

Business Smart.
Family Friendly.
Future Ready.



Family Forward NC™ is a groundbreaking initiative to foster employer-led change and increase access to research-based, family-friendly practices—big and small—that improve workplace productivity, recruitment and retention; grow a strong economy; and support children’s healthy development across North Carolina.

FAMILIES HAVE CHANGED. WORKPLACES HAVEN'T KEPT UP.

While 71% of mothers and 93% of fathers occupy the workforce, family workplace policies have still not kept pace.

Many current employer and public policies are based on an outdated model: a two-parent household, with one parent who stays at home to care for children full-time. However, that model accounts for only nine percent of all families today. This means the vast majority of families must work in a system that leaves parents struggling to balance work and family needs.



75% of mothers & 50% of fathers have passed up work opportunities, switched jobs or quit to care for their children.



40% of parents say they’ve left a job because it lacked flexibility.



41% of working parents say their work performance has suffered due to a lack of family-supportive benefits.



Employee absenteeism due to child care issues costs U.S. businesses **\$4.4 billion each year.**

FAMILY-FRIENDLY WORKPLACES ARE GOOD FOR BUSINESS.

Business Smart.

Family-friendly workplaces have a competitive advantage: They attract and retain more top talent, and their employees are more productive and more committed. Plus, family-friendly employers benefit from reduced employee health care costs, a healthier work environment, and fewer employee absences.

Family Friendly.

For children and families, the benefits of family-friendly workplaces are numerous and long-lasting. They include positive impacts on health, development and well-being, financial stability, and future career success.

Future Ready.

To prepare our future workforce for success, we have to start in early childhood. Family Forward NC™’s focus is on workplace policies that impact young children and their families and is rooted in research on brain development and future success.

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FAMILY FORWARD NC—WHAT WE DO

Listen & Learn

Through research, listening sessions with employers and community leaders, and Family Forward-focused workshops, Family Forward NC™ has learned from more than 7,200 employers across the state.

Educate & Engage

Our work is research-focused and rooted in purposeful engagement with employers and business leaders from an array of industries—but especially in our target industries of tourism and manufacturing—to increase employers' access to information and resources, share knowledge, coach and provide inspiration to act around family-friendly workplace creation.

Our online Guide to Family Forward Workplaces outlines the research, best practices, sample policies, and case studies to guide employers as they review and grow their own practices.

Beyond the Guide, we partner with local and national experts to gather and share actionable policies and programs that benefit both the business bottom line and child health and well-being outcomes. In addition to regular interviews and media features, workshop facilitations, presentations, and other means of direct engagement, we routinely share expert resources on our website and through our active social media channels, unique partnerships with nonprofit and for-profit organizations, and other channels, extending our reach far beyond state borders.

Propel Action

Through our Guide and the exchange of ideas among business leaders, employees and organizations, Family Forward NC™ propels action around workforce investments such as paid parental leave, flexible work and scheduling, support for breastfeeding mothers, employer-sponsored child care options, and accommodations for pregnant workers, which support children's healthy development and a competitive business environment across the state.

For employers who need additional support to act, we offer:

- » **Our Rapid Response program**, which launched in 2020, to help small businesses and employers in the manufacturing and hospitality industries reopen or re-tool during the COVID-19 pandemic. Rapid Response includes webinars, a workbook, and consulting services for employers who want to build resiliency and stay adaptive to employees' needs during and beyond COVID.
- » **No cost HR counseling** through our partners at Performtor, an HR consulting firm.
- » **Additional resources and guidance** from the team at the North Carolina Early Childhood Foundation.

We are currently developing a **Family Forward NC Employer Certification** to incentivize employers to offer family-friendly workplace benefits by providing recognition to them.

LEARN MORE AT [FAMILYFORWARDNC.COM](https://familyforwardnc.com)



Family Forward NC™ is led by the North Carolina Early Childhood Foundation (NCECF), a nonprofit dedicated to ensuring each child in North Carolina has the systems and support he or she needs to succeed. Family Forward NC™ is supported by the North Carolina Institute of Medicine and the Centers for Disease Control and Prevention (CDC).