

Supported by



## Helping your Employees Prepare for Parenthood

Work with the UK's largest charity for parents to support your expectant employees.

# About the NCT

**We want all parents to have an experience of pregnancy, birth and early parenthood that enriches their lives and gives them confidence in being a parent.**

The NCT has over 50 years of experience working with parents and are recognised as the voice of pregnant women and new parents throughout the UK. We are viewed by many as independent experts in matters relating to pregnancy, birth and early parenthood and are an influential and trusted advisor to UK governments, Royal Colleges, private sector bodies and other charities.

## Helping your Employees Prepare for Parenthood

Research shows that many women regard telling their employers about their pregnancy with some trepidation. A recent study by the Independent newspaper showed that one in six expectant women was too scared to tell her employers about her condition. Studies have also shown that there is a correlation between how female employees were treated when they were pregnant and their rate of return to the same employer after maternity leave. The best employers achieve over 90% return-to-work ratios.

**“The provision of NCT Preparing for Parenthood packs is an important element of our total maternity package for employees. The packs provide a single, easy to access source of key information for parents-to-be and are greatly valued by our employees.”**

**- Donna Halkyard, Diversity Manager, Ford of Europe**

### What the NCT can help you achieve

The NCT will help you to show your employees that you support them during their life-changing experience of becoming a parent. With a range of classes and packs on offer, we will be able to provide you with a format that suits your budget.

All of these options will enable you to provide your employees with essential information and support for enjoying a positive experience of pregnancy and birth, and early parenthood.

Prices include delivery and exclude VAT where applicable.

Please contact [commercial@nct.org.uk](mailto:commercial@nct.org.uk) to place your order or request further information.



© Anne-Marie Briscoe

# NCT Information pack

Jaguar offers extra support to its employees through the NCT Preparing for Parenthood packs. They came first in a recent survey of corporate maternity policies carried out by the Guardian newspaper.



We have an information pack that includes essential information to help your employees make the best start to their pregnancy.

- **General information about the NCT and its services**  
Includes ideas to help you make a straightforward labour and birth more likely.
- **Breastfeeding – a good start**, published by the NCT  
Our guide takes new mothers through the essentials of breastfeeding their baby.
- **Guide to labour**, published by the NCT  
Our step by step guide for labour and birth has been designed for a birth partner to read and keep with them in labour.
- **Happy Birth Day**, published by Mitchell Beazley  
Taking you through all the stages of pregnancy, labour and beyond, Happy Birth Day helps you to make the birth choices that are right for you. As well as a free DVD following the pregnancy and birth experiences of two women, Happy Birth Day also comes with an 'Early Daze' section dedicated to helping you through those first feeds and sleepless nights.
- **Bumps & Babies magazine**, published by the NCT  
Designed to help new and expectant parents through the maze of information and decisions, our magazine includes informative articles such as week-by-week guide to pregnancy and eating during pregnancy.
- **Babycalming**, published in association with the NCT  
Caroline Deacon's informative book covers ways to help a baby sleep through the night, soothing techniques to comfort crying, practical steps to solve problems with colic, and establishing the right routine for parent and baby.
- **£5 NCT Sales voucher [www.nctshop.co.uk](http://www.nctshop.co.uk)**
- **Fathers-To-Be Handbook**, published by Patrick M. House  
The Fathers-To-Be handbook is focused specifically on fathers' preparation for the birth of their child and the new family to come, combining interesting research with anecdotes.
- **Mums The Word DVD** – this DVD follows the true-life story of one woman, her midwives, health visitor and family as they support her through her baby's birth and beyond into motherhood.

Cost of this package is **£45**

# NCT Information pack with NCT membership

**“I was worried that I would be lonely on maternity leave - instead, thanks to the NCT, I’ve made lots of friends.”**

**- Emma, Harrow**



You can upgrade our information pack with an NCT membership and extend your employees support network.

## **Benefits to your employee includes:**

- **Membership of their local NCT branch**

We have hundreds of branches throughout the UK run by parents for parents. Your employees will be able to meet other people who are going through the same life changes and share experiences. Our local branches provide essential networks for new parents and are crucial for providing mutual support during those early days. Branch volunteers will keep in regular contact with them, providing local news and information.

- **Quarterly membership magazine**

All members receive our quarterly membership magazine, NewGen, which includes well-informed and well-researched articles on pregnancy, birth and life as a parent.

- **Representation at government and local policy levels**

The NCT is respected as a large user organisation and we campaign at both local and national levels to improve people’s experience of their transition to parenthood. As a member, your employees will be able to influence the way maternity services and policies take shape in the UK.

Cost of this package is **£85**

## NCT classes offered to corporate clients

8 couples per class. All NCT specialist workers are qualified at diploma level

The NCT antenatal class addressed all these fears in a straightforward, non-embarrassing way (to the relief of my husband!).

- Catherine, Haringey



### Antenatal Taster Workshop, (12-20 weeks' pregnant)

A 5 hour multi-disciplinary workshop that acts as a first introduction to pregnancy and early parenthood. This workshop provides those at the beginning of pregnancy with information and support to:

- encourage a healthy start to pregnancy and an understanding of changes in pregnancy (physical and psychological) and birth options,
- give a realistic picture of breastfeeding and consider its benefits,
- begin to reflect on the kind of parents they want to be.

Cost **£650**

### 'Transition to Parenthood Programme', (26-36 weeks pregnant)

A multi-disciplinary course over six two-hour sessions. This course is suitable for expectant parents in their late second or third trimester of pregnancy. The NCT strongly encourages both the expectant mother and her partner or birth companion to attend.

This course aims to:

- enable parents to make informed choices around labour and birth;
- build parents' confidence in their ability to give birth;
- help parents achieve positive physical and mental health during and after the birth of their babies;
- facilitate successful breastfeeding if the mother chooses to breastfeed;
- provide the opportunity for discussion of life as a new parent, exploring issues from crying and sleeping to the reality of parenthood and plans for returning to work;
- create a positive sense of group identity so that parents' experiences and feelings can be validated by sharing them and forming friendships.

Four sessions (covering antenatal, breastfeeding, and early parenting topics) are run in the antenatal period and two after the babies are born. All six sessions are run at the place of work. Ideally the course will be run for parents all due to give birth within 2-3 months of each other.

Cost **£1,560**

## Early Days Course

A 12-hour, parent-centred course, run by an NCT Postnatal Leader, to provide the opportunity for discussion of life as a new parent;



- explore parents' concerns from crying and sleeping to the reality of parenthood;
- discuss different approaches to parenting;
- discuss issues in returning to work;
- meet and make friends with other new parents to form a support network.

Cost **£1,560**

## Early Days Taster - New parents

A parent-centred, two-hour drop in course, run by an NCT Postnatal Leader, to:

- provide the opportunity for discussion of life as a new parent;
- explore parents' concerns from crying and sleeping to the reality of parenthood;
- discuss issues in returning to work.

Cost **£300**



The information provided in this document is intended for guidance purposes only. This document does not constitute an offer or a contract of business under any circumstances. Prices, terms, contents and availability are subject to change at any time.

For further information please contact [\*\*commercial@nct.org.uk\*\*](mailto:commercial@nct.org.uk)

**NCT**

Alexandra House  
Oldham Terrace  
London W3 6NH  
Registered Charity No. 801395

Enquiries service **0300 330 0770**  
Breastfeeding line **0300 330 0771**  
Pregnancy and Birth Line **0300 330 0772**  
Postnatal Line **0300 330 0773**  
Office & admin **0844 243 6000**  
Fax **0844 243 6001**

[\*\*www.nct.org.uk\*\*](http://www.nct.org.uk)  
[\*\*www.nctshop.co.uk\*\*](http://www.nctshop.co.uk)