



What does Breastfeeding Friendly Workplace Accreditation include?

As the leading authority in breastfeeding information, support, advocacy and resources, the Australian Breastfeeding Association (ABA) have defined best practice in relation to workplace support for breastfeeding. The ABA offers the only recognised accreditation initiative for breastfeeding friendly workplaces in Australia. Accredited organisations receive the following inclusions and benefits:

- **Breastfeeding Friendly Workplace Accreditation** – Gaining accreditation through the Breastfeeding Friendly Workplace program clearly identifies your organisation as an employer of choice that has proven support in place for breastfeeding employees.
- **BFW logo** - Full rights to use the BFW logo in any or all recruitment and retention strategies, public website and marketing material, internal intranet and internal documents.
- **Listing, Announcement & Organisational Profile** - On our website and Facebook page – a great opportunity for good company exposure
- **Certificate of Accreditation** - Accreditation certificate for display within accredited workplaces
- **BFW eNewsletter** – Our bi-monthly newsletter contains ideas and resources to maximise communication opportunities while keeping you informed of relevant research, news, changes to legislation and best practice updates -currently unavailable
- **BFW Accreditation Stickers** – For use on the doors of identified Breastfeeding/Expressing.
- **Accreditation Resources** – Resources for you and your employees that are only available to accredited organisations that enhance your breastfeeding friendly status
- **Communication Resources** - A range of communication resources available only to accredited organisations including, communication cards, content for staff announcements, a sample media release and presentation slides for inclusion in workplace induction presentations.
- **Publicity and Media Opportunities** - Submit an article/photos for consideration for inclusion in ABA's Essence Magazine (circulation 13,500+) and/or the BFW eNewsletter to showcase your organisation's journey to BFW status and what it means for you and your employees
- **BFW Return to Work Webinar** – Currently unavailable
- **Other BFW Resources** – Special resources that become available from time to time such as posters for World Breastfeeding Week
- **Breastfeeding Resources** – Available from ABA at a discounted rate
- **Subscription to the Australian Breastfeeding Association (ABA)** – A subscription for your organisation includes the quarterly Essence magazine plus a copy of ABA's best selling book Breastfeeding...naturally for the workplace library
- **Annual Re-accreditation Audit** – ensuring that your organisation continues to meet accreditation standards and has the opportunity to continue to improve towards industry best practice
- **BFW Team** – ongoing support of the BFW team if you encounter any unusual or challenging situations in relation to the needs of your breastfeeding staff and/or aspects of the workplace. Our BFW Consultants are available to trouble shoot or provide support for the expansion of your Breastfeeding Friendly conditions in your workplace.
- The knowledge that you are not only embedding breastfeeding as a cultural norm in your workplace, you are also giving back to the community by **supporting the volunteer work of the ABA.**

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