

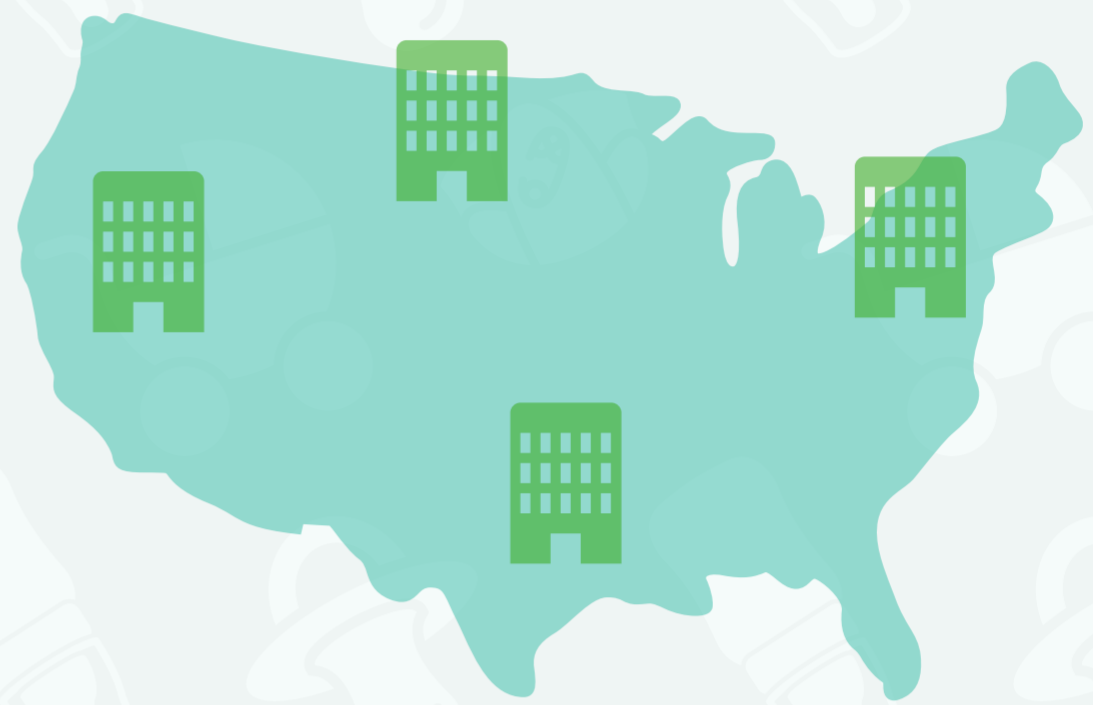
Why is **PAID MATERNITY LEAVE** so important?

\$12,000

The average family's child-related expenses in their first year of life.



EVERYONE benefits from paid maternity leave.



EMPLOYERS

Increased employee retention: Women are **more likely to return to jobs** with paid maternity leave, so firms avoid recruiting and training new employees.

ECONOMY

Less government spending on public assistance: Women who take paid leave are **39% less likely to receive public assistance** in the year following a child's birth.

MOMS

More time to recover physically and mentally: Women need adequate time to heal and manage post-partum depressive symptoms, **without losing their income.**

NEWBORNS

Improved health: Newborns are more likely to reap the **benefits of breastfeeding** and get proper immunizations when their mother has paid leave.



YOU

can take control of your
maternity leave options.



Review your company's paid leave policy.

Familiarize yourself with the benefits available to you.



Talk to your company about establishing or revising their policy.

Paid leave benefits families and reduces costs for your employer.



Consider new job opportunities.

Look for companies that prioritize paid parental leave and have a reputation for being great places for women to work.



**Gerber Life
Insurance Company**

Sources:

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