

SURVEY DATA HIGHLIGHTS NEED FOR

Increased Access to Breastfeeding Support

Findings from a July 2022 survey by Aeroflow Breastpumps suggest that broadened access to lactation services through insurance coverage and employer benefits would enable moms across the country to **more easily meet or exceed their breastfeeding goals.**

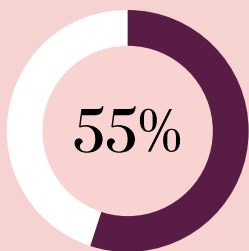


IN THE WORKPLACE

For employed new and expectant moms...

43% were provided access to lactation services as part of company benefits

62% would consider changing jobs for a company that offers better breastfeeding resources and services



LACK OF AWARENESS

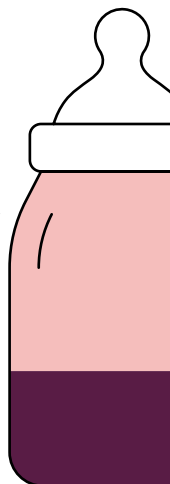
The percentage of new and expectant moms who believe there is not enough awareness surrounding the existence of lactation support services.

OBSTACLES

Among new moms who are no longer breastfeeding...

50% quit due to preventable breastfeeding complications

24% had to stop breastfeeding when they returned to work




RESOURCES & CONSULTING


63% of new moms believe that increased access to breastfeeding resources would've allowed them to breastfeed longer

47% of new and expectant moms surveyed reported that their health insurance provides coverage for lactation consulting (**less than half**)

LOOKING FORWARD

Now, due to the ongoing nationwide formula shortage...

38%  of new moms are planning to breastfeed for a longer period of time

19%  of new moms are more motivated to use lactation support services

Survey findings from pregnant women who are planning to breastfeed (n=804) and new moms with children under two (n=856) who were or still are breastfeeding. Survey conducted by a third-party administrator, Survey Monkey.