



Break Out 1

Power in Partnership: Engaging Nontraditional Allies in Policy Change



Paid Leave **FOR ALL KANSANS**

Engaging Businesses

Brenda Bandy, Kansas Breastfeeding Coalition
September 10, 2025

Why Paid Leave?



Paid Leave

Family and Medical Leave

Family and medical leave allows employees to take paid time off to care for a long-term medical issue for themselves, their children, or a loved one or to address needs during a long-term absence from work, such as a military deployment.



Benefits to Employers	Benefits to Children	Benefits to Parents/Families ²⁵
<ul style="list-style-type: none">Increases productivityDoes not impact profitsIncreases retention, reducing turnover costsReduces employee absenteeismProvides healthier work environmentReduces health care costsWorkers recover from disability, illness, or injury more quicklyIncreases loyalty	<ul style="list-style-type: none">Encourages use of preventative health careChildren recover more quickly from illness and injury when parents are available to care for them	<ul style="list-style-type: none">Encourages use of preventative health careWorkers recover from disability, illness, or injury more quickly

Landscape of Paid Leave



Employer-Sponsored Paid Leave

Leave	2019	2020	2021	2022	2023	% change	
Paid maternity leave (separate from paid family or parental leave plan and other than what is covered by short-term disability or state law)	38%	55%	21%	21%	29%	8%	^
Paid paternity leave (separate from paid family or parental leave plan)	31%	48%	15%	15%	19%	4%	^
Paid parental leave	31%	40%	21%	21%	27%	6%	^
Paid family leave	28%	19%	30%	32%	15%	-17%	v
Paid adoption leave (separate from paid family or parental leave plan)	31%	34%	18%	18%	23%	5%	^
Paid foster child leave (Includes coverage by family or parental leave policies)	18%	26%	12%	12%	13%	1%	^
Parental leave above federal FMLA (time beyond what is required by law)	18%	- -	29%	29%	21%	-8%	v
Parental leave above any state FMLA (time or paid leave beyond what is required by law)	18%	- -	29%	29%	19%	-10%	v

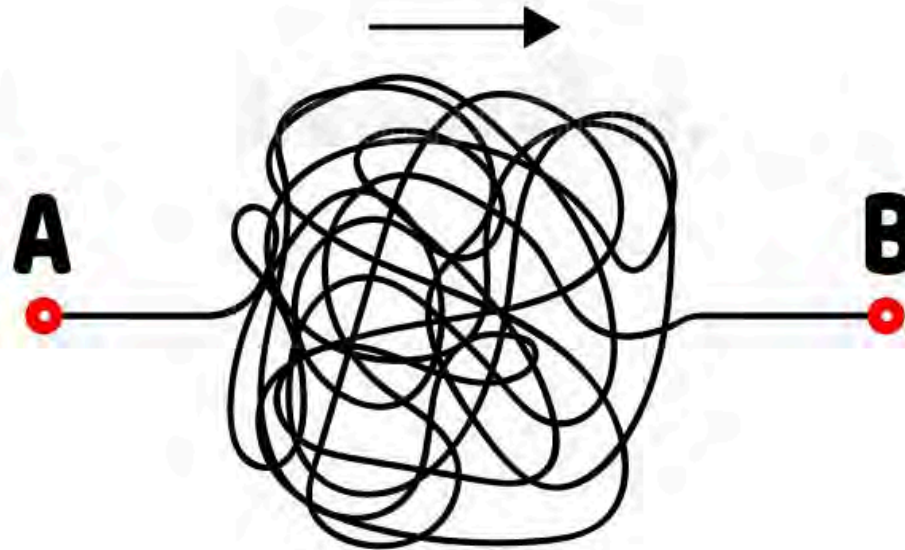
Source: SHRM Employee Benefits Survey, 2023

Table 1. Private Sector Workers with Access to Employer-Provided Paid Family Leave and Employer-Supported Short-Term Disability Insurance, March 2022

Category	Employer-Provided Paid Family Leave (% of workers)
By Industry	
Leisure and Hospitality	10%
Construction	12%
Administrative and Support and Waste Management and Remediation Services	13%
Other Services (except Public Administration)	19%
Trade, Transportation, and Utilities	21%
Manufacturing	23%
Education and Health Services	29%
Professional, Scientific, and Technical Services	41%
Financial Activities	41%
Information	51%
By Average Occupational-Wage Distribution	
Bottom 25%	12%
Second 25%	23%
Third 25%	26%
Top 25%	40%
By Hours of Work Status	
Part-time	12%
Full-time	28%
By Establishment Size	
1 to 99 employees	18%
100 to 499 employees	29%
500 or more employees	36%

Source: Bureau of Labor Statistics, National Compensation Survey: Employee Benefits in the United States, March 2022, September 2022.

The Plan



Tips For Engaging Business:

1. Understand their motivations and goals
2. Speak their language
3. Go where they are

Step 1: Understand their goals



Step 2: Speak their language - Join SHRM



SOCIETY FOR HUMAN
RESOURCE MANAGEMENT



Paid Leave

FOR ALL KANSANS

Sign-up

Name	Email

Step 3:
Go where they are

Exhibit at Kansas SHRM Conference



Exhibit at Working Well Conference



February 2025



Kansas Employer Newsletter

Biz Buzz

- [NEW Research - Family-friendly policies and workplace supports: A meta-analysis of their effects on career, job, and work-family outcomes](#), *Journal of Vocational Behavior*
- [The State of Paid Family and Medical Leave in 2025](#) from the Center for American Progress
- [Funding Mechanisms for State Paid Family and Medical Leave Programs](#) from

Newsletter for Businesses

Businesses Need Paid Family & Medical Leave

A state paid family and medical leave program is the investment Kansas businesses need to recruit and retain the best employees and boost productivity, morale, and the bottom line.

Paid Leave by the Numbers

6.8%

Profit Increase

\$582m

Million more wages.

18K

People Added to the Workforce

Webpage for Businesses

Paid leave makes Kansas businesses competitive

As more and more states adopt their own paid leave laws, including some of Kansas' neighbors, Kansas must step up to keep our businesses from being left behind. Paid leave is a policy that will make Kansas' economy more competitive, its companies more profitable, and its employees more productive.

Paid leave is pro-business

Increases productivity, leading to an average **increase of 6.8% in profits** while reducing cost of recruitment and retention.

Paid leave could save employers money

Offers the familiar advantages of short-term disability policies—at no or limited cost to employers.

Paid leave gives employers new resources to keep their business flourishing during employee leaves.

Because the paid leave program—rather than the employer entirely out of pocket—pays employee benefits during leaves, employers save that money they

ONLINE WEBINAR

Paid Leave 101

Everything Businesses Want to Know About How
a State Paid Family & Medical Program Works



SARAH RITTER
Prenatal-to-3 Policy Impact
Center, Vanderbilt University



BRIAN HUSTON
JD, SHRM-SCP
President, OutrightHR



OCTOBER 9, 2025

12:00 – 1:00 pm



Scan QR to Register

**Paid Leave**
FOR ALL KANSANS

linktr.ee/paidleaveks www.paidleaveks.org info@paidleaveks.org

Webinar for Businesses

**Paid Leave**
FOR ALL KANSANS

Paid Family & Medical Leave

Strengthens Businesses and the Economy

Paid family and medical leave policies allow workers time off to bond with a new child or care for themselves or their families. Research shows that these policies are good for businesses and the economy.



Less than A THIRD of people who work for private companies have guaranteed access to paid family and medical leave.

As of 2025, California, Colorado, Connecticut, D.C., Delaware, Maine, Maryland, Massachusetts, Minnesota, New Jersey, New York, Oregon, Rhode Island, and Washington have already passed paid leave laws.

KANSAS CAN BE NEXT!



Paid leave can boost business profits

Businesses that offer paid leave may see increased productivity, higher profits, improved retention and morale, along with reduced turnover.



Paid leave helps small businesses

Small businesses can better compete with large companies for talent, and many report positive experiences with paid leave state programs.



Paid leave strengthens the economy

In states with paid maternity leave, fewer families have to rely on public assistance programs like Temporary Assistance for Needy Families.



Act Now

The federal government is not prioritizing paid family and medical leave. So states can and must take action to ensure workers can manage personal and family life events without worrying about losing their income or job. By providing all workers with paid family and medical leave, states can ensure the next generation of children grows into healthy adults.



Are you a business leader that wants to learn more or join the Paid Family and Medical Leave advocacy movement? **SCAN NOW!**

f X @ in

linktr.ee/paidleaveks

www.paidleaveks.org

info@paidleaveks.org


Paid Leave
FOR ALL KANSANS

Take Action Flyer for Businesses


Paid Leave
FOR ALL KANSANS

Business Leader Sign-Up

1. Contact Information

First Name

Last Name

Email

Cell phone

Name of
Company/Employer

Position

2. I would like to (check all that apply):

- ☐ Be an advocate for strong [Paid Family and Medical Leave](#) (PFML) public policies in Kansas.
- ☐ Be a spokesperson who shares my business' story in support of PFML in Kansas.
- ☐ Be added to a contact list that offers information and engagement opportunities related to PFML in Kansas.
- ☐ Learn more about how I can be engaged in activities in Kansas that support expanding access to PFML.

Done

Sign-up for Businesses

The Story of a Business Organizer:



1. Know and be able to explain to others the benefits of Paid Family and Medical Leave (PFML) to businesses.
2. Gather at least one hundred (100) signatures from Kansas businesses on a small-business sign-on letter, provided by the Client, in support of PFML. Client will provide a contact list of 3,300 business professionals and promote the sign-on letter to businesses through email, social media, and in-person events. Contractor may not use PFML campaign business contacts for personal or professional benefit.
3. Create and maintain a contact list of at least 300 business leaders who support PFML *by January 1, 2026*. The list will contain individuals' names, addresses, email addresses, and cell phone numbers.
4. Staff the Family Forward Workplace exhibit at the Kansas Society of Human Resource Management annual conference on Sept. 17-18, 2025, in Overland Park, Kansas.
5. Recruit and prepare at least four (4) business leaders to speak publicly in support of PFML *by December 1, 2025*. Speaking opportunities may include, but are not limited to, media interviews, town hall meetings, legislator briefings, and legislative testimony.

STATE PAID FAMILY AND MEDICAL LEAVE BUSINESS ORGANIZING GUIDE



State Paid Family and Medical Leave Business Organizing Guide



PFML-Toolkit_Business.pdf -
Google Drive
drive.google.com



linktr.ee/paidleaveks



www.paidleaveks.org



info@paidleaveks.org



**Paid
Leave**
FOR ALL KANSANS



Paid Leave
FOR ALL KANSANS

Questions?

Contact –

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785-477-4666





American
Heart
Association.

American Heart Association.

Voices
for Healthy Kids

Voices for Healthy Kids Summit 2025

September 9-10, 2025
St. Paul, MN



SNAP Stretch: Combining Farming and Food Security For a Healthier State



A presentation by West Virginia Food and Farm Coalition, Inc.



www.wvfoodandfarm.org





The SNAP Stretch Story

- About SNAP Stretch
- The Program's Significance and its Impact on Local Businesses
- Why Farmers Tell the Story Best
- What MAHA Can Do For You

www.snapstretch.com

About SNAP Stretch

The SNAP Stretch program, which began in West Virginia via WVFFC in 2018, matches SNAP benefits spent at participating farmers markets, farm stands, and local independent grocers through a:

- 1:1 ratio adults
 - Spend \$20 in SNAP = Receive \$20 in SNAP Stretch
- 1:2 for those with children present or seniors 60+
 - Spend \$20 = Receive \$40
- 1:3 ratio for grandfamilies
 - Spent \$20 = Receive \$60

The "Stretch" can be used only for fruits and vegetables, with an emphasis on local.



Nottingham's Store
Duck, WV
Clay County

Who benefits?



SNAP Stretch captures federal food assistance dollars and keeps them in West Virginia's food economy, as well as increases healthy habits in vulnerable communities.

Residents

- Children
- Senior Citizens
- Grandfamilies
- Residents with disabilities
- Residents with chronic diseases

Businesses

- Grocery Stores
- Convenience Stores
- Farm Businesses

Farmers

- Farmers Markets
- CSAs
- On-site farm stands
- Off-site farm stands

Why Farmers Tell It Best

Historically, farms and food insecurity have been tied together to pass comprehensive agriculture and food security policy.



Local farms and farmers can explain the benefits of SNAP Stretch the best and is best received from them since they are the ones on the ground working.



Farmers and agriculture often serve as a bi/nonpartisan alignment in political settings.



Being ag, food, and farmer focused allows for a conversation to happen over good food and business development.



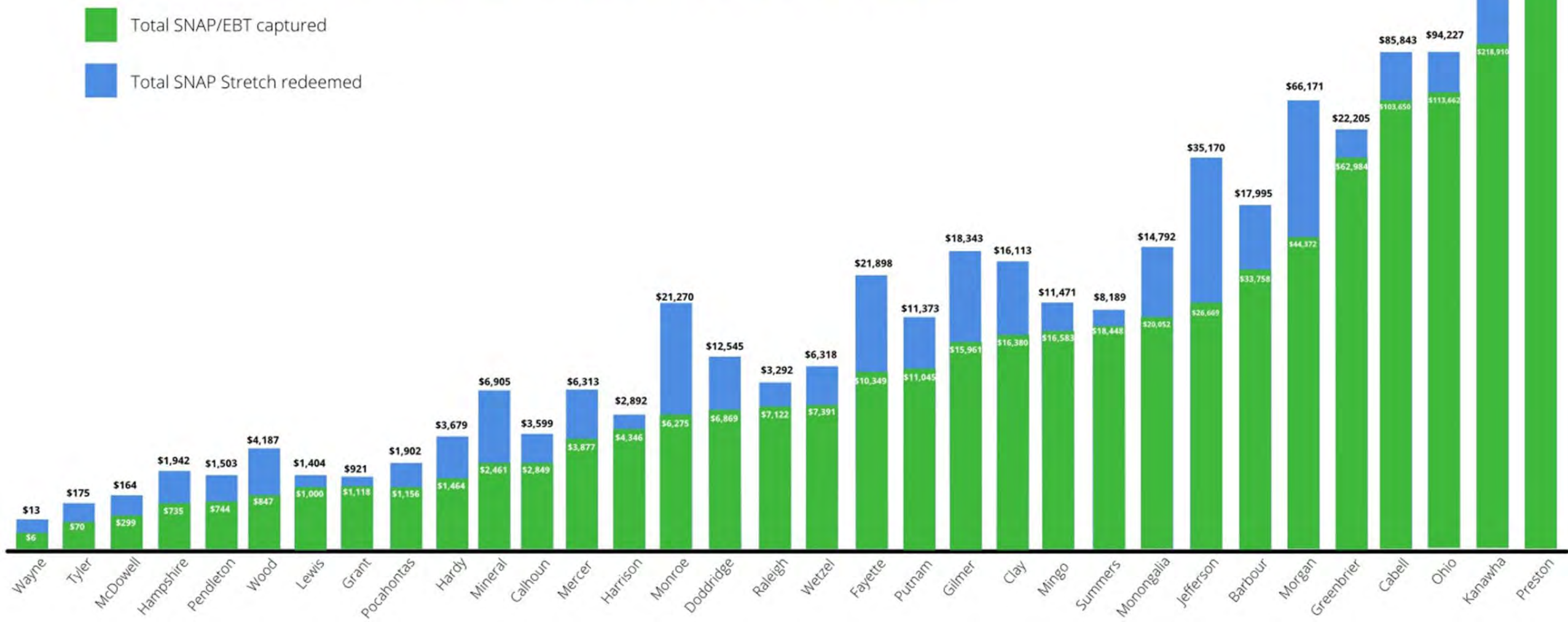
Farmers can talk about nutrition from a non-academic viewpoint which is currently appealing to the MAHA coalition.



Western Greenbrier Farmers Market
Rainelle, WV
Greenbrier County

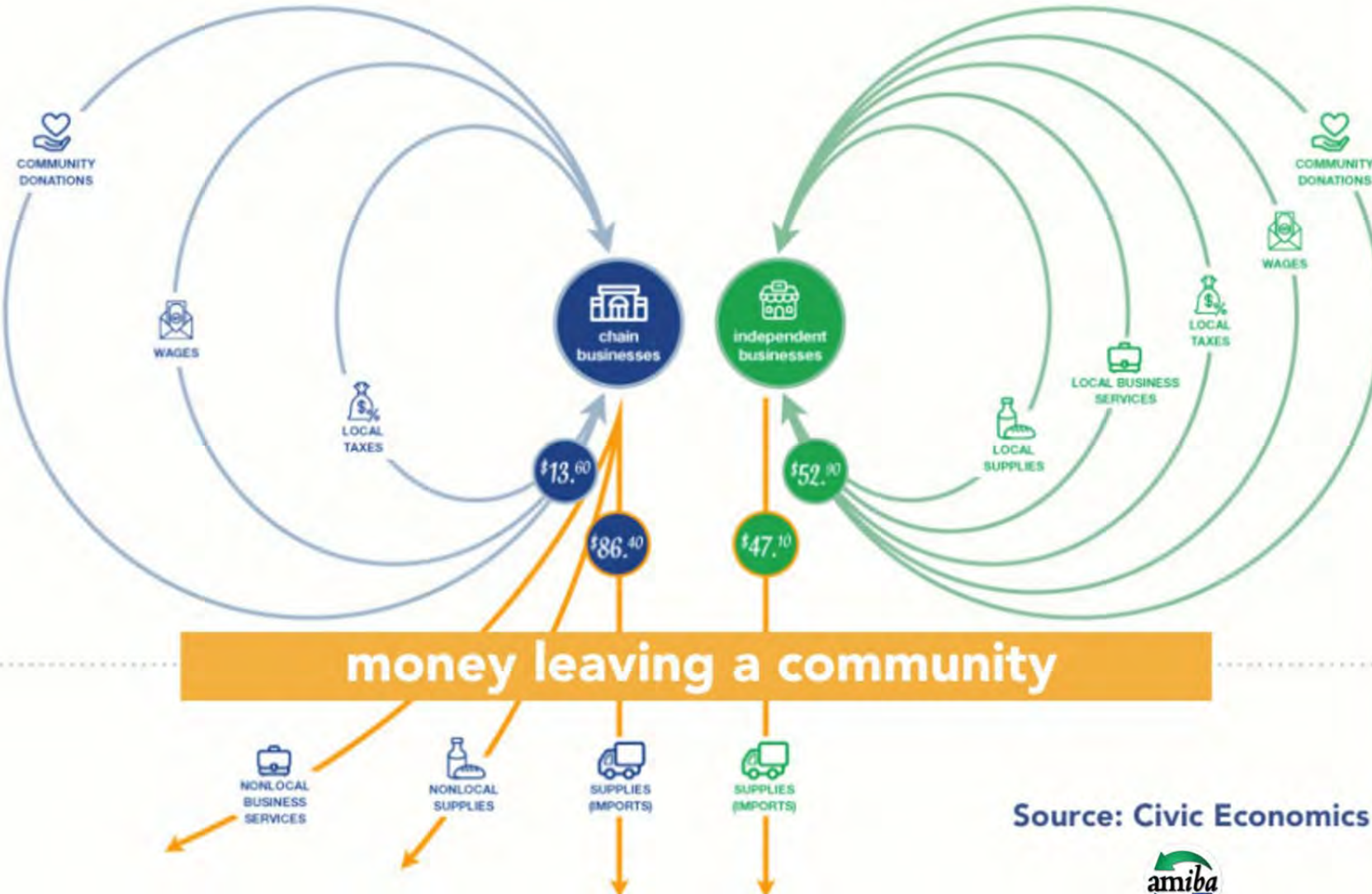
County Breakdown

2020-2023 SNAP STRETCH TOTALS BY COUNTY



FOR EVERY **\$100** SPENT...

money circulating in a community



Source: Civic Economics



The Value of Local Spending

The “Local Multiplier” effect occurs when you spend your dollars at a local business instead of a chain store. **Your \$ recirculate through your local economy up to 4 times more than \$ spent at a non-local company.** As your dollars move through your community, the money generates more local wealth, charitable contributions, and jobs.

For every \$100 spent at Walmart, less than \$14 stays in WV. The majority of federal food assistance dollars coming into WV leave the state when spent at chain and discount stores.

Return on Investment

SNAP Stretch 2018 - 2025

- ✓ **39/55 West Virginia Counties Served**
- ✓ **51 SNAP Stretch Participating Firms**
- ✓ **106,334 West Virginians Benefitted**
- ✓ **\$3.3 Million Returned to the Local Food and Agriculture Economy**
- ✓ **\$5m Million Economic impact***

*Estimate of local food impact calculation courtesy of GusNIP NTAE Nutrition Incentive Economic Impact Calculator



Leaning into MAHA

- **Health Committees-** When it comes to funding issues the finance committee is where a majority of time is spent but during mid-session WVFFC pivoted and began courting Health Committee members under the idea of nutrition.
- **Pivoting to Health Data** - While economic data is still valuable, one pagers were redrafted to reflect the increase in fruit and veg this program brings into people's diets and promoted ebt spending on healthier items.
- **Don't Let It Get Mixed-** MAHA is a large umbrella with ideas that might not align with your orgs. Ensure your strategy is airtight so that unwelcome MAHA features are not added to your advocacy.
- **Bring in a Health Partner** - Bringing in a known health and nutrition partner like AHA is a good way to add credibility.



SNAP STRETCH PARTICIPANTS FOR 6 MONTHS OR GREATER COMPARED TO FIRST TIME PARTICIPANTS

44% Increase in Self Reported Positive Health Status

3/4 Cups of Additional Fruits and Vegetables Consumed Per Day

SITES OFFERING SNAP STRETCH

Brick and Mortar Retailers	17%
Farm Stand	14%
Farmers Market	53%
Mobile Market	16%

58% Offer Nutrition Education

SNAP STRETCH in Wood County

\$ 8,966
ECONOMIC LOSS

\$ 1.4M
FEDERAL FUNDS LOST



11 PARTICIPATING HOUSEHOLDS
(AVERAGE PER YEAR OF OPERATION)

67% FAMILIES WITH CHILDREN
17% SENIORS

ECONOMIC DEVELOPMENT DOLLARS AT THE MARKET



■ EBT/SNAP captured at farmers markets
■ SNAP Stretch distributed

**Updated as of 2/28/25

1 PARTICIPATING MARKET

Rt. 18 Farmers Market

VISIT [SNAPSTRETCH.COM](https://www.snapstretch.com)
TO LEARN, EXPLORE & DONATE



West Virginia Food and Farm Coalition • 3820 MacCorkle Ave SE | Charleston, WV 25304 • 304-426-0567





The Holistic Argument / Maintaining the Coalition

- **Better health outcomes** - West Virginia is a national leader in negative health outcomes - with SNAP Stretch, healthy foods are more accessible.
- **Developing WV's food system** - With the state's rural geography inhibiting food systems, SNAP Stretch acts as a catalyst for *community* to feed *community*.
- **Investment in farmers / food business** - WV has more small farms per capita than any other state and SNAP Stretch allows us to put more dollars in those farmers' pockets. Dually, the program supports independently owned and operated markets.
- **Our dollars are not going out the door to chain retailers** - When SNAP is used at large chains like Walmart, those funds leave the state, but when they are spent at local markets, those funds recirculate into our state's economy.

Recap - Successful Coalition Strategies

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Making the Pieces Fit

The SNAP Stretch Partners

- **AARP**
- **American Heart Association**
- **WV Center on Budget and Policy**
- **Mountaineer Foodbank**
- **Facing Hunger Food Bank**
- **Black Voter Initiative**
- **American Friends and Service Committee**
- **WVU Family Nutrition Program**
- **WV Farmers Market Association**
- **Countless Farmers/Farmers Market Managers/Grocers**
- **WV Council of Churches**
- **WV Department of Agriculture**

Unexpected Partners

The logo for the West Virginia Food and Farm Coalition is displayed on a green background. It features the text "WEST VIRGINIA" in a small, white, sans-serif font at the top. Below it, the word "FOOD" is in a large, white, distressed, serif font. Underneath "FOOD" are three horizontal white lines. To the left of the next line is the word "AND" in a small, white, sans-serif font. To the right of "AND" is a white silhouette of the state of West Virginia. Below the state map is the word "FARM" in a large, white, distressed, serif font. At the bottom, the word "COALITION" is in a small, white, sans-serif font.

West Virginia Food
and Farm Coalition



WV Farmers Market
Association



AARP



Who would fit?

Questions?



Mapping Your Non-Traditional Allies

Who is a nontraditional partner you'd like to work with? And how will you get started?

What are our shared values? How do you make that initial outreach? What will you use to get them to engage in the campaign?



Peer-to-Peer Workshopping

One volunteer at each table...

1. Share with your table what you came up with.

Who's the nontraditional Partner you want to work with? What values do you share? How will you begin the conversation?

2. Peer coaches ask any clarifying questions you have, and let the volunteer answer.

3. Peer coaches- share your best advice!



Tools & Resources

voicesforhealthykids.org

  [ABOUT US](#) [OUR IMPACT](#) [LATEST NEWS](#) [TAKE ACTION](#) [CAMPAIGN RESOURCES](#)

Campaign Planning Tools

Campaign Planning, Management, and Budgeting

- [Campaign Planning Template](#)
- [Coalition Asset Inventory Coalition Building - Full Coalition](#)
- [Coalition Asset Inventory Coalition Building - Individual Organization](#)
- [Campaign Budgeting 101](#)
- [Coalition Operating Guidelines](#)
- [Give and Get](#)



Campaign Planning Tools | Voices for Healthy Kids

voicesforhealthykids.org



Thank you!



American Heart Association.

