

TAKING CARE OF OUR FAMILY

— EXTENDING PAID PARENTAL LEAVE —

Beginning in January 2017, Blue Cross and Blue Shield of North Carolina (BCBSNC) continues our ongoing investment in our employees and their families with changes to our parental leave policies. BCBSNC will offer 12 weeks of paid parental leave to all mothers, fathers and adoptive parents. Increasing paid parental leave has numerous benefits for our communities.

THE BENEFITS OF PAID PARENTAL LEAVE



THE PARENT

Paid parental leave policies give parents the time to:

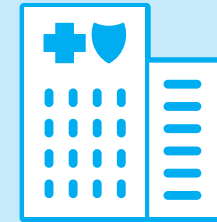
- Build stronger parent-child relationships
- Increase bonding and provide the care newborns need
- Experience family transitions



THE BABY

Paid family leave is most beneficial to newborn babies, who are more likely to experience:

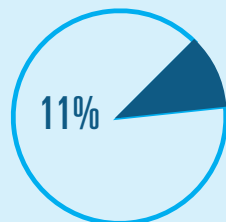
- Higher birth weights and immunization rates
- Longer periods of breastfeeding, which can help babies fight off illness²
- Higher rates of family bonding and engagement
- Better physical, behavioral and mental health outcomes³



THE COMPANY

BCBSNC's investment in our employees is good for our company and our state's economy. Paid leave policies:

- Attract and retain top talent
- Reduce turnover rates
- Save on health care costs



Paid parental leave is a rarity for most North Carolinians. **Only 11% of the state's private employees have access to it.**¹



One additional month of paid family leave is associated with a **13% drop in infant mortality.**⁴



69% of full-time employees believe that receiving paid parental leave is important when looking for a job.⁵

BCBSNC IS PROUD TO BE A BUSINESS AND COMMUNITY LEADER IN NORTH CAROLINA. BY SUPPORTING OUR EMPLOYEES' HEALTH AND FAMILY GROWTH, WE'RE FURTHERING OUR COMMITMENT TO THE HEALTH AND WELL-BEING OF OUR NORTH CAROLINA COMMUNITY.



1. <http://www.northcarolinahealthnews.org/2016/11/09/advocates-plan-push-for-paid-maternity-leave/> 2. <http://www.webmd.com/parenting/baby/nursing-basics#13> 3. <http://www.nationalpartnership.org/research-library/work-family/paid-leave/children-benefit-when-parents.pdf> 4. <http://journals.plos.org/plosmedicine/article?id=10.1371/journal.pmed.1001985> 5. [http://www.ey.com/Publication/vwLUAssets/EY-global-generations-a-global-study-on-work-life-challenges-across-generations/\\$FILE/EY-global-generations-a-global-study-on-work-life-challenges-across-generations.pdf](http://www.ey.com/Publication/vwLUAssets/EY-global-generations-a-global-study-on-work-life-challenges-across-generations/$FILE/EY-global-generations-a-global-study-on-work-life-challenges-across-generations.pdf)