

# USING THE INTRAPRENEURSHIP GUIDE DURING COVID-19

As discussed in our [recent article](#), the COVID-19 pandemic has demonstrated that family-friendly policies (FFPs) are just as important – if not more so – than ever. While the way that families live, play, and work has shifted, there are still many ways to join together in support of the policies and practices caregivers need to ensure every child has the best start at life.

This Intrapreneurship Guide is designed to equip you with the tools and ideas on how you can be an *intrapreneur* – an internal advocate and changemaker – for FFPs in your workplace and community. Below are ideas for how to use the Guide during COVID-19. See the next page for a list of things employers can do to support workers during the pandemic.

## 1. GO REMOTE

- Transition events online where possible. Be sure to follow [proper precautions](#) if your digital gatherings will be open to children.
- Continue to communicate with your elected officials about why a permanent solution to paid family leave and accessible, affordable, quality child care matters.
- Raise awareness about FFPs via [social media](#), including during Parenting Month in June using the hashtag [#EarlyMomentsMatter](#).
- Remember that you and your colleagues may be juggling many priorities and stresses while in quarantine. Be patient and understanding if response times are longer or if your productivity feels low.

## 2. DRAW INSPIRATION FROM CURRENT REALITIES TO HELP MAKE YOUR CASE

- Prioritize event topics and social media messaging that meet the most pressing needs of families in your workplace and communities.
- Look to promising examples from other organizations and businesses on how to advance FFPs under difficult circumstances.
- If you feel comfortable, share personal stories about how your caregiving has been personally impacted by COVID-19. Always seek permission before publicly sharing others' experiences.



On the morning of 16 March 2020, 8-year-old second grader Luka works on a mathematics assignment at home in Connecticut, United States of America, with help from his mother, Sophia. Local schools were closed indefinitely effective the Friday before, 13 March, as part of precautions to contain the coronavirus outbreak, and students and parents were provided with home-based distance learning assignments. Asked how it felt to study in his pajamas instead of being in school with his teachers and classmates, Luka tells us “I miss Charlie.” Luckily, Luka’s parents are both currently teleworking and able to support him in completing his assignments from home.

©UNICEF/UNI13395/Mcllwaine

## 3. RETURN TO WORK AND SCHOOL SAFELY

- As public spaces reopen, continue to follow proper health and hygiene protocols as advised by WHO and the CDC. This may include avoiding large gatherings, maintaining physical distance, and opting for single-serving meals, to name a few.
- Continue to [communicate openly with children](#) about ways they can stay physically and emotionally healthy during this time. Follow [these tips](#) for ideas on how to support children during and after the pandemic.
- Gather stories highlighting the opportunities and needs that have arisen from home. Use these learnings to advance FFPs – such as flexible work arrangements, paid family leave, support to make quality child care more accessible and affordable, etc. – in the long-term. Be mindful to balance these plans against the organization’s current financial realities.

# 7 WAYS EMPLOYERS CAN SUPPORT CAREGIVERS DURING THE COVID-19 OUTBREAK

The consequences of the coronavirus (COVID-19) outbreak are unprecedented and felt around the world. The pandemic's rippling effects on businesses and daily life have impacted countless children and working caregivers. Disruptions to education, childcare, work structure, and income illustrate the critical importance of family-friendly policies. Now more than ever, families need the time, information, services, and resources to effectively cope with the crisis.

Protections and benefits for employees in the U.S. vary depending upon numerous factors, including state laws, workplace size, employment duration, etc. Additionally, provisions in emergency stimulus packages mean that short term protections continue to evolve. [UNICEF](#), [ILO](#) and [UN Women](#) have developed preliminary recommendations (summarized below) that employers should keep in mind when working to protect families and mitigate the negative consequences stemming from COVID-19.

# 1

## GRANT FLEXIBLE WORK ARRANGEMENTS

Flexible work arrangements give workers freedom over when and where they fulfill their job responsibilities. They support workers with meeting personal and family needs during challenging circumstances.

## SUPPORT WORKING PARENTS WITH SAFE AND APPROPRIATE CHILDCARE OPTIONS IN THE CONTEXT OF COVID-19

In facing widespread school and childcare closures, employers can provide critical support to parents who are faced with limited or no childcare options.

# 2

# 3

## PROVIDE GUIDANCE AND TRAINING ON OCCUPATIONAL SAFETY, HEALTH AND HYGIENE

Distancing, hand-washing and hygiene education are critical ways to minimize COVID-19 spread. Workplace messaging should follow [WHO](#) and [CDC](#) guidelines, and caregivers should follow [UNICEF](#) guidance to inform and protect children.

## PROVIDE WORKERS WITH GUIDANCE ON HOW TO SEEK MEDICAL SUPPORT

Employers can help direct workers experiencing COVID-19 symptoms to medical providers and services by sharing information regarding local hospitals, health authorities, emergency hotlines, and safe transport guidance.

# 4

# 5

## HELP WORKERS AND THEIR FAMILIES COPE WITH STRESS

Workplaces can provide special support to workers who feel stressed and anxious during the COVID-19 outbreak, and support caregivers who are helping children cope with anxiety and fear. Employers should ensure that only reliable information is shared and that all workers have access to psychosocial services.

## CLOSELY MONITOR AND FOLLOW ADVICE BY NATIONAL AND LOCAL AUTHORITIES

Employers should monitor advice provided by national and local authorities (e.g. on public health measures and work arrangements) and communicate critical information to the workforce in a timely manner.

# 6

# 7

## SUPPORT GOVERNMENT SOCIAL PROTECTION MEASURES

While state and federal emergency protections may available, workplaces can support government efforts through their own policies. Employers can identify ways to support government protection measures wherever possible, in line with ILO conventions and recommendations on [Social Security](#) and [Social Protection Floors](#).

Read the full report [here](#), and access more resources on child rights and business [here](#).