

CHECKLIST

The four steps
to building a
hybrid workplace
that works for
working parents



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The future of work is here, and it's hybrid: nearly three in four U.S. companies have switched or plan to switch to a permanent hybrid model. But for many of us, hybrid work alone can't solve the problems unearthed by the pandemic. No group feels this more acutely than working parents, for whom hybrid work brings a new set of challenges—and a new set of opportunities.

Working parents need more support than ever before

As companies of all sizes experiment with different approaches to hybrid work, employees everywhere are grappling with new routines, and new challenges. Even with a hybrid schedule, employees with children at home still have a lot to figure out—and a lot on the line. Not only are working parents relearning commutes and getting used to seeing coworkers in-person again, they're also figuring out how to coordinate childcare with their partners, families, or babysitters, figuring out how to keep food in the pantry and on the table, and more.

A recent report by The Ohio State University found that over 66% of parents are still experiencing burnout in 2022, and according to research by Maven, 70% of employers say they've seen higher rates of attrition among working parents since the pandemic began. For the millions of working parents who have left the workforce, hybrid and remote work remains a top priority for their next roles. For those who stayed at their jobs, many are looking for support juggling the demands of work and their responsibilities at home.

Making hybrid work work for parents is going to be the next big test of the new normal. We put together this checklist to help get you up to speed and ahead of the curve for the parents in your organization.



01.

Putting health and safety first

Health and safety was the reason so many companies shifted to remote work in the first place. So it stands to reason that it should be your number one priority when returning to the workplace.

Revisit and update your sanitation protocols

Keep your sanitation protocols up-to-date, and make sure your employees are aware of what you're doing to keep them safe. Working parents need to know they're not risking their families by coming back to the office, and easing that anxiety can go a long way.

Make your mask and vaccination policies clearly known

Make these policies available on your company intranet or benefits pages, as well as in break rooms, meeting rooms, and kitchens. This is especially important if you don't require any masks or vaccinations, so those concerned can make appropriate arrangements.

Update your workspace for COVID accommodations

Provide employees with reasonable amounts of space so they can feel comfortable, evaluate and update your ventilation and HVAC, and provide reasonable accommodations for employees who may be immunocompromised or have susceptible family members.

02.

Making policies and benefits accessible

Benefits utilization is one of the biggest hurdles any HR team faces. A recent Aflac report found that, on the whole, employers assume their teams know more about their benefits than they actually do. To help mitigate parental anxiety, it's crucial that they know exactly what resources they have available.

Survey your team about your benefits

Collect data from your employees about their family health benefits. You can run an informal survey using tools like Google Forms, or you could partner with a survey platform for something more formal. SHRM has an excellent resource for employee survey design.

Hold a webinar or benefits fair

Getting employees to use their benefits starts with education. Holding a parents-specific webinar or fair can help you disseminate easily digestible benefits information to working parents in your organization, rather than relying on complex summaries of benefits.

Compile relevant benefits into a parents-specific toolkit

As a follow up to your internal presentations, assemble a toolkit or a one-pager to consolidate parenting-related benefits into one place. Host this on your intranet or share it with your parenting ERGs to help it reach more people.

03.

Modernizing your family benefits

The world has indelibly changed, and so have the needs of working parents. It's imperative that your family benefits keep up, because the status quo is only leaving parents behind. Your employees need flexible, digital solutions that are easy-to-access and engaging to use, so that no matter where employees are in the world, they can have equal access to benefits.

Coaching resources for parents

Offer access to coaching resources to help parents find ways to work, live, and parent better. According to research by Maven, 43% of employees say that return-to-work coaching would have helped them feel more equipped after giving birth.

Virtual speciality care

Specialty care providers, like sleep coaches and lactation consultants, can make a huge difference in outcomes, but they're often hard to access. Virtual care can ensure that your employees can access high-quality care wherever they are, without the wait-lists.

Care navigation

Navigating the healthcare system while caring for a child and juggling the rest of life's responsibilities can be incredibly challenging. Offering care navigation can help empower your employees to find the care they need, when they need it.

04.

Safeguarding mental health

Just because your employees are going back to work doesn't mean the world is going back to normal. It's more important than ever to prioritize mental health, especially for working parents.

Mental health resources

Mental health support during the postpartum period is critical for birthing parents and their partners. Offering dedicated resources, including access to therapists, coaches, and clinically-vetted content, can help parents navigate the postpartum depression.

ERGs and safe space creation

Creating and bolstering ERGs for parents, especially those in historically marginalized communities like same-sex couples and Black families, can help create safe spaces for your employees to come together and find support.

Manager training

Much like bringing a child home, going back to work is both a huge milestone and a massive transition. Training managers to empathize with working parents as they transition back to the office can go a long way in improving their day-to-day.

Maven can help your organization support and celebrate working parents

Maven is the global family health partner for companies seeking to provide inclusive, quality care for their employees as they start and grow their families. We provide working parents with unlimited access to virtual family care for their family-building, maternity, postpartum, and parenting needs. To learn more, [contact us today](#).