



# PR and Parenting in a Pandemic

A CIPR parent resource

(including a PR-themed children's activity pack with competitions and more)



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# Introduction

The story of the last 12 months for the public relations profession has been of the increased importance and value placed on our work. For many this has meant more responsibility and influence within their organisations and the financial security that comes with it. Others have seen their income fall and many find themselves out of work. Whatever one's individual circumstances, the pandemic has put a huge strain on our community. As a profession we are working longer hours, and the full impact of lockdown - on our wellbeing, on networking, on nurturing young talent, on simply not being in the same room as colleagues – has yet to be seen.

Working in public relations – even before the pandemic - was something the majority of practitioners found stressful. Our 2019 State of the Profession report found two-thirds of practitioners rated the stressfulness of their job as 7 out of 10 or higher. In August 2020 a CIPR Health survey found 8 in 10 practitioners answered 'yes' to feeling a negative mental health impact of the COVID-19 pandemic.

Those with children have spent the best part of a year balancing parenting, working from home, and often home-schooling at the same time with all the stress that comes with it. Those with vulnerable relatives have also felt the strain. No one has escaped the impact of the pandemic.

For parents, this has meant odd working patterns and long hours going between being in 'teacher mode' pleading with a stressed child over their maths homework, jumping onto Zoom meetings, and trying to stay on top of their everyday work. When the schools open again it will help, but with restrictions of some kind set to stay in place for months to come, working parents still face many challenges.

This resource is designed to simply recognise – and applaud - the incredible effort of those who have found themselves in this situation. It contains some information that might prove useful, interesting, and maybe even raise a smile.

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# How employers can support working parents during lockdown and beyond

By Shalini Gupta, a UK based Leadership Communications Manager and CIPR Inside committee member

Thrown back into lockdown, I realised the anxieties were once again creeping in with thoughts of constant juggling and the prospect of the looming dark winter days ahead wasn't helping me either. In many ways, it felt like back to square one with pressures of full time working and home schooling two children, but my manager was quick to ask me "How can I help you?". I realised the immediate overwhelm of being a mother, wife, teacher, and full time worker begin to wane away.

Recognising the pressures living a double life is putting on their people, many companies have taken steps to support working parents by allowing more flexible work schedules, providing additional time off, and training managers to equip them with tools and resources to support the mental wellbeing of their teams. While these have made a difference, they are not enough, and it does not fully ease the burden and relieve the acute mental stresses and pressure working and teaching parents face.

Trying to balance the needs of home schooling and working has left some parents with a massive guilt of not perfecting anything - not being the perfect parents and not having perfect careers. It's a ripe ground for mental health problems for working parents and is likely to be invisible to most managers.

A Boston Consulting Group (BCG) study of working parents across five countries found that home schooling parents spend an additional 27 hours each week on household chores, childcare, and education, on top of what they were doing earlier, which is roughly the equivalent of working a second job.

To attract and retain top talent, organisations must acknowledge that their employees have lives outside of the office. So, what more can managers do? Here are a few things to consider when supporting working parents during lockdown and even beyond:

- 1. Offer flexibility of work not just time:** The same BCG study found that 50% of working parents felt worried that their performance at work is impacted because of more responsibilities, so review the workload of your team and prioritise. During performance reviews and when making reward decisions, account for the dual roles that parents are playing. This will help parents avoid a sense of 'under achievement' guilt and stress.
- 2. Don't chase perfection:** As a manager, it's a good reminder that it's not striving for perfection but being 'good enough' that can help give working parents realistic goals. So, capture those fine examples of big and small achievements and celebrate. Use regular pulse checks to track progress and have open conversations with your team.
- 3. Be inclusive:** The level of help and support will look very different for different parent groups - single/ joint-parents or if you're a mum or dad. Some parents may think talking about wellbeing is a sign of vulnerability, so perhaps there's a need for more managers to role model and be vocal about support. Frame the challenges and show your support collectively for all parent groups – and be mindful not to turn back the equality clock.
- 4. Offer a holistic work-life balance support:** Show you value the total lives of your working parents including wellness programs, work-life balance workshops, parent peer support groups, flex-work policies as well as financial wellbeing support.
- 5. Leading with kindness and empathy go a long way:** It's quite clear that as parents continue to do the impossible, managers need to continue playing an important role in creating a culture that cares. How working parents are treated today will influence engagement, commitment and culture for the future. It is an opportunity to really show who you are as an employer.

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# How to talk to your manager about your circumstances

By Nafisa Shafiq, a UK-based Higher Education Communications Manager

We've all been there, filled with dread, worried about how our manager will react when we talk to them about something personal; something that might be impacting the work we do.

What do I say? When should I say it? How much info do I share? These are all questions that come to mind. Sometimes, it's easier to carry on as you are, to wear a mask and act as though everything is ok.

But it's not.

Talking about these things is hard. It's a conversation nobody likes, and if you're struggling, chances are your work is too. So, whether you're talking about flexing your hours around childcare responsibilities or varying your work to help manage your wellbeing, here are a few tips to help you talk to your manager.

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**Before you approach your manager, it's good to understand how you're feeling and what's troubling you. Is it a particular project you are working on, or the stress that comes with looking after the kids while working remotely?**

## Understand what is impacting you

Before you approach your manager, it's good to understand how you're feeling and what's troubling you. Is it a particular project you are working on, or the stress that comes with looking after the kids while working remotely? Or is it that your workload is high and you're finding it difficult to cope? Whatever the cause, recognising it will help you. If you don't do this and ask for time off for personal reasons, your manager may still ask you for more details and you'll end up sharing this information anyway. It's, therefore, better to be prepared – not only will this give you a sense of security, but it will also help you think through possible solutions.

## Choose when you want to talk

If you have a good relationship with your manager, communicate regularly and you trust them, talking to them about something personal can be easier. But if you don't, and the culture of your organisation doesn't lend itself to this, this conversation may seem somewhat daunting. Script what you want to say and pick a time that works for you both. If you're home-schooling, for example, your child's lunch break or a time just before your child's online class may not be ideal.

If what you're experiencing has led you to take time off, and you're seeing a medical professional, you should think about the conversation you'll have with your manager when you're back at work or due to return. Again, choose when you want to have this conversation. Don't feel pressurised to do this straight away. It might be better to wait until you're feeling well enough so that you can have a better conversation about your situation and any changes that may be needed.

## Choose how much you want to share

It is important to be honest about your situation but that doesn't mean you have to share every little detail. Share the amount of information you are comfortable with and be intentional with your words. For example, you may not want to tell your manager you have anxiety. Instead you can say "you have worries or doubts that repeatedly appear and impact your concentration while performing a task." Remember, it is ok to say you have a medical issue or condition without actually naming it.

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Similarly, if you have the kids at home, you may not want to reveal too much information about your relationship with your partner and who does what in your household. In that situation, you can say “you have childcare responsibilities which mean that the meeting time doesn’t work for you.”

Though this can be difficult to do, having an open dialogue with your manager about what you are experiencing, and the pressures you are feeling, can help with the healing process and finding resolutions.

### **Know the law and your company policies**

Although it can be a lot to comprehend, I have found great comfort in knowing there is a law or policy that protects me. A simple online search can help you with this, as can a look through your company’s HR webpages or documents. Go into the conversation with an understanding of what is in place so that you feel confident. You have rights, and there are processes in place, which mean that you shouldn’t be worried that your manager will act against you just because you have shared something with them. If you have concerns, speak to your HR representative, who can offer advice and also act as a mediator when you speak to your manager.

### **Regularly review your adjustments**

I’ve often found having an open and honest conversation with my manager leads to adjustments such as a change in my working pattern and availability. It can help to regularly review these and see if they still suit your circumstances. Be honest with your manager – it might be helpful to suggest looking at when these adjustments are decided – for example, consider discussing flexible working hours that aren’t decided in advance and are instead decided when you need them most. And talk through how you will communicate these with your manager and team.

### **Remember...**

Whenever you choose to have a conversation with your manager, the information you share will be kept confidential. Health and wellbeing discussions aren’t treated as taboo subjects like they once were. Increasingly, and as a result of the pandemic, companies have invested in resources to help support you through a range of situations. And while it is easier said than done, you shouldn’t feel ashamed, or afraid, to talk to your manager about your situation. Most importantly, you shouldn’t let your circumstances impact you negatively or prevent you from the career you want and deserve.

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# Top Tips for Managing Working Parents



The pandemic has presented many employees with a new challenge of simultaneously working from home and home-schooling children. Croner, CIPR's trusted HR partner, give their 10 top tips for employers to support working parents.

For further advice, you have access to Croner's HR helpline – free with CIPR membership. CIPR Members can [click here](#) for more details (log in required).

## 1. Be aware of the right to flexible working

All employees who have worked for you for at least 26 weeks can request flexible working, such as reduced hours, changes to their start times or to work from home. One statutory request can be made in every twelve-month period.

## 2. Agreeing flexible working

Whilst you do not have to permit a flexible working request, you must give sound business reasons for its refusal. Consider if you can conduct a trial period to see if the change works for both parties. Following this, the change should be permanent.

## 3. Know about parental leave

If they have worked for you for at least one year, working parents can request unpaid parental leave for the purpose of caring for children. They can take up to four weeks per year, and 18 weeks in total per child.

## 4. Managing parental leave requests

You can ask the employee to postpone the leave if you can show there will be unduly business disruption, however you must still permit the leave to be taken. They must also give you at least 21 days' notice.

## 5. Know about time off for dependants

From day one of their employment, staff can request to take a period of unpaid leave to deal with emergencies involving their children. This leave is usually no more than two days.

## 6. Be understanding of childcaring issues

Remember that working parents are more likely to see disruptions to their day, especially during the pandemic, that may disrupt their productivity. Approach this in a supportive manner to consider ways you can help them manage their personal and professional commitments better.

## 7. Help staff to facilitate childcare

You may consider forming agreements with local nurseries to offer discounts to your staff or, if possible, have on-site childcaring areas.

## 8. Consider the furlough scheme

Working parents can be placed on furlough, provided the company is eligible to use the Job Retention Scheme. Remember that the decision on any member of staff being placed on furlough is yours; there is no automatic right to this.

## 9. Manage holiday requests carefully

Although it may be tempting to prioritise leave requests from parents, this can also lead to claims of favouritism from their colleagues. Instead, consider implementing a first come, first served policy.

## 10. Be aware of discrimination

Make sure that no working parent misses out on opportunities or training due to their status as a working parent. Such actions may result in costly discrimination claims.

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# How have PR professionals been balancing work and parenting?

Being a parent or carer means often being on the receiving end of 'advice' or 'help'. Sometimes that advice and help is insightful, helpful, and welcome. Sometimes it's the last thing you need. And, at its worse, it can feel like a terrible judgement when you have been doing the best you can in the circumstances you are in.

We asked our volunteers and staff for ways they have been managing the balancing act of parenting, home-schooling, and working from home. These comments and ideas may raise a smile and might make the day go a little faster. At best, they might prove useful.

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"I think we all have to remember that the situation is not only hard for us but for our kids too. They're also living in the new reality and can be stressed and tired of the changes and constant restrictions. No matter the age."

Karolina Addo, CIPR's Senior Membership and CPD Officer and mum to a six-(and-a-half)-year-old

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"A quick preprepared 'packed lunch' at the office/school desk whilst working mean our lunch breaks can be used getting some fresh air whilst in the daylight."

Hayley Barrett, CIPR's Membership and CPD Officer and mum to a 5-year-old

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"Remember what you were doing when you were 16?! At a time in your life when you start to learn to work hard and play hard, being stuck indoors with parents is not what a 16-year-old wants to be doing; give them space. Head out for air and leave them alone in the house to watch Netflix undisturbed, it's ok if they want to take over the kitchen and make a mug cake at 11pm and if the most rebellious they are is staying up until 2am to watch an Oasis documentary, why not!"

Claire Bloomer, CIPR's Director of Operations and mum to a 16-year-old

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"Make sure everyone in the family has sufficient device free time every day. And exercise and fresh air. Even just going for a walk together. Simply talking to each other can mitigate against the isolating effect of spending all hours of the day staring into a screen."

Andrew Bruce Smith, CIPR Trainer and dad to a 15-year-old

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"Stick to a schedule each day that mimics as best you can the structure of what the children do in school. Starting the day by getting up at the usual time, having breakfast in the usual way, and getting dressed really helps."

William Church, CIPR Channel Islands Regional Group and dad to a 9 and a 7-year-old

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"Lower expectations. All of them. With kids, with work, with exercise, with eating well etc. I'm trying but it's tough. Once you do this, things do become easier. Be kind to yourself."

Speak to people – friend, neighbour when out for a walk, a colleague (not about work). Anyone.

Don't sit all day. Take breaks and walk when you can. Five minutes outside is amazing. Trust me."

Adam Driver, CIPR East Anglia Group and dad to a 2-year-old and 8-month-old

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"Prioritise the most urgent and important emails by flagging them, then set aside a 'power hour' once per day, on your own, with coffee, to work through your most urgent emails. Keep those not flagged hidden - so you don't get distracted by new emails coming in!"

Graham Kench, CIPR's Membership Manager and dad to a 10-year-old

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“Try to follow a similar routine each day. For us, that means doing the lessons in the same order, with a small area set up for learning. Even if the lessons happen at different times, at least there is some consistency.

Be open with colleagues and clients about your childcare commitments and how some work may need to be done outside of the traditional 9-5. You won't be alone in this.

Focus on prioritising activities that will have the most impact (both for learning and work). There will be days that the learning just won't happen. Don't force it and try to have some fun instead.

It's also important to take the positives where you can. One thing we try to stick to is having all of our mealtimes together as a family, something that we can't do in normal times.”

**Dan Gerrella, CIPR Construction and Property Special Interest Chair and dad to a 3 and 5-year-old.**

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“Be really strict about timing. Working from home and home schooling means that everything drifts and your days can get uncontrollably long. I set a timer for the 7-year-old to complete tasks, and I set myself timers when I can to get a piece of work finished while he's working or on a break. This is a time when multi-tasking doesn't help!”

**Suzy Giles, CIPR Education and Skills Group Chair and mum to a 7 and 13-year-old**

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“Care, understanding, listening, time, and fun; a winning formula for the family.”

**Bruce Gomeze, CIPR's Awarding Body Administrator and dad to a 14-year-old**

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“Be very gentle as children have been put in a very awkward position, they need our support even more than ever!”

**Sukhjit Grewal, CIPR's Director of Professional Development and Membership and dad to a 16 and 18-year-old**

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“The ‘juggling act’ with work and home life at the moment is extremely challenging, especially with the weather! I have made sure to:

- protect my Friday's and keep them free, just like I would if things were ‘normal’ working 5 over 4 days
- have indoor activities such as arts and crafts / small gifts or rewards (I have seen my Amazon delivery man more time than my own family in the last 12 months for this reason alone!).

- keeping to a routine has been critical to getting through the day too, so similar mealtimes every day, getting out for a walk if the weather isn't too bad and decent bedtimes (for my little boy at least, me not so much!).”

**Laurian Hubbard, CIPR's Chartered Assessor and mum to a 3-year-old**

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“I created a (very small!) space in our kitchen, where we are all trying to work from, for all the home-school stuff. I was finding everyday having so much extra paperwork, drawings, junk modelling around me was making it hard for me to work and moving it on and off the kitchen table to eat three times a day was getting very frustrating. It's still a messy pile, but it's a place for it all and that's helped me!”

**Brooke Kenyon, CIPR's Channel Islands Committee and mum to a 7 and 5-year-old**

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“Don't worry about the small stuff, it really doesn't matter. It's tough to keep all the plates spinning so put the effort into what's important and give yourself and the kids a break on what isn't. It's more important to find time to talk than get all the homework done or have a tidy house!”

**Avril Lee, Chair of the CIPR Diversity and Inclusion Network and mum to a 14-year-old**

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“Find a system which works but put family first. We split our days if we're both needing to work (6-12 and then I do 12-6). We found that less stressful than just juggling as hoc and it means our daughter has proper attention. I've definitely learned that things for work often aren't as urgent as you might think they are but with a toddler, things often are actually urgent!”

Try not to put pressure on yourself. Children need love and engagement, they don't usually mind too much what the activities are.

Have time alone. We both run lots and that is our form of self-care. But time alone does NOT mean shopping/housework.

Eating as a family is our quality time all together. We try to eat Our evening meal all together every day if we can and it makes a big difference.”

**Hayley Mace, CIPR East Anglia Group and mum to a 2-year-old**

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“Try and get outside each day, even if it's just for a 15-minute walk or kick around with a ball. It always makes us feel better here.”

**Catherine Morgan, CIPR's Events and Awards Manager and mum to a 20-month-old**

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“Be realistic. Getting 1.5 hours work out of an infant school child is amazing. Remember reading for pleasure is just that; for pleasure, do it as often as you can. Get outside as much as you can. Walking, counting house numbers, asking ‘which is higher, which is lower’ is school work.”

Sarah Pinch, former CIPR President  
and mum to a 6-year-old

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“My top tip (and I’m aware it sounds really corny) is to be kind to yourself. Whenever we have had to suddenly factor in childcare – either because of lockdown, or because of last-minute nursery closures – we’ll do different shifts during the day to juggle childcare and full-time work. While it works, and while our employer was really flexible and let us choose our own working patterns, it’s really full-on, with very little down-time. I found it was really important to carve out some ‘me time’ each day to decompress. Whether that was sneaking in some exercise (I’ve been doing a lot of virtual spin classes!), going for a walk, or scheduling a chat with friends in the evening – being a bit selfish and doing something to ‘break the cycle’ really did do wonders. And also, not feeling guilty if sometimes you need a cup of tea and need Hey Duggee to take over parenting duties for a few minutes.”

Christine Richardson, CIPR Education and Skills Group  
and mum to a 2-year-old

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“Don’t beat yourself up if you don’t give your kids enough attention. Working while home schooling is hard, especially if you freelance. And try to go out at least once a day and get some fresh air even if it’s just down the road and back.”

Dominic Ridley-Moy, CIPR Council member and co-Chair  
of CIPR’s Independent Practitioner Network and dad to  
a 7 and 10-year-old

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“I live in a rural area with an average connection speed of 2MB, so two adults and two children fighting for data access can cause massive amounts of stress.

This limitation, coupled with juggling work commitments, means I pick my battles and accept that there are some lessons and some meetings that just aren’t possible. We prioritise maths, science and English, but if there’s a busy day then I’m relaxed that not everything can be done. Apart from HE – in fact I’ve embraced after school activities in the kitchen and the boys have really loved lots more cooking this year!

Whilst lockdown has meant traditional education has changed, my children have a better understanding of the world, politics and science. We watch the news together and they are really engaged about the world of PR and the demands of running a business. I’ve given them pocket money for help compiling TikTok influencer lists and if they were CIPR members I’m pretty certain they would have achieved 60 CPD points this year.

And when the internet grinds to a halt I switch to a mobile dongle, but the password has been changed after a month of data was swallowed on an Xbox update. Embracing reverse mentoring my children have been teaching me too – upskilling me on Xbox, so lockdown or no lockdown my commitment to lifelong learning continues.”

Rachel Roberts, CIPR President-elect  
and mum to a 13 and 10-year-old

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“Live in the moment. There’s pleasure and pain in home-schooling so try and find a little bit of happiness where you can. Don’t feel guilty about turning emails off for a bit. They’re not kids forever!”

Rachel Royall, CIPR Health Group Chair  
and mum to a 15, 14 and 9-year-old

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“I work in education management and am chair of a small school, so you might think I would be able to get to grips with homeschooling. But I find it very difficult. Teachers are trained professionals who benefit from a very wide body of knowledge and, often, extensive experience. So, I have stolen my top tips from former teacher and all-round fountain of common-sense, Laura McInerney:

1. Have rules for school time
2. Use positive praise when instructions are followed
3. Make it hard for your child not to engage and minimise distractions. Lock their phone in a box. Work in a room away from games consoles. No snacks until break/lunch time.”

Ben Verinder, CIPR’s Chartered Lead Assessor  
and dad to a 9-year-old and stepdad to a 17-year-old

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“Revel in it. I know, it sounds too positive but when will this happen again when we are working with our kids in sight? It is so good to see how they are developing right now. It is also so good for them to see that money don’t grow on trees and we work for what we want in life. It can be tough at times but there is also beauty in having to be able to finally combine work and home lives. After five years, when we look back at this period, how do we want to remember it?”

Chared Verschuur, CIPR’s Diversity and Inclusion Network  
Committee and mum to a 3-year-old

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“The most important thing is to be kind to yourself. Create a schedule but don’t beat yourself up if it doesn’t go to plan. Be honest about the daily juggle so people give you a little slack. Celebrate all the wins - and remember what we all tell our kids: this won’t be forever.”

Sarah Waddington, former CIPR President  
and mum to a 9 and 10-year-old

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# CIPR Member Support

CIPR membership provides all round support at every stage of your public relations career. As well as the credibility, industry recognition, and learning resources to enhance your professional recognition and career progression that membership offers, we also provide a range of support for more challenging times.

## **Business & Legal Helpline**

As a CIPR member you have access to our free Legal and Business Support Helpline through workplace experts Croner. Available during office hours this invaluable service can help you with any employment, health and safety, commercial, legal and tax and VAT issues.

CIPR Members can [click here](#) for more details (log in required).

## **Financial support through iprovision**

iprovision is an independent charity that provides assistance in cash or in kind or in any other appropriate manner for the prevention or relief of poverty, of any member or former member, employee and former employee of CIPR, together with any close dependants and the close dependants of any deceased member in need for such assistance.

For more information on iprovision [click here](#).

## **Mental Health and Wellbeing**

It is important to consider your own mental health and wellbeing and that of colleagues and staff at this incredibly stressful time. The iprovision Mental Health Hotline and health and wellbeing portal is available to all members.

The hotline provides instant access to accredited counsellors as well as support for those with personal, legal and financial difficulties. Members also have access to the Health Assured online portal which offers information and self-help guides on a range of wellbeing issues. You'll find factsheets, 4-week programmes, webinars, videos, health checks and more.

For more information on the iprovision Mental Health Hotline and e-hub [click here](#) (login required).

For more on CIPR's work on mental health [click here](#).

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### **Employability support**

Any members who have lost their jobs, who find themselves at risk of redundancy, or are simply considering their next move have access to the CIPR Employability Hub.

The Hub includes a video series on topics such as 'Coping with Redundancy', 'CVs and Interviews', 'Personal Branding', 'Mental Health', and 'Going Independent' and is home to webinars, skills guides and third-party resources. Members can find advice on online interview etiquette, maximising the use of one's voice, revamping LinkedIn profiles, and much more.

For more information on CIPR's Employability Support Hub [click here](#).

### **Maternity / Paternity support**

CIPR members on parental leave are eligible for up to 12 months' payment holiday from CIPR membership – to ease the financial burden of Statutory Maternity/Paternity Pay, and up to 12 months discretionary CPD credits – to maintain levels of accreditation.

Email our [membership team](#) to discuss flexible payment options.

### **Mentoring support**

CIPR members can take advantage of two, free mentoring schemes to support you wherever you are on the career ladder, and to explore ideas and opportunities:

- Progress – connects members with CIPR Fellows. [More here](#).
- Career Starter – connects CIPR student members with Chartered Practitioners. [More here](#).

### **Ethics support**

Our free Ethics Hotline, staffed by a CIPR consultant, is there for members to get advice on how to manage decisions of an ethical nature. Many members call this number for an initial conversation about HR matters and is a useful contact point if you are unsure what to do.

For more information [click here](#).

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# Other Useful Information

## Support for Employees

- Citizens Advice – [advice on rights at work, including during the pandemic](#)
- EHRC – [Coronavirus \(COVID-19\) guidance for employers: Reasonable adjustments for employees](#)
- UNISON – [Covid-19 resource guides on worker rights](#)
- Working Families – [support and advice during Coronavirus](#)

## Advice for Employers

- CBI – [Supporting staff through lockdown \(webinar\)](#)
- CIPD – [Mental health support for employees](#)
- CIPD – [COVID-19 advice for UK employers](#)
- CIPD – [COVID-19 Employer response guide](#)
- EHRC – [COVID-19 guidance for employers](#)
- FSB – [How to support employee wellbeing during COVID-19](#)
- FSB – [COVID-19; Advice and guidance for small businesses and the self-employed](#)
- Mind – [Taking care of your staff](#)

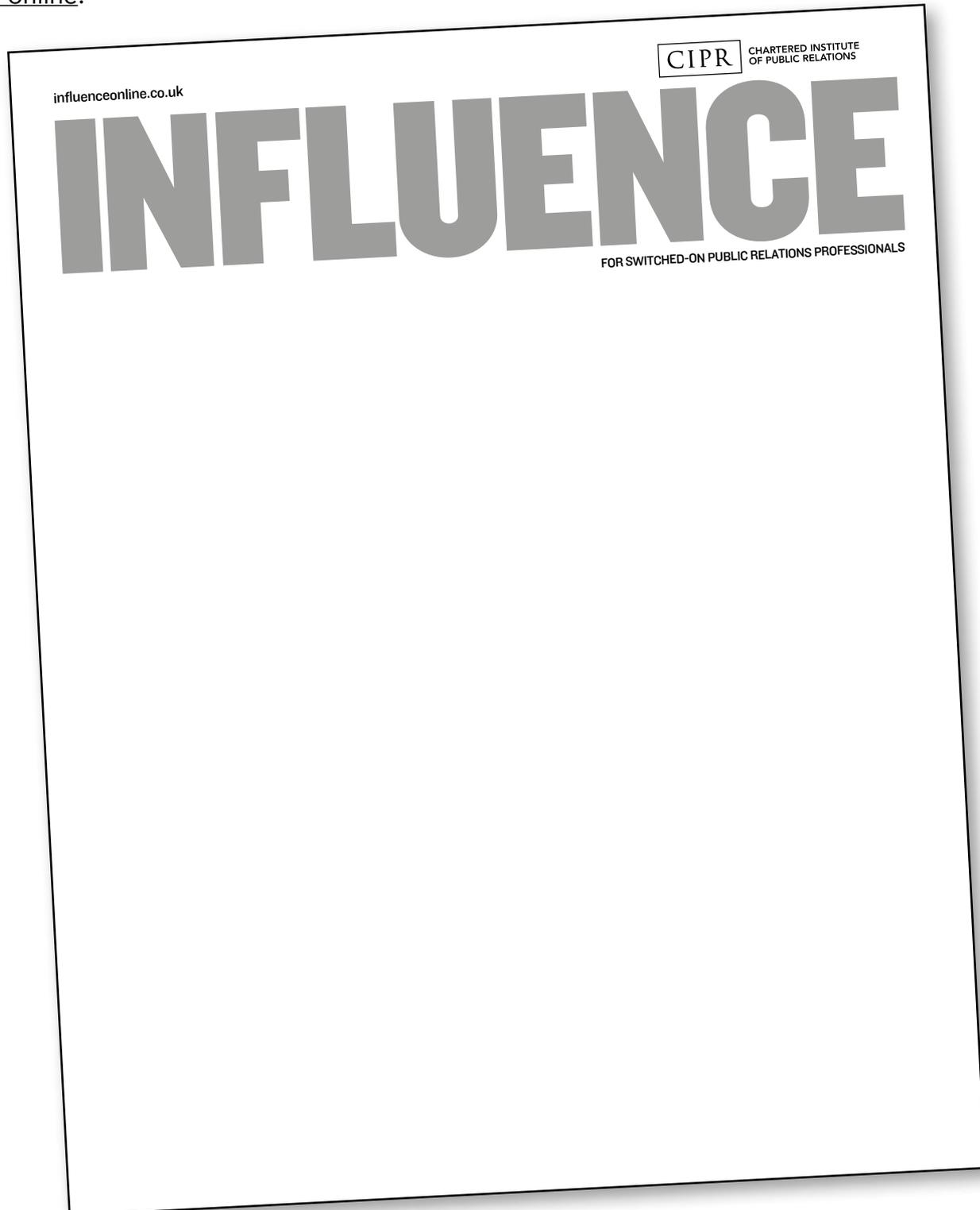
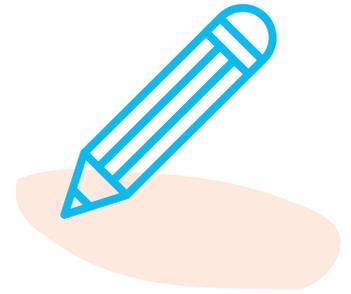
# Children's Activity Pack



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## Design a cover for Influence magazine!

Influence is the CIPR's award-winning magazine we send to all of our 10,000 members. The magazine gives them lots of new ideas and helps them to be excellent at their jobs. We need your help to design a colourful cover about what you think working in public relations looks like. Be as silly as you like! The winning entry will be featured on the cover later this year. Please get an adult to email your design to [membershipteam@cipr.co.uk](mailto:membershipteam@cipr.co.uk). [Entry rules and terms online](#).



# Spot the difference!

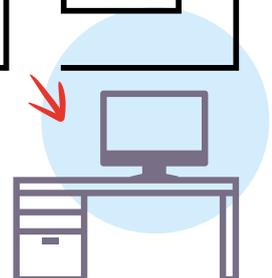
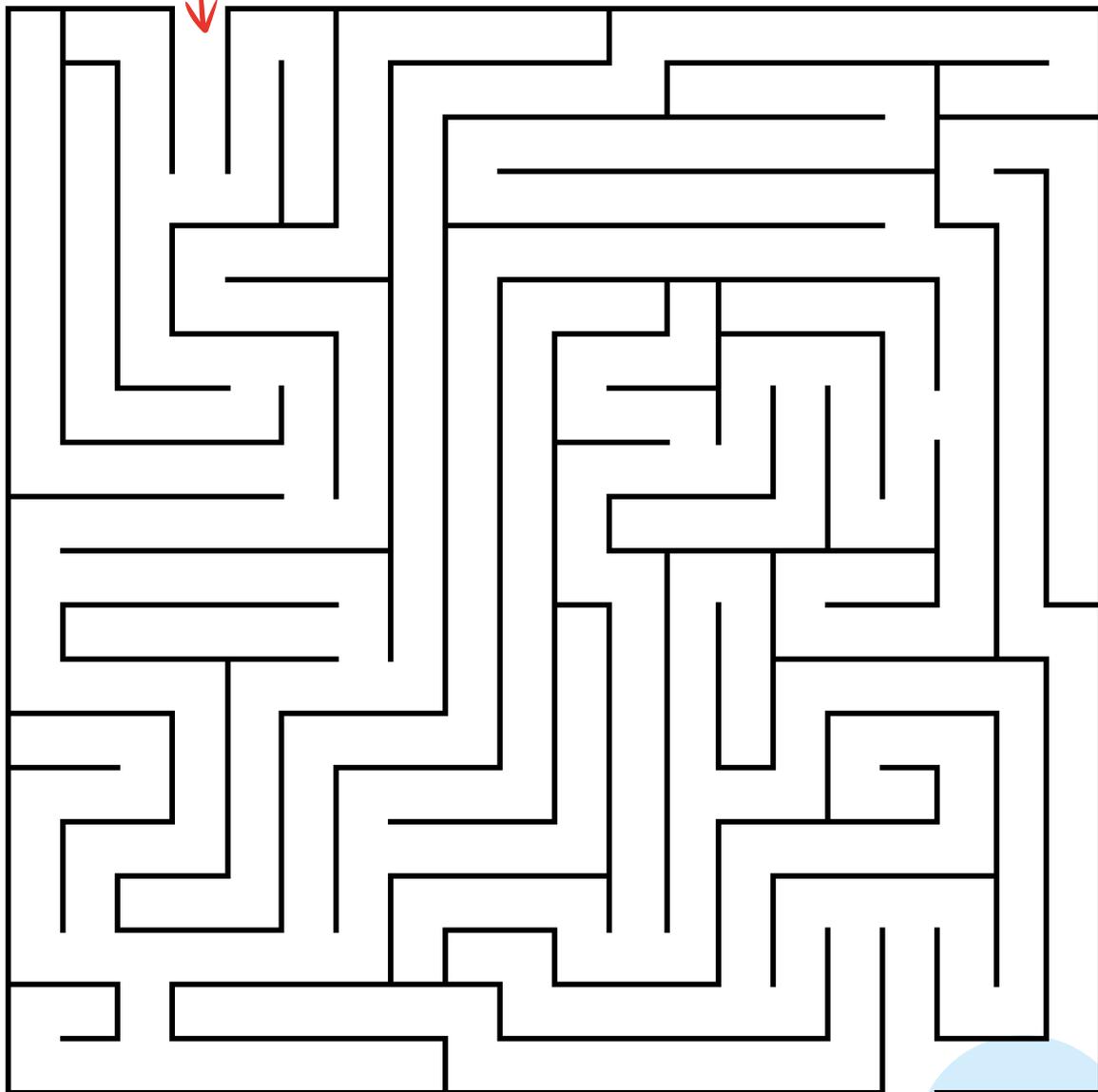


It's another busy day at this award-winning PR agency but can you help the team find 20 differences. And can you find the 3 awards?



# Find the correct path!

Oh no! The Social Media Manager needs to send a Tweet quickly. Can you help them get back to their computer in time? See how fast you can do it.



# Public Relations word search!

Can you find all of these words?

- CIPR
- INFLUENCER
- MEASUREMENT
- EXCLUSIVE
- NETWORKING
- PRESS RELEASE
- ETHICS
- BLOG
- EMBARGO
- CHARTERSHIP



L	E	R	N	L	G	N	I	L	G	I	U	C	R
E	P	R	E	G	I	H	T	I	P	E	I	C	S
E	R	L	T	I	G	S	E	E	N	X	R	S	U
U	E	M	W	O	I	C	N	S	A	C	E	B	S
R	S	E	O	R	P	G	C	W	R	L	T	I	T
S	S	A	R	S	C	C	T	E	C	U	K	T	S
E	R	S	K	I	U	I	M	R	N	S	E	E	C
T	E	U	I	B	G	P	O	T	E	I	N	A	L
H	L	R	N	E	E	R	V	X	T	V	C	H	R
I	E	E	G	O	E	A	T	P	V	E	U	M	S
C	A	M	I	N	F	L	U	E	N	C	E	R	P
S	S	E	C	H	A	R	T	E	R	S	H	I	P
R	E	N	S	M	B	L	O	G	R	R	I	R	C
E	T	T	E	M	B	A	R	G	O	E	U	B	B

# Complete your own press release!

Imagine you have invented a new exciting toy or gadget that will go on sale in shops all around the world. You need to let people know about why your invention is so great and why people should buy it by telling newspapers all about it. Fill in the gaps below about your amazing idea. Ask an adult to Tweet it to @CIPR\_Global and you could win a £10 book voucher. [Entry rules and terms online.](#)

Dear Journalist

My new product is called

It is amazing because it helps people

It is made out of  and it costs £

My best friend  says it is "  "

Please put it on the front page of your newspaper.

Here is a picture of what it looks like

