



# DOWNTOWN SANTA BARBARA EMPLOYER CHILD CARE PARTNERSHIP



NEWLETTER - OCTOBER 2008

*“More than two  
in three  
Americans  
favor  
government  
funded child  
care to make it  
easier for  
people to work.”*

## Saluting National Work and Family Month

Work-life balance is the theme throughout Santa Barbara County this month as private and public organizations observe National Work and Family Month. October was designated National Work and Family Month to recognize that helping employees achieve work-life balance is a national priority.

Many local employers understand the importance of employer-sponsored work-life programs, such as child care and flex time as key ingredients in business bottom line by attracting, motivating and retaining top talent. Kim Cowles, Director of Human Resources & Operations at Bartlett, Pringle & Wolf and participant in the Downtown Santa Barbara Employer Child Care project said, “People are the core of our business and we take great pride in creating a culture where a work-life balance is encouraged.”

In support of Work and Family Month, Steve Cushman, President of Santa Barbara Chamber of

Commerce said, “We need to make sure businesses in Santa Barbara County understand the better their employees can balance their work and home life, the more productive they will be. That’s why the work First 5 Santa Barbara County is doing is so vital to our county’s economic success.”



First 5 Santa Barbara County recognizes the important impact child care issues have on work-life balance and is working to enhance high quality, affordable child care by engaging the business community in various work-life effectiveness activities. The launch of the Employee Child Care Survey is part of these efforts and will provide the opportunity to find out from parents how child care impacts the work

environment. As part of Work and Family Month, First 5 Santa Barbara County is acknowledging all employers who offer work-life effective programs as model employers. Promoting work-life effectiveness is good for employees, employers, and the business bottom-line.

It is easy for employers to participate in Santa Barbara’s Work and Family Month! Go to <http://www.countyofsb.org/ceo/ece/survey/WorkAndFamily.asp> for several Work and Family resources including a downloadable employer resolution, a template to collect and publicize work-life balance programs and policies, a press release, and more.

For additional information about Work and Family Month contact Holly at [hgold@countyofsb.org](mailto:hgold@countyofsb.org), 805-884-8062.

First 5  
Santa Barbara County  
Office of Early Care  
& Education

1 East Anapamu St.  
Suite 200  
Santa Barbara, CA  
93101

Tel: 805-884-8062  
Fax: 805-564-8586

[hgold@countyofsb.org](mailto:hgold@countyofsb.org)  
[www.countyofsb.org/ceo/](http://www.countyofsb.org/ceo/)

