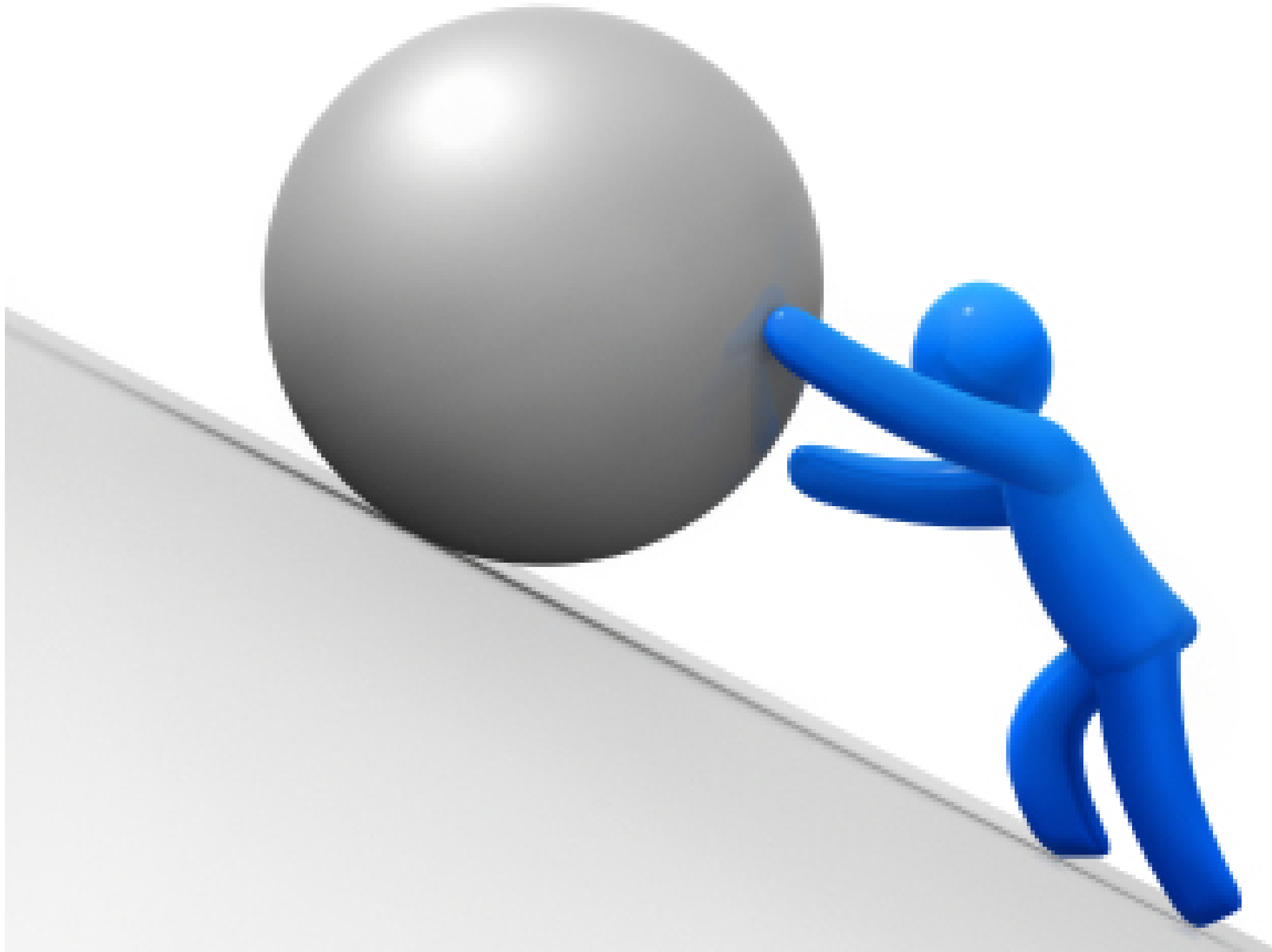


Practical steps to address Pregnancy and Maternity discrimination in the workplace

July 2015





Challenges: Openly discriminatory attitudes



Daily Mail: £18k for bakery girl sacked when she got pregnant and boss told her she could no longer drive a van

Response: Small Business Owner #1

“As the owner of a small business you will not find a women working for us.

We cannot afford them. Simple.

We are very careful to make sure we interview an equal number of candidates from the male and female pile when we advertise”

Response: Small Business Owner #2

“This is probably the reason girls in their 20's can't get a job as they are a threat to small companies' turn over.”

Response: Small Business Owner #3

“I run a small business and after falling victim to this [member of staff getting pregnant] vowed and practiced never employing a woman of child bearing age . This is financial reality , no matter what law says.”

Solutions

- Research
- Online advice and guidance
- Toolkit for employers and women
- Good practice videos
- Online training resource
- Taskforces
- Social media communication
- Recommendations



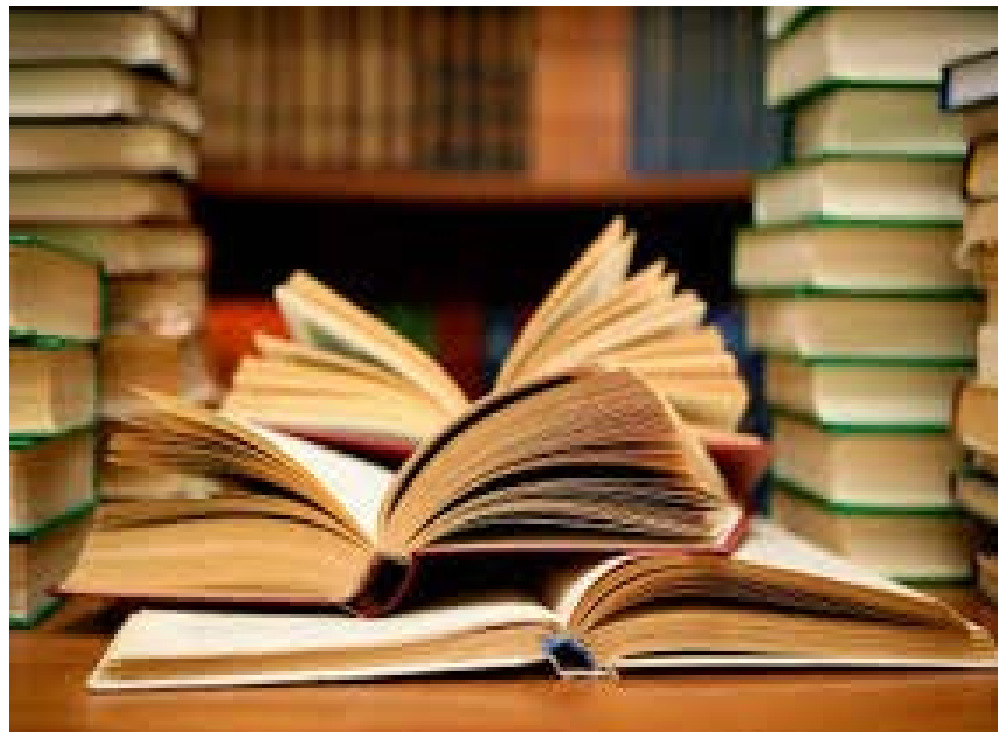
EHRC's aims

To provide practical, evidence-based solutions

To shift the perception of women of childbearing age from that of business burden to business benefit



2005 vs 2015



VS



Workshop

