



August 11, 2004

MEDIA ADVISORY

Programs Focused on Supporting Employees with Families Honored

Family Health Promotion Awards Given to Kaiser Permanente Baldwin Park, Mattel, Inc., PriceWaterhouse Coopers, Los Angeles Department of Water & Power, PHFE Management Solutions WIC Program, REI WIC Program, Northeast Valley Health Corporation and the Westside Children's Center

Faced with the changing demographics of the workplace and increasing demand for a balanced work and family life among employees, companies offer family-oriented programs that support lactating mothers and their families through innovative programs. With the passage of Assembly Bill 1025, the State of California is one of the first states in the country to reduce a major barrier to breastfeeding by enacting legislation requiring employers to provide unpaid break time and a private space to express breast milk during the workday. Breastfeeding friendly workplaces have been shown to decrease employee absenteeism by up to 57% due to the health benefits for both mother and baby, while increasing employee retention and enhancing employee productivity, loyalty, and morale.

Recipients of the Family Health Promotion Award from the Breastfeeding Task Force of Greater Los Angeles will present information on their family-oriented programs that have helped increase productivity, reduce absenteeism due to a child's illness and increased employee retention.

WHO: Kathye Petters-Armitage, LA County Department of Health Services
George Fogelson, LA Department of Water and Power
Jules Andres, Mattel, Inc.
Kimberly Jones, PriceWaterhouse Coopers
Victoria Bruce, Kaiser Permanente Baldwin Park
Rebecca Sheng, Northeast Valley Health Corporation
Deborah Myers, REI WIC Program
Michele Sullivan, PHFE Management Solutions WIC Program
Karen Peters, Breastfeeding Task Force of Greater Los Angeles

WHEN: Wednesday, August 18, 2004, 11:00 a.m.

WHERE: Westside Children's Center
12120 Wagner Street, Culver City, CA 90230
(see attached map)

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WESTSIDE CHILDREN'S CENTER

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