



SUPPORTIVE COMMUNITIES • THRIVING FAMILIES

Bring Up Nebraska is administered by Nebraska Children and Families Foundation.

FOR BUSINESSES



At first, the idea of businesses playing a role in raising healthy, stable kids and families may seem counterintuitive. But when you consider how many hours working adults spend at their place of employment, the impact of employers on the quality of life of their employees is clear. And employees with healthy, stable homes have fewer sick days and are more productive at work. As a business owner or manager, you have a lot of say in whether your practices positively influence the family lives of your employees.

You can build a work culture with policies and practices that promotes the Protective Factors with employees' families.



Pinwheels for
PREVENTION

Prevent Child Abuse
Nebraska

Supported by the Nebraska Child Abuse
Prevention Fund Board

KNOWLEDGE OF PARENTING/CHILD DEVELOPMENT

Parents that understand the stages of child development and strategies for dealing with the challenging aspects of child development, make better parenting decisions. It sounds obvious, of course. Businesses can help provide some of this knowledge.

Books as gifts – If you give gifts to your employees on birthdays, holidays or when a new child is born, consider giving a book about child development. *Mind in The Making* and *The Happiest Baby on the Block* are two good choices.

Home visiting referrals – Many new parents find the services of a home visitor invaluable. A trained child development professional will visit the home, check on the child's development and share activities parents can do to help the child meet developmental milestones. This is powerful one-on-one learning that benefits both parent and child enormously. Provide new parents that work for you with the contact information for home visiting in your area, such as:

- The Early Development Network
- Sixpence Early Learning
- Early Head Start
- Maternal, Infant and Early Childhood Home Visiting



Mobile apps – [Staying on Track](#) is a free mobile app available through iTunes. It provides guidelines for children from birth through age 3.

SOCIAL AND EMOTIONAL COMPETENCE OF CHILDREN

One of the most effective way for businesses to support the development of their employees' children is to make it easy to access high-quality child care.

Dependent Care Flex Plan – Allow your employees to pay for child care tax free by instituting a flex plan. A certain portion of their wages is withheld and not taxed, and they can be reimbursed from the withheld money for what they spend on child care.

Consider a partnership – If there is a high-quality child care facility near your location, consider approaching them about reduced rates for your employees. The benefit to you is that having your employees' children at a nearby child care center also makes it easier for them to stay with you.

PARENTAL RESILIENCE

As a business owner or manager, you know that work can be a primary source of stress. One thing you can do to help is provide employees ways to deal effectively with stress.

Encourage regular breaks and renewals – Periodically recharging while on the job leads to greater productivity and innovation, plus allows employees to effectively deal with stress.

Reward healthy living – Regular exercise is a proven way to manage stress and promote resilience. Provide your employees an incentive to join and use a local gym. For example, any employee who logs 12 days of workouts in a month earns a day off. You can also work with local health clubs to negotiate a lower rate for your employees.

Personal development – Companies can bring in speakers to provide information and resources about health and stress management for employees.

SOCIAL CONNECTIONS

This Protective Factor is a win-win. Employees are far more likely to stay with an employer if they feel like they have friends on the job. And employees who have solid friendships are much more likely to have positive, healthy interactions with their children. Is your workplace a place where friendships grow?

Informal mentoring programs – Establishing mentors for new employees helps them acclimated with your business, while providing them with an instant connection. Mentors can help guide employees without involving management, and make employees feel like they belong.

Social events – Occasional employer-sponsored social events on a Friday afternoon can do wonders for relationship building. They bring people closer together and helps employees create those workplace friendships that mean so much for their on-the-job performance and their ability to bounce back from stress at home.

CONCRETE SUPPORTS

Every family needs some extra help at times. While it might not be the role of your business to provide this help, supervisors and human resource managers are in a good position to provide referrals and indirect access to concrete supports.

Have an EAP – An Employee Assistance Program is an inexpensive benefit businesses can offer their employees, allowing them to get counseling for personal, family or work issues.

Opt for insurance that covers mental health visits If you offer health insurance to your employees, be sure to offer a policy that covers counseling and mental health resources.

[Click here to read “Business: Improving the Triple Bottomline” by the Center for the Study of Social Policy](#)