



# Supporting Arab Women's Wellbeing



ناپكو الوطنية  
napco national





# Our Commitment to women's physical & emotional wellbeing

is to engage media, associations, and educational institutions to increase awareness of menstrual hygiene, early breast cancer detection, and positive self-image, while providing access to sanitary feminine hygiene products through the lifecycle



## Sustainability Context

Societal norms in the Middle East and North Africa (MENA) region often influence access to health services.<sup>1</sup> The team behind Napco National's Fam® feminine hygiene brand has chosen the intersection among health and wellbeing, education, and female empowerment in the region as a significant area for contribution.

The brand promotes health awareness and education programs on puberty and menstrual hygiene, positive psychology, and early breast cancer detection across the Arab region.

As employers, Napco National plays a critical role in providing employment, empowerment, and suitable working conditions for

women to help reduce gender inequality. Although education levels of women in the MENA region are increasing, and women outnumber men in university<sup>2</sup>, the economy operates without the talents and abilities of half the population.<sup>3</sup> Female participation in the labor force boosts economic growth<sup>4</sup> and GDP,<sup>5</sup> and raises productivity wages, especially when women are offered equal opportunities and salaries.<sup>6</sup>

Napco National initiatives align with UN Sustainable Development Goal SDG3 Good Health and Wellbeing<sup>7</sup>, SDG4 Quality Education<sup>8</sup>, SDG5 Gender Equality<sup>9</sup>, SDG8 Decent Work and Economic Growth<sup>10</sup>, SDG10 Reduced Inequalities<sup>11</sup> and SDG17 Partnerships.<sup>12</sup>





# Outcomes

## Fam® Cares for Early Breast Cancer Detection



### Impact

#### Reach

21,000+ women at 12 malls in Dammam, Riyadh and Jeddah, Saudi Arabia

400,000+ women aged 18-45 years in 3 Arab countries through social media

#### Content

Breast cancer awareness campaigns on Instagram, Facebook, Twitter, and YouTube

Public awareness advertisement reminding women to set their calendar's for their annual check-ups on MBC pan-Arab TV channels

Breast cancer is the most common form of cancer in women in Saudi Arabia, affecting women of younger ages and usually detected at later stages.<sup>13</sup> Medical researchers indicate that breast cancer is also increasing in the Middle East region.<sup>14</sup>

Napco National has partnered under Fam® brand with Zahra Breast Cancer Association since 2009

during the annual October Breast Cancer Awareness Month to spread awareness about the importance of early screening, detection, and positive support systems. As awareness and early detection are key factors in survival, this initiative works towards UN SDG3 (Target 3.4) to reduce premature mortality from non-communicable diseases. The collaboration also aligns with UN SDG17 (Target 17.17) to establish public-private and civil society partnerships to work towards the SDGs.

Fam® launched an early awareness campaign in September, encouraging survivors to post their stories online and allowing friends and family share messages of support using the hashtag **#اعبر\_بالوردي\_عن** (#Ou3aber\_bel\_Wardi). This campaign continued in October with booths across malls in Saudi Arabia's Eastern, Western and Central provinces, as well as a The Will to Live (Iradat Al Hayat) social media campaign reaching 3 Gulf countries. The integrated campaign used a pan-Arab satellite TV ad Minutes are Worth Years (**#دقائق\_تسوم\_سنين**) to encourage regular screenings and exams which increase patient survival rates.





## Fam® Cares for Arab Women's Wellbeing

### Impact

#### Reach

580,000+ women aged 18-45 years

#### Content

7 videos promoting healthy living, work-life balance, and comfort broadcast over Facebook, Twitter, and YouTube

3 wellness choice ads via pan-Arab satellite television

Fam® brand launched an integrated campaign to promote Arab women's wellbeing via healthier and happier living.<sup>15</sup> The campaign launched 3 videos on pan-Arab satellite TV, as well as 7 videos on social media channels, encouraging work-life balance, fitness, and personal comfort under the hashtag '#أهتم\_بنفسي\_أختار' (I Take Care of Myself; I Choose).



Spreading awareness about women's health and wellbeing is consistent with UN SDG3 (Target 3.4) to promote mental health and wellbeing, as well as SDG4 (Target 4.7) to spread knowledge that promotes sustainable development and sustainable lifestyles.





## Strengthening the Role of Women in the Workforce

### Impact

#### Diversity in Saudi Arabia & Gulf

Napco National employs 110+ women in the Gulf

#### Training & Development

35% of female employees in Napco National in Saudi Arabia received training

Providing inclusive and good working conditions for women supports their effective participation in economic life, consistent with UN SDG5 (Target 5.5), SDG8 (Target 8.5) to achieve productive employment and decent work for women, and SDG10 (Target 10.2) to promote the economic inclusion of women.

The MENA region has the lowest female labor force participation at 22%, with over four out of five working-age women not formally employed, a figure substantially lower than the global average of 46%.<sup>16</sup> Saudi Vision 2030 has set equal opportunity as a key target, identifying women as important for the development of society and economy and comprising over 50% of university graduates in the Kingdom.<sup>17</sup>

Napco National, operating in the industrial manufacturing industry, employs over 100 women in Saudi Arabia and the Gulf. In addition to employment, Napco National offered learning and development opportunities to over 35% of women employees in Saudi Arabia in 2017.





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