



# Employer Toolkit

## Overview

Child care is an essential workforce support which contributes to the overall success of your business. Working families often struggle to find accessible and affordable child care options, which can directly impact employee absenteeism and retention. In fact, companies lose an estimated \$4.4 billion annually as a consequence of child care-related absences.<sup>1</sup> Companies offering child care services or assistance reduced the number of days employees missed by 30%. Additionally, offering child care benefits decreased employee turnover by as much as 60%.<sup>2</sup>

Child Care Aware® of Kentucky offers a variety of consumer education resources and services to support you and your employees in addressing child care needs. We have developed this Employer Toolkit to educate and empower employers in establishing family-friendly work places that result in a win-win for businesses and working families.

## Who We Are

Child Care Aware® of Kentucky is committed to ensuring families have access to safe, affordable, quality care. Our goal is to improve child care quality by offering training and technical assistance to child care providers and connecting the community to resources and educational materials which support quality child care.

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<sup>1</sup> Child Care Aware of America. (2019). *The US and the High Price of Child Care: An Examination of a Broken System*. Arlington, VA: Child Care Aware of America.

<sup>2</sup> Kumar, A. (2018, March 8). *How Unreliable and Costly Childcare Keeps People Off the Job*. Retrieved from Forbes: <https://www.forbes.com/sites/aakashkumar/2018/03/08/how-unreliable-and-costly-childcare-keeps-people-off-the-job>

# Why Does Child Care Matter to Employers?

A married couple with an infant in a center-based child care facility in Kentucky spends

**9.4%**

of their annual income to pay for child care services.<sup>1</sup>

**\$14,160**



The annual cost of child care for two children in a center-based child care facility in Kentucky.<sup>2</sup>

Companies lose an estimated



**\$4.4 BILLION**

annually as a consequence of child care-related absences.<sup>3</sup>



The average number of **days** of work an American parent misses **annually**<sup>5</sup>

**Unscheduled absenteeism** costs U.S. employers



per **Employee** per **Year**<sup>4</sup>

## Employer-Supported Child Care Benefits

- Improved productivity
- Reduced absenteeism and employee turnover
- Reduced employee stress and workplace injuries
- Overall improved ability to recruit and retain employees
- Increased workforce diversity
- Improved employee relations
- Enhanced community reputation

## Helpful Resources

### [Family-Friendly Work Places](#)

Includes strategies for supporting employees with children

### [Supporting Employees Who Work Nontraditional Hours](#)

<sup>1-3</sup> Child Care Aware of America. (2019). *The US and the High Price of Child Care: An Examination of a Broken System*. Arlington, VA: Child Care Aware of America.

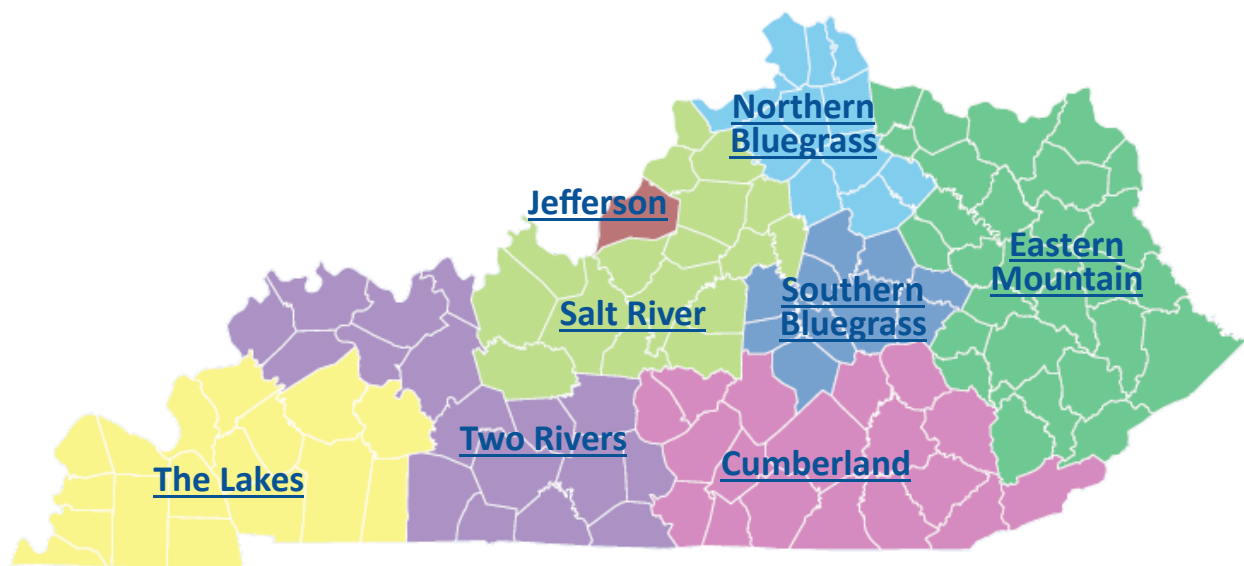
<sup>4</sup> Niethammer, C. (2016, June 14). *Caring About Employer-Supported Child Care: Good for Business, Good for Development*. Retrieved from The World Bank: <https://blogs.worldbank.org/voices/caring-about-employer-supported-childcare-good-business-good-development>

<sup>5</sup> Carillo, C. (March 2004). A Totally New Way to Think About Back-Up Care. *Work & Family Connection*.

## What Are Your Employees Paying for Child Care?

Click a region on the interactive map below to find daily child care rates for licensed child care facilities and certified family child care homes broken down by age group and full-time and part-time care.

### Average Daily Price of Child Care by Region



## Are Your Employees Eligible for the Child Care Assistance Program?

The [Child Care Assistance Program](#) (CCAP) provides support to help families pay for child care. Applicants for child care must have gross income at or below **85%** of the State Median Income (SMI). For more information, or to apply for the Child Care Assistance Program, call 1-855-306-8959 or visit [kynect.ky.gov](http://kynect.ky.gov).

Family Size	85% of State Median Income (SMI)
2	\$58,344
3	\$72,060
4	\$85,788
5	\$99,516
6	\$113,244
7	\$115,812
8	\$118,392
8+	Add \$2,580 per person

# Employee Child Care Assistance Partnership Program

The Employee Child Care Assistance Partnership program is an agreement between employers, employees, and the Cabinet for Health and Family Services. Employers determine a contribution to pay toward Employee child care expenses. The Cabinet for Health and Family Services matches the employer contribution based on a sliding scale associated with the employee's annual wage. Payments are made directly to the regulated child care provider of the family's choice. For more information, visit [Employee Child Care Assistance Partnership Program](#).

## Monthly Income by Household Size

Employee Household Income Compared to State Median Household Income	HH2*	HH3	HH4	HH5	HH6	HH7	HH8	HH9	HH10	Each Additional HHM*
<b>100%</b>	\$4,961	\$6,128	\$7,296	\$8,463	\$9,631	\$9,849	\$10,068	\$10,287	\$10,506	+\$219
<b>120%</b>	\$5,953	\$7,353	\$8,755	\$10,155	\$11,557	\$11,818	\$12,081	\$12,344	\$12,607	+\$262
<b>140%</b>	\$6,945	\$8,579	\$10,214	\$11,848	\$13,483	\$13,788	\$14,095	\$14,401	\$14,708	+\$306
<b>160%</b>	\$7,937	\$9,804	\$11,673	\$13,540	\$15,409	\$15,758	\$16,108	\$16,459	\$16,809	+\$350
<b>180%</b>	\$8,929	\$11,303	\$13,132	\$15,233	\$17,335	\$17,728	\$18,122	\$18,516	\$18,910	+\$394

\***HH#** = Monthly income of household with # members (for example: HH2 = Monthly income of a household with 2 members)

\***HHM** = Household Member

## State Contribution Match Scale

Employee Household Income Compared to State Median Household Income	State Match Percentage
Equal to or less than 100%	100%
Above 100% through 120%	90%
Above 120% through 140%	80%
Above 140% through 160%	70%
Above 160% through 180%	60%
Above 180%	50%

## Questions?

If you have questions about the Employee Child Care Assistance Partnership Program or want to strategize ways to recruit and retain employees with child care needs, contact:

**Kate Dean**

**Director of Community-Based  
Partnerships & Strategy**

**kate.dean@uky.edu**

# Child Care is a Workforce Issue

## Supporting Families in the Workplace

### It's About Time!



**ChildCare Aware**  
of America

## IT'S ABOUT TIME!

Parents Who Work Nonstandard Hours Face Child Care Challenges

by Simone DeBene, Ph.D., Karen Lange, Catherine Garley, Jon Bump, MA and Jacob Stewart

**Many companies expect workers—especially workers earning low-income—to be available on demand. That means parents need more than “day” care for their children. Parents need child care that aligns with the realities they face, including child care that is available when they have to work long hours or irregular schedules.**

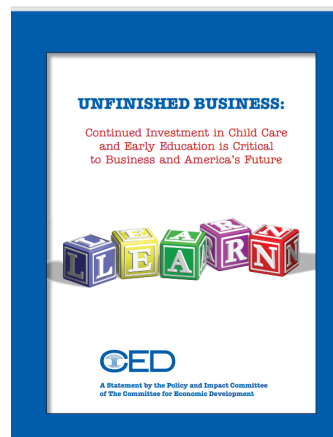
Working families face a huge challenge: finding quality, affordable child care for their children. This struggle is not new, but we're seeing a societal shift that's adding to the challenge. More and more are working standard schedules, the traditional Monday through Friday, 8-hour workday. More people are working nonstandard hours (NSH)—nights, weekends, and irregular hours—and the current child care system fails to accommodate them.

Occupations requiring NSH are increasing in today's economy—the so-called 24/7 economy. Many retailers are open 24 hours a day and 7 days a week. Some organizations operate around the clock and technology allows people to work outside of normal office hours. The availability of child care during NSH must be addressed or the economy will feel the effects. Expenses versus the child care during these hours, they may leave or decide not to join the workforce, and employers may be left short-staffed. The lack of quality child care during NSH threatens to affect our future workforce.

This paper spotlights the need for child care during NSH. It begins with an overview and definition of NSH child care. We explain the supply and demand problem with NSH child care. There simply isn't enough of it to meet worker needs. We highlight the populations most affected by the problem and their solutions, including how states can leverage Child Care Resource and Referral (CCR&R) agencies to address the issue. Finally, we outline our policy recommendations to support families in need of NSH child care.

## Economic Impact

### Unfinished Business



## UNFINISHED BUSINESS:

Continued Investment in Child Care and Early Education is Critical to Business and America's Future

**LEARN**

**CEED**

A Statement by the Policy and Impact Committee of the Committee for Economic Development

## Workforce Partnership

### Leading the Way



## LEADING THE WAY:

A Guide for Business Engagement in Early Education

U.S. CHAMBER OF COMMERCE FOUNDATION  
Center for Education and Workforce

## Workforce Branding

### Workforce of Today, Workforce of Tomorrow



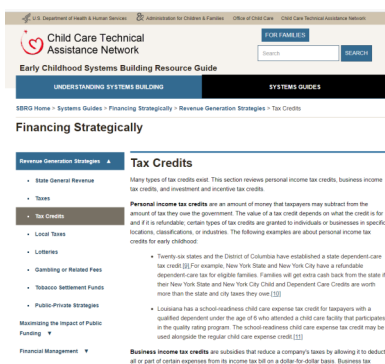
## WORKFORCE OF TODAY, WORKFORCE OF TOMORROW:

The Business Case for High-Quality Childcare

U.S. CHAMBER OF COMMERCE FOUNDATION  
Center for Education and Workforce

## Business Resources

### Child Care Tax Credit



U.S. Department of Health & Human Services | Administration for Children & Families | Office of Child Care | Child Care Technical Assistance Network

### Child Care Technical Assistance Network

Early Childhood Systems Building Resource Guide

UNDERSTANDING SYSTEMS BUILDING | SYSTEMS GUIDES

SBRG Home > Systems Guides > Financing Strategically > Revenue Generation Strategies > Tax Credits

#### Financing Strategically

Revenue Generation Strategies

- State General Revenue
- Taxes
- Tax Credits**
- Legal Fees
- Letting
- Gaming or Related Fees
- Tobacco Settlement Funds
- Public-Private Strategies

Maximizing the Impact of Public Funding

Financial Management

**Tax Credits**

Many types of tax credits exist. This section reviews personal income tax credits, business income tax credits, and investment and incentive tax credits.

**Personal income tax credits** are an amount of money that taxpayers may subtract from the amount of tax they owe the government. The value of a tax credit depends on what the credit is for and if it is refundable, certain types of tax credits are granted to individuals or businesses in specific locations, classifications, or industries. The following examples are about personal income tax credits for early childhood:

- Twenty-six states and the District of Columbia have established a state-dependent-care tax credit (SDC). For example, New York State and New York City have a refundable dependent-care tax for eligible families. Families will get extra cash back from the state if their New York State and New York City Child and Dependent Care Credits are worth more than the state and city taxes they owe (SDC).
- Louisiana has a school-readiness child care expense tax credit for taxpayers with a qualified dependent under the age of 6 who attended a child care facility that participates in the quality rating program. The school-readiness child care expense tax credit may be used despite the regular child care expense credit (SDC).

**Business income tax credits** are subsidies that reduce a company's taxes by allowing it to deduct all or part of certain expenses from its income tax bill on a dollar-for-dollar basis. Business tax

### Employers Consider Child Care Subsidies



**SIRM**  
BETTER WORKPLACES  
BETTER WORLD

MEMBERSHIP | CERTIFICATION | HR TODAY

EMPLOYER RELATIONS

### Employers Consider Child Care Subsidies

By Ryan Oza Lochi  
September 22, 2020

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# Resources for Employees

# Choosing High Quality Child Care

Choosing child care is one of the most important decisions your employees will make for their family. Child Care Aware® of Kentucky can share information and tools to help families feel confident in their child care decisions. With 90% of brain development occurring by age 5, the experiences of children in the first years of life have long lasting impacts on their health and ability to learn and succeed in school and in life.



Understanding the types of regulated child care available in Kentucky is a first step in choosing a program that best serves a family's needs. In Kentucky, an individual caring for 3 or more unrelated children is required to be regulated.

## Types of Regulated Child Care

Licensed Type I Center	Licensed Type II Center	Certified Family Child Care Home
Care is provided for 4 or more children in a nonresidential setting, or 13 or more children in a designated space separate from the primary residence of a licensee.	Provider cares for children in their own home for 7, but not more than 12 children, including related children.	Services are provided in the individual's home for a maximum of 6 unrelated children. They may also care for 4 related children, for a maximum of 10 children. They must have an assistant if they care for more than 4 infants, including their own or related infants.
<a href="#">Regulatory Information for Licensed Type I and Type II Centers</a>		<a href="#">Regulatory Information for Certified Family Child Care Home</a>

## Kentucky All STARS

While regulations outline the minimum requirements for operation, it is important to look for indicators of quality as well. Kentucky has a quality rating system for child care programs called KY All STARS. It is a mandatory system for all programs that accept public funds, such as Child Care Assistance Program (CCAP). In the KY All STARS rating system, programs can be a level 1-5 STAR and being licensed/certified equates to a 1 STAR. Each higher STAR level expands on each previous level. Programs rated level 3-5 have received an environmental observation conducted by a STARS rater and implemented standards of quality above and beyond regulatory requirements. Find out more about Kentucky All STARS Quality Rating System [here](#).





## Families Looking for Child Care

Child Care Aware® of Kentucky is committed to helping families find safe, affordable, quality care. Our goal is to improve child care quality by offering training and technical assistance to child care providers and consumer education to the community-at-large.

To download one of our resources or to search for child care facilities across the state with options to meet your family's specific needs, visit:

[www.childcareawareky.org](http://www.childcareawareky.org)

The list you receive does not imply recommendations to specific facilities.



### Choosing Child Care

More and more, research tells us that our children's healthy development depends on safe and positive experiences during the first few years of life. Choosing high quality child care is one of the most important decisions you will ever make for your child. The 14 researched-based guidelines listed on the back of this handout can help you make the right choice for your child. Please consider the following tips before deciding on a child care program:

- Visit several different child care programs (center or family child care homes).
- Call to schedule an appointment for your visit to ensure the director's full attention to your tour.
- Plan to visit for at least an hour to watch activities, check the surroundings, and ask questions.
- Bring this checklist with you to guide your visit.

The KY Cabinet for Health and Family Services, Office of Inspector General, Division of Regulated Child Care helps to monitor programs for compliance. Visit this website for more information: <https://chfs.ky.gov/agencies/os/oig/drcc>

Should you see or hear something that concerns you while visiting a child care program, you have the right to contact the Division of Regulated Child Care with your concern and you can do so anonymously, if you prefer.

<b>Supervision</b>		✓
Are children supervised at all times, even when they are sleeping?		
Are all areas of the child care space visible to staff at all times?		
<b>Handwashing &amp; Diapering</b>		✓
Do all caregivers & children wash their hands often, especially before eating & after using the bathroom or changing diapers?		
Do caregivers always keep a hand on the child while diapering?		
Do caregivers clean & sanitize the surface after finishing the changing process?		
Are the diapering & handwashing procedures posted at each diaper changing station?		
<b>Director Qualifications</b>		✓
Does the director participate in regular professional development & continuing education opportunities?		
Has the director worked in child care for at least two years?		
Is the director present at the facility the majority of the day?		
Does the director understand how to best support your child's needs?		
<b>Lead Teacher Qualifications</b>		✓
Does the teacher participate in professional development & continuing education opportunities?		
Has the teacher worked in child care for at least one year?		
Does the teacher give children lessons & toys that are appropriate for their ages?		
<b>Staff-to-Child Ratio &amp; Group Size</b>		✓
How many children are being cared for in the child care program?		
Are the staff-to-child ratios posted in a conspicuous place in the facility?		
Was the staff-to-child ratio appropriate during your visit?		
Did each child receive attention & get their needs met?		
<b>Staff Training/First Aid</b>		✓
Have caregivers been trained how to keep children healthy & safe from injury & illness?		
Do they know how to do first aid & rescue breathing?		
Have they been trained to understand & meet the needs of children of different ages?		
<b>Child Abuse</b>		✓
Have all caregivers undergone background checks?		
Have the caregivers been trained on how to prevent child abuse, how to recognize signs of child abuse, & how to report suspected child abuse?		
Is the facility's child abuse policy explained to parents?		

<b>Immunizations</b>		✓
Is your child up-to-date on all of the required immunizations?		
Does the child care program have a policy which requires parents to provide up-to-date immunization certificates for their children upon enrollment?		
<b>Facility Safety</b>		✓
Are toxic substances like cleaning supplies & pest killers kept away from children?		
Has the building been checked for dangerous substances like radon, lead, & asbestos?		
Is poison control information posted?		
<b>Emergency Plan</b>		✓
Does the child care program have an emergency plan if a child is injured, sick, or lost?		
Does the child care program have first-aid kits?		
Does the child care program have information about who to contact in an emergency?		
<b>Fire/Emergency Drills</b>		✓
Does the child care program have a plan in case of a disaster like fire, tornado, flood, blizzard, or earthquake?		
Does the child care program do practice drills once every month?		
<b>Medications</b>		✓
Does the child care program keep medications out of reach from children?		
Are the caregivers trained & the medications labeled to make sure the right child gets the right amount of the right medication at the right time?		
<b>Playground Safety</b>		✓
Is the playground regularly inspected for safety?		
Is the playground surrounded by a fence?		
If there is a sandbox, is it clean & covered?		
Are the soil & playground surfaces checked often for dangerous substances & hazards?		
Is equipment the right size & type for the age of children who use it?		
<b>General Observations</b>		✓
Is a copy of the Parent Rights prominently displayed? Parent Rights are a good general framework for discipline, grievance procedures, etc.		
Is the facility's last licensing report posted in a conspicuous place? This report is a "report card" of how the facility is complying with state regulations.		
Is the facility participating in KY All STARS, Kentucky's Tiered Quality Rating System (TQRIS)? TQRIS helps to ensure children receive high quality care.		
What is the overall sound in the facility? Is the staff engaging the children in laughing, singing, & conversations?		



# Are you looking for child care?

## Through a Child's Eyes

When you visit a child care program, look at the facility through your child's eyes.

- ✓ Are there activities I will like?
- ✓ Is everyone having fun?
- ✓ Is there a special place for my things?

## The Right Child Care Provider

A gauge of quality child care is the relationships the providers have. Ask yourself:

- ✓ Are the providers involved and friendly?
- ✓ Do they interact well with the children?
- ✓ Do they listen to the children and to you?

## Ask These Questions:

- ✓ How many children are cared for, and are they supervised at all times?
- ✓ Have all providers completed a background check?
- ✓ How often is the program inspected?
- ✓ Are staff trained to care for children?
- ✓ Does the staff participate in on-going training?
- ✓ Does the staff know first aid and CPR?
- ✓ What is a typical day like?
- ✓ What fun, age-appropriate activities are offered?
- ✓ Is playground equipment inspected for safety often?
- ✓ Is there an emergency plan?

To search for child care facilities across the state with options that may meet your family's specific needs, visit

**[www.childcareawareky.org/support/families/](http://www.childcareawareky.org/support/families/)**

The list you receive does not imply recommendations to specific facilities.



07/16/21



## Examples of what to look for when visiting a licensed or certified child care setting

### All Ages:

- Look for clean classrooms and toys that are within reach of children so they can access them on their own.
- Look for caregivers who are warmly interacting with children and supporting their play.
- Look for children to be actively engaged in play with access to enough materials so they do not have to compete for items to play with.
- Restrooms located in classrooms or very close by.

### Infants:

- Babies eat when they need to and are held for feeding.
- Babies sleep when they need to and only sleep in cribs, not in swings, car seats, etc.
- There is a crib for each baby present.
- Babies have a safe place on the floor to have “tummy time” and explore as they start to crawl.
- Babies are held by caregivers frequently and not just moved from crib, to swing, to highchair.
- Caregivers talk to babies about what is happening in the classroom.

### Toddlers:

- Caregivers understand that toddlers are not yet able to communicate and respond promptly to their cries and other signs of distress.
- Caregivers minimize the need to say no as toddlers are testing the limits and learning new physical skills. If the toddler is climbing where it is not safe, the caregiver redirects them to a safe area to learn that skill.
- Low tables and child-sized chairs are used for eating and activities rather than highchairs.
- Caregivers frequently read, sing, and play with toddlers.

### Preschoolers:

- The classroom is arranged in interest areas and children are allowed to move freely from area to area for much of the day.
- Caregivers assist children in communicating effectively with their peers and adults by helping them learn emotional cues and demonstrating how to talk to others when a conflict arises.
- Toys and materials are on low, open shelves to allow children to access them independently.

### School-agers:

- Materials and furnishings are age-appropriate.
- Children are provided time and space for completing homework with the support of caregivers.
- Children should be happy and busy with activities.



[www.childcareawareky.org](http://www.childcareawareky.org)



7.16.21



# You may be eligible for child care assistance!

Parents and caregivers, you may qualify for the Child Care Assistance Program (CCAP) if you have a child under 13, or who is 13 or older with a special need, and you meet **any** of these criteria:



You are employed; or  
You are enrolled in full-time education in a certified trade school or accredited college or participate in the SNAP Employment & Training Program; or



You are a teen parent attending elementary, middle or high school or pursuing a GED in a classroom setting; or



You are a K-TAP recipient who needs child care while participating in KentuckyWorks; or



You are unemployed but participating in an initial job search (can be used once in a 12-month period); or



You have a protective or preventative service case and need child care

**Apply or get more information about CCAP:  
Call 1-855-306-8959  
or visit [kynect.ky.gov](http://kynect.ky.gov)**

# ¡Puede que sea elegible para la ayuda con el cuidado infantil!

Padres y cuidadores, es posible que sean elegibles para el Programa de Ayuda con el Cuidado Infantil (CCAP) si tienen un niño menor de 13 años o si el niño tiene 13 años o más con necesidades especiales y usted cumple con alguno de estos requisitos:



Está empleado; o  
Está inscrito(a) a tiempo completo en una escuela de oficios certificada o en una universidad acreditada o participa en el Programa de Capacitación y Empleo de SNAP; o



Usted es un padre/madre adolescente que asiste a la escuela primaria, secundaria o secundaria superior o está tratando de obtener su GED asistiendo a clases; o



Está desempleado(a) pero participa en una búsqueda inicial de empleo (se puede usar una vez en un período de 12 meses); o



Usted recibe K-TAP y necesita cuidado infantil mientras participa en KentuckyWorks; o

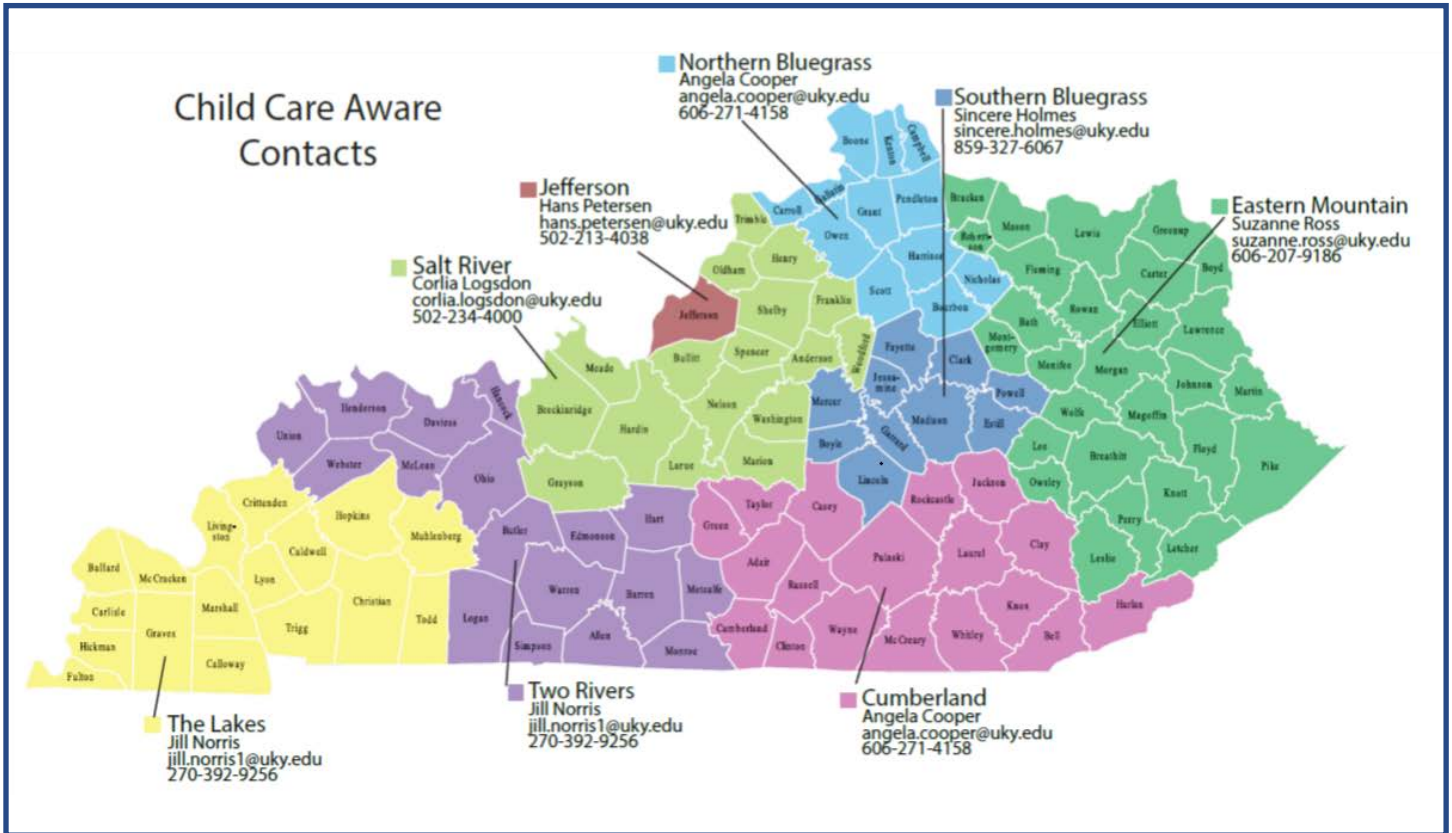


Tiene un caso de servicio preventivo o de protección y necesita cuidado infantil

Haga la solicitud u obtenga más información sobre CCAP:  
Llame al 1-855-306-8959  
o visite [kynect.ky.gov](http://kynect.ky.gov)

# Contact Us

For additional information or support, please reach out to the Child Care Aware contact listed for your specific county.



# Connect with Us



[www.childcareawareky.org](http://www.childcareawareky.org)