







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 percent of mothers and 93 percent 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Many current employer and public policies are based on an outdated model: a two-parent household, with one parent who stays at home to care for children full-time.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 childcare 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

**Business Smart.  
Family Friendly.  
Future Ready.**



## **Family-friendly workplaces are good for business and good for child and family health and well-being. What we do:**

### **Listen & Learn**

Through research, listening sessions with employers and community leaders, and Family Forward NC-focused workshops, we have learned from more than 5,000 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 their access to information and resources, share knowledge, coach, and provide inspiration to act around family-friendly workplace creation.

We partner with experts, local and national, and gather actionable policies and programs that benefit both the business bottom line and child outcomes. In addition to regular interviews, media outlet features, workshop facilitations, presentations, and other means of direct in-person engagement across North Carolina, we routinely share expert resources on our website, through our active social media channels, and other venues, extending our reach far beyond state borders.

### **Propel Action**

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

## **Moving forward, we are:**

- » Creating learning cohorts to engage motivated employers within target industries—tourism and manufacturing—to add industry appropriate family-friendly policies by providing concentrated support with human resource and legal consultants.
- » Developing a certification network model to incentivize employers to offer family-friendly workplace benefits by providing recognition to them.

**WWW. 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.

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