

# Employers and Child Care

## Employment and Child Care...the Connection

There is a significant relationship between child care and a strong workforce. The increasing number of single-parent and dual-earner families has created an unprecedented demand for child care.

Finding available, affordable and quality child care is a major concern for many employed parents.

Many employers report problems of recruitment, retention, absenteeism, tardiness and productivity with their employees.

However, employers who have supporter the child care needs of their workers report improvements in many of these areas.

## Employers Can Support Child Care

- Get involved in advocacy groups to seek services and funds for child care
- Give financial, in-kind and other support to child care planning councils and advocacy groups
- Support programs that increase public awareness of the need for more quality child care and services
- Host seminars and classes for parents in the workplace
- Research child care availability and issues in your community and share with employees
- Work with other companies or labor groups to provide better child care services
- Establish family-oriented personnel policies such as alternative work schedules, use of sick leave for family illnesses, and extended leave for new parents
- Provide start-up grants for new child care services
- Fund training programs for child care providers
- Operate or contract with another agency to offer on-site or near site child care
- Provide vouchers for employees to purchase child care
- Purchase spaces in child care programs that can be resold at a reduced cost to employee
- Provide flexible benefit plans that include child care options
- Provide flexible work hours, job sharing and part-time employment

## Economic Incentives for Employers

- **Tax Savings** - credits, set asides and deductions
- **Cost Savings** – in terms of recruitment, retention and absenteeism
- **Public Relations** – meeting an important employee and community need

## **Employer Supported Child Care Is a Sound Investment**

**Benefits to employers who support child care for their employees include:**

- Enhanced recruitment of employees
- Lower turnover rates among current employees
- Reduced absenteeism and tardiness
- Reduced cost of recruitment and training
- Improved morale and job satisfaction among employees
- Improved attitude and loyalty toward the company
- Enhanced public image and community relations
- Tax deductions and/or non-taxability

### **Parents Know Best...**

*Choosing a child care arrangement is one of the most important decisions made by parents. Although there are many different child care options, only parents, who after all know their child best, should make this decision.*

*No one kind of child care is best for all children. Some children do well in a center-based group program.. Others need a more home-like setting provided by a family day care home. Some children are best served in their own home. No matter what the setting, the key factor in choosing a child care arrangement is quality.*

### **High Quality Child Care Should Offer...**

- **CAREGIVERS** who are knowledgeable, loving and nurturing and who will work with you to provide the best possible care for your child.
- **ENVIRONMENTS** that are safe and friendly, and provide for the healthy growth and development of your child.
- **ACTIVITIES** that are both formal and informal and are appropriate for your child's age and development level.