



EVERY WOMAN  
EVERY CHILD

## BUSINESS IMPACT STORIES

BSR® | her  
+project

*Championing women's sexual  
and reproductive health and  
rights in the workplace.*

### Key Results:

- As of 2016, HERhealth has partnered with 57 multinational companies to implement approximately 400 workplace programs providing training on SRHR directly to approximately 500,000 women, and indirectly to as many as 2 million of their family and friends.
- The primary outcomes from HERhealth activities relate to changed health behavior and access. Attitudes toward health show marked improvements, e.g. participants' beliefs that a baby should be born in a hospital increased from 41% to 80%.
- HERhealth participants increased their use of family planning products from 40% to 60%.
- Participants' reported use of health clinics increased from 46% to 72% from the start to the end of the program.
- Women report feeling more self-confident, having less fear of their body, greater ability to take care of their own and their families' health, an increase in their negotiating powers at home and at work, greater respect from their spouses, and better able to contribute to household decision-making.
- Benefits for business include increased productivity and profitability. A study conducted in a factory in Egypt found a \$4:\$1 ROI in the form of reduced health-related absenteeism and reduced workforce turnover. Health-related absenteeism dropped from 19% to 10% and turnover dropped from 14.5% to 8.1%.



### **IN 2013, BSR COMMITTED TO**

promoting women's sexual and reproductive health and rights through workplace training programs in global supply chains to reach 1 million women by 2020. More specifically, HERproject committed to:

- **Improve** the availability of easily accessible and high-quality sexual and reproductive health and rights (SRHR) information and services for women workers in Bangladesh, Cambodia, China, Egypt, Ethiopia, Haiti, India, Indonesia, Kenya, Pakistan, Myanmar, Vietnam.
- **Grow** the capacity of locally-based community organizations to implement effective SRHR training programs in the workplace and community.
- **Increase** the level of active participation of local and international businesses and governments on SRHR.

HERproject is an innovative program that provides critical health training to low-income working women through programs such as:

- A factory nurse training program in Bangladesh and Kenya that improves the capacity of healthcare providers in the workplace focused on women's health.
- Engagement with local business associations in Kenya, Ethiopia, and India, to take an industry-wide approach to supporting women's empowerment, and health specifically, in the workplace.
- Programs that address key local needs, such as nutrition and day care interventions, in Bangladesh and Cambodia.
- A global approach to healthcare access, including co-developing and launching factory clinic benchmarks; strengthening policies, systems, and provision of onsite health clinics; and building partnerships with local or mobile health service providers.

# About Every Woman Every Child

*Every Woman Every Child* is an unprecedented global movement that mobilizes and intensifies international and national action by governments, multilaterals, the private sector and civil society to address the major health challenges facing women and children around the world. The movement puts into action the **Global Strategy for Women's and Children's Health**, which presents a roadmap on how to enhance financing, strengthen policy and improve service on the ground for the most vulnerable women and children.

[www.everywomaneverychild.org](http://www.everywomaneverychild.org)



EVERY WOMAN  
EVERY CHILD

Address: Every Woman Every Child  
Private Sector Engagement  
801 Second Avenue, 9th floor  
New York, NY 10017



## PARTNERSHIPS

BSR partners with more than 57 multinational brands, providing access to suppliers and the women working in global supply chains.

HERhealth is implemented by local partners in all of BSR's countries of operation, except for China where HERhealth is implemented directly by BSR. Local partners are nonprofit organizations or medical colleges that are experts in women's empowerment, health education, or financial literacy. BSR works closely with its local partners to tailor its global curriculum for the local context and to build capacity to work effectively in the workplace setting and with the private sector.

HERproject has also partnered with the USAID-funded Evidence Project/RAISE Health to develop Workplace Health Facility Guidelines and Management Benchmarks to help workplaces improve their onsite health services. HERproject also partners with International Planned Parenthood and its member associations to link workplaces to critical general and reproductive health services and products.

Additionally, HERproject partners with research organizations such as icddr,b (International Centre for Diarrheal Disease Research, Bangladesh) and CMS - Catalyst Management Services to do external evaluations of HERhealth impact and pilot programs.

## LESSONS LEARNED

- Peer education is an effective model for spreading health education among women.
- Partnering with local organizations is an effective approach for contextualizing a global program, including tailoring curricula, responding to specific local needs, and building strong relationships with local businesses and stakeholders.
- To maximize the impact of HERhealth, health education and behavior change must be coupled with access to relevant health products and services. This includes strengthening the internal policies, health systems, and provisions offered by workplaces, as well as making linkages to external health service providers.
- Expansion to date has been limited by focusing engagement on multinational companies. Moving forward, BSR will be developing strategies to engage directly with local businesses and industry associations to scale the number of workplaces that implement HERhealth.

## KEY NEXT STEPS

HERhealth is positioned to successfully achieve and exceed BSR's target of reaching 1 million women by 2020 through the following:

1. A focus on program innovation related to sustainability, access, and impact measurement will enable BSR to improve the impact of the program and ensure sustained benefits for women, their workplaces, and company partners.
2. New program areas related to financial capacity and gender equality will enable BSR to expand its reach even further, while also formally engaging men on topics relevant for women's empowerment and well-being.
3. Innovative collaborations/partnerships with Takeda Pharmaceuticals, the Walt Disney Company, C&A Foundation, and the Levi Strauss Foundation to scale HERhealth activities and strengthen its engagement with brand partners. As a result BSR/HERproject will be able to reach new target populations, engage locally with industry associations, and deepen and attract new partnerships with multinational brands.

To learn more go to: [www.herproject.org](http://www.herproject.org)