



## CAN WE COUNT ON YOU?

Count On Me NC is a public health initiative that empowers visitors, guests and businesses to help keep everyone safe from COVID-19. Take the Count On Me NC pledge and show you're doing your part.

### What is Count on Me NC?

[Count on Me NC](#) is a public health information campaign that provides COVID-19 health and safety training to businesses and resources to patrons. The initiative provides training for many types of jobs including front and back of the house staff, and more general cleaning and management practices. The aim is to provide clear communication around best practices for businesses to reopen as safely as possible during COVID-19. Similarly, it also provides straightforward individual-level practices for patrons of these establishments. The initiative offers a [list of participating businesses](#), which can serve to attract people to those businesses and improve consumer confidence in the places they choose to patronize.

### The Collaborative Innovation

Count on Me NC is a public-private partnership between North Carolina Restaurant & Lodging Association and NC State Extension, NC Department of Health and Human Services, and Visit NC. Visit NC leverages its network of tourist destinations and related businesses to encourage participation, as well as spreading awareness of the program among travelers. Count on Me NC encourages businesses, staff, guests, and visitors to each do their part in preventing the spread of COVID-19, highlighting a collective responsibility, and inviting everyone throughout the state to join the collaboration.

### What does Count on Me NC offer?

- Information about what individuals can do
- Information about what businesses are doing
- [Business training](#) for:
  - o Restaurant owners and operators
  - o Restaurant front of house staff
  - o Restaurant back of house staff
  - o Cleaning and disinfecting surfaces for COVID-19 management
  - o General best practices for COVID-19 management
- Resources and guidelines for reopening museums, spas, parks, and other attractions
- [A list highlighting participating businesses](#) searchable by business type and location

### How might you localize these efforts?

Recruit businesses to participate and then support and recognize them when they do. Count on Me NC can be marketed locally to connect local businesses and attractions with resources, through Chambers of Commerce or other employer-facing organizations or local governments. It can also be used locally to inform patrons and visitors about the steps they could take to keep themselves and others safe. Local marketing can also help patrons and visitors make informed choices about which businesses they choose to patronize.



The mission of Family Forward NC is to engage, support, and promote employers of all sizes and in all sectors in adopting family-friendly policies that improve child and family health and well-being and provide direct business benefits to employers.

### Our vision is a North Carolina where:

- Workplaces are family friendly.
- Children's healthy development is supported, especially children who face the greatest challenges in their early years.
- NC businesses are competitive.
- Our next generation workforce is successful.

### The Collaborative Innovation

[Family Forward NC](#) is an initiative of the North Carolina Early Childhood Foundation (NCECF), collaborating with employers across North Carolina. The center of the collaboration involves building a community of family-friendly businesses. Family Forward NC provides a wealth of data around parents in the workforce and the intersection of caring for children and work. The initiative also provides sample family-friendly workplace policies, and a guide with steps businesses can take tailored to the organization's size and industry. Family Forward NC provides a space for North Carolina businesses to share their own stories and inspire one another.

Family Forward NC created a [Rapid Response program](#) to help employers adapt to the conditions caused by COVID-19. They provide no-cost human resources assistance and consultation to help employers that are reopening or retooling, with the goal of building workplace resilience for families that will endure even after the crisis. Their focus is on the manufacturing and hospitality industries, and small businesses, but they note that their recommendations can apply to other industries.

### What does Family Forward NC offer?

- [Guide to Family Forward Workplaces](#)
- Workplace guides around specific practices
- COVID-19 [Return to Work Rapid Response](#) program
- [Sample Workplace Policies](#)
- [Directory of Family Friendly Workplaces](#)

### How might you localize these efforts?

Part of Family Forward NC's vision is to help North Carolina businesses be competitive. Encouraging local businesses and employers in your community to explore and adopt family-friendly policies can help the community as a whole become more competitive and attractive to talented individuals. Communities could leverage the directory to market their local businesses and inspire others to engage with Family Forward NC to adopt their own family friendly policies. Chambers of commerce and other employer-facing agencies may serve as key communicators both within their networks and to the public.