

Working Parents Inspired to Breastfeed Longer

Kin surveyed **2,500+** new breastfeeding moms about infant feeding, their breastfeeding plans, and return-to-work experiences.



1 The infant formula crisis strengthened moms' intentions to breastfeed.

1 in 3 plan to eliminate or limit formula usage

15% will exclusively feed breast milk now, whereas before they were considering some formula

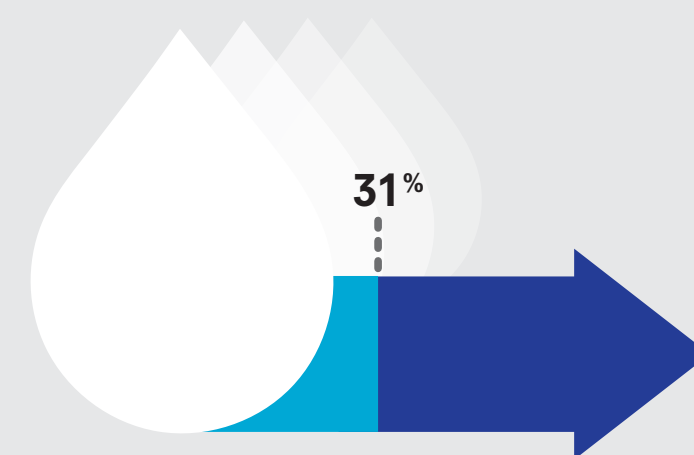


2 New guidelines motivate extended breastfeeding.

The American Academy of Pediatrics now recommends exclusive breastfeeding until 6 months of age and continued breastfeeding for up to 2 years of age—an increase of 1 year from prior guidelines.

31% plan to breastfeed longer now because of the extended guidelines

36% are more concerned about how to continue feeding breast milk upon their return to work



3 Parents need more lactation support at work.

Nearly **3 out of 4** moms will return to work and of those, **97%** will breastfeed



42% ranked their employer's lactation support as just **fair or worse**

38% didn't know what breastfeeding support, if any, was available at work



Learn how to support new parents in the workplace by visiting KinBenefits.com

Kin is a customizable solution from breastfeeding experts Medela and Mamava, designed to support healthy returns to work for new parents. The Moms' Thoughts on Breastfeeding in the News survey was conducted by Kin in October 2022 and included more than 2,500 qualified respondents who were new or expectant mothers. Medela wordmark and logo, Mamava wordmark and logo are registered in the U.S. Patent and Trademark Office. Kin is a trademark of Medela.