

# Healthy Women, Healthy Workplace



*Improving Healthcare for Garment Factory Workers  
in Phnom Penh*



do more  
feel better  
live longer

# Introducing Healthy Women, Healthy Workplace

Healthy Women, Healthy Workplace is a three-year GSK-CARE International partnership project, launched in May 2016, to improve the maternal, sexual and reproductive health and nutrition status of young, female workers across 15 garment factories in Phnom Penh.

**CARE** and **GSK** have been working in partnership since 2011, through the Frontline Health Worker Programme. Our partnership aims to improve the quantity and quality of frontline health workers and access to healthcare in the most remote and marginalised communities. To date, CARE has trained **32,000 frontline health workers** across Asia and Africa, including Cambodia, supporting over **7.8m people** and leading to a significant uptake of skilled maternal and child health services.



**Jan Noorlander**

CARE Cambodia Acting Country Director  
and Assistant Country Director Programs

## Message from CARE Cambodia Acting Country Director

*CARE and GSK have been working together since 2012 to improve the healthcare services available to women in Cambodia. Our work in rural areas saw significant results – with over **100,000 people** in some of the most remote areas of Koh Kong accessing health outreach services from the 13 health facilities we supported.*

*As our focus shifted towards women working in urban areas our goals have remained aligned. It has been interesting to see how CARE's experience engaging with the garment industry has **complemented GSK's interest in supporting frontline health workers**, particularly through our ability to work with health staff both in factory infirmaries and public health centres.*

*This partnership with GSK has enabled us to develop exciting and **innovative ways of engaging with garment workers**, which we hope will continue to benefit the lives of the women working in this industry well into the future.*

# Improving Health Services and Empowering Workers to Make Healthy Choices

At the heart of Healthy Women, Healthy Workplace is a key principle; that both **health services** and **health-seeking behaviours** must be part of the solution if worker well-being is to be improved in the long-term. CARE is therefore improving health facilities and training health workers, as well as building the **knowledge** and **self-efficacy of workers** to make healthy choices. Through this partnership, CARE also works with other key stakeholders, such as food and ring tone vendors near factories, that can influence **worker behaviour and impact** on their health. Finally, this work also aims to **influence policy**; contributing to the development and implementation of effective standards of care within and outside factories.

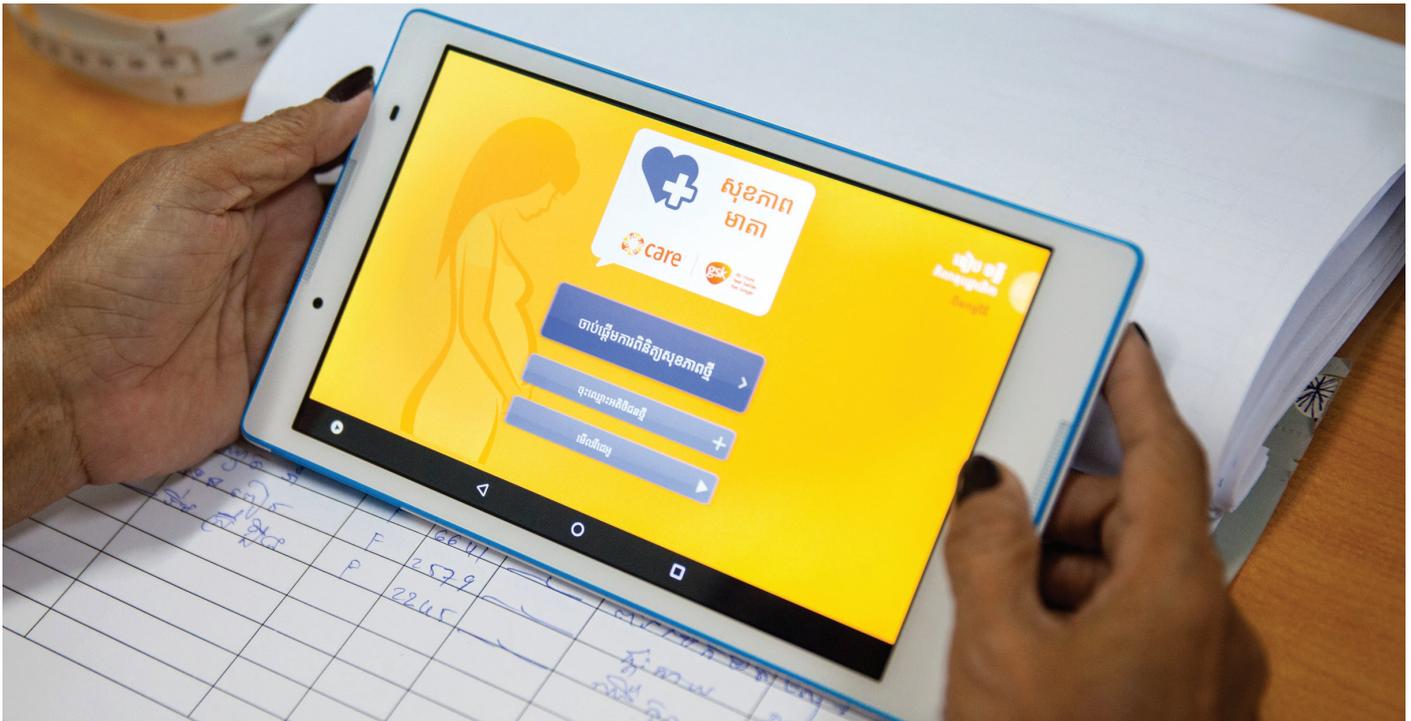


## Highlights from launch in 2016 to June 2018 include:

- ❖ Creating a suite of **behaviour-change communications** materials focusing on maternal health and nutrition, including the healthy mother counselling app, flipbooks and a short drama series called 'Lucky Mother', to facilitate discussions about health with workers.
- ❖ Implementing the existing **innovative Chat! contraception training package** with factory workers including activity-based sessions, video sessions and a quiz game app. Offering training, coaching, mentoring, and a voting campaign with food vendors selling outside the factories. The voting campaigns encourage food vendors to put their improved knowledge and behaviour changes on food hygiene and nutrition into practice.
- ❖ Supporting the **capacity building of frontline health service providers** and renovation of separation rooms for youth friendly services at public facilities so that young people have increased access to services as privacy and confidentiality are assured.
- ❖ **Upgrading factory infirmaries** and training infirmary nurses, so that improved care can be provided, along with a functional referral system to appropriate outside care.
- ❖ Piloting the **factory workers scorecard** as part of a participatory feedback system on factory infirmary services.
- ❖ Piloting the revised Ministry of Health National **Youth-friendly Service Guidelines** in government health facilities near factories and supporting completion of the **Guidelines for the Establishment of Enterprise Infirmaries** in partnership with the Ministry of Labour and Vocational Training and development partners, to improve government regulation of private factory infirmaries.

# How We Create Impact





As the project moves towards completion in April 2019, CARE and GSK look forward to engaging new factories, continuing training and refresher training of factory infirmary staff and outside health service providers, expanding food vendor training and facilitating quarterly reflection meetings with infirmary staff and trained factory workers, acting as Factory Focal Points.

## Key Achievements

From project launch in May 2016 to June 2018:



**13,999**

factory workers reached



**40**

food vendors trained and coached in food hygiene and nutrition



**28,135**

young people accessed youth friendly services in the six target government health facilities



**77**

factory staff trained as factory focal points to support delivery



**18**

ringtones vendors engaged to download project videos to workers' phones



**28**

factory infirmary staff trained in counselling for sexual, reproductive and maternal health and nutrition



**35**

health providers trained in youth friendly services



**6**

privacy rooms for youth friendly services established government health facilities

# Maly's Story: How to be a Healthy Garment Worker



Maly works as a Line Leader at a busy garment factory in Phnom Penh and is expecting her second child. The Healthy Women, Healthy Workplace project is helping her access better healthcare and make informed health choices.



“Before I joined CARE’s training, I didn’t know anything about contraceptive methods, that’s why I got pregnant twice!” says Maly. “But now, after I have my second baby, I will start protecting myself.”



Chanthy Deep is a nurse at a garment factory. She says that training from CARE has helped her give workers better advice on nutrition and healthy behaviour during pregnancy. “They are all like my own children!” says Chanthy. “I like to advise them properly, tell them how to eat better and how to look after themselves.”



Having a nurse at the factory that she can talk to has helped Maly a lot. She says: “I can ask for her advice. Like, I asked her if it was true that if you drank wine during pregnancy, the baby would have beautiful skin. She told me it was a lie and that I should never do it!”



Eating well is very important for Maly and her baby. This food stall is run by Veasna and Sydney, and Veasna’s two brothers. Healthy Women, Healthy Workplace also works with food vendors outside the factories to provide training in food hygiene and nutrition. Veasna and Sydney say: “Now that we have joined CARE’s training, the factory workers know our food is safer, and of good quality.”

# CARE and GSK Bring Human-Centred Design to Worker Well-Being

When designing the Healthy Women, Healthy Workplace project the question front of mind for CARE and GSK was how to have **lasting impact on attitudes and behaviours**, so that workers were empowered to make healthy choices in the long-term. CARE formed a partnership with design thinking experts from the international NGO, iDE, and the marketing and communications firm, Melon Rouge, to apply a human-centred design approach to maternal health and nutrition. The approach involved three phases: discovery, ideation, and prototyping.

- ❖ **Discovery** was about letting go of assumptions and exploring. The team spent days inside and outside factories; joining workers over lunch, shadowing them to and from work, even meeting their families. They formed a deep understanding of workers' decisions and habits, as well as their hopes and aspirations. Discovery helped the design team define 'personas' to target, including their daily routines, key opportunities to reach them and tailored health messages.
- ❖ **Ideation** involved a design workshop with diverse stakeholders including garment factory representatives and experts in health, nutrition, communications and design. 150 ideas were generated and then honed down to 13 for prototyping.
- ❖ **Prototyping** was also undertaken with a range of stakeholders including workers, line leaders, HR staff, food vendors and nurses. The design team tested and refined ideas through several factory visits.

Human-centred design takes more time than traditional project design, but it results in highly relevant, innovative solutions with much greater impact. For example, the Healthy Women, Healthy Workplace project includes:



**A food vendor** contest: Workers can vote on their favourite vendors. This encourages vendors to access and use CARE training on food hygiene and nutrition.



A decision-support app called **Healthy Mother**, used during monthly counselling visits to the factory infirmary for pregnant workers.



**Working with ring tone vendors** to reach workers with video dramas that deliver key messages on maternal health and nutrition. Promotional materials provided to the vendors draw attention to the dramas and help vendors grow their client base, so they are keen to stay involved in the project.

Reaching workers through existing opportunities that form part of their daily routine and developing communications materials that are relevant, enjoyable and engaging for workers, has been vital to the success of the Healthy Women, Healthy Workplace project so far. We look forward to continuing to innovate through a human-centred design approach in the future.

CARE is an international development organisation fighting global poverty with a special focus on working with women and girls to bring sustainable changes to their communities.

In Cambodia, CARE focuses on empowering particularly marginalised and vulnerable women, including urban women who are marginalised by occupation, rural women who are denied multiple rights, and women and girls from ethnic minorities.

*Photo Credit: Erika Pineros / CARE*



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