

Healthy Babies Make Happy Moms and Excellent Employees!

Recruiting and Engaging Key Talent Through Workplace Support for Nursing Mothers *PNC Financial Services Group, Inc.*

Employer & Success Stories



For more than 150 years, PNC Financial Services Group, Inc. has provided its clients with excellent service and powerful financial expertise. The company's ability to apply knowledge, experience and innovation to help clients achieve their financial goals has been critical to its success in the highly competitive financial industry.

A leading financial services company, PNC supports excellent performance among its people through a commitment to the core values of: respect, integrity, diversity, teamwork and quality of life. The company recognizes the importance of work-life balance, and supports a commitment to family and personal responsibilities.

"When I first came back to work, I didn't know how I would be able to juggle going to work and being a mom. I'm very motivated to have a career. Having the workplace lactation program helps me achieve the best of both worlds, to have a baby and still advance in my career."

—Haven Christine Panessa,
senior account services team
specialist, PNC

Program Description

One of the key ways PNC supports the success of its working mothers is through its workplace lactation program. Started in 1998 as a way to help new mothers transition back to work, PNC's lactation program today includes 21 private, dedicated New Mothers' Rooms employees can use as a private and sanitary area in which to pump and store breast milk at work. Additional space in other locations is made available as needed.

Employees can access breastfeeding support and resources through LifeWorks, the company's Employee Assistance Program, and work with their managers to arrange a pumping schedule that meets everyone's needs.

Many of PNC's New Mothers' Rooms include: a hospital-grade breast pump, a small refrigerator, a comfortable chair, a nursing stool, cleaner and hand sanitizer, a clock, a mirror, and a lending library with resources and materials. All mothers receive a copy of *The Milk Memos* by Cate Colburn-Smith and Andrea Serrette.

Program Success

More than 500 mothers use PNC's New Mothers' Rooms each year, and the lactation program is a significant contributing factor to the company's high employee engagement scores it regularly receives through the Gallup Employee IQ Survey.

“At PNC, providing breastfeeding support has a positive business impact through an increase in attracting top talent, employee productivity, retention and reduced absenteeism. It also is simply the right thing to do. From corporate policies to administration by managers, PNC’s culture advocates for and accommodates a working mother’s need for a lactation room,” said Kathleen D’Appolonia, senior vice president, manager workplace solutions.

“As PNC continues to grow, we not only remain committed to finding new and better ways to engage our employees, but truly care about helping employees achieve their professional and personal goals. Our lactation program is just one example of this ongoing commitment, with additional New Mothers’ Rooms currently in development for 2011,” D’Appolonia said.

The company’s work-life initiatives, including its support for nursing mothers, have made PNC nationally recognized as an employer of choice. The company was again named as one of the “100 Best Companies for Working Mothers” by *Working Mother* magazine in 2010. It was also named among the Most Admired Companies by *Fortune* magazine in 2010 and ranked 123rd on *Fortune’s* 500 listing in the same year.



PNC gives its nursing mothers a copy of The Milk Memos and other supportive breastfeeding literature.

COMPONENTS OF THE LACTATION PROGRAM

- 21 dedicated New Mothers’ Rooms available to nursing mothers throughout PNC’s offices.
- Scheduled through a dedicated Room Coordinator.
- Hospital-grade breast pumps for working mothers.
- Access to breastfeeding resources and coaching services through LifeWorks.
- Flexible scheduling to accommodate pumping breaks.
- New mothers given a copy of The Milk Memos.

HOW THEY COMMUNICATE THE PROGRAM

- Advertised through PNC News Online intraweb and posters in restrooms.
- Program information included in new employee orientation packets.
- Lactation program communicated to managers through presentations.

Corporate Voices for Working Families

Corporate Voices for Working Families is the leading national business membership organization representing the private sector on public and corporate policy issues involving working families. A nonprofit, nonpartisan organization, we improve the lives of working families by developing and advancing innovative policies that reflect collaboration among the private sector, government and other stakeholders. We facilitate research in the areas of: workforce readiness, family economic stability, workplace flexibility and work and family balance. Collectively our more than 50 partner companies employ more than 4 million individuals throughout all 50 states. Our research, publications and toolkits are available online at: www.corporatevoices.org.

2010 Workplace Lactation Toolkit

Corporate Voices has published a free, high-quality online employer toolkit to help businesses comply with new federal regulations requiring workplace support for nursing mothers. This online toolkit includes practical guides, worksheets, tips, resource flyers, a discussion forum and employer success stories to help businesses establish workplace lactation programs for the benefit of their businesses and working families. This toolkit also includes updated information about federal regulations on workplace lactation support. It is available online at: www.corporatevoices.org/lactation.