



# **Business and Women's Health**





# **Agenda**

### **Moderator** (5 minutes)

Ursula Wynhoven, General Counsel, UN Global Compact

**Speakers** (10 minutes each speaker)

Daniel Lee, Executive Director, Levis Strauss Foundation

**David Wofford**, **Manager**, *RAISE Health Initiative for Workers*, Companies and Communities Vice President for Public-Private Partnerships Meridian Group International, Inc.

Joya Banerjee, Manager, Membership & Advisory Services, GBCHealth

Yicheng Xu, Senior Associate, Global Strategy for Women's and Children's Health (Every Woman Every Child) at UN Foundation

**Q&A** (15 minutes) via chat function or raising hands to un-mute microphones.







### http://weprinciples.org/

- 1. Establish high-level corporate leadership for gender equality.
- 2. Treat all women and men fairly at work respect and support human rights and nondiscrimination.
- 3. Ensure the health, safety and well-being of all women and men workers.
- 4. Promote education, training and professional development for women.
- 5. Implement enterprise development, supply chain and marketing practices that empower women.
- 6. Promote equality through community initiatives and advocacy.
- 7. Measure and publicly report on progress to achieve gender equality.

# LEVI STRAUSS FOUNDATION: BUILDING THE CASE FOR INVESTMENT IN WOMEN'S HEALTH

**Daniel Lee** 

Executive Director, Levis Strauss Foundation DLee4@LEVI.com

# Levi Strauss Foundation: The Big Picture

#### What We Do

Drive pioneering social change that brings our values to life in communities around the world.

#### How We Do It

#### **HIV/AIDS**

Raising awareness and confronting HIV/AIDS stigma and discrimination.

#### Courage

#### **WORKER RIGHTS**

Improving the lives of workers in the global apparel industry.

#### **Empathy**

#### **ASSET BUILDING**

Helping low-income people and families save and invest in their futures.

#### **Originality**

# SOCIAL JUSTICE & HUMAN RIGHTS

Taking on the issues of our day and fostering access to iustice.

Integrity

#### The Value We Deliver

#### For Communities:

✓ Create programs that advance justice and provide opportunities to improve the lives of disadvantaged people.

#### For Employees:

✓ Financially support LS&Co.'s volunteer programs and deepen pride of association among employees.

#### For LS&Co. Reputation:

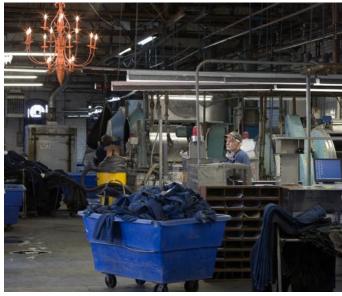
Serve as a key driver in helping LS&Co. to embody the energy and events of our time ensuring its relevance in the lives of stakeholders beyond the marketplace.

# **Apparel Workers**

- 70% + women
- 16-30 years old
- Single and married
- Primary education
- Rural to urban migrants
- Limited access to social services
- Limited awareness of health, hygiene, labor standards







# Worker Rights and Well-being

- NGOs are critical local partners in meeting the needs of apparel workers both on the factory floor and in the community.
- -> Building the capacity of this sorely underfunded sector to deliver and greater scale and impact is an important priority.
- Collaboration between brands, NGOs and suppliers on the factory floor remains incredibly challenging.
- -> Cultivating track records of trust and mutual benefit in this space requires time and sustained commitment.
- If our goal is greater scale and sustainability, it is simply not enough to support these programs because it is 'the right thing to do.'
- -> We must take an honest and rigorous look at how the success of these programs is uniquely defined among workers, trainers, supervisors, factory owners and buyers.

# Case Study: ROI of Women's Health Education

- **The issue**: limited knowledge of personal and menstrual hygiene, nutrition, family planning, sexually transmitted infections and pre-and post-natal care
- **The intervention**: in-factory peer health education designed specifically for women garment workers
- The outcome: Not only did overall health knowledge increase, but workers also implemented health behavior changes. About 82 percent of workers took actions to improve their health based on information received from peer educators:
  - » 55 percent improved personal hygiene practices
  - » 38 percent improved menstrual hygiene
  - » 38 percent improved nutrition
  - » 7 percent began using family planning or changed family planning methods
- **The impact:** HERproject was found to deliver an ROI of US\$4:\$1 in the Ismailia factory in the form of reduced absenteeism and turnover rates

# Where do we go from here?

## **IMPROVING WORKER WELL-BEING**



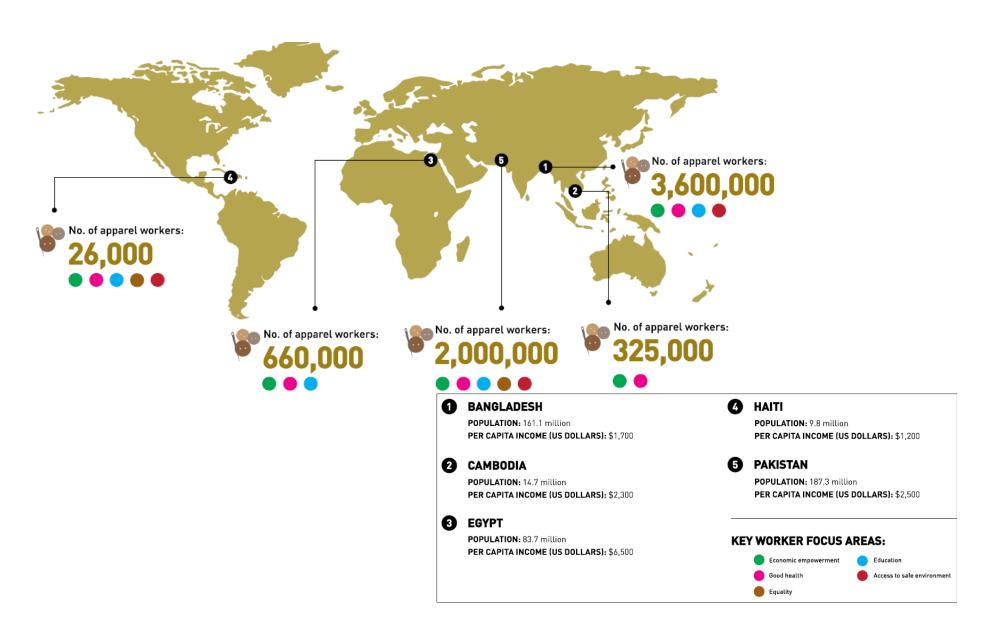








# Improving Worker Well-being



# **Systemic solutions**

#### GOOD HEALTH AND FAMILY WELL-BEING

Objective: Workers, their families and communities are enabled to understand, identify, acquire and apply necessary health resources and practices.

#### High Level Metrics:

- Increase in number of workers reporting access to affordable and nutritious meals
- Increase in number of workers reporting having received adequate pre- and post-natal care
- Increase in workers awareness of and access to HIV/AIDS prevention and treatment
- Increase in workers' awareness and practice of good hygiene and health promotion
- Reduction in worker sick days (against total absenteeism includes absenteeism due to sickness in family)
- Increase in (female) workers awareness on and ability to apply family planning
- Decrease in workers' children afflicted by diarrheal disease

#### Considerations:

- Asking about personal health can be very sensitive in different countries and regions. Use appropriate and sensitive language for words like "contraceptive", "menstruation", and "sexually transmitted infections".
- . In certain countries and regions, a female researcher will need to administer the survey with female respon
- Sensitivity should be exercised when asking respondents about HIV/AIDS in countries where infection rates
  and target populations are under-sensitized to speaking and hearing about HIV/AIDS.

#### 1. General Health and Hygiene

#### Sample Output Measures: (program dependent)

- % Workers who have received trainings on hygiene
- Soap available in restrooms at factory facility (Y/N)
- Sanitary napkins available in factory clinic (Y/N)
- % Workers who report talking to their family about hygiene
- Workers and their families have access to hygiene materials for home (Y/N)

#### Sample Impact Measures: (program dependent)

- % Workers who report washing their hands after using the restroom, preparing a meal, and leaving work
- % Workers who report using sanitary napkins
- % Average change in worker sick days

#### NEEDS

KNOWLEDGE/CURRENT ACCESS/SKILLS

 How many days were you absent last month because you were sick?\* BSR her project

Your Body and Menstruation

Health Manual





#### Contents

Woman's Reproductive System p. 2

Menstruation p. 5

Feminine Hygiene During Menstruation p. 8

Reproductive Tract Infections p. 9

# Taking this to scale

- Collaborate in shared suppliers
- Conduct worker surveys (open source) in your supply chain
- Use the HERproject Women's Health Curriculum (open source) in your supply chain
- Share lessons and best practices

# Why Women's Health? Improving Business, Empowering Women, and Meeting Global Commitments

DAVID WOFFORD PROJECT MANAGER, RAISE HEALTH INITIATIVE VP, MERIDIAN GROUP INTERNATIONAL, INC. d.wofford@meridian-group.com







#### ABOUT MERIDIAN / RAISE HEALTH

Meridian (woman-owned, small business) manages RAISE Health through the USAID-funded project "Evidence to Action":

- □PPPs (workplace programs) & Corporate Partnerships On Health and Standards.
- □Global Experience: Azerbaijan, Bangladesh, Egypt, Ethiopia Guatemala, India, Kenya, Peru, Pakistan, Tanzania, Uganda
- □ Return on Investment (ROI) studies on women's health: Bangladesh, Egypt, and Pakistan
- □Sample Partnerships: Bayer HealthCare, Business for Social Responsibility, GBCHealth, Levi Strauss & Co., Unilever







#### THREE THOUGHTS ON WHY ...



- 1. Essential to meeting corporate commitments to gender equity and women's empowerment
- 2. Essential to good business and effective global supply chains
- 3. Essential for New Thinking on Cost-Effective Practices and Better Systems



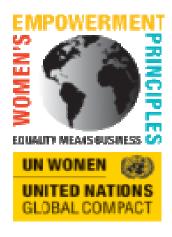




## 1.....ESSENTIAL TO

#### **GLOBAL COMMITMENTS**





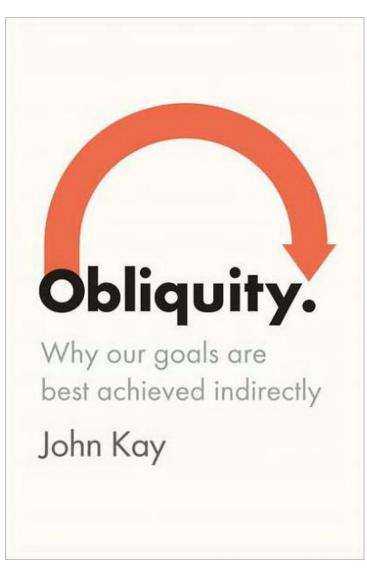






# A WOMEN'S HEALTH FOCUS HAS MANY BENEFITS

Leadership
Financial literacy
Financial literacy
Problem solving
Morale
Morale
Professional development
Professional development
Professional development
Communication
Communication



#### 2.....ESSENTIAL TO GOOD BUSINESS

#### Health Risks

- Low access to family planning
- Anemia and poor nutrition
- Reproductive tract infections
- Poor maternal health
- •STIs
- Diabetes and hypertension
- Poor hygiene

#### **Business Impacts**

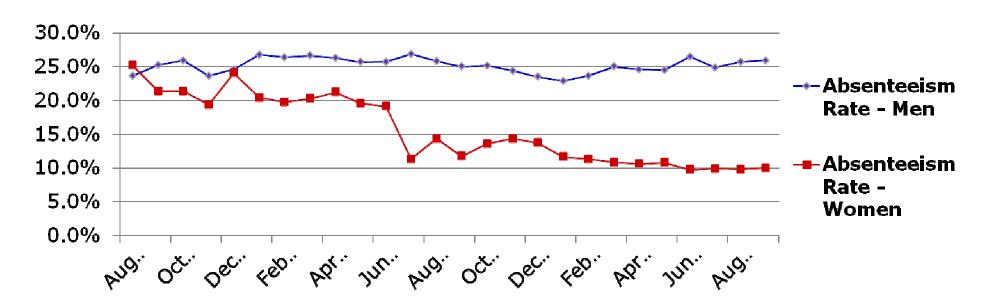
- Absenteeism
- Attrition
- Reduced concentration
- Poor management-worker relations
- Lower productivity
- Lower quality

Returns: Bangladesh ~3:1 Egypt ~4:1

# ABSENTEEISM: EGYPT FACTORY

(BUSINESS FOR SOCIAL RESPONSIBILITY HERproject)

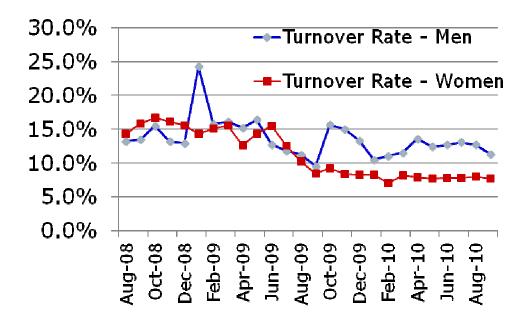




#### Return on Investment and Women's Health at the Workplace:

A Study of HERproject in Egyptian Garment Factories

# TURNOVER: EGYPT FACTORY











**JUNE 2011** 





Full report at:

www.meridian-group.com

Great summary at:

www.herproject.org

# 3....ESSENTIAL FOR COST-EFFECTIVE PRACTICES AND SYSTEMS

.....More than creating "new" programs.

....It's about new thinking on women's health

## ...And how to incorporate it into:

- Business systems (human resources, health clinics, training and orientation)
- Policies and standards (gender awareness/male engagement, professional development, lobbying)
- Compliance protocols and training
- Community and government collaborations
- Global commitments







#### RAISE HEALTH WORK...

- Women's health education at the workplace – HERproject (creating a low cost-public good)
- Male engagement at the workplace
   Healthy Images of Manhood at Unilever Tea Kenya/Africa
- Development of proactive role for workplace nurse/health providers
- Health clinic standards for supply chains (Global)
- Building worker/women's health into auditor training and standards
- New linkages between workplace health clinics and human resources to create a case management system for workers









#### FOR MORE INFORMATION





# RAISE Health Initiative For Workers, Companies and Communities



Home About Resources Business Case Standards Action Contac

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# GBCHealth The Role of Business in Women and Girls' Health

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#### **About GBCHealth**

GBCHealth, founded in 2001, is a coalition of over 200 private sector companies addressing today's most pressing global health challenges. We are based in New York, Johannesburg, Nairobi and Beijing. GBCHealth unlocks the power of business in the following ways:

- Convene and connect businesses, governments, multilaterals and civil society
- 2. Drive the creation of high-impact **partnerships** and collective actions
- 3. Provide recognition and **visibility** to members
- Champion best practices in business engagement on health
- 5. Represent business in key global health settings
- 6. Provide advisory services and guidance





## Membership snapshot



































































eastone



Edelman





















fhi

























ExconMobil



**Indigo** 













KKSECURITY





kerzner

































ENKA (\*) Eskom















Pfizer































































syngenta



















WINSTON

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**TV5MONDE** 

Salesforce.com foundation















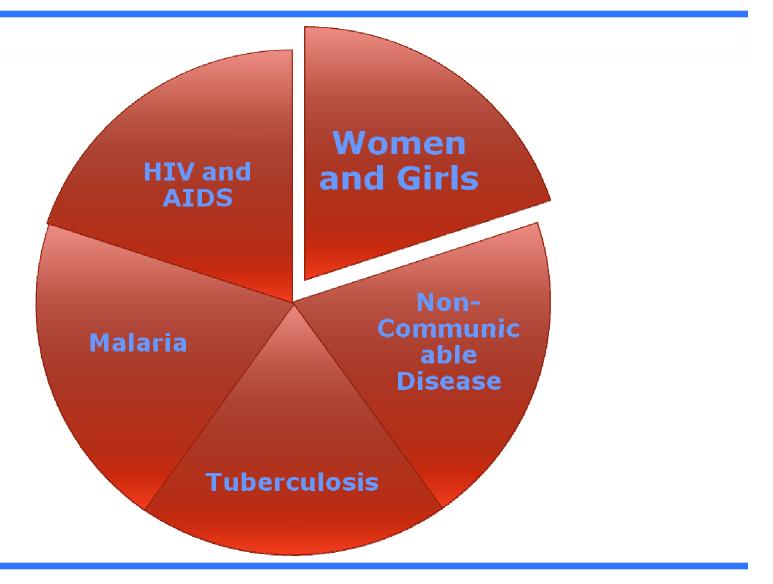




# Health Focus Areas









Types of **REPRODUCTIV MATERNAL** CHILD **Corporate** E HEALTH **HEALTH HEALTH Engagement** Workplace Equip employees to be healthy, productive, and enlightened role models Core Competency Apply unique business assets to advance efforts on the around Employee Engagement Channel employee interest, know-how, and giving to enrich initiatives Invest in the health and vibrancy of families and communities Community Advocacy/AwarenessLeverage the power of the collective corporate voice to influence change Philanthropy Target corporate contributions to proven programs to accelerate results

# Why focus on women?





- Women consumers control over \$20 trillion USD of total global consumer spending, and they influence up to 80% of buying decisions (Deloitte, 2011)
- In Asia Pacific, the gender equality gap kept 45% of women outside of the workplace, compared to 19% of men, costing the region \$47 billion in lost revenue annually (ADB and ILO 2011)



By meeting the unmet need for contraception, countries can grow the proportion of working adults in proportion to dependent children, creating a "demographic dividend." Harvard Researcher David Bloom calculated that 1/3 of the economic boom in Asia in the late 90s was due to the demographic dividend

Photo Credit: Women Deliver

# **ROI** of Family Planning





# Meeting the full need for FP would yield the following public health benefits annually:

#### Increased child survival

- Approximately 1.1 million newborn and infant deaths would be prevented.
- FP for 120 million new users translates to 3 million fewer child deaths.

#### ·HIV in newborns prevented

 Adding FP services to PMTCT programs would help more women who want to avoid a pregnancy do so, and is cost-effective: cutting the cost of each infant HIV infection averted by ½.

#### Mothers' lives saved

 79,000 fewer women would die in childbirth annually, and thousands of pregnancy-related injuries (particularly in very young women) would be avoided.

#### ·Girls completing their education

 7.4 million unintended pregnancies in adolescent girls could be avoided each year, allowing more young women ages 15-19 to complete their schooling and to achieve higher earnings when they enter the workforce.





# Healthy Women, Healthy Economies (HWHE) is GBCHealth's platform for accelerating corporate action to improve the health, well-being and opportunity of women and girls.

- ➤ **It was launched in 2011** to help companies explore interventions that the business community is uniquely equipped to advance
- ➤ **Its primary focus** is on women and girls' reproductive, maternal and child health.
- ➤ Investing in women makes good business sense. Women support the health of their families and communities, save their earnings, repay loans faithfully, and raise the next generation of leaders, teachers and workers.
- ➤ **Investing in female employees** enhances productivity, reduces absenteeism, and lowers turnover.









The Coca Cola Company
Dow Chemical Company
Johnson & Johnson
Chevron
Access Bank
Pfizer
Anglo American
BD

Merck
UN Global Compact
UN Women
UN Foundation
Goldman Sachs
Intel
Russell Reynolds
Deloitte







## Key Activities 2012

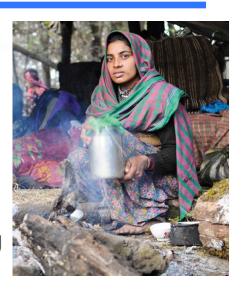
- MoMENtum workplace curriculum to engage male workers in preventing gender-based violence, changing gender norms, promoting HIV counseling and testing, using family planning, accessing voluntary medical male circumcision, etc. Developed in partnership with Promundo and Sonke Gender Justice
- Business Action Summit in partnership with Accenture to create partnerships for collective action on women and girls' health
- Pan-African Journalist Training conducted in Johannesburg, South Africa by GBCHealth member Thompson Reuters to enhance coverage of women's health issues in low-income countries
- Family Planning Issue Brief on how companies can integrate sexual reproductive health into existing HIV programs and facilities





## **Upcoming Activities 2013**

- Cervical Cancer Issue Brief (Global)
- Cervical Cancer in Southern Africa Initiative
  - 1st Stakeholders meeting in Joburg 27 Feb, 2013
  - Cervical Cancer in Southern Africa Issue Brief
  - Collective actions to use workplace to provide access to HPV vaccine, screening, capacity building of laboratory workers and health care providers, creation of national policy in Mozambique, Botswana, Zambia and South Africa



- Private Sector Working Group to re-brand family planning and to mobilize investment, supporting the MDG Health Alliance and UNF. 1<sup>st</sup> meeting in May 2013
  - Helping to develop a business investment case on family planning





# Upcoming Activities 2013 (cont'd)

- Expert Connections Webinar Series
  - The Business Case for Reproductive Health
  - Innovations in Maternal Health
  - Best Buys for Child Survival
- Case Study Series on Collective Actions for RMCH
  - January 2013: Global Alliance for Clean Cookstoves
  - March 2013: PIH and Abbott's Nourimanba peanut-based food program to address child malnutrition in Haiti
  - June 2013: Reproductive Health (Company TBD)
- Maternal Health and Malaria Issue Brief (in collaboration with JHPIEGO)



### Whealthy Women Health Economies



#### **Annual Conference 2013**





- High-profile event from May 15-17, 2013 with confirmed speakers UN Secretary General Ban Ki Moon, Head of Global Fund Mark Dybul, et al. 400+ attendees from private sector, government, and NGOs
- Panels, workshops and a PSA contest on key global health issues
- 4 thematic blocs:
  - -Maternal Health and Family Planning
  - -Child Health
  - -HIV/AIDS
- Business Action in Health Awards in five categories



#### Chevron's EMTCT Program



- Chevron announced a new partnership in 2012 with Pact, Business Leadership Council, mothers2mothers and GFATM on eliminating mother-to-child transmission of HIV in Nigeria, Angola and South Africa
- Part of Chevron's \$20 million commitment made at the UN in 2011 is to support the global plan to eliminate new HIV infections among children by 2015 and keep mothers alive.
- For 8 years in Angola and 12 years in Nigeria, Chevron has had no reports of mother-to-child transmission of HIV among its employees or qualified dependents

#### SAB Miller Tavern Intervention Project



 In Southern Africa, most fights, homicides and rapes occur under the influence of alcohol, a powerful catalyst for interpersonal and sexual violence and high-risk sexual behavior.



- A Global Fund-funded 6-week life-skills course aimed at driving and inspiring men toward behavioral change
- Uses SABMiller's infrastructure (depots and truck drivers) to bring condoms to shebeens and taverns where they make deliveries
- 8.5 million condoms delivered to 4,600 taverns across South Africa in just 18 months
- The intervention will avert approx. 17,000 HIV infections this year



# EWEC and the private sector's role "Responsibility, Sustainability and Innovation"

#### **Yicheng Xu**

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### Every Woman

# Every Child



#### The Response

Launched by UN Secretary-General Ban Ki-moon during the United Nations Millennium Development Goals (MDGs) summit in September 2010, *Every Woman Every Child* aims to save the lives of 16 million women and children and improve the lives of millions more by 2015.

#### **The Challenge**

Despite incredible advances in medical knowledge, millions of women and children continue to die from diseases and conditions we know how to prevent and treat. Globally, about 19,000 children under five died every day in 2011, and, in 2010, an estimated 287,000 women died from preventable complications related to pregnancy and birth.





### Goal: Every Woman Every Child aims to save 16 million lives

Progress in the world's 49 poorest countries if goals are met (2010-15)

- Protect 120 million children from contracting pneumonia
- Prevent 88 million children from stunting
- Prevent 33 million unwanted pregnancies
- Prevent 15 million deaths of children under the age of 5
- Prevent 570 thousand deaths of pregnancy related complications
- Advance the control of deadly diseases such as malaria and HIV/AIDS (including the prevention of mother-to-child transmission of HIV/AIDS)
- Ensure access to quality facilities and skilled health workers



#### ❖ The Strategy

Every Woman Every Child puts into action the Global Strategy for Women's and Children's Health, a roadmap on how to enhance financing, strengthen policy and improve service on the ground for the most vulnerable women and children and achieve the health MDGs by 2015.

It sets out the key areas where action is urgently required. These include:

- Increased and sustainable investment for country-led plans
- Integrated delivery of health services and life-saving interventions
- Innovations in financing, and efficient delivery of health services
- Improved monitoring and evaluation to ensure all actors are held accountable and best practices are shared



#### Action. Results. Innovation.

Through *Every Woman Every Child*, a growing and diverse network dedicated to improving the lives of women and children is working to deliver **more health for the money**, and **more money for health**:

- The Commission on Information and Accountability for Women's and Children's Health created a framework for global and country-level reporting, oversight and accountability
- •Technological innovations, sustainable innovative business models, and public-private partnerships are being catalyzed through **the Innovation Working Group**.
- •Mobilization of partners has yielded progress around overlooked issues such as voluntary family planning, preventable deaths of premature babies and children, and the elimination of mother to child transmission of HIV/AIDS. On many occasions these mobilizations resulted in the formation of longer-term public private partnerships, such as the India Public-Private Partnership to End Child Diarrheal Deaths.
- •The UN Commission on Live-Saving Commodities. Co-led by the President Jonathan of Nigeria and Prime Minister Stoltenberg of Norway, in September shared its recommendations to increase the production, dissemination and demand of live-saving medicines to vulnerable women and children around the world.

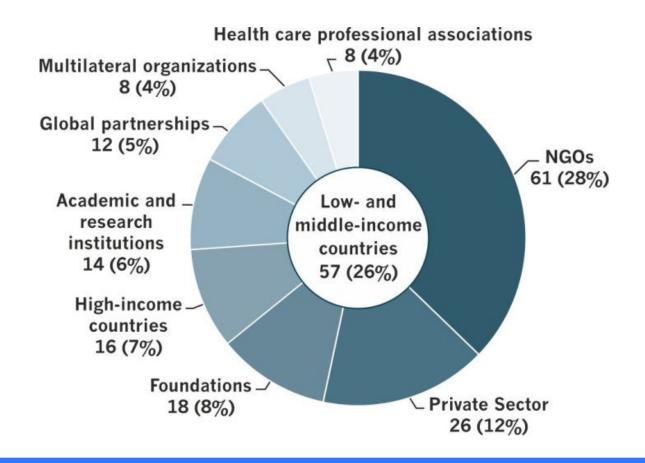


#### Progress and Challenges

- In the two years since its launch, Every Woman Every Child has helped catalyze new attention and investment to some of the most neglected causes of women's and children's mortality, including access to voluntary family planning and preterm birth.
- As of November 2012, more than 250 organizations, including 70 governments, have made commitments to advance the Global Strategy for Women's and Children's Health.
- At least US\$ 10 billion has been disbursed in the field as of 2012, supporting many areas: policies, health systems and service delivery, innovation, research, advocacy, accountability
- The full list of organizations which have made commitments to Every Woman Every Child can be found at www.everywomaneverychild.org/commitments



• Every Woman Every Child as a Multi-stakeholder, Cross-sector Platform





#### Private Sector in Shaping the Landscape of Global Health

The goal of the Private Sector strategy is to rethink partnerships to encourage new collaborations that play to the unique strengths of the sectors and industries that will ultimately lead to new progress for woman and children's health.

- Innovative Products, Ideas & Sustainable Solutions
- Financial Donations, Product Supplies
- Company Volunteers
- Education and Vocational Training
- Logistics, Transportation, Global Supply Chain
- Ability to scale up programs and work with stakeholders



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Scale up best practices and partner with the public sector to improve service delivery and infrastructure

Invest
additional
resources,
provide
financial
support and
reduce prices
for goods

Develop affordable new drugs, technologies and interventions Ensure community outreach & mobilization, coordinated with healthcare workers



## Every Woman

# Every Child

\* Responsibility, Sustainability, innovation

































**IKEA** FOUNDATION





### **Questions & Answers**





#### Thank You!

For questions and comments please write to Ms. Librizzi at librizzi@un.org