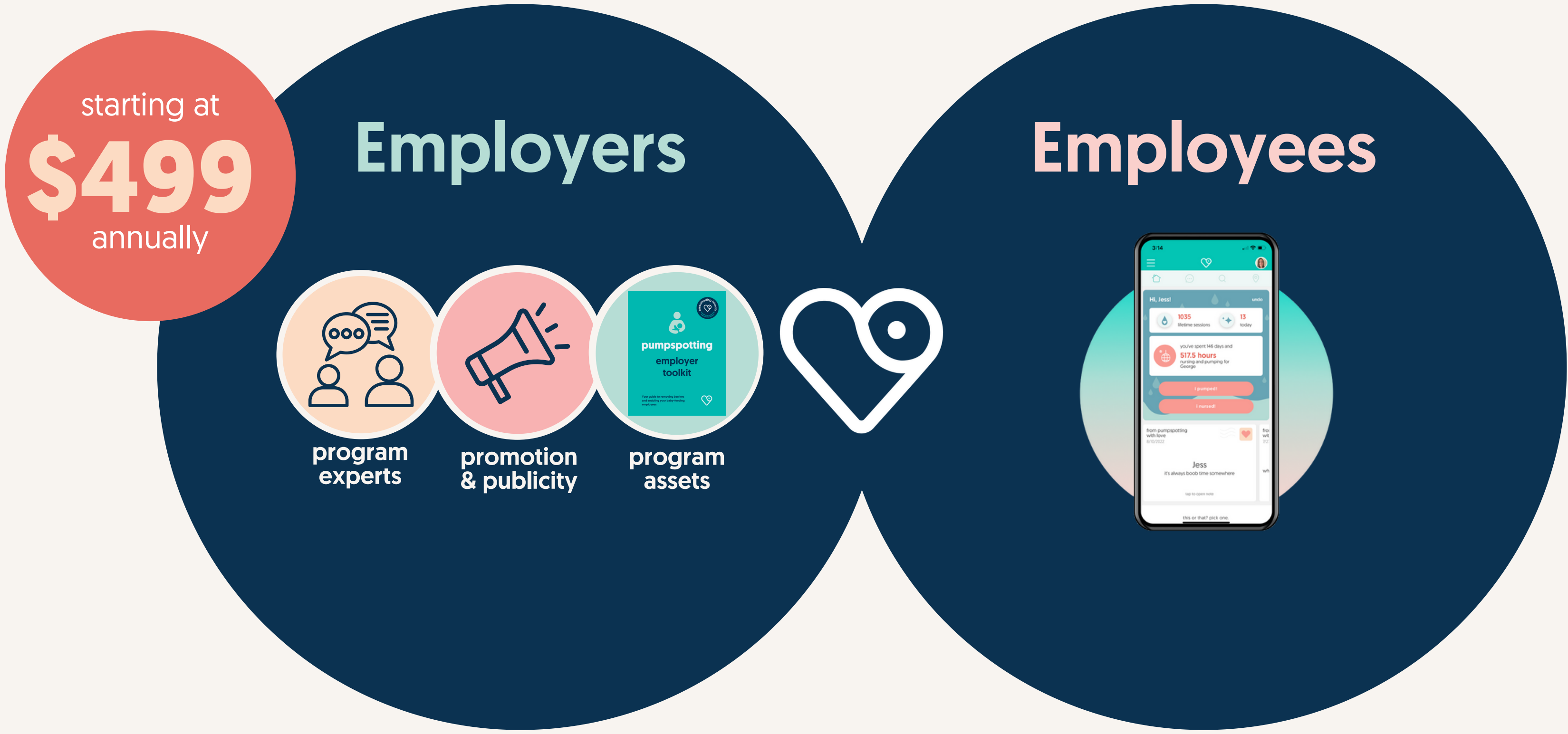
**program
experts**



**practices &
policies**



Employers get a one-stop, no-stress solution.



Employees get a one-stop, feel-good support system.



pumpspotting
customers
are changing
lives

Walgreens

gusto



**DRAFT
KINGS**

CompTIA®



AMERICAN
EMO TRANS

HqO Decent



CEI
Coastal Enterprises



Armadillo

PARTNERING TO END HUNGER
The logo for Good Shepherd, featuring a shepherd with a staff and sheep.
Good Shepherd
FOOD BANK OF MAINE

freshbenies®
SAVE TIME • MONEY • FRUSTRATION



CH CLEAR HEIGHT
PROPERTIES

EDUCATE MAINE
Four small icons representing different aspects of education: a graduation cap, a book, a person, and a lightbulb.

The logo for ADHD ONLINE, featuring a stylized brain with gears.
ADHD ONLINE
DIAGNOSIS & TREATMENT

ARTUR
EXPRESS
INCORPORATED

The logo for CPL, featuring a stylized globe icon and the letters "CPL".

aqueduct
technologies

BALLENTINE
PARTNERS

The logo for Warner Norcross + Judd, featuring a stylized "W" and "N" icon and the text "Warner Norcross + Judd".

wlcm

Kalamata's
KITCHEN





Introducing + Pumpspotting

From swaddles to support, from carriers to community, Target and Pumpspotting have come together to deliver everything new parents need to thrive on their feeding journey. Explore our tips & product picks from real parents from the Pumpspotting community. And remember, you've got this! And we've got you.

Presented in
partnership with



pumpspotting



Essentials for First Time Away from Baby

Tips from Pumpspotting parents on what to pack & prep so you & your baby are comfortable when you're away.



Essentials for a Fussy Baby

Pumpspotting parents are here to help you through even the fussiest of phases & feeds with tips & product picks.

**tell us about
your workplace lactation
program**



we don't have one.

yet.

The 4 essential parts of an **effective workplace lactation program.**



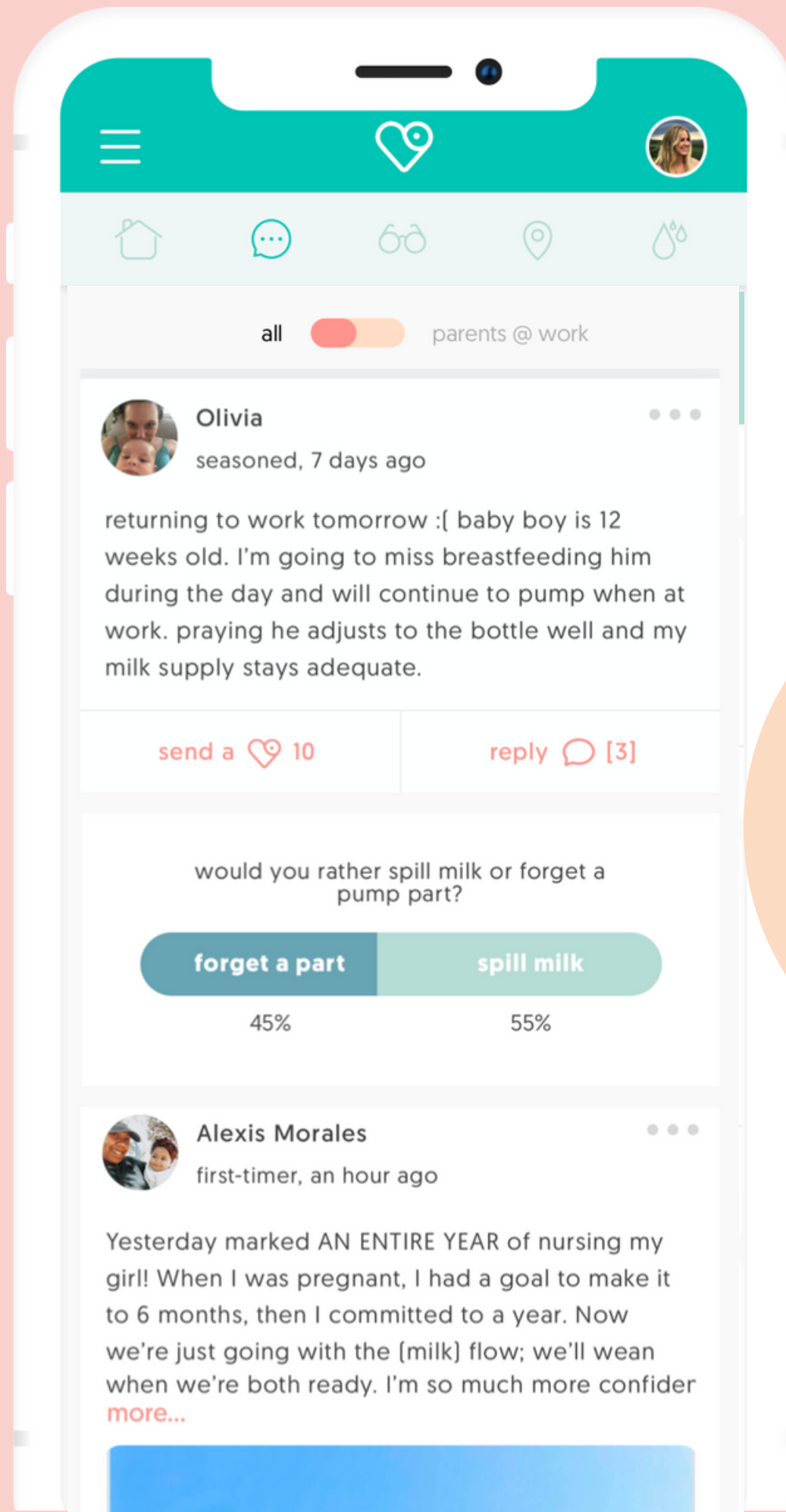
pillar 1

Sense of Belonging



Connection to community and open dialogue reduces feelings of isolation as well as mental and behavioral health strains





parents on pumpspotting

connect with
thousands of
parents that are
on a feeding
journey



Over 70% of employees
said pumpspotting had a
positive impact on their
mood, stress levels, and
feelings of isolation.



pillar 2

Supported Outcomes

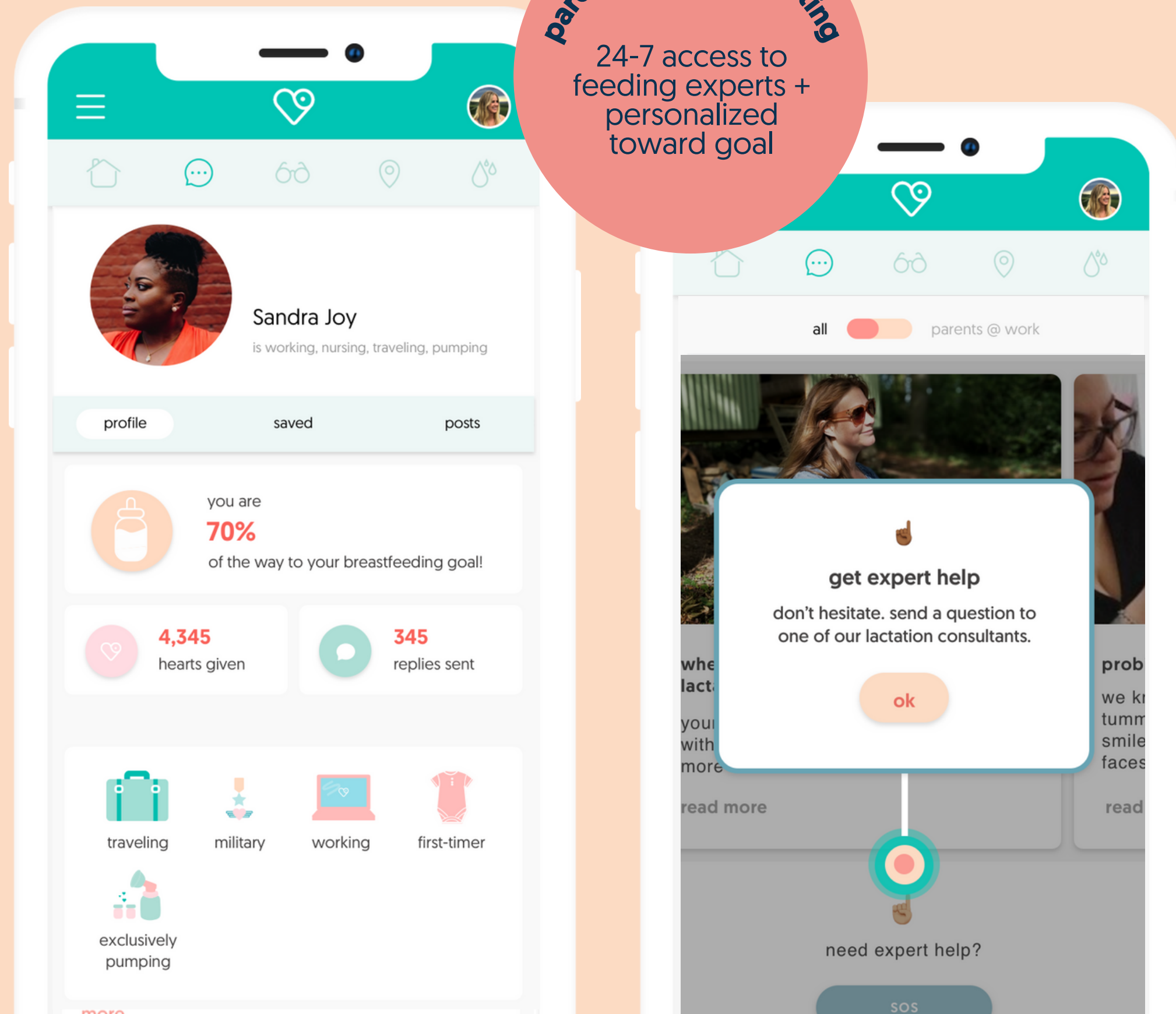


Virtual access to feeding experts and evidence-based content personalized by journey support breastfeeding goal attainment + lead to reduced medical claims & absenteeism.



parents on pumppotting

24-7 access to
feeding experts +
personalized
toward goal



"I have contacted other LCs and did not get anywhere near the help I just received from Paula. I am so happy and thankful right now!! Thank you for providing this service through the app!

I love the notes of encouragement as well. I have taken on the ps mantra of 'don't quit on your hardest day'." - nicole

94% of parents say
they would recommend
pumppotting.



pillar 3

Policy & Practices



To ensure compliance with laws, guide decision making and daily procedures + build mutual understanding.





pumpspotting employer toolkit

Your workplace
lactation program



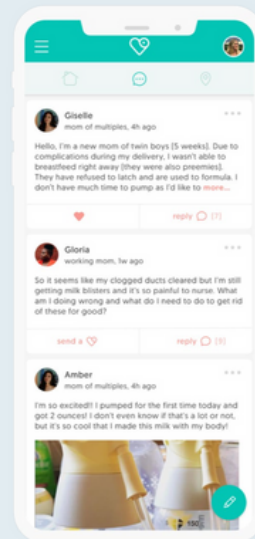
pumpspotting for business
includes milk
expression policy +
guidance on
breastfeeding-
supportive
workplace culture

employer resources

**pumpspotting
app**

employee access code

Your unique
code can be found in
your welcome
email



Breastfeeding support at your employees' fingertips. Whether they're seeking community, expert advice or a comfy place to pump, we've got them covered.

To go live with pumpspotting, employees should:

1. Download the mobile app
2. Enter your unique employer access code

[↓ download](#)

"I feel that pumpspotting.
demonstrates my employer's
support of nursing
employees/family health"
- ps parent

"Love love love that my
employer is so supportive of
my breastfeeding journey!"
- Nicole



pillar 4

Spaces



Space to pump is vital but so much more than a chair or room! Parents need easy, safe access to spaces—wherever they are—+ efficient facilities management & effective communication.



learn more

read: how to
create workplace
lactation spaces



parents on pumpspotting

wayfinding for
mom-approved,
safe + comfy
spots to pump
worldwide

pumpspotting premium

employers
manage on-
site lactation
facilities

"I absolutely love seeing all the mothers from around the world posting places that are good for nursing and pumping.

In this one thing, race, class and creed don't matter at all, we just want to feed our babies and help mothers do the same." - ps parent

"I really like being able to look up pumping places before traveling." - Brianna





We're out to support healthy families and make stronger companies.

We think the two go hand in hand.

Black. Breastfeeding. Babies. Born.

realfirststeps.org

African American



thank you!



State of Maine Legislation

appendix

Me. Rev. Stat. Ann. tit. 5, § 4634 [2001] amends the Maine Human Rights Act to declare that a mother has the right to breastfeed her baby in any location, whether public or private, as long as she is otherwise authorized to be in that location.

Me. Rev. Stat. Ann. tit. 26, § 604 [2009] requires an employer to provide adequate unpaid or paid break time to express breast milk for up to 3 years following childbirth. The employer must make reasonable efforts to provide a clean place, other than a bathroom, where an employee may express breast milk in privacy. The employer may not discriminate against an employee who chooses to express breast milk in the workplace.

Me. Rev. Stat. Ann. tit. 5, § 4572-A [2019] provides that it is unlawful employment discrimination for an employer to fail to provide a reasonable accommodation for an employee's pregnancy-related condition, including lactation, unless provision of an accommodation would impose an undue hardship on the employer.

More about workplaces + breastfeeding support at maine.gov

