

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.

A close-up photograph of a man with a beard and glasses kissing a smiling baby on the cheek. The man is wearing a dark denim shirt. The background is a blurred teal-colored wall.

**Family-friendly
workplaces
strengthen our
state**

www.familyforwardnc.com



**Inspiring employers to be business smart,
family-friendly and future ready during
and after the COVID-19 crisis.**

Family Forward NC is an initiative of the North Carolina Early Childhood Foundation, with sponsorship support from Blue Cross and Blue Shield of North Carolina and the NC Institute of Medicine.

The North Carolina Early Childhood Foundation is driven by a bold vision.



Each North Carolina child has a strong foundation for lifelong health, education and well-being supported by a premiere **birth-to-age-eight system.**

OUR MISSION

To marshal North Carolina's great people, ideas and achievements to build a foundation of opportunity and success for each child by the end of third grade.

Why Birth Through Eight?

Because brains are built, not born.



- The most rapid period of development happens from birth to eight
- End of third grade outcomes predict academic achievement and career success
- Early experiences are built into a child's body, shaping brain architecture. Every experience forms a neural connection at a rate of a more than one million synapses per second



Family-friendly today builds the workforce of tomorrow

Impacts of COVID-19 on Families

Employees are experiencing:

- Reduced wages and earnings
- Disappointment, uncertainty, loneliness
- Need for flexibility or new schedules
- Increased caregiving and education duties

Families are are experiencing:

- Loss of stability and security
- Stress, anxiety, mental health issues
- Lack of consistent and reliable routines
- A child care and health crisis all at once
- Health and healthcare concerns



TOPLINE FINDINGS

79%

of employers have shifted a significant part of the workforce to remote work

40%



of employers have offered additional childcare accommodations, assistance, or benefits due to COVID-19

92%

of employers believe they are aware of the childcare needs of their employees

TOPLINE FINDINGS (CONT'D)

40%

of employers are concerned that some of their employees will not fully return to work

25%

of employers have laid off or furloughed employees

34%

have reduced working hours

51%



of employers are likely to provide additional childcare assistance if the government offers incentives

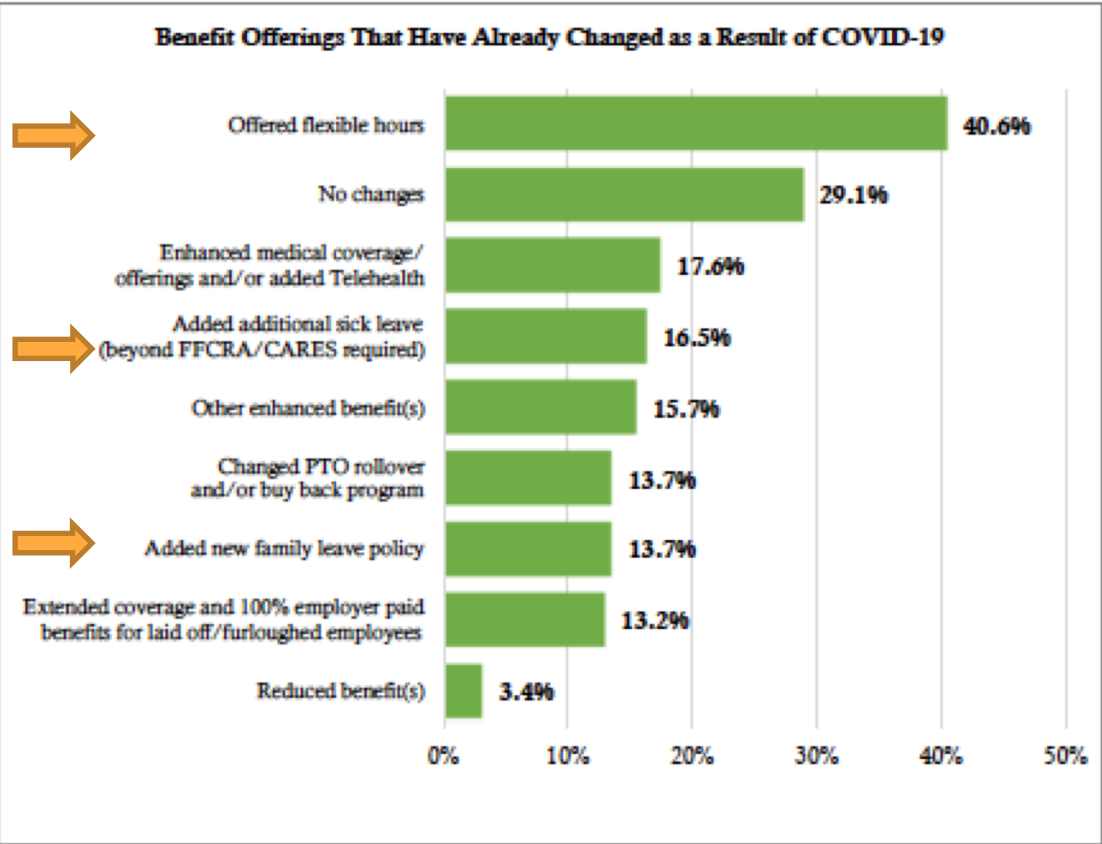


US Chamber of Commerce Foundation

Employers, Childcare & Returning to Work in COVID-19

July 2020 Survey

Q2. What benefit offerings have already changed as a result of COVID-19? (continued)



Capital Associated Industries

Family-Friendly Workplace Benefits Pulse Survey

*July 2020
359 NC Employers Responding*

Business Smart



Family-friendly businesses will be able to:

- Open earlier and with a strategic advantage.
- Bring employees back to work more quickly and more fully.
- Establish a culture of resilience and security to attract and retain talent now and in the future.



Family Friendly



Child care is a necessity for returning to work.

- 99 of 100 NC counties were infant and toddler child care deserts, with one space available in high-quality facilities for every three infants and toddlers.
- As of June 22, 34 percent of child care facilities in NC remain closed because of the COVID crisis.



Family Friendly



Paid leave will ensure that families can care for themselves and their loved ones.

- 8 days: The average number of paid sick days for U.S. workers.
- Prior to the COVID crisis, 2 in 10 employees in the manufacturing industry received 0 days of paid sick leave.
- Less than 50% of hospitality workers receive any paid sick leave.
- Children recover more quickly from illness and injury when parents are available to care for them.

Flexibility is key.

- Nearly 40 percent of parents nationwide say they've left a job because it lacked flexibility.

Future Ready



This “new” generation of employees values their contribution beyond monetary compensation.

- Millennials value their work-life balance, and they are not afraid to leave a job to get it
- 77% of millennials surveyed said a flexible schedule would make them more productive
- Family-friendly benefits can address primary drivers of turnover



Examples of industry-specific benefits

- **Paid leave** (sick, medical, etc.)
Employees coming back to work will be concerned about the 'what if' scenarios impacting their families.
- **Predictable scheduling**
For full-time, and part-time especially, will be not only appreciated but needed.
- **Child care referrals; subsidy or reimbursement; back up care**
Reduce turnover, retention and employee stress. Brainstorm with businesses ways to support childcare options for workers.

Our Rapid Response Program

In partnership with Performentor, we are providing no cost support and resources to help businesses become more family friendly.

- **A three-part webinar series** will help you reopen faster and more strategically; bring employees back earlier and more fully; and create a culture of ongoing safety for workers and families
- **Family Forward Return to Work Kit** a companion to the webinars offering additional support and resources for reopening
- **Access to an online community** to help you learn from other employers in your industry
- **No-Cost opportunities to work directly with Performentor's HR experts** to implement family-friendly practices within your workplace

Family Forward **Return to Work Kit**



Our Return to Work Kit will help your business focus on industry-specific benefits that can be set in motion relatively quickly.

For more information or to schedule a program or HR support



- Visit www.familyforwardnc.com
- Contact Lisa Finaldi at lfinaldi@buildthefoundation.org

Our Partner in the Rapid Response Program



Our Family Forward NC Funders



An independent licensee of the Blue Cross and Blue Shield Association