



NEXTGEN
WORK CULTURE

How HR Leaders can Unlock the Power and ROI Of Parental Support Programs



Welcome! Before we get started...



- Audio is muted
- Feel free to ask questions!
- Interactive polls
- Recording and slides will be shared afterwards
- \$20 gift cards to the top 5 posts on LinkedIn (tag @MilkStork and @Kortney Ross)

**Milk Stork is the trusted leader in
breast milk shipping solutions,
empowering working parents to
thrive at work and at home.**

More than 800 of the world's leading brands trust Milk Stork

accenture



Meta



stryker



McKinsey & Company

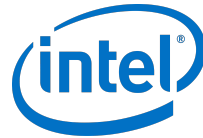
BAIN & COMPANY



BlackRock

PHILIPS

ORACLE



qualtrics

Bloomberg



moderna

indeed



SPACEX



Uber



News Corp



Vox



SONY MUSIC



Why we're here

- The business case for supporting working parents
- What companies are legally required to do for pregnant and lactating employees
- Meaningful resources for working parents



Our Speaker: Kortney Ross

- Business Consultant and Trainer
- Founder of **NextGen Work Culture**
- Podcaster and speaker
- Mom to Theo (4) and Ember (2), Law Enforcement Park Ranger's wife



Kortney Ross
Founder of NextGen Work
Culture



**Supporting working parents
isn't *just* the right thing to do.**

It's good for business, too!

40% of U.S. employees
have children under 18.

11% have children
under 5.



*Glassdoor, Sept 2022



Poll

What do you think is the #1 driving factor for working parent satisfaction?

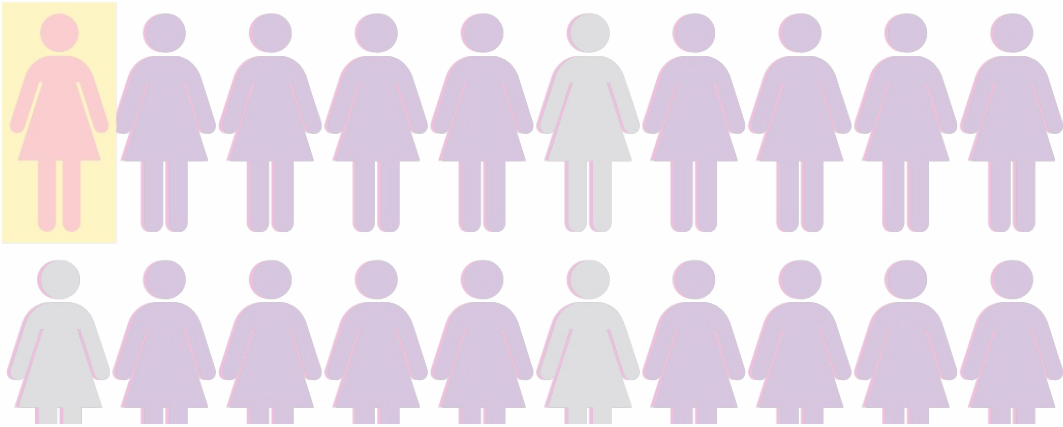
A. Pay and Compensation

B. Team & Leader Support

C. Benefits

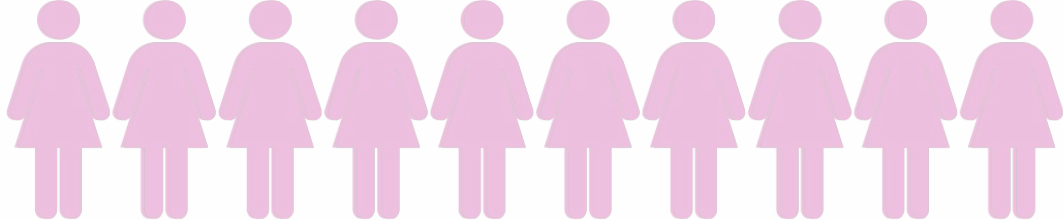
The Cost of a Lack of Support

At least
\$18,000



\$50,000
 x6
\$300,000

**If a company had 1,000 female employees...
750 become pregnant. 150 are likely to quit.
Costing the company \$7,500,000 in recruiting and training.**

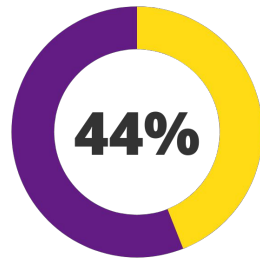


Times Have Changed

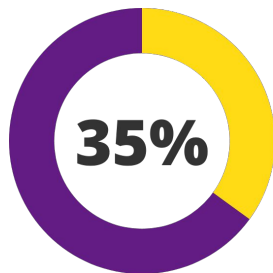
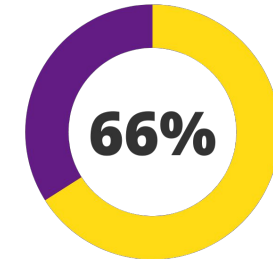
1960s

versus

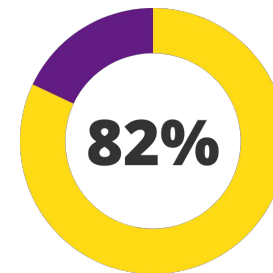
2000s



Percentage of women who worked at all during pregnancy



Percentage of women who worked during their final month of pregnancy



Times have changed.

**It's time for our
workplaces to catch up!**





Poll

How familiar are you with the Pregnant Workers Fairness Act?

- 👍 Very familiar
- 👉 I know a little
- 👎 Not at all

Pregnant Workers Fairness Act

- Went into effect in June 2023
- Final regulations went into effect June 18, 2024
- Meant to help pregnant women stay in the workforce



Pregnant Workers Fairness Act



Covered employers are required to provide **reasonable accommodations** for workers and applicants with **known limitations** due to pregnancy, childbirth, or related medical conditions unless doing so would cause an **undue hardship** on the employer's operations.

Compared to the Americans with Disabilities Act (ADA)



- Employee **or representative** can inform the employer.
- May have to temporarily suspend essential functions of the position if the employee will be able to perform that function **in the near future**.
- Accommodations should be made **without unnecessary delays**.
- Be careful about **documentation** – don't just reuse ADA process.

Accommodations



- Always accommodate the Predictable Assessments:
 - carry or keep drinking water nearby
 - extra bathroom breaks
 - sit or stand
 - extra breaks for eating or drinking
- **Don't** have a blanket rule for all pregnant employees
- **Don't** require an employee to accept an accommodation

Food processing plant, 2020

A pregnant employee's request to keep water nearby and have more restroom breaks was denied. She was forced to take leave and eventually was fired for extensive absence.

She filed suit claiming discrimination due to sex, pregnancy, and disability. Settled out of court.

The Importance of Training



Communication between workers and covered entities is the key to voluntary compliance. As set out in the proposed regulations, employees and applicants have the responsibility of asking for an accommodation. In doing so, they do not need to mention the PWFA, say any specific phrases, or use medical terms, and the request does not have to be in writing. Rather, the worker can communicate (or have someone communicate on their behalf) that the worker has a limitation that is related to pregnancy, childbirth, or related medical conditions and the need for an adjustment or change at work. Because the statute and the regulations emphasize employee notice that is simple and straightforward, and need not be in writing, covered entities should train first-line supervisors to recognize such requests as requests for accommodations and to act on them accordingly.

Once the need for an accommodation has been communicated, the covered entity must respond to the request. If the need is straightforward and can be easily accommodated (e.g., providing a stool for a pregnant cashier, or allowing a pregnant worker to carry a bottle of water with them and to drink as needed), the entity should act quickly and provide the accommodation. If the entity has questions or wants to explore different

A pregnant employee may ask a manager for a simple accommodation in a casual conversation at work.

The manager has the responsibility to recognize that as an accommodation request and then act on the request as quickly as possible.

Large retail chain, 2024

Manager told a female employee she was not promoted because she was a mother with young children.

Cost the company \$60,000 in settlement plus additional manager training.

Train Frontline Managers



Accommodation requests must be uncomplicated and can be as simple as a conversation with a manager.

Do your managers know how to respond?

Sign-up for more information about manager training by scanning the QR code!



[Kortneyross.com/
LeadershipTraining](https://Kortneyross.com/LeadershipTraining)

Breastfeeding Facts

World Health Organization recommends **exclusively breastfeeding for 6 months.**

In 2020, **83% of babies** started out breastfeeding.

But only **1 in 4 infants** were exclusively breastfed by six months.

60% of moms quit breastfeeding before they want to.

*Center for Disease Control





Poll

How familiar are you with the PUMP Act?

- 👍 Very familiar
- 👉 I know a little
- 👎 Not at all

PUMP Act



Employers of **ALL SIZES** are required to provide **reasonable break time** and a **clean, private, functional space** for lactating workers to express breast milk for **up to one year** following the birth of the employee's child.

Reasonable Time

Will vary greatly depending on

- Age of child
- Milk supply
- Type of pump
- Location of lactation space



Lactation Space MUST be:

- Shielded from view
- Free from intrusion
- Available as needed
- Functional for pumping
 - chair
 - flat surface
 - outlet

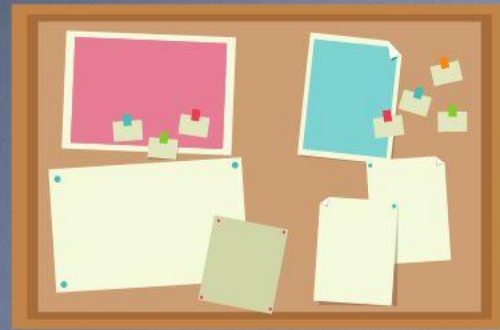


Make it better by adding:

Work
space



Message board and photos



Lower lighting



Sink



Bigger table
or counter



Comfy chair



Refrigerator



Lactation Pods



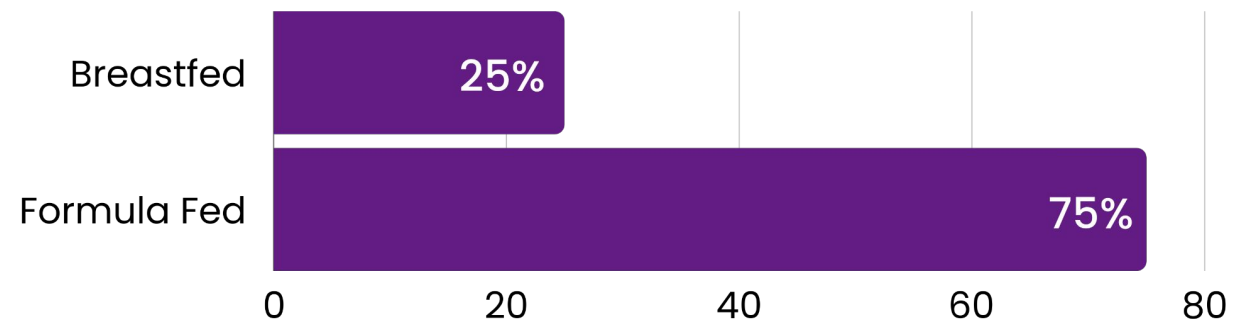
The ROI of Lactation Support

Breastfeeding **significantly** lowers health care costs. A 2-year study of 343 employees participating in a lactation support program discovered an **annual savings of \$240,000 in health care expenses.**



Mothers of breastfed babies **miss work less often** than mothers of formula-fed babies.

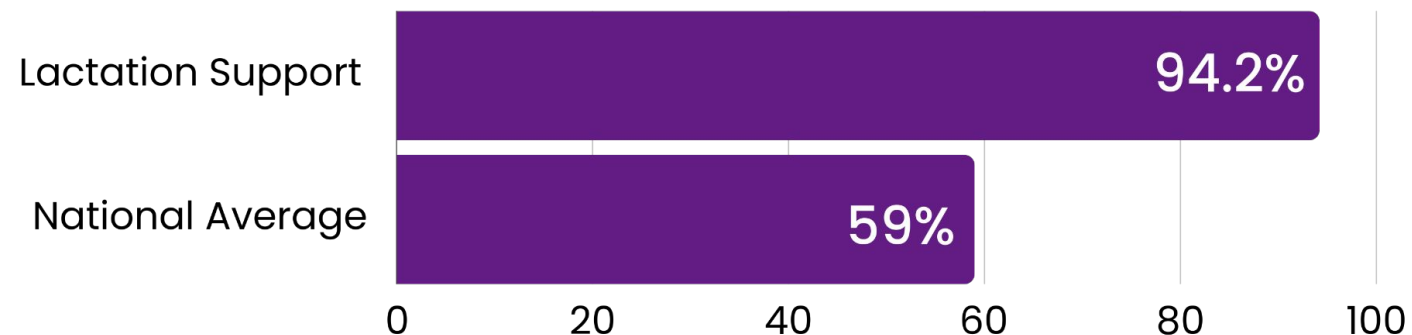
Percentage of Infant Illnesses Requiring 1-Day Maternal Absence from Work



The ROI of Lactation Support

Post-maternal retention **improves by 35.2%**

Retention Rate for Employees of Companies with Lactation Support Programs



*U.S. Department of Health and Human Services

L.A. Department of Water and Power

80% of employees are male but they implemented a lactation support program for ALL employees (including partners of breastfeeding parents.)

83% of employees were **more positive** about the company after implementation.
67% intended to stay long-term.

Meaningful Resources for Parents



Employee Resource Group

- A place for parents to connect, share stories and strategies, and learn
- Have a channel in Slack, Teams, etc.
- Bring in experts like sleep consultants, behavioral therapists, and other parenting coaches to help employees with parenting skills – ultimately increasing productivity

Meaningful Resources for Parents



Employee Education

- Gather all links and info in one location (intranet, eLearning)
- Clearly explain all benefits
- Inform employees of their rights and escalation steps
- Provide education from parenting experts

Family Planning Benefits

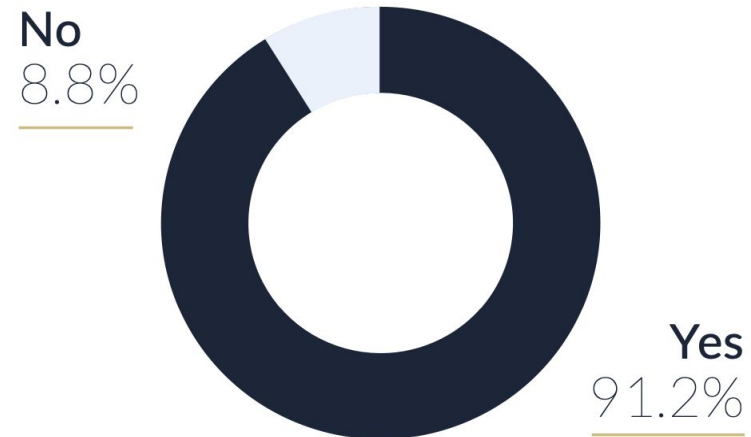
- financial planning
- nutrition coaching
- fertility treatments
- surrogacy
- adoption and foster support
- parental leave coaching
- birth doulas and home births
- lactation consultations
- breast milk shipping
- sleep support
- menopause support
- hormone therapy





Milk Stork solves logistical hurdles that working parents face so they can transition smoothly back to work.

With Milk Stork, are you more likely to accept travel assignments and/or engage in business travel?



- I would have stockpiled breast milk ahead of time and lugged everything I pumped on the trip home - **75.9%**
- I would have avoided business travel or limited it - **50.5%**
- I would have pumped and dumped while away - **32.9%**
- I would have had to use formula to cover my absence - **25.7%**
- I would have weaned early - **8.8%**

Randstad, 2020

Committed to being a family-friendly workplace

- Reviewed parental leave policy
- Improved flexible work policies
- Formed a parents and caregivers group
- Created an intranet site
- Offered discounted childcare
- Provided wellness tools

Maintain high engagement scores and attract top talent, even after the pandemic

Q&A



To learn more:

- Visit Milk Stork at milkstork.com
- Contact Kortney at kortneyross.com