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Community Partners Launch New Family-Friendly Workplace Toolkit for Employers & Families

San Luis Obispo, CA — Local businesses now have a valuable new resource to help make their workplaces more resilient while meeting the ever-changing challenges working parents face balancing their jobs and family priorities.

The “We Are the Care” Initiative, in collaboration with key business and local chambers of commerce in San Luis Obispo County, is proud to announce the launch of an online Family-Friendly Workplace Toolkit. This novel initiative is designed to support employers assess their current business practices, explore the many benefits of family-friendly workplace policies, and identify opportunities for change.

“Everybody wins when we embrace family-friendly workplace culture in our communities,” said Wendy Wendt, Executive Director, First 5 San Luis Obispo County. “Working parents are more likely to find a balance between responsibilities on the job and at home; employers are more likely to attract and retain talented and loyal employees; and children are more likely to thrive.”

The site offers a wide array of information and research on best practices, including but not limited to:

- Child Care
- Accommodations & Support
- Flexible Work & Scheduling
- Health Benefits & Spending Accounts
- Paid & Unpaid Leave

Local employers across all sectors are highlighted throughout the Toolkit, showcasing examples of family-friendly policies that have taken on even greater importance amid the COVID-19 pandemic. Such practices, born from innovation and collaboration, are key to the economic success of our communities and quality of life for all.

“Weathering the COVID-19 pandemic, we’ve seen what’s possible in our business community when it comes to workplace adaptations and accommodations, and we must continue to provide flexibility and accessibility for working parents — our economy depends on it,” said Jim Dantona, President and CEO of San Luis Obispo Chamber of Commerce. “This Toolkit is an amazing resource for businesses of all sizes and sectors who want to be at the top of their game, recruit and retain talented staff, and build productive company cultures.”

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We invite businesses as well as families who want to advocate for themselves to learn more about “We Are the Care,” and take a closer look at all of the resources available on the Family-Friendly Workplace Toolkit, at <https://www.slofamilyfriendlywork.org/>

For interview requests or more information on the Family Friendly Toolkit, please contact Misty Livengood at mlivengood@first5slo.org or (317) 431-6326. For inquiries of the SLO Chamber or with members of the business community, please contact Jacqui Clark-Charlesworth at jacqui@slochamber.org or (760) 473-3531.

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ABOUT FIRST 5: First 5 San Luis Obispo County allocates funds and advocates for quality programs and services, supporting children prenatal to age 5, to ensure that every child is healthy and ready to learn in school. “We Are the Care” is a county-wide advocacy initiative comprised of early childhood professionals, business leaders, government officials, and families who are partnering to address our local childcare crisis.

ABOUT THE SLO CHAMBER:

The San Luis Obispo Chamber of Commerce is the oldest and largest voluntary organization in San Luis Obispo and Santa Barbara counties. As an independent nonprofit corporation (not affiliated with government or any other agency), it uniquely serves the needs of its nearly 1,400 members.