



# Early Childhood Initiatives at Granite United Way

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# Introduction to Granite United Way

**Mission:** to improve the quality of people's lives by bringing together the caring power of **communities**.

**Vision:** is to be the preferred way people work together to build a **community** that values its collective responsibility to care for each other.





# Grounding Our Work: a public health approach to early childhood

Center for Disease Control (CDC)

## **ACEs Prevention Strategy**

Center for Disease Control (CDC)

## **Essentials for Childhood Framework**



# Early Childhood Initiatives Strategic Framework

Aligned with the CDC's Essentials for Childhood framework, Granite United Way's goals are:

- Create safe, stable, nurturing relationships and environments for all children and families
- Ensure access to quality early care and education
- Promote social-emotional wellbeing of children and families, & community connections



## Current Investment & Initiatives

- **1.8 Million** invested in community organizations supporting families and children 0-8
- NH Early Childhood Regional System Leadership; Capital, Central, Seacoast, & Northern
  - Childcare Network Collaborative (Statewide)
  - Full Service Community Schools Grant (Seacoast)
- **Childcare Business & Employer Partnership Project**
- Whole Village Family Resource Center, Plymouth NH
  - Public Health Networks, Capital Area & Northern

A young boy with brown hair, wearing a dark blue business suit, white shirt, and purple striped tie, is sitting at a wooden desk. He is looking off to the side with a curious expression. On the desk in front of him is an open notebook with a pen resting on it, a black office phone, and a calculator. The background is a dark grey wall with faint white chalk-like scribbles. A green plant is visible on the left side of the desk.

# Child Care, Business & Employer Partnership Project

# Project Overview



Under this project, GUW will support the needs of businesses, employers, and working families by facilitating partnerships and supporting innovative initiatives designed to enable parents and guardians to enter or remain in the workforce, achieve economic stability, and contribute to the economy.

# Work Plan

## Statewide Survey and Literature Review

- Statewide Surveys: NH Businesses & Employees
- Literature Scan: national, state, local research
- Data Analysis & Findings Synthesis (on-going)
- Pilot Project Identification & Recommendations

## Pilot Projects and Partnerships

- Pilot: Family-friendly Workplace Designation



- Pilot: Regional Business Leader Roundtables
- Pilot: NH Family-friendly Businesses Case Studies

## Pilot Projects and Partnerships cont.

- Pilot: Community-based Child Care Fund
- Pilot: Employer Supported Child Care

## Outcomes & Best Practices

- Final Evaluation & Recommendations Report to DHHS
- NH Best Practices Guide



SNAPSHOT:

# Survey Findings

Elizabeth Diluzio, MPH,  
LMSW

Family Health, PhD  
Behavioral  
Health  
Improvement  
Institute

**Keene**  
STATE COLLEGE



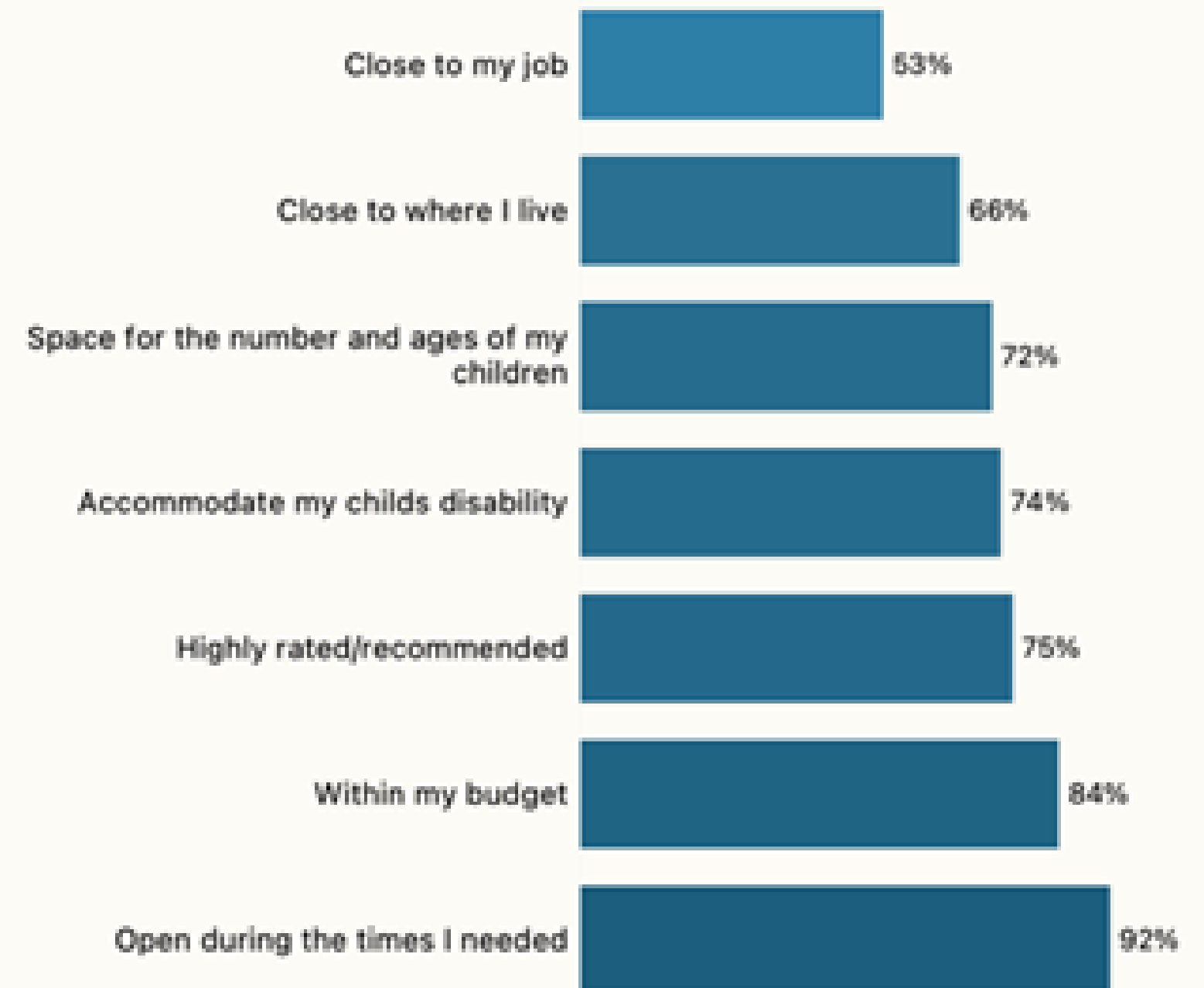
# Employee Survey

Employees reported that the three most important criteria for selecting a child care provider were its **hours, cost, and rating.**

- 92% of respondents (1136) reported that it was very important for a provider to be open during the hours they needed.
- 84% of respondents (1037) reported that it was very important for a provider to be within their budget.
- 75% of respondents (926) reported that it was very important for a provider to be highly rated/recommended.

## How important were each of the following when choosing child care?

Source: 2023 Granite United Way Child Care Survey. Represents 'very important' responses. n=1235.



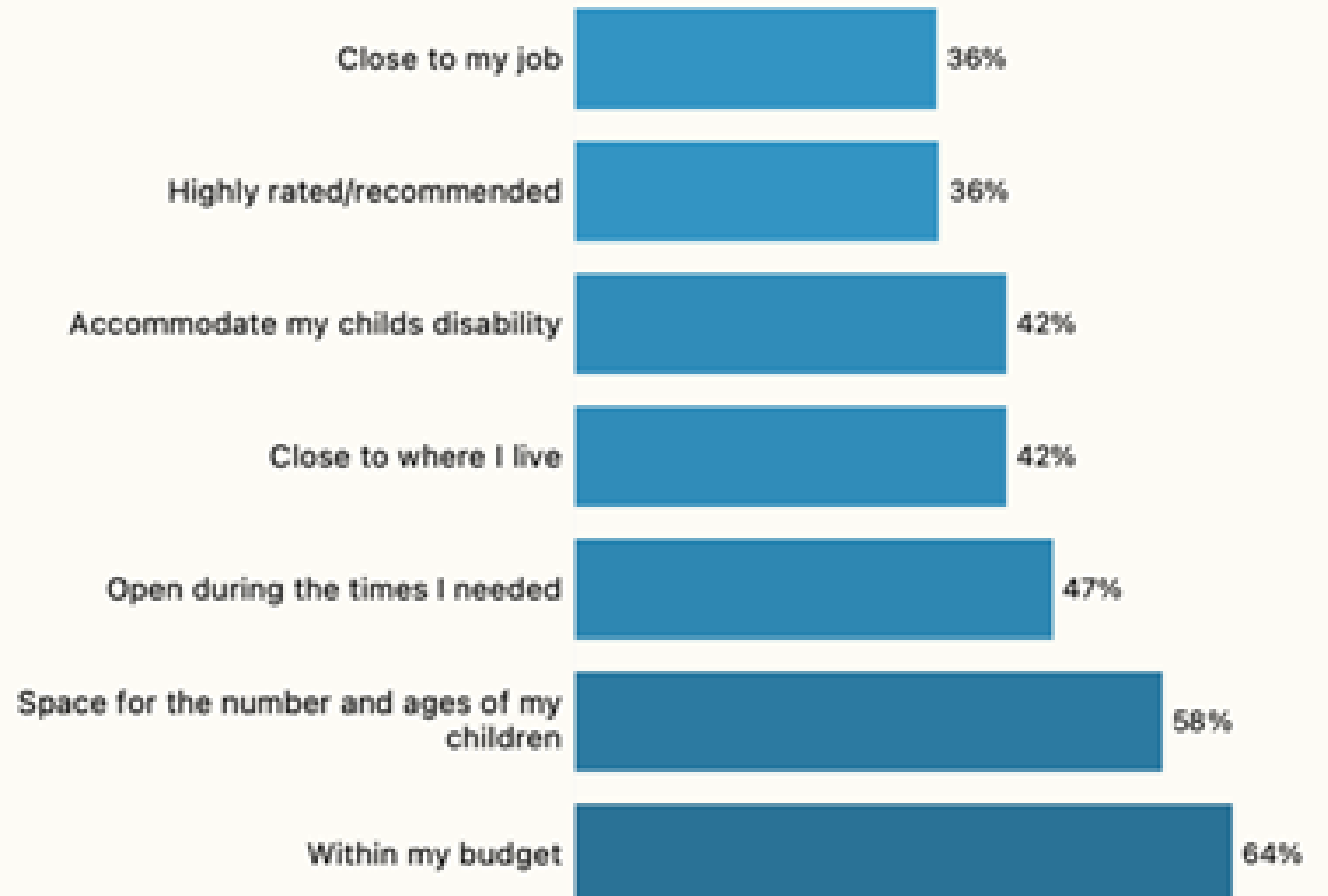
# Employee Survey

Employees reported that the three most challenging criteria to find when selecting a child care provider were related to **affordability** and **availability**.

- 64% of respondents (790) reported that it was very challenging to find a provider within their budget.
- 58% of respondents (716) reported that it was very challenging to find a provider with space for the number and ages of their children.
- 47% of respondents (580) reported that it was very challenging to find a provider open during the times they needed.

## How difficult was it to find child care with each of the following criteria?

Source: 2023 Granite United Way Child Care Survey. Represents 'very challenging' responses. n=1235.



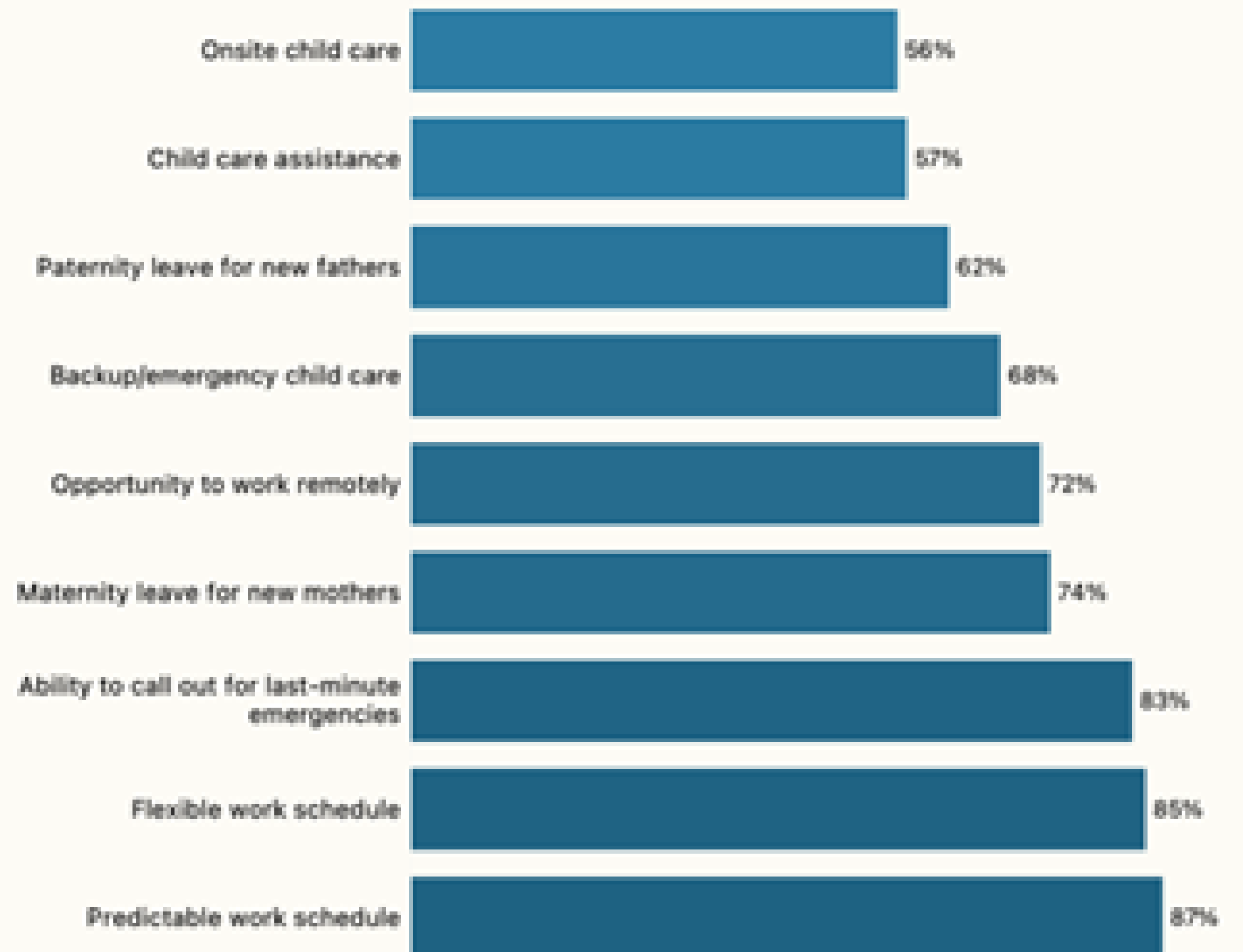
# Employee Survey

Employees reported that a **predictable work schedule**, a **flexible work schedule**, and the **ability to call out for last minute emergencies** would be the three most influential child care benefits if they were looking for a new job

- 87% of respondents (960) reported that it would be very important to find an employer who offered a predictable work schedule.
- 85% of respondents (938) reported that it would be very important to find an employer who offered a flexible work schedule.
- 83% of respondents (915) reported that it would be very important to find an employer who offered the ability to call out for last minute emergencies.

## How important would each of the following child care benefits be to your decision to work for a company?

Source: 2023 Granite United Way Child Care Survey. Reflects 'very important' responses. n=1103.

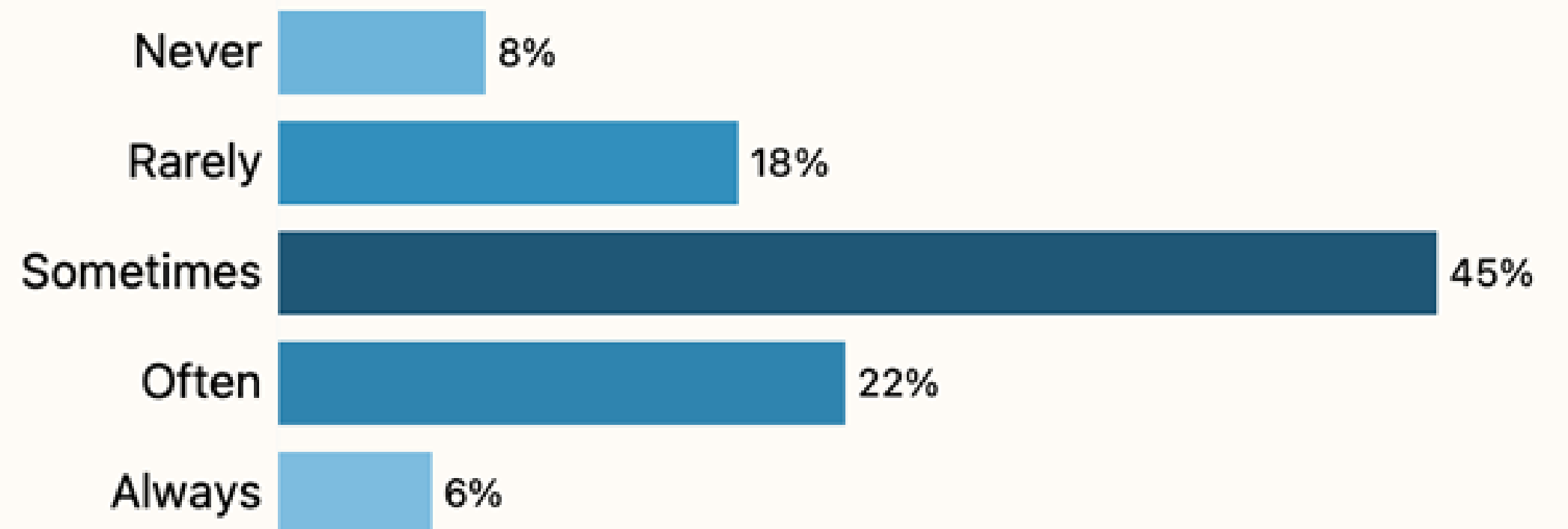


# Employee Survey

- Of the nearly 1200 respondents, only 3% of employees (31) reported receiving a state funded Childcare Scholarship.
- Nearly half (45%) of employees reported that child care responsibilities sometimes impacted their ability to work in the past month.
- 28% of employees (338) reported that child care responsibilities either often or always impacted their ability to work in the past month.

## In the past month, how often have child care responsibilities impacted your ability to work?

Source: 2023 Granite United Way Child Care Survey. n=1207



# Employer Survey

**A total of 116 employers participated in the survey, 74 of which were based in New Hampshire and employ at least one individual who is caregiving for a child.**

**52% (33) of employers reported that providing child care support is very important to their company's recruitment efforts.**

**69% (44) of employers who report providing child care support is very important for employee retention.**



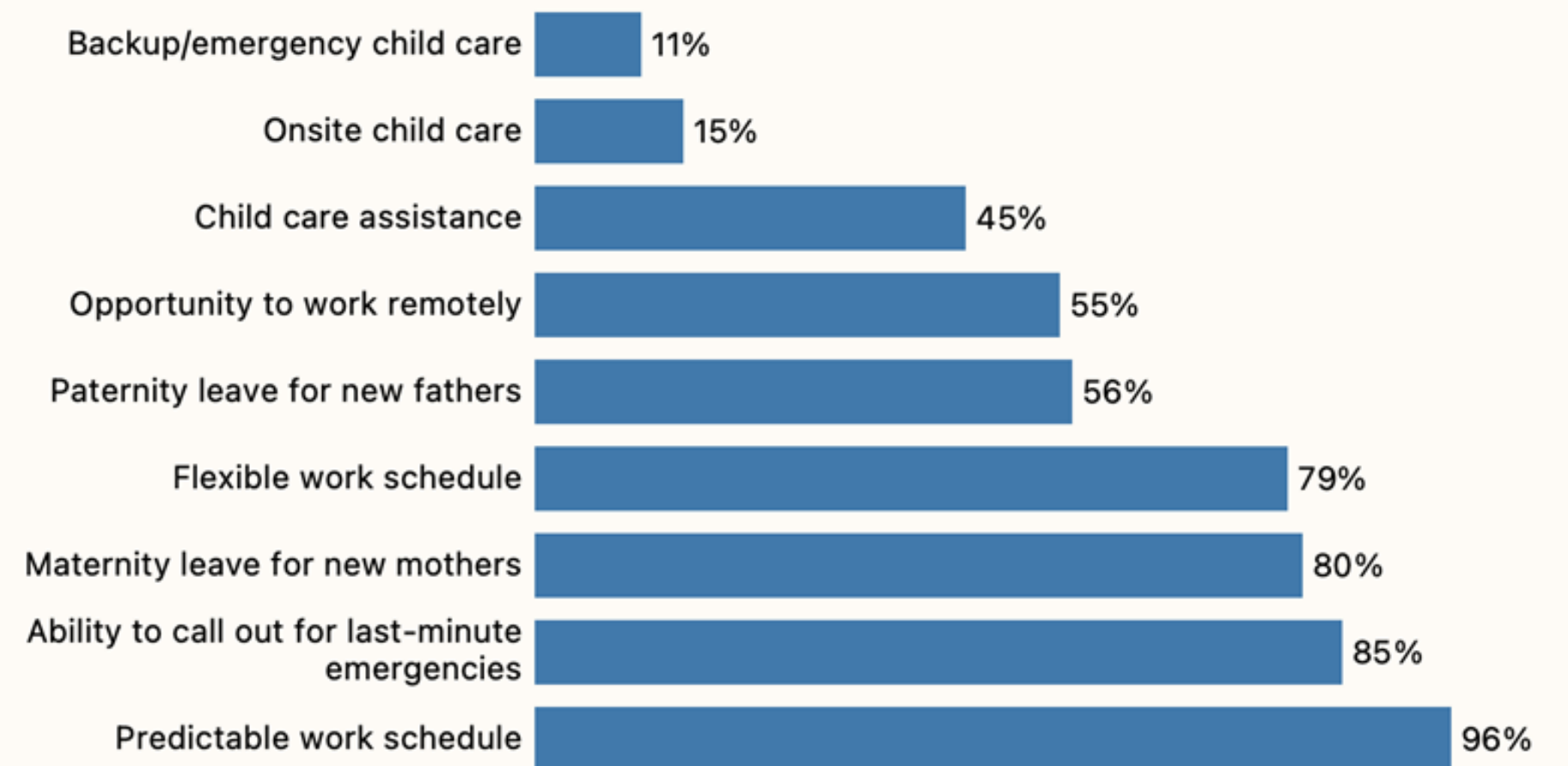
Employers reported a diverse set of challenges to providing child care, most of which were related to child care affordability, child care availability/accessibility, and insufficient staffing to provide flexible schedules.

The three child care supports that employers **least commonly reported offering** are backup/emergency child care, onsite child care, and child care assistance.

- 11% (8) reported offering backup/emergency child care
- 16% (11) reported offering onsite child care
- 45% (32) reported offering child care assistance

# Employer Survey

Child care supports implemented by employers  
(n = 71)





(Getting Back to Work, BP4WP)

“Supporting employees with childcare costs can lower absenteeism by 30%, reduce turnover by 60%, increase recruitment, and boost employee productivity.”







THE BEST PLACE FOR  
WORKING PARENTS®

# Elevating Excellence

The Competitive Advantage  
of Family Friendly



# Does Your Business Qualify for the Best Places Business Designation?

## 1. Visit NH'S BP4WP Site:

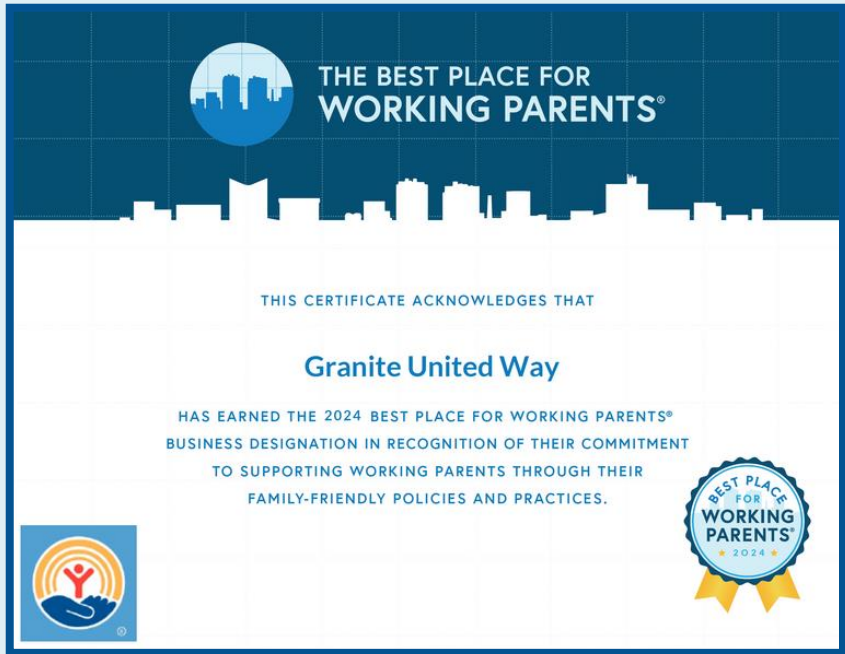
<https://bestplace4workingparents.com/new-hampshire/>

## 2. Tour FF Policies & Resources

## 3. Take the 3-Minute Assessment

## 4. Review Customized Digital Report

## 5. National & NH Certificates & Badges



*Stay  
Tuned*



**... More to come ... Pilots ... Research Findings ... Best Practices ...**



# Questions?



