



An Assessment for FF+ Workplace Best-Practices: Implementation and Lessons Learned

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Overview

- Introduction & background
- Creating the family-friendly assessment
- Deploying the assessment
- Preliminary results
- Lessons learned
- Next steps



Introduction | Why Family-Friendly?

- FF+ Policies & Programs:
 - Are cost-effective way to impact a multi-generational workforce
 - Impact employee health
 - physical health
 - mental health benefits
 - Are associated with:
 - increased employee retention
 - improved quality of work-life
 - strengthened recruitment
 - Attracting top talent
 - Create an environment for happier and healthier employees

Why Family-Friendly?

- Create a competitive field
 - employers attract and retain top talent
 - Help employers promote themselves within the business community
- Use to gather information
 - Help employers capture information so they will compete with one another to do better and be better
- FF+ is cost effective
 - it's not just about raising wages, FF+ is a tax-advantaged way to support employees

Introduction | EPIC



EPIC is a coalition of business leaders, nonprofits and foundations who are committed to making early childhood care, education, health, and parenting among the highest priorities of Colorado's public and private investments.

Employer engagement includes:

- **Attending a forum** event to learn more about the importance of the work and hear from leading employers
- **Providing a toolkit** with the most current information on what employers are doing to be more family-friendly
- **Taking the FF+ Assessment** to get a baseline or benchmark score

Introduction | Health Links™

Health Links is a signature program of the Center for Health, Work & Environment at the Colorado School of Public Health. Backed by the expertise of researchers and our local community advisors, we:

- **Assess organizations'** health and safety policies and programs
- **Advise on actionable goals** in one-on-one advising sessions
- **Connect like-minded businesses** with one another and to local resources
- **Certify qualifying employers** as Healthy Businesses



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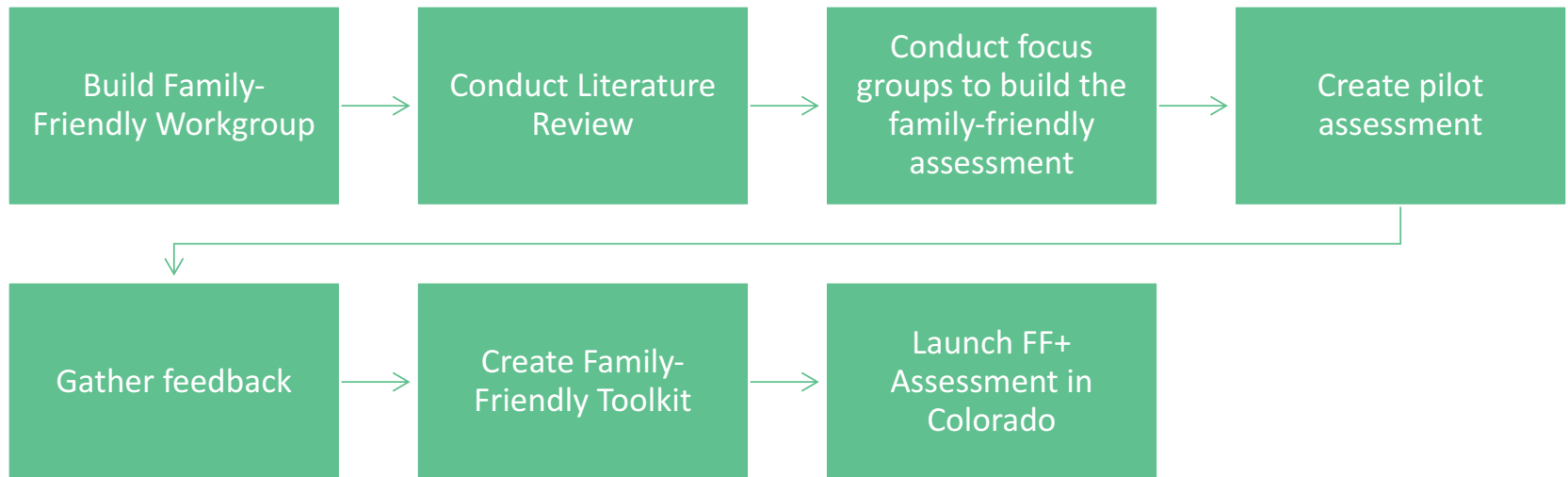
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Background | FF+ Assessment

- **Intended Outcome** = To create an assessment & toolkit that can be used by employers to examine family-friendly workplace policies and practices.



Process



Workgroup

- Made up of 22 people
 - Public Health
 - Non-profit Organizations
 - Local & National Businesses representing various industries
 - State & Local Health Departments
 - Religiously-affiliate Organizations



Findings from Focus Group

- A family-friendly workplace must be:
 - Flexible
 - Inclusive
 - Meet family needs (family is first, prioritized, recognized)
 - Includes benefits/policies/practices
 - Is part of culture/environment
- The assessment must:
 - Be Educational
 - Assess Culture
 - Identify Needs
 - Provide Recognition
 - Take Minimum Time to Complete

FF+ Assessment: Defining “Family”

“

A family-friendly workplace is one that achieves a culture of wellbeing that supports individuals in **all stages of life** to thrive in their work, in their homes, and in their communities.

”



Final FF+ Assessment



Benefits & Leave



Flexibility



New Families



Communication,
Education &
Training



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FF+ Assessment: Scoring

FF+

- These workplaces have the opportunity to expand on existing practices to create a more family-friendly workplace

1-50

FF++

- These workplaces have room to grow to become a leader in family-friendly practices.

51-75

FF+++

- These workplaces are leaders in family-friendly practices and can serve as models for their community.

76-100



Employer Engagement



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Findings

- **43 businesses** have engaged with the FF+ Assessment
 - 33 Completed and received a score
 - 10 are in process
- Average total score = **55** → **FF++ category**
- Open-ended responses helped capture more than we expected
 - E.g. Denver Public Schools provide paid sick leave bank

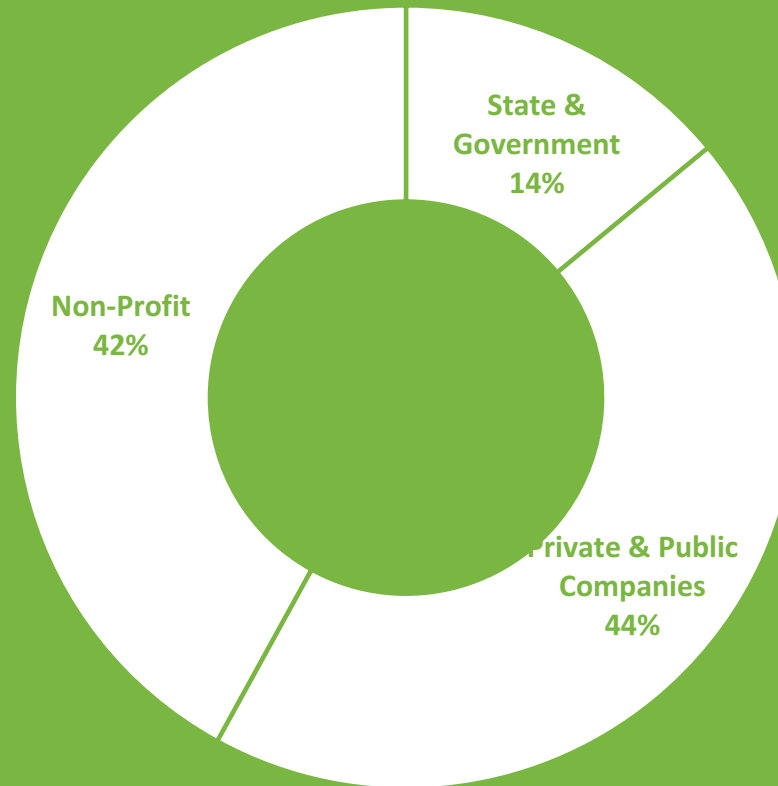


I think taking FF+ was an eye opener for everyone to identify simple things we can put in place right away to make Oakwood Homes a family-friendly workplace. This is a great assessment that all employers could and should be using!" - Jessica Weatherly, Corporate Wellness at Oakwood Homes



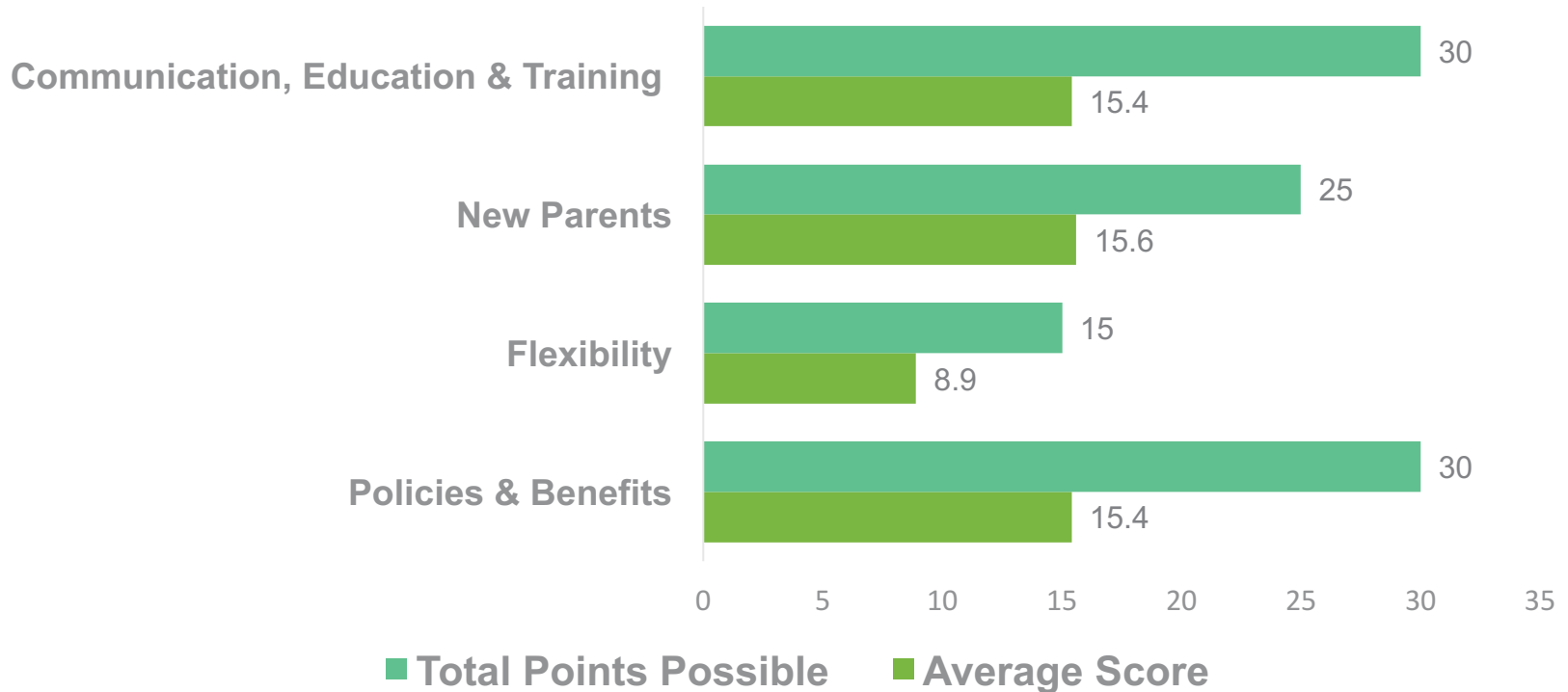
Findings

BREAKDOWN OF EMPLOYERS BY SECTOR



Findings

Breakdown of Average Scores by Assessment Category



Lessons Learned

- Helped open the conversation around FF+ equity
 - Can employees of every level access the benefits that are on the books?
- Businesses must focus on internal change first
- Employers want to create a place where employees can thrive
 - Are they effectively building a supportive culture
- Complicating the term “family” is important
- The assessment is the best way for capturing FF+ information to increase the competitive field.
- There is a perceived barrier that creating a FF+ workplace is expensive



Next Steps

- Continue FF+ Outreach to get more businesses to complete the assessment
 - Provides more stories to share
 - More evidence-based practices to highlight
 - More recognition around the importance of creating workplaces for all employees to thrive
- Providing more education to help overcome the perceived cost barrier
 - Promote local resources that are readily available



Questions?



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Findings

What motivates organizations to create family-friendly benefits?

