



# Family Friendly Workplace Certification Program Badging Guide



[arvadachamber.org/FFWP](http://arvadachamber.org/FFWP)  
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# INTRODUCTION

Across the country, it is estimated that families lose approximately \$78 billion annually and small businesses lose \$23 billion annually due to inconsistent and price-prohibitive childcare. More and more, employers are noticing that a lack of affordable and accessible childcare is impacting their business's ability to thrive. More specifically, businesses are noticing consequences such as increased employee turnover, challenges with recruiting talent, employees having challenges with caregiving and work schedules, and increased training costs. A report from [Healthier Colorado](#) found that 38% of respondents stated that a lack of childcare hindered their pursuit of employment or educational opportunities, and that childcare-related issues led to more than half of working parents to take paid leave to care for their child, while 31% of respondents identified having taken unpaid leave at some point to care for their child.

To support businesses experiencing this challenge, the [Greater Arvada Chamber of Commerce](#), in partnership with [Health Links](#), has launched the [Family Friendly Workplace Certification Program](#)! This program can help elevate businesses by attracting and retaining top talent, fostering diversity in their workforce, and creating a workplace that supports both employee well-being and business success.

Enrolling in this program empowers your business to evaluate its family-friendly practices, gain constructive feedback, and explore implementing family-friendly practices that can benefit both employers and employees. The program includes five phases:

## **Phase 1: Assessment**

Complete an organizational survey on the family-friendly policies and practices at your business, and receive a customized evaluation and score highlighting your areas of success and improvement.

## **Phase 2: Consultation**

Receive 1:1 consultation and resources, including employer toolkits and trainings to support and strengthen your business's family-friendly policies and practices

## **Phase 3: Badging**

Businesses who receive a qualifying score will receive a digital badge from the Greater Arvada Chamber to help promote that they are a Family Friendly Workplace. Badging supports businesses in recruitment and retention, brand recognition, in communications, and to highlight the family-friendly benefits and culture of your business. The badge is clickable and links to Greater Arvada Chamber's Family Friendly Workplace webpage which provides information about the validity of the assessment.

## **Phase 4: Business Peer Cohort**

Engage in a cohort of businesses of varying sizes and diverse sectors to connect, hear from subject matter experts, learn about best practices, and receive resources to support your business, workforce, and company culture.

## **Phase 5: Reassess**

It is recommended that you take the assessment again in 18-24 months to gauge your growth as a family-friendly workplace. This is a great opportunity for businesses who didn't receive badges the first time they took the assessment to earn a badge and for those who received a "Family Friendly Workplace" Badge to earn a "Family Friendly Workplace Leader" Badge.

# THE FAMILY-FRIENDLY WORKPLACE CERTIFICATION BADGE

The Greater Arvada Chamber's [Family-Friendly Workplace Badge](#) recognizes businesses that implement family-friendly policies and practices to support their parenting and caregiving employees. This badge serves as a physical representation of businesses' supportive and inclusive environment. By adopting family-friendly policies, businesses demonstrate that it prioritizes how the holistic health and supportive culture of its workforce contributes to business success.

## How can the Badge Help your Business?

Displaying the Family-Friendly Workplace Badge sets your business apart as a leader in supporting employees and their families. This recognition not only strengthens your internal team but can also build external trust and loyalty.

### 1. Attract and Retain Top Talent:

Job seekers increasingly prioritize workplaces that offer benefits and support for parenting and/or caregiving. A Family-Friendly Workplace Badge signals to potential employees that your organization values their family responsibilities, which can offer an advantage in recruiting and retaining top talent.

### 2. Enhance Employee Engagement and Productivity:

Employees who feel supported in managing work-life balance are more engaged, motivated, and productive. Family-friendly policies can help reduce absenteeism, decrease turnover, and create a more supportive company culture.

### 3. Improve Workplace Diversity and Inclusion:

Supporting working families can help you attract a more diverse and inclusive workforce. This commitment fosters an inclusive workplace culture that benefits everyone.

### 4. Strengthen Your Brand and Reputation:

Consumers and partners can prefer businesses that align with their values. Displaying a Family-Friendly Workplace Badge shows your commitment to social responsibility and community well-being, which can enhance a business's brand reputation.

### 5. Contribute to Community and Economic Vitality:

Family-friendly workplaces contribute to a healthier, more sustainable workforce in the community. By helping employees manage their parenting and caretaking responsibilities, businesses play a role in creating a stable and thriving local economy.



# HOW TO USE THE FAMILY FRIENDLY WORKPLACE BADGE EXTERNALLY



The Family Friendly Workplace (FFWP) badge is more than just a symbol—it is a strategic tool to showcase an organization's commitment to creating an inclusive workplace that values employees' lives both at work and at home. When used effectively, the badge can elevate your employer brand, attract top talent, and demonstrate leadership in workplace culture. There are several innovative ways employers can display and use the FFWP badge with external audiences, including prospective employees, consumers, and partners.

## On Job Postings:

- Include the badge on job postings to signal your values from the first touchpoint.
- Highlight family-friendly benefits and policies alongside the badge (e.g., flexible scheduling, paid family leave, on-site childcare).
- Reference your business as a key participant in the Greater Arvada Chamber of Commerce Family Friendly Workplace Certification Program
- Add a short description under the badge explaining what it means and why it matters at your organization.

### Example:

We're proud to be recognized as a Family Friendly Workplace by the Greater Arvada Chamber of Commerce. This badge reflects our commitment to supporting employees with benefits and policies that promote balance, flexibility, and care.

Learn more about the certification at [arvadachamber.org/FFWP](http://arvadachamber.org/FFWP).



### In Job Interviews:

- Use the badge as a conversation starter. Candidates may not be familiar with it—explain what it means and that it's part of a larger initiative through the Greater Arvada Chamber to ensure we have thriving businesses and healthy communities.
- Highlight specific ways your workplace embodies family-friendly values, such as caregiver support, family-inclusive benefits, or hybrid work models.

### Integrating the Badge in Marketing and Social Media through social media platforms and website placement:

- Share posts that showcase how your organization supports employees and their families—use stories, employee spotlights, or behind-the-scenes content.
- Create content around milestones or updates related to family-friendly initiatives and tag them with the badge
- Place the badge prominently on your homepage or "About Us" section with a clickable link to the [Greater Arvada Chamber FFWP page](#) to learn more.



**Pro tip:** Highlight the FFWP badge in social media posts during national holidays or awareness weeks related to family, wellness, and work-life balance.

### Employee Testimonials:

- Share quotes from employees about how your workplace supports their family life and well-being.
- Use video testimonials or written statements paired with the badge for authenticity.
- Highlight diverse perspectives—parents, caregivers, and employees who benefit from flexibility or family-forward practices.

Consistent and thoughtful use of the badge reinforces your organization's values and builds trust with job seekers, partners, and customers alike.



# HOW TO USE THE FAMILY-FRIENDLY WORKPLACE BADGE INTERNALLY

The Family Friendly Workplace Badge is not just a tool for external recognition—it's also a valuable asset for fostering a supportive and inclusive workplace culture. Using the badge internally can help reinforce your organization's commitment to employee well-being, support morale, and encourage engagement among your team.

## In Onboarding and Orientation

- **Introduce the Badge to New Hires:** During onboarding, explain the significance of the badge and how it reflects your organization's family-friendly policies, such as flexible work schedules, parental leave, or childcare support.
- **Highlight Relevant Resources:** Provide an overview of the specific programs and benefits that contributed to earning the badge, ensuring new employees know how to access and utilize them.
- **Create a Connection:** Include the badge on onboarding materials, such as welcome packets, presentation slides, and orientation videos, to set the tone for a supportive workplace culture from day one.

## In Internal Communications

- **Embed the Badge in Digital Spaces:** Include it in email signatures, internal portals, and shared templates to keep it top-of-mind for employees.
- **Display the Badge in Common Areas:** Place the badge in visible areas like break rooms, bulletin boards, or internal newsletters to remind employees of your family-friendly initiatives.
- **Celebrate Your Commitment:** Share stories or updates in internal communications (emails, Slack channels, or intranet posts) about how family-friendly policies positively impact employees and their families.
- **Recognize Milestones:** Use the badge to celebrate employee milestones, such as a new parent returning from leave, or highlight stories that showcase how these policies make a difference.

## During Team Meetings and Events

- **Promote Conversations:** Bring up the badge in team meetings to spark discussions about family-friendly initiatives and gather feedback for further improvement.
- **Celebrate Together:** Highlight the badge during company events or celebrations to remind employees of your shared commitment to a family-supportive culture.

Using the badge internally can not only strengthen employee satisfaction and retention, but also fosters a culture of trust and inclusion. It demonstrates that your family-friendly commitment is more than a label—it's a core part of who you are as an employer. This engagement will resonate throughout your workforce, creating a positive environment where employees can thrive both at work and at home.



## CONCLUSION

The [Greater Arvada Chamber's Family Friendly Workplace Badge](#) is more than just a symbol—it's a statement of your organization's commitment to fostering a supportive, inclusive, and thriving workplace. By leveraging the badge both externally and internally, you showcase your dedication to helping employees balance work and family responsibilities, which strengthens your reputation, enhances employee satisfaction, and supports your business's success.

As an employer, embracing family-friendly practices not only benefits your team but also contributes to building stronger communities and a more sustainable economy. By proudly displaying and incorporating the badge into your business practices, you position your organization as a leader in creating a workplace where your business, employees, and their families can thrive. Together, let's make family-friendly workplaces the standard—not the exception.





## RESOURCES AND MORE INFORMATION

### [The Greater Arvada Chamber's Employer Childcare Toolkit](#)

The Greater Arvada Chamber of Commerce has developed an Employer Childcare Toolkit to address the challenges faced by businesses due to the rising costs and decreasing availability of childcare in Jefferson County. This comprehensive resource is designed to support employers of various sizes and industries in creating family-friendly workplaces.

### [CO4Kids: Resources for Employers](#)

CO4Kids supports children's safety across the state of Colorado. They have developed a collection of resources and recommendations for employers to play a role in supporting parenting and caregiving employees.

### [Colorado Department of Public Health and Environment and EPIC Family-Friendly Workplace Toolkit](#)

This toolkit, developed by the Colorado Department of Public Health & Environment and Executives Partnering to Invest in Children (EPIC) has various strategies and resources for employers to implement family-friendly policies and practices.

### [Best Practice Institute: Creating a Family-Friendly Workplace](#)

This resource outlines key strategies such as prioritizing paid time off, offering flexible work arrangements, and maintaining open communication to foster a supportive environment for parents and caregivers.

### [UNFPA: The Family-Friendly Workplace Model](#)

This model provides a structured approach for companies to assess and improve their family-friendly policies, emphasizing the benefits for both employees and the organization. It includes methodologies for implementation and monitoring.

### [Unicef - Redesigning the Workplace to be Family-Friendly](#)

This resource from Unicef provides a variety of strategies for businesses to invest in and implement family-friendly policies.

### [Child Care Answers - Employer Help Guide](#)

Child Care Answers offers a variety of free services to highlight employer child care benefits for both the company and the employee. They have a variety of free resources and guides for employers to learn more about family-friendly policies and practices.

### **Questions about the Family Friendly Workplace Program?**

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