Babies at Work Fact Sheet

More Than 2,100 Babies in More Than 200 Organizations Have Been Successfully Brought to Work

Baby programs have been successful in office-based, cubicle-based, open-plan, and retail environments.

These programs have been successful in organizations ranging from 3 to 3,000 employees.

BEFINDS FOR BUSINESSES

Employees Return to Work Sooner
Increased Retention / Lower Turnover Costs
Higher Morale and Productivity
Increased Teamwork and Collaboration

Increased Employee Recruitment
Babies Attract New Customers / Increased Customer Loyalty
Positive Publicity
Lower Health Care Costs From Increased Breastfeeding Rates

BEFINDS FOR FAMILIES

Lower Day Care Costs
Socialized Babies
Lower Stress for Parents
More Options for Women
Enables Working Fathers to be More Involved with Their Babies

Better Financial Stability
Social Network / Support for Parents
Increased Bonding
Easier Breastfeeding
Responsive Care Means Happier Babies and Parents

SAMPLING OF ORGANIZATIONS WITH SUCCESSFUL BABY PROGRAMS

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

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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.
(4) Limiting the program to parents who are able to simultaneously complete job tasks while caring for their babies.

BABY PROGRAM DETAILS

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

(1) Highly responsive care of babies by parents to avoid disturbing coworkers, resulting in psychologically healthy babies.
(2) High levels of physical contact for the babies from parents and coworkers.
(3) High levels of social interaction for babies due to occasional visits from coworkers.

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 who 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 keeps them content.

After program implementation, skeptics typically become enthusiastic supporters. Although employees and managers are often skeptical about program feasibility, once a baby program is in place and people get to know the babies, they tend to become highly supportive of continuing the program. Employees frequently comment that being around happy babies lowers their stress levels and that interacting with babies makes difficult days easier.

“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
(161 babies to date)

“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 (140 babies to date)