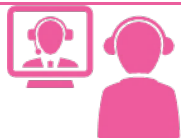


Parenting and supporting families

Currently in the UK, nine in ten households with dependent children have working parents. This demonstrates that there is a clear need for employers to recognise individual employee needs and aspirations when it comes to families and caring responsibilities to create and retain a healthy and productive workplace.

78%
of mothers with
children under
the age 6 work
full time



Criteria:

1. Assess and demonstrate need
2. Raise awareness and provide information focussed on parenting/ supporting families including support and resources available
3. Develop your organisational approach to parenting and supporting families including support within policies/ processes
4. Develop an initiative/ programme of activity focussing on parenting and supporting families and ensure the initiative/ activity is evaluated to demonstrate impact



Guidance:

- Demonstrate why this standard/ module has been chosen (using evidence where possible, this could include data or employee feedback/ voice/ engagement).
- Provide information and signpost to guidance and support for the key themes. Consider sharing information around planning a pregnancy and antenatal information/ support as well as postnatal information/ support e.g. breastfeeding, mental health, finances etc.
- Providing training and guidance to managers in policies, practices, and how they can be implemented will help to equip managers to support parents
- Consider how your workplace could become family friendly, this could include reviewing the physical workplace environment, such as providing a suitable private room and a secure fridge for expressing when returning to work from maternity leave.
 - Consider developing specific policies (e.g. breastfeeding) or reviewing policies and procedures to incorporate supportive approaches such as: adjustments within the workplace; flexible working for mothers and fathers; allowing paid time off to attend appointments (including time off for antenatal appointments and education recognising the role of fathers in the transition to parenthood); maternity and paternity leave (including shared parental leave)
- Consider planning a programme of activity to support parents/ expectant parents. This could include practical activity such as antenatal relaxation, campaigns, seminars, workshops/ toolbox talks, financial advice, counselling, sharing videos, signposting resources.
- It is important to think about senior leadership and employee engagement to develop and implement your approach for this standard.



Local/National Resources:

BITC parenting and caring in the workplace [toolkit](#)
Gov.UK holidays, time off, sick leave, maternity and paternity [guidance](#)
WCC pregnancy [webpage](#), breastfeeding [webpage](#), and healthy start [webpage](#)
Worcestershire Starting Well [Service](#)
Worcestershire Pregnancy Stop Smoking [Service](#)
NHS pregnancy and baby [guide](#), breastfeeding and going back to work [webpage](#)

HSE new and expectant mothers [guidance](#)
Tommy's Planning a Pregnancy [toolkit](#)
BPAS [website](#)
APNI [website](#)
Dadpad [website](#)
NCT [website](#)