

YOU CAN HELP:

How employers can support parent workers & early childhood development efforts:

Studies show that the following measures increase worker retention, productivity and company profits.

Internal Family-Friendly Policies

- Guarantee paid parental leave after the birth or adoption of a child to all employees; distribute and publicize this policy.
- Offer “phase back” into a full-time work schedule over the course of a year after a birth or adoption.
- Promote breast-feeding by creating a quiet, private space for mothers to nurse or pump; create an on-site nursery for infants.
- Offer flexible schedules for parents with children under 6; designate a set number of days/month for family needs (doctor's appts, errands, school conferences, etc.).
- Partner with other businesses or create your own high quality child care center available to all employees.
- Conduct internal surveys on the experiences of your parent employees.
- Host lunchtime programs focused on parent education -- bring in speakers on parenting strategies, childhood development and early education.
- Offer children's books and other informational/educational material for parents.
- Help parents find child care & other parenting resources; connect them to referral agencies and have community resource brochures & materials available at work.

Broader Initiatives & Community Support

- Sponsor community family-friendly events that promote health & education.
- Participate in scholarship programs for high quality child care spots.
- Serve on boards of non-profit child care organizations; lend expertise (financial management, strategic planning, leadership, marketing, etc.) to child care and early learning centers.
- Invest in quality rating programs, like Young Star in Wisconsin.
- Sponsor a community dialogue on early childhood.
- Offer in-kind resources; help market child care and early education initiatives.
- Write an op-ed championing the issue of investing in early childhood experiences and supporting parent workers.
- Host business summits to educate and inspire early childhood champions in your business community.
- Talk to legislators about your support for early childhood initiatives and programs.