



## What Top Employers Know About Retaining and Recruiting Women

Is your organization ready to *really* support a talented female workforce? Are you prepared to address the next wave of benefits, identified as a top trend by Willis Towers Watson?

According to the 2017 Willis Towers Watson Maternity, Family and Fertility Pulse Survey, employers increasingly recognize the benefits to supporting their pregnant employees and new mothers.

They are enhancing their benefits packages by offering comprehensive pregnancy-related benefits to boost employee health, morale, satisfaction, and loyalty while reducing the company's healthcare costs and increasing their bottom line.

### **Pro-Women and Pro-Family: Three Key Ingredients of a Comprehensive Approach**

In recognition of the well-documented health advantages of breastfeeding for infants and mothers, providing comprehensive workplace lactation support is part of this equation.

**Space and Time.** Local and federal guidelines require employers to accommodate breastfeeding employees by providing a safe, clean and private space (not a bathroom!) and reasonable time to express milk while being separated from their babies.

**Communication.** Throughout the years of collaborating with employers, Maternity Care Coalition (MCC) has learned that workplace lactation support often happens in a very informal way and is not communicated across the company. This *ad hoc* structure can inadvertently lead to compliance issues, because only certain employees will end up knowing and using these accommodations.

Instead, develop a written policy and communicate it across the board. Define a strategic protocol that triggers employees' access to this benefit. Not only is this a fairer approach, but also employers signal their intent to support women and families.

**Stand Out with Certification.** Smart employers see an opportunity to set themselves apart from their competition, leveraging MCC's expertise and long-standing experience. Not satisfied with mediocrity and a "bare-bones" approach, clients aim higher than simple compliance by becoming MCC-certified Breastfeeding Friendly Employers and joining the ranks of other desirable employers.

Tailored to each employer's unique needs, work environment, and culture, MCC helps design and integrate a well-rounded workplace lactation support program into the company's existing employee wellness program

### **Lactation Support at the 2019 Philly SHRM Symposium**



To learn more, visit MCC's concierge-style Event Lactation Support Services at the upcoming 2019 Philly SHRM Symposium, located at the event venue on the Mezzanine Level Salon 1. MCC staff will be available to support breastfeeding participants and respond to any questions you might have.

We offer comfortable and private lactation stalls close to the action of the event. You'll find a welcoming atmosphere with a personal touch where the busy mom can take her pumping break and thereafter leave her pumping equipment and expressed milk in the safe hands of MCC staff until she is ready to go home. Come see us in action.