HEALTHY FAMILIES, HEALTHY NORTH CAROLINA

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JOURNEY TO SUPPORT OUR FAMILIES

Maternity Leave
Disability/FMLA

Adoption
Financial Assistance

Paid Parental Leave
• 8 weeks Maternity
• 2 Weeks Paternity
• 4 Weeks Adoption

12 Weeks
Paid Parental Leave
Maternity, Paternity, Adoption

Back-up
Childcare Center

Back-up Care
In-Home Programs
New policy effective January 1, 2017, for benefits-eligible employees.

- 12 weeks of paid leave within a rolling 12-month period

- For leave taken within 12 months following birth or adoption

- Can be taken in a continuous 12-week period or at a minimum of 2-week increments

- Previous policy:
  - 8 weeks maternity leave
  - 2 weeks paternity leave
  - 4 weeks adoption leave
The Case for Paid Parental Leave

- Mothers returning to work within six weeks are 40% less likely to breastfeed
- Improvement in infant mortality rates
- Children whose mothers take time from work after childbirth are more likely to receive well-baby checkups in the first years of life
- Decreased rates of postpartum depression/anxiety
- Children of fathers who take paternity leave have improved developmental outcomes
Access to top talent

- Prospective candidates seek out employers who value and support parental leave

Increased productivity and loyal workforce

- Women with access to paid leave are more likely to return to their job with the same employer

Lower turnover rates

- The median cost of replacing workers is estimated to be 21% of an employee’s annual salary
- Reducing turnover fuels consumer spending, as people continue working and get paid income they can spend
What this means to North Carolina

- Approximately two-thirds of North Carolina families with children have all parents in the labor force.
- Only a small percentage of North Carolina companies offer paid parental leave.
- Lower health care costs due to better health outcomes.
- Enhance North Carolina’s position as a more attractive place to live and work.
STARTING THE DISCUSSION

- Research the benefits to the company and the economy
- Understand your workforce
  - Demographics, engagement and satisfaction drivers
- Find a champion in your organization and engage senior leaders
- Explore all options to help ease transition back to work
  - Paid family leave, partially paid leave, phased-return, childcare support, onsite lactation space
- Don’t forget about fathers and adoptive parents
CHALLENGES TO OVERCOME

- Ensuring that the new policy is inclusive for all families
  - Enhanced adoptive and paternity leave in the new policy

- Consider balance of benefits
  - Paid family leave affects a relatively small population of our workforce
  - Developed a range of benefit offerings for different employee circumstances

- Evaluate the additional cost of enhancing the benefit
  - More difficult to assess and appreciate ‘soft value’
Extending paid parental leave is a key business decision and analysis must balance cost and benefit to the organization.

Waiting for federal or state legislation is not the answer – this needs to begin in the workplace.

It is up to us as business leaders to drive change for our workforce.

Now is the time for all of us to create meaningful change for all families.
THANK YOU