

Supporting pregnancy, maternity and returning to work

Key elements of a successful strategy include:

- ▶ Consult with pregnant and new mothers
- ▶ Create a business case
- ▶ Senior champion
- ▶ Policy and process
- ▶ HR champions
- ▶ Support line managers
- ▶ Communications strategy
- ▶ Role models
- ▶ Support for pregnant women and returners
- ▶ Handover and returning to work plans
- ▶ Career planning
- ▶ Flexible working
- ▶ Childcare
- ▶ Monitor, refine, measure impact
- ▶ For further information about how to put this into practice, please contact us at employers@workingfamilies.org.uk