

Supporting new parents in the workplace

Improve the wellbeing and mental health of employees as they take on parenting, increasing staff acquisition and retention through employee centric support.





Why invest in parents?

With over half of new mums considering a career change rather than returning to their old jobs, employee retention being vital for businesses and employee wellbeing being high on the agenda, there isn't a better time to invest in the new parents in your workplace.

Employers that include good maternity support have a 54% better retention rate, and with £1.6 billion spent on replacement costs in the UK alone each year this is vital for business.

What is the problem?

With the NHS maternity crisis at its all-time high, support for new parents hitting an all-time low, reports of 'horrendous' shortages in community services, which have prevented women from accessing adequate postnatal maternity care, it is time for UK employers to look at new parent wellbeing and place this higher up on the agenda for preventative employee wellbeing and mental health support.



... What your employees say ...

Employees want support when it comes to parenting. With the decrease in government funded services it's increasingly more important for companies to support their employees through this journey.

9/10

Women want better health support at work.

80%

Women consider not going back to present employers post maternity leave.

1 in 5

New parents suffer from mental health problems in the first year following the birth of their child.

80%

Dads don't think their workplace is doing enough to support them.



Introducing Hannah Love

I use my 25 years' experience as a Paediatric Nurse, Nutritional Therapist, Nanny and Parenting Expert to support both you as a company and the parent as an individual, ensuring you can meet your objectives to improve employee wellbeing and mental health.

With an existing community of over 25,000 parents, I want to bring my CALM (Consistent, Achievable, Loving, Manageable®) approach to parenting to your company and your employees to help you achieve your business goals and corporate values.

Sleep well
with Hannah

Why should you care?

Too often, wellbeing strategies at work spring into action only once the person is already in crisis. I know, from years of working with families, what issues are likely to arise and at what point and I can advise before they become reality and it's too late.

My extensive experience of supporting new parents can be used to help your company lead the way on meeting the needs of new parents and therefore making sure ALL of your workforce performs.



Recent WHO recommendations highlight the importance of managerial training on how and when to direct employees to support, and to recognise when they need it. Emphasis is on preventative, reactive, timely and tailored support.

The benefits

By offering my support to your new parents you won't only be benefiting the individual but your company as a whole. Supporting employee wellbeing increases employee resilience, better employee engagement, reduced sickness absence and higher performance and productivity. By offering my preventative, as well as reactive, support for new parents you will be ensuring your whole team can run smoothly and safely.

Pre-birth Support

Matrescence- the scientific name for the transition into motherhood acknowledges the huge emotional, physiological, psychological and hormonal changes that take place at this time. By preparing and educating both the new parent and workplace we can decrease the chances of Post partum depression, anxiety and ensure the best possible chance of parents being relaxed and calm when baby arrives.

Through the first few months

Babies change quickly. I have been working with new parents long enough to know when they will need certain information and support on their parenting journey. My courses and information cover popular topics such as feeding, weaning, sleeping, first aid, choking, baby routines and illness and teething. When parents are prepared they are more relaxed, when babies are sleeping and feeding well parents anxiety is eased.

Back to work

Maternity leave flies by and soon parents are considering the transition back to work. My support and courses will ensure your employee is able to transition back, sleeping well, with a baby that is confident settling into childcare.



Ongoing support for the first 12 months, or more, of their parenting journey.

... It makes business sense ...

Providing new parents with this level of support is a new concept, although it is already being adopted across Europe, particularly in Germany. It is only a matter of time before it is expected in the UK, because it is the right thing to do for the employee and employer.

Wellbeing

Through my program you can ensure the best possible support for your employees, alleviating exhaustion, reducing the chance of PND and PNA and helping them to succeed to their best ability, both at home and in the workplace.

Retention

Employees that feel supported on their return to work are more likely to stay and perform to their best ability. This means less cost for the company on sick leave, role replacement and cover for absence.

Acquisition

With companies finding it hard to attract new female talent, having enhanced support for new parents is a great asset for a company to attract new employees.

Financial

For all of the above reasons investing in my services makes financial sense to any employer. For a relatively small cost you can reduce the chances of hefty employee replacement costs and staff cover.



It's the right thing to do.

Beyond all of the reasons explained, new parents are really struggling. Every day I see how juggling work and a baby with little support from the NHS is leaving new parents in unsustainable situations. Being a new parent in today's world can be confusing and isolating and my community and advice can be the difference between sleeping and being up 15 times a night. The difference between struggling with anxiety and enjoying their new baby. When you have support and sleep the anxiety is turned into excitement, the questions become options, and you are able to enjoy all those precious moments with your baby and return to work rested and ready.



How it works

We have three packages available, all ensuring an amazing level of support for your new parent employees.



New Parent

This package includes 12 months of access to:

Age appropriate membership areas which include everything a new parent needs to tackle each key stage of their parenting journey. These separate areas take you from pregnancy to birth, through the first few months and from six months onwards.

Each membership area includes training videos, guides, tips, routines, FAQs and more. The information covers first aid and safety, emotional well-being, feeding and sleep as well as practical information aligned to supporting and reassuring new parents on their journey.

In addition, new parents will get access to 10+ 'How to' courses, covering a range of common parenting issues including new baby preparation, newborn sleep, first aid and safety, weaning onto solids, illness and teething, back to work and many more. Plus, they'll get access to my premium Sleep Well with Hannah Sleep Course, to help teach their baby to sleep well in a kind and gentle way.

£399 per person



New Parent Club

This package includes everything from the New Parent option, plus 12 months access to:

- Weekly group online drop in clinics, with direct access to me. These sessions are designed to supplement of all of the training and courses new parents have access to, with bespoke troubleshooting and support.
- Private Facebook community for additional support and community from like minded new parents in the club.
- Access to my premium Sleep Club for additional support when they need to tackle sleep in their little one.

£699 per person



New Parent Club+

This package includes everything from the New Parent Club, plus

- Access to a minimum of three in person events to meet with me and other Club+ members, with additional training, one to one time and more.
- WhatsApp Q&A threads to support new parents with quick support and guidance when they need it quickly.
- Goodie bag worth over £200 ahead of their little one arriving.
- One to One consultation with me to help get them ready for the arrival of their little one.
- One to One consultation with me to help get them ready to come back to work.
- Copy of my book.

£1499 per person

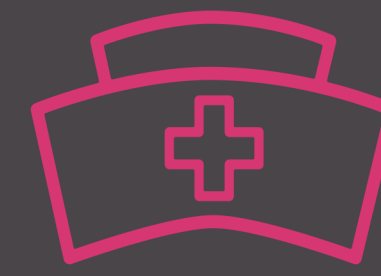
Why work with us?



5 Star Rated on TrustPilot



Fully insured through
Royal College of Nursing (RCN)



Qualified children's nurse,
registered through RCN



1000's of families helped



British owned small business



GP recommended


Get in Touch



I would love to the chance to further discuss options, answer any questions and help build out a support package that works you and your employees. I look forward to hearing from you.

Hannah Love

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