

Family Friendly Policies

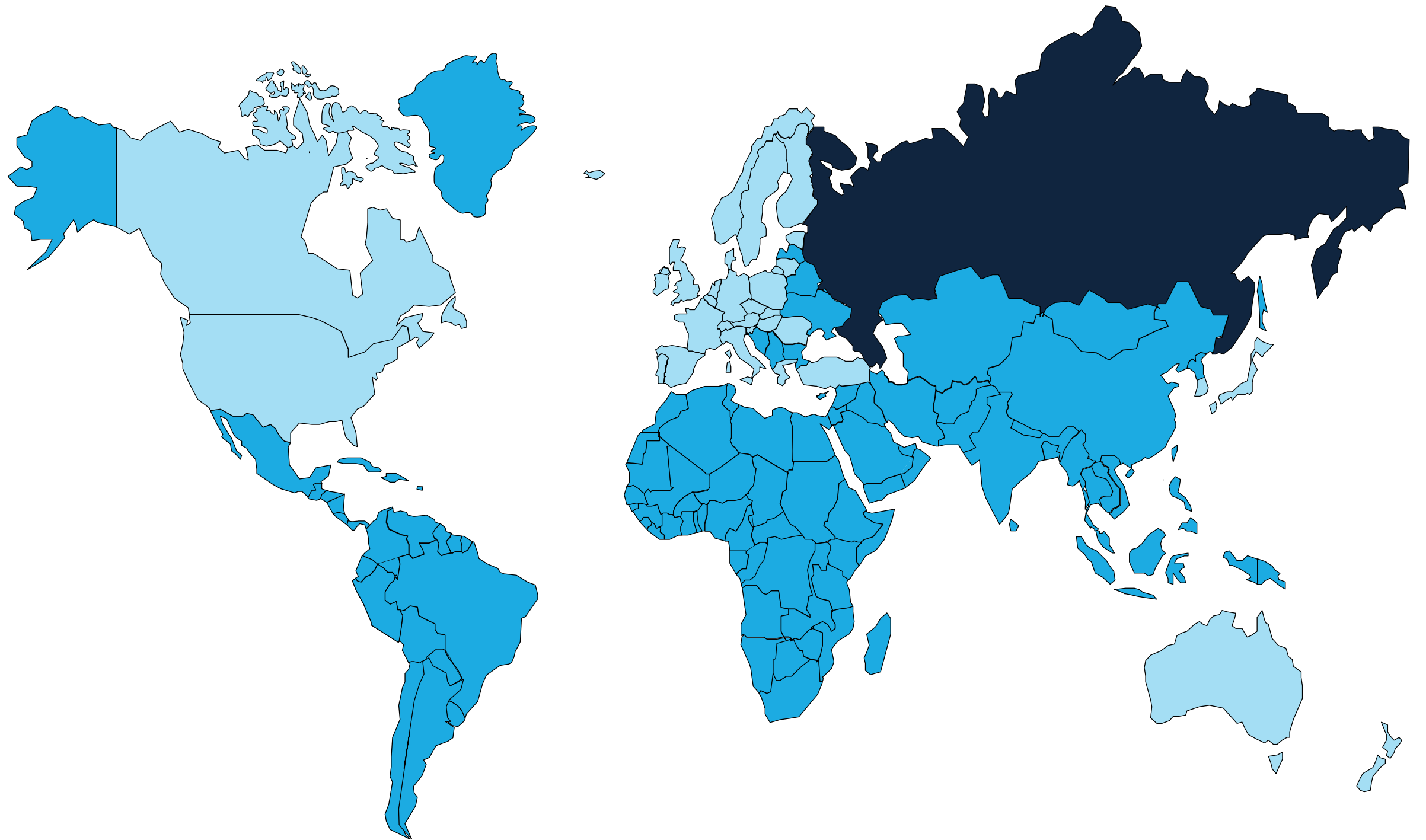
Supporting Families for a Better Future

Sara Al Lamki - [UNICEF Oman](#)



UNICEF AROUND THE WORLD

UNICEF works in more than 190 countries and territories and in the world's toughest places to reach the children and young people in greatest need



126

Country Offices

36

National Committees

10K+

Employees

88%

Field Staff



What we do for Children

Driving systemic & sustainable change

UNICEF fights to help every
child SURVIVE from arrival
and THRIVE into adulthood



UNICEF Oman

Our goal is to assist the government to create an enabling environment that empowers all children in Oman to realize their rights

**STRENGTHENED EVIDENCE-BASED
POLICIES**

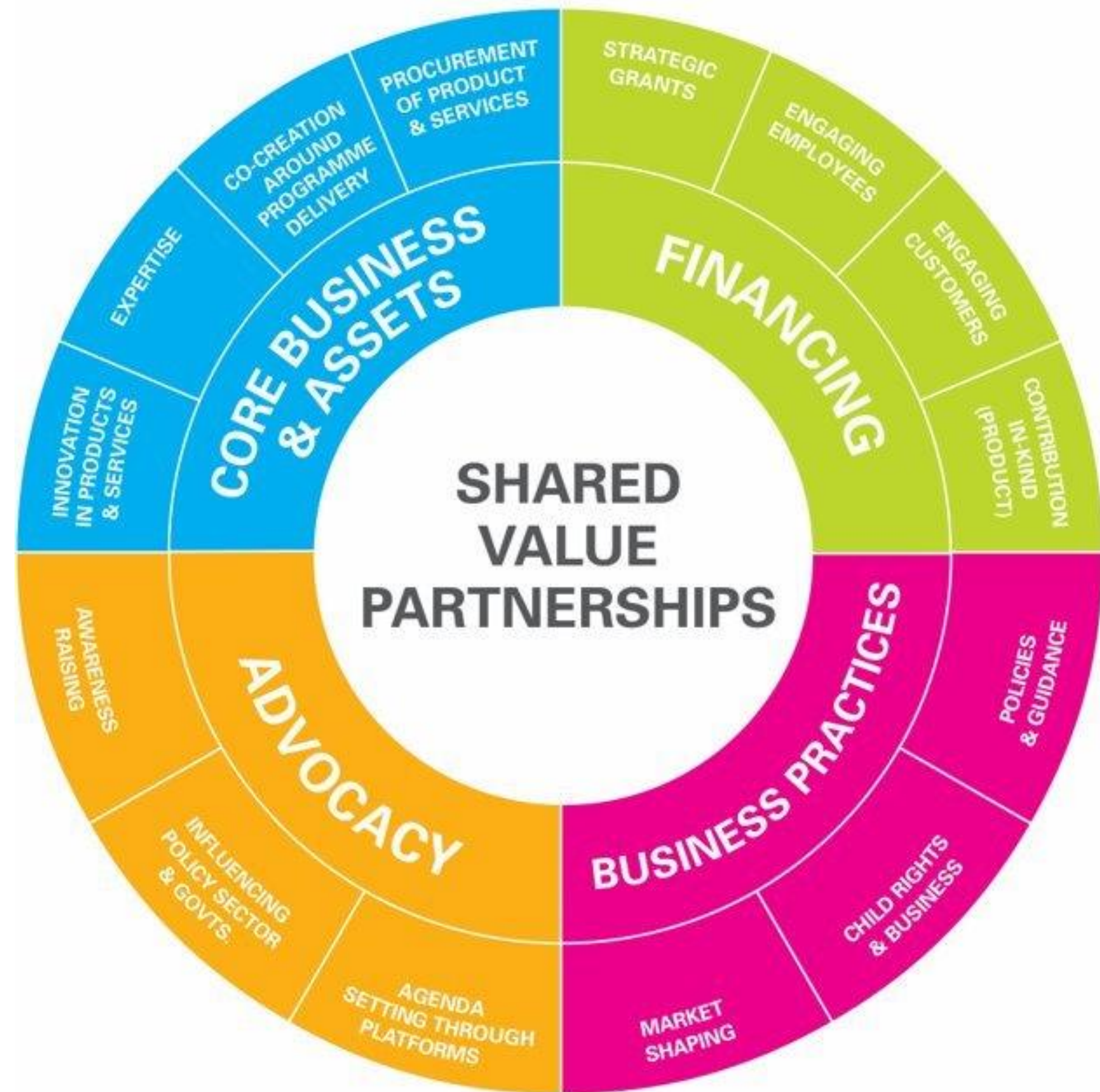
**THE COUNTRY
PROGRAMME
HAS TWO MAIN
COMPONENTS**

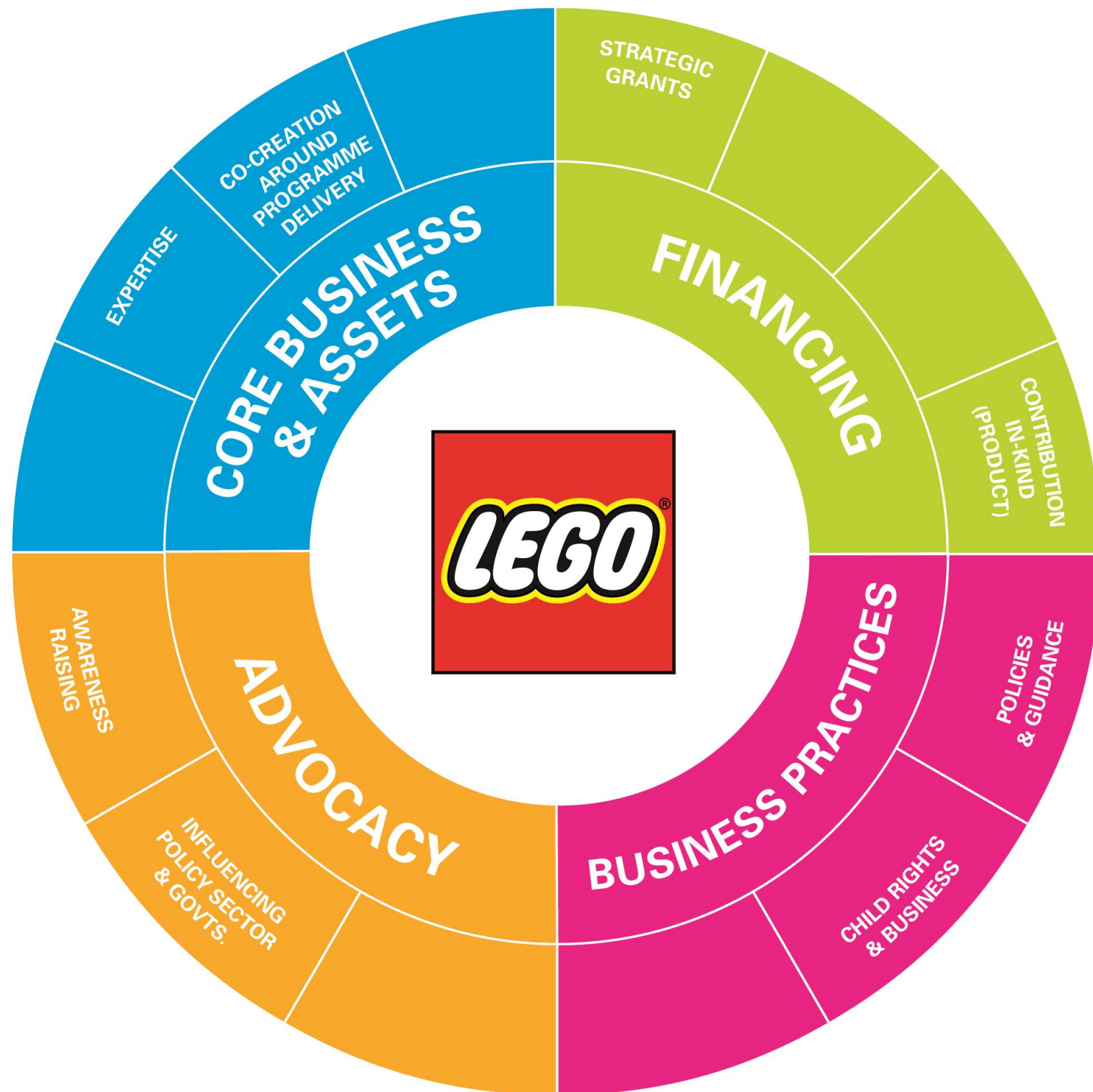
**ENHANCED SOCIAL SERVICES &
SYSTEMS**



UNICEF & the Private Sector

UNICEF works in PARTNERSHIPS that achieve social impact at scale, and also deliver strategic economic value for business.





Win for UNICEF

- Co-creation of UNICEF tools:
 - ✓ Child Safeguarding Toolkit for Business
 - ✓ Child Online Safety Assessment Tool
- Corporate champion - putting children at the center of sustainability strategies
- Funding for ECD and Education programmes (\$)
- Putting ECD on the agenda of parents, schools and public policies
- Supporting humanitarian programmes

Win for LEGO

- Front runner in sustainability issues (digital safety, child safeguarding, family friendly workplaces)
- Access to UNICEFs expertise on sustainability and ECD/Education
- Access to government institutions in promoting the importance of play

Family Friendly Policies

A Poll

Do you know what family friendly policies are?

How many of you currently have family – friendly policies in place?





unicef 



Why Family Friendly Policies?

Working conditions for parents and caregivers are inextricably linked to the health, development and well-being of their children

Governments and businesses play a pivotal role in creating enabling environments for parents that support them to give their children the best start in life, while boosting business productivity and women's empowerment.



Working Parents and Families Face Many Challenges

- Parents may struggle to find affordable childcare
- Mothers may not have sufficient maternity leave to provide necessary care
- Working hours can be demanding



Family- Friendly Policy Leads to a Family Friendly Workplace

Workplaces and conditions of employment not only have a significant impact on the well-being of workers, but also their children and families. If developed and implemented well, **family-friendly policies should lead to family- friendly workplaces** where impacts on working parents and caregivers and, by extension, their children, families, and communities are front-and-center.



WHAT IS A FAMILY-FRIENDLY POLICY (FFP)?

Family-friendly policies are defined as those policies that help to balance and benefit both work and family life that typically provide three types of essential resources needed by parents and caregivers of young children: time, finances, and services.



WHAT IS A FAMILY-FRIENDLY WORKPLACE?

Family-friendly workplaces can be characterized as places of employment where decent work is the norm, rights are respected, and time, financial support, and services are provided for parents and caregivers to balance work and family life.



Elements of Family Friendly Policies



Parental
Leave

Paid leave for both parents to
care for children

Support
Breastfeeding

Breastfeeding breaks for
women returning to work

Child Grants

Benefits that support all
families with children

Childcare

Affordable, accessible and
quality childcare services



What's in it for families?

For Children

- Improve health and nutrition
- Enhance social and emotional development
- Strengthen language and cognitive skills
- Improve readiness for school
- Prevent and reduce child labour

For Parents

- Improve personal well-being and work-life balance
- Increase participation in labour markets
- Reduce poverty and alleviate financial stress
- Improve parenting skills
- Support the well-being of families



What's in it for Companies ?



Higher Retention



Less Absenteeism



Positive impacts on Profitability



Better Performance & Productivity



Talent Attraction & Improved worker relations



The Importance of Parental Leave

Parental leave has a positive impact on an infant's healthy development:

- Reduces mortality rates
- Supports breastfeeding
- Increases Women's Economic Empowerment





Importance of Breastfeeding

The World Health Organization (WHO) recommends six months of exclusive breastfeeding for optimal support of infant health and development. Evidence from countries at all levels of economic development shows that breastfeeding has benefits for children's health, development and survival



23%

Of babies in Oman
are exclusively
breastfed

For the first 6
months

\$35

Is the long-term
ROI for every dollar
invested in
promoting &
supporting
breastfeeding

For healthier
populations and
economies

94%

Employee retention
when providing
lactation support

For the first year

Examples of FFP in the Private Sector

Mexico:

- A report and recommendations on breastfeeding in the workplace
- A video and awareness campaign "if you wouldn't do it"
- Comprehensive information and recommendations on breastfeeding in the workplace (e.g. Guide to the Installation and Operation of Breastfeeding Rooms).
- An online course with the aim of raising awareness

Vietnam

- Consultations and business forum dedicated to FFP in global supply chains
- Public-private collaborations on breastfeeding promotion in the workplace and self-assessment
- Trainings on the Nobody's Perfect Parenting Programme

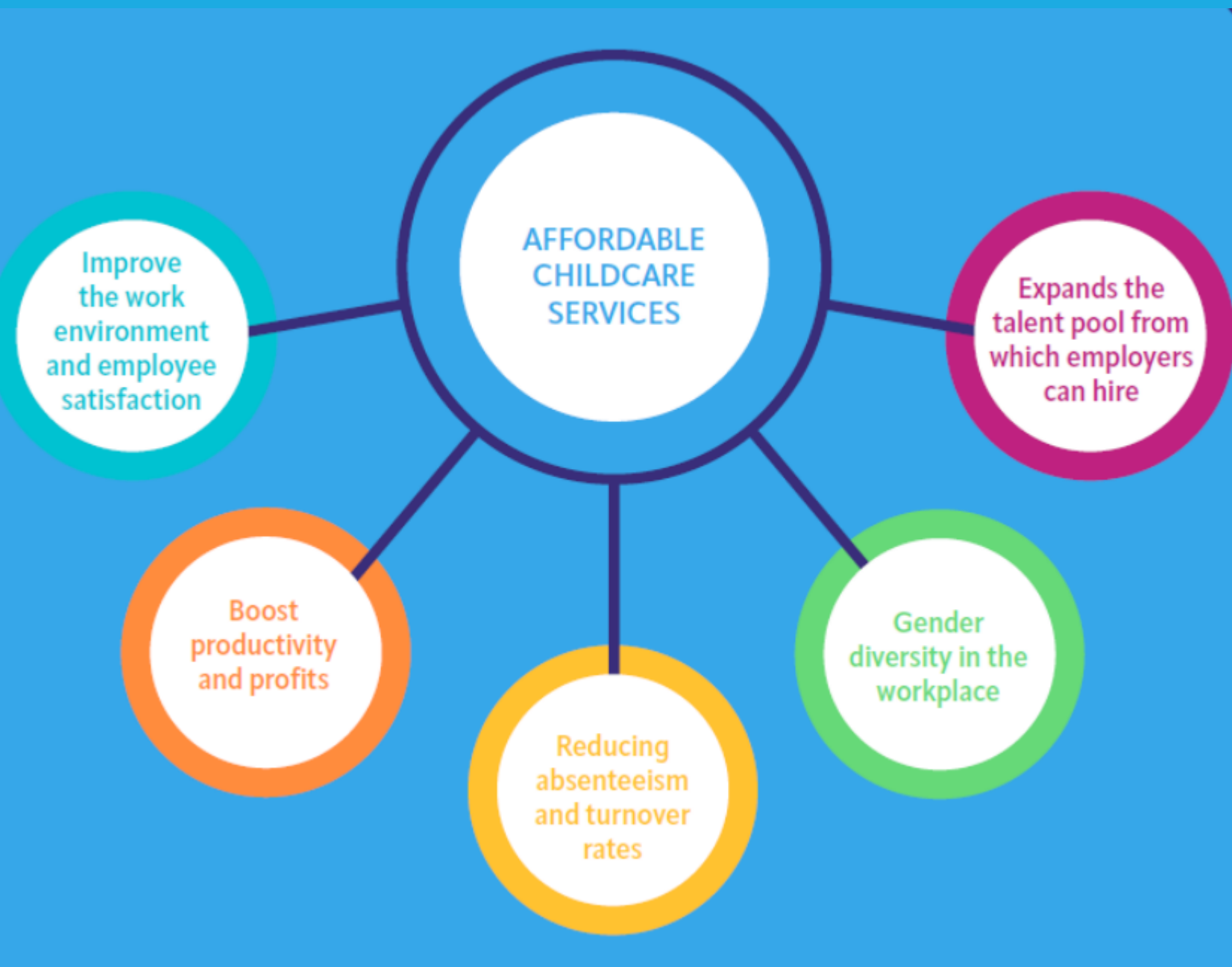


Case Studies



Egypt

The benefits of providing affordable childcare benefits/services – According to businesses



Case Study: Bishara Textile and Garment (BTM) in Egypt

Challenge: High turnover rate (60%) among female employees due to lack of childcare facilities.

Solution: Partnered with nearby childcare providers, offered transportation for workers and their children.

Results: Turnover dropped below 10%, productivity increased by 15%, and absenteeism decreased by 35%

Bangladesh

Mothers@Work initiative with the Ministry of Health and Family Welfare in Bangladesh



Case Study: Ready-Made Garment (RMG) sector in Bangladesh

Challenge: 73% of mothers leave children behind resulting in poor health

Solution: Breastfeeding breaks, childcare facilities, paid maternity leave, safe working environments

Results: Improved maternal and child health, reduced employee absenteeism, increased job satisfaction.



Sharing

Share your experience of FFPs in your organization – including implementation of the new Labour laws.

Where do you see the biggest opportunity in your organization?



What's Next?

How can your business plan, test and launch FFPs?



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1 Analyze

Assessing employee and worker needs

2 Implement

Pilot FFP, Invest in Awareness, Monitor Results

3 Advocate

Use your voice! Influence peers to join the journey

Resources

Policy brief:

[Family-friendly policies: Redesigning the workplace of the future](#)

Evidence briefs: The benefits of family-friendly policies

- [Breastfeeding](#)
- [Business](#)
- [Child benefits](#)
- [Childcare and working families](#)
- [Paid parental leave](#)
- [Women's economic empowerment](#)

Resources for businesses and employers:

[Family-friendly workplaces: Policies and practices to advance decent work in global supply chains](#)

[Family-friendly policies for workers in the informal economy](#)

[Breastfeeding support in the workplace: a global guide for employers](#)

[Family-Friendly Policies and Other Good Workplace Practices in the Context of COVID-19: Key Steps Employers Can Take](#)

[Family-friendly policies: A global survey of business policy 2020](#)

[Family-friendly policies: A handbook for business \(EAPRO\)](#)



Thank you

Contact

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