

# 4 tips to support employee caregivers at your organization



While the responsibilities of caregiving fall to employees, employers must take action to support its employee caregivers and avoid the pitfalls of attrition, absenteeism, and lost productivity.

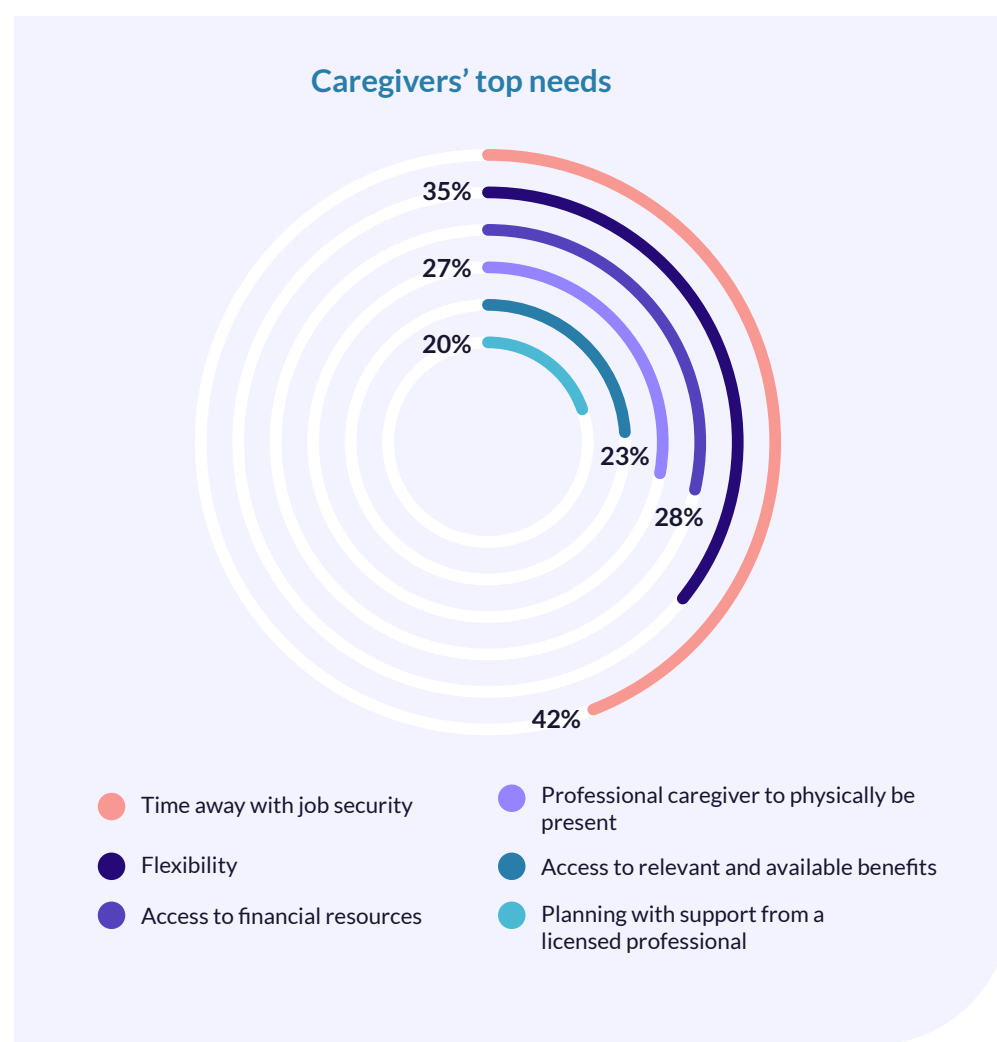
And while many organizations are beginning to take measures to support employee caregivers, there's a disconnect between what organizations think employees need—and what they provide—versus what employees actually want and need.

Here are four tips to support the caregivers in your organization.

## 01 Give employees what they actually want and need

In the throes of balancing work and caregiving, many employees are overwhelmed, have nowhere else to turn, and don't have a back-up plan.

Organizations must step in and provide caregivers with the support they need. Support like: benefits and programs that address the cost of care, facilitate the logistics of needing a physical caretaker, relieve emotional distress and isolation through community, and manage the time-consuming processes of researching, planning, and unraveling problems.<sup>1</sup>



## 02 Take an inclusive approach to support

Organizations should be mindful that caregiver needs vary across industries and population segments—underlining the importance of truly understanding caregivers' unique needs and offering a diversity of solutions to help.

According to our research, at least a quarter of retail employees said they'd benefit from resources to find answers relevant to their specific situation that are easy to digest (27%), someone to be physically present (25%), and access to relevant and available benefits (25%). These varied from healthcare workers who reported they'd benefit from a licensed professional helping them come up with a plan (22%) over access to relevant and available benefits (19%) or resources to find answers (17%).<sup>2</sup>

Taking a closer look at the generations within the workforce, we found that baby boomers were the most likely to say they'd benefit from time away with job security (48% vs 45% of Gen Xers and 40% of millennials). On the other hand, millennials—the largest segment in today's workforce—said they'd most benefit from a licensed professional helping them come up with a plan (22% vs 18% of Gen Xers and 13% of baby boomers).<sup>3</sup>



More than **1 in 5** millennials—the largest segment in today's workforce—said they'd most benefit from a licensed professional helping them come up with a plan.<sup>4</sup>

## 03 Recognize the importance of community

A study published by the National Library of Medicine found that 30% of caregivers reported an urgent or very urgent need for support groups.<sup>5</sup>

The questions, concerns, and emotional needs of people caring for loved ones (other than healthy children) are unique and deserve their own safe space. They seek connection around topics like navigating waves of grief, ethical decisions, and preserving dignity for loved ones, legal issues for sick parents, and anxiety about family dynamics. For those caring for loved ones to feel safe, included, and cared for at work, they need a dedicated space like an employee resource group, or ERG, that recognizes the unique challenges of the caregiver experience.

Creating opportunities for caregivers to connect with peers facing similar challenges can foster a sense of community and provide valuable emotional support.



**30%**

The number of caregivers who reported an urgent or very urgent need for support groups.<sup>5</sup>

## 04 Communicate caregiving policies and benefits

Communicating your caregiving policies and benefits will require continuous effort to meet (and effectively reach) employees where they are.

For example, frontline managers should play a critical role in communicating policies and benefits to employees. Managers should carve out time in team meetings and one-on-ones to openly discuss what's available to caregivers, as well as encourage their team to come to them with questions about policies, time-off requests, flexible arrangements, leaves, and more.

Senior leadership also plays a role in communicating about caregiving policies and benefits. Identify executive leaders willing to share their personal stories of caring for loved ones; their experiences will make others feel safe to get the care and support they need.

And finally, HR plays a role in communicating policies and benefits, as well. Leverage internal communication channels, such as email, employee portal, collaboration tools (such as Slack or Microsoft Teams), and so on to spread the word about caregiving support.



At Grayce, we understand the importance of providing comprehensive support for caregivers of all kinds—all diagnoses, geographies, and life stages. Our family care solution offers a comprehensive approach to create a healthier, more resilient workforce. In fact, Grayce stands alone as the family care solution for modern workplaces, fostering peak performance and retention among employees worldwide by solving their full spectrum of care challenges at home.

