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Company/Organization: MegaFood

Type of organization: Business

Number of Employees: 224

Category: Workplace

Challenge or Opportunity: We increased baby leave for mom's up to 12 weeks paid in full, but our dad's & secondary caregivers only had 2. We recognized that new moms need the most support in the first 6 weeks, and decided to extend secondary to 6 weeks too!

Approach or Solution: We recognized that new moms tend to get a ton of support in the first 2 weeks home, but then are alone while their partner goes back to work. Dealing with a newborn and trying to heal yourself are intense so we decided to extend secondary caregiver (aka paternity leave) to 6 weeks too!

Impact: We have had only one dad utilize it. We launched it just in time for the expected birth of his baby and were able to offer it effective immediately. He cried! He is still talking about how grateful he is to work for a company that would do something like that not just for the birth mom, but the support parent, truly enabling folks to thrive.