

Parent Friendly Workplace Seed Grant Project Summaries

Project 1

Organisation Name: Centro de Apoyo de Lactancia Materna (CALMA)

Project location (City, Country): El Salvador

Project period: 1st March 2018 to 31st May 2018

Activities:

- Coordination with work centers.
- Formation of focal groups for the diagnosis of needs.
- Preparation of diagnostic document.
- Formation of an inter-institutional work team made up of CALMA, MINSAL and MINTRAB.
- Preparation of an action plan document.
- Coordination with 5 work centers.
- Implementation of at least two workshops with 20 parents - men and women - per work center.
- Evaluation of the awareness process.
- Elaborated the document of best practices for parents in work centers.
- Development of a tool kit with best practices for parents in the workplace.
- Event to present the results with 50 guests from work centers, MINSAL, MINTRAB and participants of awareness-raising processes.

Outputs:

- Preparation of a diagnosis of the needs of public and private work centers for compliance with protective measures.
- Plan of action on awareness actions for parents in the workplace in public and private work centers.
- Implemented an action plan on awareness actions for parents in the workplace in five public and private work centers.
- Sensitization processes for parents in the workplace evaluated.
- Developed a model of best practices for parents in the workplace of different work environments.
- Developed a toolkit with the best practices for parents in the workplace.

Outcomes:

- The Executive Director of CALMA, presented this initiative to the National Breastfeeding Commission CONALAM. Dr. Violeta Menjívar Minister of Health and president of CONALAM offered to share in the social networks of the Ministry of Health and CONALAM the campaign designed for the purpose of this project. This presentation also generated in the other members of the Commission a favourable opening to support the dissemination of this issue in their institutions.
- The National Council for Children and Adolescents CONNA, a member of CONALAM and who was also a participant in this initiative, expressed interest in disseminating the results to public at the community level. Through the CONNA, this initiative can be shared at the level of the more than 100 Local Committees of Rights that are held to date.
- A first approach has been made with the Local Rights Committees through the development of an awareness day with representatives of these Committees located in the 14 departments.
- The communication campaign in social networks "Support of men in breastfeeding and the aging process" maintained during the month of June and July by CALMA generated a good expectation in the population since they had not shared this type of content previously. .
- There are new proposals for materials with this approach, which is not common in the promotion of breastfeeding in El Salvador and there is a need for greater disclosure and reproduction in other media.

- CALMA will develop an educational program to continue addressing the issue and maintain its impact so that these contents are incorporated into breastfeeding policies.

Summary:

The initiative promotes working conditions favorable to mothers and fathers for breastfeeding in work centers with a gender approach. CALMA is interested in promoting this initiative in El Salvador to improve the breastfeeding support network. The current legislation includes measures to protect breastfeeding in the workplace, but it is necessary to develop actions to promote the inclusion of men in order to favor a better integration of women into productive life upon the return of maternity leave. One of the most important achievements of the implementation of this project has been to obtain evidence to promote reforms to the law that provide men with the necessary guarantees to support breastfeeding, especially in special situations such as death of the mother, birth of twins, birth of premature or disabled children. At the same time, it will be necessary to carry out educational interventions in the work environment of women, including topics on the role of man as a work partner and as a participant in the whole process of upbringing. Another important aspect that would contribute to overcoming the gap will be the implementation of awareness mechanisms for the employer and motivating the civil society sector to act as comptroller of these actions in the workplace.

Nuevas prácticas de lactancia materna: inclusión del hombre

Patricia Rodríguez
@DiarioColatino

En el marco de la “Campana de Empoderamiento de Padres”, el Centro de Atención de la Lactancia Materna (CALMA) presentó nuevas prácticas de lactancia materna.

El lanzamiento de la iniciativa busca promover condiciones de apoyo para la lactancia materna, bajo un enfoque de género en centros de trabajo públicos y privados.

Para CALMA, estas prácticas deben fomentarse como algo natural y normal, en donde los hombres apoyen a las mujeres en sus familias, en la alimentación y cuidado óptimo de los bebés y niños pequeños.

Carlos Enrique Mena, presidente de la junta directiva de CALMA, comentó sobre el trabajo que este centro ha brindado a las madres. “CALMA ha ofrecido asistencia médica para la adecuación de salas de lactancia materna y capacitación a su personal para brindar apoyo a la madre lactante, buscando generar mejores entornos para ella”, dijo Mena.

Parte de su objetivo es promover medidas de protección social, equitativas en función del género, a fin de empoderar a los padres y cuidadores para facilitar la integración del trabajo y cuidado.



El Centro de Atención de la Lactancia Materna (CALMA) presenta la “Campana de Empoderamiento de Padres”, como parte de las nuevas prácticas de lactancia materna. En la imagen Carlos Enrique Mena, presidente de la junta directiva CALMA y Ana Josefa Blanco Noyola, Centro de Apoyo de CALMA. FOTO DIARIO CO LATINO/RICARDO CHICAS SEGURA.

De acuerdo con este centro, incluir al hombre en los procesos de sensibilización sobre los derechos de las mujeres y niños, genera un entorno propicio para la lactancia materna, salud familiar y bienestar social.

Ana Josefa Blanco, directora ejecutiva de CALMA, comentó cómo se debe trabajar en estas prácticas. “Necesitamos una red de apoyo, donde estén invo-

lucrados: familia y sociedad; lugares de trabajo y empleo; Gobierno y legislación; atención de la salud y respuesta a las crisis y emergencias”, comentó Blanco.

La campaña también busca apoyar las políticas y condiciones del lugar de trabajo que faciliten la vida productiva y reproductiva de las mujeres y los hombres en los entornos laborales, tanto formales como informales.



Project 2

Organisation Name: Samaj kalian Foundation

Project location (City, Country): Odisha, India

Project period: 1st May 2018 to 30th July 2018

Activities:

- Sensitization-cum-training of 50 construction site supervisors from 10 major construction companies
- On-site sensitization, technical guidance and support to 100 lactating women at their worksites by trained volunteers
- One city level EBF sensitization-cum-advocacy workshop with participation of 40 participants from different stakeholders including Govt., BMC., BDA, UNICEF, media (print & electronics) and others
- Development, print and distribution of EBF tips handbook to 100 LMs and other 500 would be mothers in the peripheral slums of Bhubaneswar city.

Outputs:

- The workshop was one of its kinds as expressed by the participants as they have never attended such kind of sensitization workshop earlier. Not only did they mindfully listened to the resource persons, but also actively participated in the discussion, asked questions related to the topic, realized the importance of the issue and their roles and responsibilities in this direction. Some of the participants assured to disseminate the information among other construction owners along with acting at their own end for the betterment of the women construction labourers.
- Project supervisors, Mr. Sripati Choudhury and Mr. Pankaj Ku. Senapati regularly visited different construction sites based at different locations of Bhubaneswar, targeting one site per day. They took the site supervisors into confidence prior to sensitize the women workers. Within the 2 months of stipulated time, they covered 40 such construction sites in Bhubaneswar city and sensitized more than 200 women labourers on importance of exclusive breastfeeding.
- The workshop witnessed representation of stakeholders from all segments including Dept. of H&FW, Dept. of W & CD, BMC, UN agencies, national and State level non- Govt. organizations, independent development consultants, media houses, independent journalists, trade union leaders, medical & nursing colleges. Their representation shows the interest of the stakeholders who came to a common platform to know about the importance of the topic. The resource persons discussed elaborately on their topics with interesting facts, figures, study outputs and videos to make the session more vibrant. Open house discussion was more lively with discussions, arguments and sharing of thoughts. The media persons, especially the electronic media took interview of the Chief Executive, SKF, Promotion of Exclusive Breastfeeding among the children of women construction workers in Bhubaneswar City Mr. Kasinath Jena on the project and telecast the workshop during their news bulletin. The most important output of the workshop is the commitment of the Chairperson of the OB&OCWWB to give all his support and guidance in future endeavours in this direction.
- The handbook is well appreciated by all segments of people covered under the process including the UN agencies, Govt. officials, NGOs, journalists and medical and nursing institutions. The Deputy Director, Nutrition, Dept. of Health & family Welfare, Govt. of Odisha took special interest in circulation of the handbook and also posted in his official face book page and whatsapp group which ultimately reached to the health Department officials, health workers and all such people associated with the health Department, covering the nooks and corners of Odisha Province. On the other hand, the women construction workers curiously read the handbook, immediately after getting the copies. Interestingly, the male construction workers also asked for the copies, read and understand the importance of

breastfeeding and also took the book with them for showing their family members. There is demand for more copies of handbooks among the people from slum areas, which needs to be fulfilled.

Outcomes:

- 15 construction company owners assured to promote feeding corners at their work sites and allowing the lactating women working at their site to breast feed their children four times during the 08 working hours.
- 150 LM properly breastfeeding their children at work site and even at home with support from technical volunteers and following the breastfeeding tips booklets.
- BMC, BDA, Dept. of H & FW and UNICEF have assured to take up initiatives to integrate the EBF into their development agenda in the work sites of Bhubaneswar city.

Summary:

For the organized sector and Govt. job, there is a provision of 6 months maternity leave which allows a mother to stay at home with her child for 6 months so that any soft intervention through local media, TV channels, sensitization programs, poster campaign may yield result for exclusive breast feeding for those children and there are many agencies who are active on promoting these strategies including policy level interventions, legislations, strategic media interventions and interventions at hospitals, maternity homes, child care centers and at family level. But to ensure exclusive breastfeeding for children of those unorganized labourers need different strategies which includes sensitization of construction company site supervisors and management on the issue so that they will allow the mothers to have 10-15 minutes of break in every two hours in order to feed their children. As this intervention needs in-depth willingness and courage to deal with construction companies, few agencies can dare to do this. There was also need of collaboration with BMC (Bhubaneswar Municipal Corporation) and BDA (Bhubaneswar development Authority) to support establishment of feeding corners, may be makeshift units at all such major construction sites and major labour points (labour market) and on- site technical and monitoring support by trained IYCF volunteers to sensitize the mothers with different tips on exclusive breast feeding practices and production, printing and distribution of pocket books in local language with exclusive breast feeding process, methodology and tips for mothers.



Project 3

Organisation Name: Nutri@ctive Zimbabwe

Project location (City, Country): Harare, Zimbabwe

Project period: 01st March 2018 to 31st May 2018

Activities:

- Conduct a needs assessment on ten of the 26 companies that have been involved in the mother-friendly workplace initiative. Since this call is focusing on strengthening the existing programme on promoting breastfeeding-friendly workplace a needs assessment will be conducted to assess progress that has been made by companies since 2015. The Alive and Thrive Toolkit is used to guide assessment on progress of workplace programmes by companies.
- Establish a national multi-stakeholder taskforce on maternity protection and lactation support programme. As a way to ensure a coordinated approach to the national lactation support programme in the workplace and high level advocacy from government, civil society and private sector. Nutri@ctive will establish a national multisector taskforce on the national lactation support programme. The role of the taskforce is to ensure a multisectoral approach in implementation of the programme through active participation and contribution of relevant sectors in the public and private sector.
- Orient and train working women on breastfeeding and maternity protection provisions. Training and orientation on working women on breastfeeding and maternity protection provisions will be conducted at the workplace. The aim of this orientation is for working women to understand importance of breastfeeding, maternity protection rights available for working women, demonstrating how to express, store and feed babies with breastmilk exclusively while going to work.
- Social and Behaviour Change for optimal breastfeeding among working women in the workplace. Besides providing women with enabling environments for optimal breastfeeding, there is need to conduct SBCC to promote breastfeeding among women and address social and cultural barriers to optimal breastfeeding.
- Conduct advocacy meetings with private company executives to support and invest in workplace lactation support facilities. Advocacy meetings will be held with company executives to promote breastfeeding-friendly workplaces. Buy-in and support from executives to establish workplace lactation facilities and baby-friendly workplaces is important to the success of the programme.
- Development of plans of action with companies with health and safety Human Resources staff. In the past Nutri@ctive did not provide constant monitoring on the commitments made by companies after initial meetings with executives due to lack of resources. This seed grant will be utilized to strengthen this programme component.
- Establishment of lactation spaces at workplaces in private companies and institutions. Private and hygienic lactation spaces will be set up as lactation spaces at the workplace to support working nursing mothers to exclusively breastfeed for six months and continue breastfeeding for two years or beyond. Nutri@ctive will provide technical support to companies and institutions to establish these lactation spaces depending on the size of the company, the type of business of the company, the level of investment the company is willing to put and number of beneficiaries at a particular time. Two options have been established by Nutri@ctive that include a standard lactation space and dedicated lactation room.
- Develop a workplace lactation support toolkit for Zimbabwe and African countries to utilize in maternity protection programmes. A standard toolkit on workplace lactation support programmes implemented as part of maternity protection initiatives for African countries will be developed to guide African countries on their workplace lactation support programmes. Absence of such a global guiding standard on implementing lactation support

programmes in the workplace limits effectiveness of programmes that support breastfeeding in the workplace. This toolkit will work as a standard guidance for African countries to assist governments, organisations and companies who wish to establish lactation spaces to support breastfeeding among working women.

Outputs:

- Enabling workplace environments supporting working women to practice optimal breastfeeding.
- Improved breastfeeding practices and understanding of their legal rights to maternity protection among working women.
- Established lactation rooms/spaces in workplaces to support optimal breastfeeding among women upon returning to work.
- Best practices Parent-Friendly Workplace Models and Workplace Lactation Support Initiatives toolkit for African Countries.

Outcomes:

- The Nutri@ctive Parent Friendly Workplace Seed grant is likely to contribute to the dissemination of information on best practices in infant and young child feeding and maternity protection within workplaces. A total of 63 senior executives from the public and private sector were reached with information on the parent friendly workplaces concept. These include the financial sector, media houses, healthcare and transport institutions, food industries and health insurance sector. Approximately, 47 119 employees within these sectors are likely to be reached directly. Over 197 000 family members are likely to be reached indirectly. This will likely to improve the breastfeeding outcomes within the cities and the country at large.
- The establishment of a National Maternity Protection and Workplace Lactation Support Programme Taskforce will additionally benefit directly over 50 000 employees in the formal sector in Harare and over 200 000 people will benefit indirectly.
- Additionally over 1 000 employees (both permanent and contract employees) are likely to benefit from the established Lactation rooms at UNICEF, Lafarge, and Chogugudza Primary School.

Summary:

The work being done by Nutri@ctive through WABA's PFW Seed Grant #1/2018 is likely to contribute immensely to reduction of child mortality and morbidity in urban areas of Zimbabwe. Suboptimal infant feeding practices are common within working mothers particularly in urban areas due to unavailability of support for lactating women at their workplaces, promotion of infant formula and also lack of knowledge for both employers and mothers on the benefits of breastfeeding an infant. This project has reached out to high level personnel within private companies, government departments, Civil Society Organisation, United Nations Agencies, financial institutions and media houses. The impact is likely to be felt across the country including the rural communities and fathers across the country.



Providing a place and time for expressing breastmilk and breastfeeding

Protecting breastfeeding through paid maternity leave and job security

Preventing discrimination against women and mothers in workplaces

PARENT FRIENDLY WORKPLACES

BREASTFEEDING: Foundation of Life

INFORM	ANCHOR	ENGAGE	GALVANISE
PEOPLE ABOUT THE LINKS BETWEEN GOOD NUTRITION, FOOD SECURITY, POVERTY REDUCTION	BREASTFEEDING AS THE FOUNDATION OF LIFE	WITH INDIVIDUALS AND ORGANISATIONS FOR GREATER IMPACT	ACTION TO ADVANCE BREASTFEEDING AS A PART OF GOOD NUTRITION, FOOD SECURITY AND POVERTY REDUCTION

