



Support employees who want to pump & work

Provide Proud Ounces Pump Coaching as a benefit to your employees preparing to return to work after the birth of a new baby.

One Pump Coaching session gives a mom the information and confidence to be a pumping & working pro on the first day back at work.

WHY IT'S IMPORTANT

The number of women returning to paid work after having children has nearly **DOUBLED** in the past 40 years

63%

labor force participation rate for mothers with youngest child under 3 yo¹

+

They are increasingly setting goals to breastfeed for at least six months

57%

of mothers breastfeeding at 6 months²

=

a growing pumping workforce

LACTATION SUPPORT LEADS TO RETENTION & ROI

94%

In a study of five different corporations with lactation support programs, **94% of employees returned to their company after maternity leave**, compared with the national average at the time of only **59%**³.

American Academy of Pediatrics reports that for every dollar you spend on lactation support, you can expect a 300% return.

300%

WHY PROUD OUNCES

100% of participants say the session significantly increased their confidence that they will be successful returning to work and continue to breastfeed.

Join Us. Come with us on the journey to fully support your current & future pumping workforce.

Visit prouduounces.com/pumpcoaching to learn more and sign-up.

1. U.S Department of Labor, Women's Bureau, Women in the Labor Force (2016).
2. Centers for Disease Control and Prevention, Breastfeeding Report Card (2018).
3. J. Ortiz, K. McGilligan & P. Kelly (2004), Pediatric Nursing, 30(2), 111-119.