

## Supporting Parents at Work

According to the U.S. Bureau of Labor, 70.5% of women and 92.8% of men with children under age 18 work, and the parents on your team can use all the help you can give them. Having comprehensive policies that support a family-friendly workplace helps you attract and retain top performers while helping your employees who are parents retain their overall productivity.

### Give them time

One way you can support a new parent is to add paternity leave to your benefits. Allowing new fathers time to stay home with the mother and baby gives them a chance to adjust to their new routine and build a relationship with their babies. You can also provide flexible time to your employees who are parents both before and after the birth or adoption of a baby. A recent survey by FlexJobs found working parents ranked flexibility ahead of salary, and 84% of working parents say flexibility is the most important factor in a job.



### Give them space

You can support new mothers by providing a safe and private space to pump if they are breastfeeding. The American Academy of Pediatrics reports that corporate lactation programs help employers attract and retain top talent, increase productivity, decrease absenteeism and ensure employee satisfaction. You may also want to look at offering onsite child care. Offering onsite child care provides positive opportunities for working parents, and companies that incorporate it find it pays off.

### Give them support

Here are some other ways you can support the working parents on your staff:

- Provide a back-to-work mentor for parents who have been on leave to help get them back up to speed.
- Start a parent support group to help parents of babies, preschoolers, school-aged kids and teenagers.
- Make an effort to create a community in your company that's inclusive of parents.
- Make life a little more convenient for your employees by providing things, such as an on-site gym or health clinic, or amenities such as postal or banking services, take-home dinners and grocery delivery services or an on-site farmers market.

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Topic: Relaxation Meditation

Wednesday, Aug. 14, 2019

8 to 8:10 a.m. Eastern time

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