



Parental Leave Communication

Top 5 Benefits to Highlight





Your Opportunity



For parents, Parental Leave is a pivotal time that can make or break their career plans - and how they feel about their employer.

As an employer, you know this transition comes with risks—parents might decide to step back or leave for good. Maybe to cherish fleeting early moments; maybe to make finances work. Maybe because they can't see a way to make work work with their new family.

Here's where you come in.

Parental Leave isn't just a retention risk; it's your golden opportunity to shine a spotlight on the benefits of your benefits.

Guiding parents (and their supervisors) through a seamless leave & an empowering return represents a moment to boost morale, retain top talent, & showcase your company as a supportive, family-friendly place to be.



Read on for our top five benefits to highlight in your parental leave communication.

Get ready to turn a this life event into a powerful, positive experience for your employees & company!



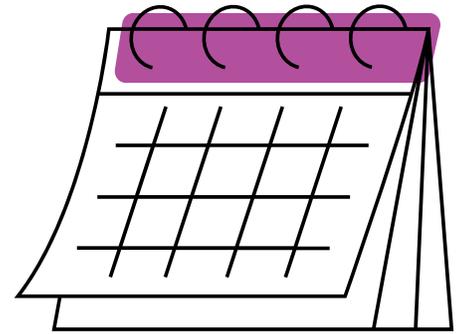
1. Paid Time Off

It's not the only benefit you should highlight, but it is the first.

Your team members will want to understand how much time they can take for parental leave.

Is your communication clear?

- How much will be paid?
- How can it be used? All at once? A mix of full time & part time off?
- What paperwork & approvals are needed?

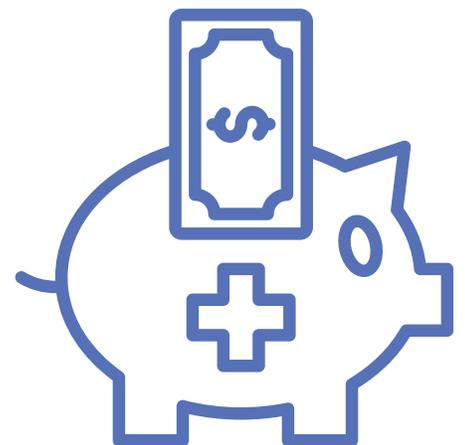


Employee Resource: [5 Steps to Prepare for Maternity Leave](#)

2. Health Savings Accounts

Employees who are single & generally healthy may not initially see value in enrolling in your HSA program. But when they are becoming parents, they should reconsider it!

For expecting & new parents, HSAs can cover the cost of a doula, lactation support, Mental Health therapy, Pelvic Floor PT, and a bunch of baby products!



Employee Resource: [Strong Financial Foundation in Early Parenting](#)



3. Dependent Care FSA/ Childcare Benefits

Average infant childcare in the US costs > **\$12,000/year**. If you can help your new parents save money on childcare (or make accessing it easier), shout it out!

Just like with the HSA, your employee might not have had enrolled in a DCFSA when they started, but as a new parent can save \$1500/year!

Finances aside, finding available childcare is a challenge for many. Any relationships you have with centers, stipends for care sourcing services, or ways to make managing childcare easier are big wins for new parents.



4. Wellness & Professional Development Funds

Do you offer Wellness or Professional Development funds? **Expecting & New Parents can use these for for Popins parental leave services!**

We also see parents using these to cover birth & postpartum support services (like doulas, lactation support, parent classes); fees for care services, prenatal massage, cleaning & meal services.





5. Lactation Support

Despite the guidelines & benefits of breastfeeding, 60% of US mothers don't meet their own breastfeeding goals; Low rates in the US add \$3 Billion in medical costs per year.



Nursing moms returning to work need to breastfeed or pump (often 2-3 times) during a typical workday. At a minimum for PUMP Act compliance, share:

- where employees can express breastmilk at work (a private space, free from intrusion, not a bathroom)
- a support statements around time.

If you engage like Mamava pods for your space or Milkstork for traveling employees, shout those out!

Employee Resource: [Continuing Breastfeeding After Maternity Leave](#)



Feeling on a roll?
Let's talk about how we can help
you support your parents!

[Book a Call](#)