



**Inspiring employers to be business smart,
family-friendly, and future ready.**

*Family Forward NC is an initiative of the North Carolina Early
Childhood Foundation with support from the NC Institute of
Medicine, and the Pacific Western Bank*

Family Forward NC



Family Forward NC is an innovative initiative to improve children's health and well-being and keep North Carolina's businesses competitive.

It is employer-led change to increase access to research-based, family-friendly, industry-appropriate practices—big and small—that increase workplace productivity, recruitment and retention; grow a strong economy; and support children's healthy development.

Business Smart. Family Friendly. Future Ready.

Engage & Inspire



- Published and recently updated [Guide to Family Forward Workplaces](#), informed by an Advisory Council and employers and employees across the state.
- Published 37 case studies to date
- Direct reach to more than 6,500 employers
- COVID-19 resources shared with 190,000 employers
- First in Talent recommended resource

Business Smart?



Pre-pandemic, inadequate child care was costing our state economy \$2.4 billion (and counting...)

- **\$1.5 billion** in parental income
- **\$507 million** in business revenue
- **\$414 million** in tax revenue

Family Friendly?

Families Have Changed



Only 70% of households include two parents. **Only 3.4% of all North Carolina families**—single-parent and two-parent—**have a stay-at-home parent who cares for children full time.**

Mothers and fathers are **passing up work opportunities, switching jobs, quitting and interrupting their education.**



Family Friendly?

Parents Need Child Care to Work



Annual cost in NC (2020)

College: \$7,354



Housing: \$10,375



4-year-old care: \$8,113



Infant care: \$9,480



Child care gaps affect both rural and metropolitan communities. The Bipartisan Policy Center found that the child care gaps in rural areas exceeded supply by 35% in rural communities and 29% in metro areas.

Future Ready?



27%

of NC high school
graduates met three or
four **ACT college
readiness** benchmarks
in 2019

36%

of NC 4th graders in
2019 scored **at or above**
in reading proficiency
as measured by NAEP



The Good News



Workplace Policies Deliver Results

[The Opportunity](#) ▾

[Workplace Guide](#) ▾

[Directory](#)

[Resources](#) ▾

[The Latest](#) ▾

A close-up photograph of a man with a beard and glasses kissing a baby on the cheek. The baby is smiling and looking towards the camera. The man is wearing a dark shirt.

**Family-friendly
workplaces
strengthen our
state**

Family Forward NC Certification Policies/Pillars

Wage and Paid Leave Policies

Parental Leave

Sick and Safe Leave

Family and Medical Leave

Parental Involvement Leave

Family Sustaining Wage

Flexible Work

Flextime

Working from Home/
Telecommuting

Job Sharing/ Part-time work

Predictable Scheduling

Accommodations and Support

Support for Breastfeeding Mothers

Babies at Work

Pregnant Worker Accommodations

Child Care

Backup or emergency care

On-Site or Consortium Child Care

Subsidized/
Reimbursed Child Care

Child Care Resources Referral

Health and Wellness Benefits

Health Insurance and Wellness Benefits

Flexible Spending Accounts (FSA)

Employee Assistance Plan (EAP)

Paid Sick Leave



Workplace Policies Deliver Results

Benefits to Employers

- Increases productivity
- Increases retention
- Lowers the cost of turnover
- Increases loyalty
- Builds employee engagement

Benefits to Parents

- Encourages preventative healthcare
- Quicker recovery time
- Reduces chances of other employees becoming ill

Benefits to Children

- Children get better more quickly
- Reduces spread of flu-type illnesses

Support for Breastfeeding Moms Pregnant Worker Accommodations



Benefits to Employers

- Increases retention
- Decreases turnover
- Reduces absenteeism
- Reduces health care costs

Benefits to Children and Families

- Improves mother's health
- Improves family economic security
- Improves baby's health

There's still 1.8 million women that haven't returned to work

Employer Resources

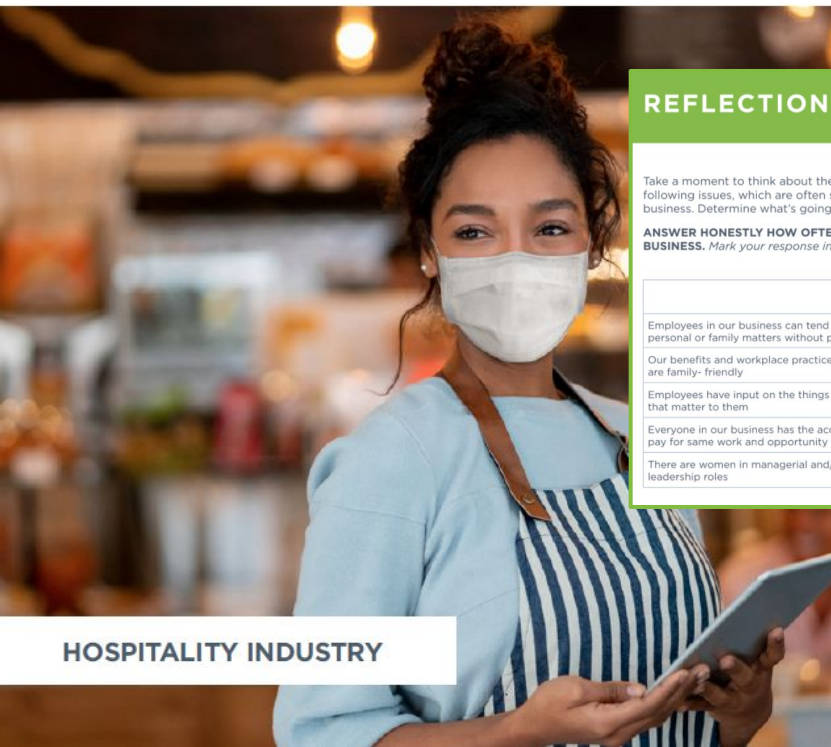


- ✓ Resources for child care referrals
- ✓ Employee Need Surveys
- ✓ Family-friendly assessment tools
- ✓ Cost of turnover estimation
- ✓ Pre-recorded webinars
- ✓ The Family Forward Return to Work Kit - companion to the webinars offering additional support and resources





Family Forward Return to Work Kit



HOSPITALITY INDUSTRY



Section Five • Implementing Family Friendly Practices

REFLECTION

Take a moment to think about the current state of your business with regard to the following issues, which are often strong measures of the family friendliness of any business. Determine what's going on by filling out the chart.

ANSWER HONESTLY HOW OFTEN THE STATEMENT IS TRUE FOR YOUR BUSINESS. Mark your response in the appropriate column.

	ALWAYS	SOMETIMES	NEVER	DON'T KNOW
Employees in our business can tend to personal or family matters without penalty				
Our benefits and workplace practices are family- friendly				
Employees have input on the things that matter to them				
Everyone in our business has the access to same pay for same work and opportunity to advance				
There are women in managerial and/or leadership roles				



Section Two • Why Family-Friendly Small Businesses Work

The COVID-19 pandemic is having unprecedented impacts on businesses, employees, and families.

Building for business success in the future depends more than ever on creating safe and supportive work environments that enable employees to not only find continued success at work, but also take care of their families at home.

Business Smart: Eastcut Sandwich Bar



Durham: 24 employees

- Paid Time Off
- Two weeks paid Maternity Leave
- Competitive living wage, with potential for performance bonuses
- Employee dining program
- Ongoing training in restaurant management and financials



Business Smart

Mitchell Gold + Bob Williams



Alexander County
900+ employees

Child Care

- On-site sponsored care

Health and Wellness

- On-site health center for employees and families



What's Next?



Family Forward NC Workplace Certification

- Designation for employers that offer policies and practices that support the health and well-being of of working families and children
- Provides employers with **public recognition** for offering family-friendly workplace benefits
- Especially for employers with high turnover and those that are growing

Certification Model



- **Certification Application** - determines if a business qualifies for certification
- **Weighting of Policies for Scoring** - best practices for child and family well-being
- Levels of Certification
 - Emerging
 - Established
 - Engaged
- **Fee Structure** - number of employees
 - 5-49 50-99 100-499 500 or more

Certification Considerations



- **Equity** - encourage participation of underrepresented groups
- **Verification and Transparency** - review of employer HR handbook and employee survey; scores will not be published
- Determine value added **services/programs** offered with certification

BECOME A FAMILY FORWARD CERTIFIED EMPLOYER

HERE'S HOW



Step 1: Apply Online

The first step is to fill out our online application, which helps us determine if your policies meet our certification requirement thresholds.



Step 2: We Verify Your Policies

To verify your application, we will review your written policies and conduct a quick, 30-minute phone call with your HR leader (or the staff member in charge of HR). We'll also ask you to share a short survey with employees that asks about the policies and your company culture.



Step 3: We Welcome You to Our List of FFNC Certified Employers

Once we've verified your policies, you'll be granted a certification. Certification will be good for two years from the date we notify you about the final certification.

Discussion



1. Which policies could employers you work with benefit from and are likely be able to implement?
2. How would more family-friendly workplaces attract businesses and families to your community?
3. How could you use Family Forward NC's resources and certification to show your communities' commitment to children and families?

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