



# Parenting in the Workplace Institute

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BabiesAtWork.org ParentingAtWork.org

## BABIES AT WORK FACT SHEET

**MORE THAN 1,800 BABIES IN MORE THAN 150 ORGANIZATIONS  
HAVE BEEN SUCCESSFULLY BROUGHT TO WORK.**

Baby programs have been successful in **office-based, cubicle-based, open-plan, and retail** environments.  
Baby programs have been successful in companies ranging from **3 employees to 3,000 employees**.  
Baby programs require **minimal investment** by an organization and **provide extensive benefits**.

### BENEFITS FOR BUSINESSES

Employees Return to Work Sooner	Increased Employee Recruitment
Increased Retention / Lower Turnover Costs	Babies Attract New Customers
Higher Morale and Productivity	Increased Loyalty from Existing Customers
Increased Teamwork and Collaboration	Low Startup and Implementation Costs
Lower Health Care Costs From Increased Breastfeeding Rates	Low Liability Risks

### BENEFITS FOR FAMILIES

Increased Bonding	Financial Stability
Socialized Babies	Social Network / Support for Parents
Lower Stress for Parents	Lower Day Care Costs
More Options for Women	Easier Breastfeeding
Enables Working Fathers to be More Involved with Their Babies	Responsive Care Means Happier Babies and Parents

### ORGANIZATIONS WITH SUCCESSFUL BABY PROGRAMS

Consulting Firms	Credit Unions	Design Firms
Government Agencies	Law Firms	Retail Stores
Manufacturing Companies	Non-Profits	Publishing Companies
Public Relations Firms	Schools	Software Companies

## REQUIREMENTS FOR SUCCESS

- (1) Having clear policy guidelines for parents and coworkers.
- (2) Limiting the program to babies who are not yet mobile.
- (3) Limiting the program to babies who are content in the work environment and to parents who are able to simultaneously complete job tasks while caring for their babies. It is rare that a situation occurs in which management needs to intervene, but it is critical to long-term success that the company be able to do so as appropriate.

## BABY PROGRAM DETAILS

**Babies in structured programs tend to be overwhelmingly content. This is due to four major factors:**

- (1) High levels of social interaction for babies due to occasional visits from coworkers.
- (2) High levels of physical contact for the babies from parents and coworkers.
- (3) High rates of breastfeeding, which results in healthier babies who are easier to soothe.
- (4) Highly responsive care of babies by parents to avoid disturbing coworkers, resulting in psychologically healthy and highly content babies.

**Parents are very motivated to make these programs work.**

When there are clear guidelines that babies cannot disrupt the work environment, parents tend to meet their babies' needs at the first sound of distress, which results in happy babies that cry very little. Parents also tend to work very hard to get work tasks done, so as to ensure that they will be permitted to continue bringing their babies to work.

**Babies' brains grow faster in the first six months of life than at any other time.**

Babies crave information and interaction with other people. In many workplaces, babies have a variety of people to observe and interact with throughout the day, which satisfies their need for social stimulation and helps to keep them content.

**Many people were highly resistant to baby programs prior to implementation.**

People in structured programs almost invariably become supporters after implementation. People (including many prior skeptics) frequently comment on how being around happy babies lowers their stress levels and how much it helps to get a "baby fix" when they are having a bad day.

## QUOTES FROM BABY-FRIENDLY COMPANIES

"When they first announced it—when it went live—I was thinking, 'That's ridiculous. How do they expect me to run a branch with babies?' I just couldn't see it working. But they sold me on the program, and I've been really happy with it."

Fran Oswald, Branch Manager  
Schools Financial Credit Union (71 babies to date)

"Some of my direct reports thought I was off my rocker when I said I wanted to do this. But I asked them to be helpful and to give it a try—and if it didn't work, we'd let it go. Some of the biggest naysayers became some of the biggest champions when they found that, from just giving a little bit, we were retaining important staff members who were big contributors [to the business]. It has been a very, very positive program for our workplace."

Cathy Weatherford, President  
National Association of Insurance Commissioners (100 babies to date)