

Advancing Opportunity

Parents' Solutions to Georgia's Child Care Challenges



Recommendations for Employers

Child care challenges can affect parents' participation in the workforce and have far-reaching effects for families, employers, and Georgia's economy. In 2018, GEEARS and the Metro Atlanta Chamber set out to better understand child care challenges through a survey and series of focus groups with parents of young children. **The results are alarming.**



25%+
*Report Serious
Employment
Disruptions*

More than **25% of parents** with children under 5 report a **serious disruption** to their own or a family member's **employment**



\$1.75B+
*In Lost
Economic Activity*

Child care challenges led to at least **\$1.75 billion in lost annual economic activity** & \$105 million in lost annual tax revenue

Parents described a **range of challenges** that led to such disruptions, including general pressure to meet the demands of both career and child-rearing, a lack of affordable and accessible child care options, and limited flexibility in the workplace. Employers that implement **family-friendly policies simultaneously help parents and their children** build strong foundations for academic and career success, while **supporting the sustainability and resiliency of their bottom line.**

Benefits of Family-Friendly Workplaces to Employers

- Increased productivity
- Improved workplace climate
- Reduced turnover
- Improved employee satisfaction
- Decreased workplace absences
- Improved recruitment of qualified candidates

"I realized my paycheck was being eaten up by the cost of daycare and I told my husband it doesn't make sense for me to work. I'll just stay home."

- Parent from Columbus, GA

Family-Friendly Benefits to Consider

As appropriate for the nature and needs of the organization, employers should consider implementing the following **family-friendly benefits**:

Child Care Support & Services

Provide on- or near-site child care, high-quality child care referrals, subsidies, back up or emergency child care, and/or Dependent Care Assistance Plans (flexible spending accounts).



Paid Family & Medical Leave

Provide on- or near-site child care, high-quality child care referrals, subsidies, back up or emergency child care, and/or Dependent Care Assistance Plans (flexible spending accounts).



Accommodations for New Parents

Offer a transition period for parents returning to work and provide workplace accommodations to new and expecting parents (e.g., adequate time and space for parents who are breastfeeding).



Workplace Flexibility

Offer options such as flextime (allow employees to customize hours within a certain range), working from home or telecommuting, part-time work, and flexible scheduling.



As employers explore and implement family-friendly policies and practices, they should: **consider part-time, hourly, and low-wage workers**; **communicate policies effectively** to employees; and **seek solutions together**, working alongside employees and counterparts at other organizations.

A Call to Partnership & Leadership for Business Leaders

1

Champion policies that support young children and families in Georgia

2

Lead by example and adopt family-friendly practices and consider opportunities for innovation

3

Connect and partner with other leaders to build an ecosystem that supports the current and future workforce

Moving Forward

The impact of child care challenges is significant and felt by Georgia families, employers, higher education institutions, work training programs, and the state as a whole. By adopting a two-generation approach—considering the workforce of today *and* tomorrow—Georgia's employers can move the needle for the state's families and bolster the economy.

For more information and to read the full report, visit:

www.OpportunitiesLost.org