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Better Business Practices *for* Children

BUSINESS CASE STUDIES ON EMPLOYER SUPPORT FOR IMPROVED
BREASTFEEDING PRACTICES

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Acknowledgement

We would like to express our gratitude to UNICEF for their financial contribution and technical back up during the implementation of the Better Business Practices for Children (BBPC) Program.

We specifically thank the Kenya Private Sector Alliance (KEPSA) Membership for the success of the BBPC project.

We are grateful to the BBPC Program Advisor Ms. Gloria Ndekei and the champions including; Ms. Rita Kavashe, Ms. Carole Kariuki, Mrs. Jane Ngige, Mr. Nick and Imrana Nesbit, Dr. Manu and Aruna Chandaria and Family, Eng. Patrick and Terry Obath, Arch. Lee and Consolata Gituto, Mr. Mwangi Githaiga of Kenya Women Microfinance Bank, Ms. Sophie Onyango of Kenya Association of Women in Tourism, Mr. Paul Mutambuki of Kenya Association of Manufacturing, Ms. Naomi Kipkorir of Senaca EA and Ms. Gatwiri Kirimi of Infotrack Ltd for their contribution towards the project achievement.

We also recognize the role of the Program Officer, Ms. Caroline Kawira who has professionally implemented the BBPC Strategy.

We also extend our gratitude to the Government of Kenya (GoK) through the Ministry of Health and the Ministry of Public Service, Youth and Gender Affairs.

A woman with short dark hair, wearing a white blazer and a colorful necklace, is smiling and speaking into a microphone at a podium. Behind her is a large banner featuring the UNICEF logo and the word 'unicef' in blue lowercase letters. The banner also shows a close-up of a woman's face.

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Foreword

Over the years, KEPSA, the apex body of the Private Sector in Kenya representing over 500,000 members in Kenya has broadened its advocacy skills through providing platforms for the private sector to engage in public Private Dialogue. This has been enhanced by platforms such as the Presidential, Governor's and Speakers Roundtables as well as the Ministerial Stakeholder's Forums that have been instrumental in policy development and implementation around matters affecting the business environment.

The Better Business Practices for Children (BBPC) initiative is hosted under the private sector socioeconomic transformation pillar of the KEPSA Foundation that seeks to engage in corporate social responsibility (CSR) and socioeconomic projects as well as programs that will improve the wellbeing of Kenyans by improving the business environment and enabling people to take full advantage of opportunities for self and communal improvement through enterprise.

In collaboration with UNICEF and Ministry of Health, this initiative begun in September 2010, when KEPSA signed a statement of commitment on behalf of employers to promote work policies that create a conducive environment for breast feeding employees.

In the past, working women have faced numerous challenges in a bid to balance between child care and employment with the most critical of them being lack of designated spaces and breaks for expressing breastmilk during the work schedule. Therefore, this initiative was as a result of the recognition of the value of breastfeeding and the support for working mothers to ensure “Better Business Practices for Children.

The first phase implemented in partnership with UNICEF in 2012-2013 targeted to create awareness of the initiative among the private sector. This was culminated by 'sauti ya mama na watoto' event held in November 2012 at the Nairobi Safari Club with an aim of sensitizing corporate women on how to balance between breastfeeding and caring for the baby while working at the same time. During this event, 27 private sector companies committed to implement the initiative in their organizations.

Through the various Public Private Partnership engagement forums available, KEPSA has played a key role in championing legislations that target to promote, support and protect breastfeeding. One such law that KEPSA was actively involved in pushing was the enactment of the Breast Milk Substitute (Regulations and Control) Act, 2012. This law sought to promote and protect the superiority of breastmilk as the ideal food for healthy growth and development of infants.

The second phase of the BBPC project implementation in 2016- 2018, also through a partnership with UNICEF and the private sector sought to advocate for a conducive environment for supporting breastfeeding within the private sector workplace.

Leveraging on the strong convening power of KEPSA, the advocacy work on BBPC initiative in the second phase reached over 1,000 private sector companies directly and indirectly. The outcome of this was an increase in the number of private sector companies that have embraced and adopted the initiative. For instance; about 40 companies within the private sector have established lactation stations within their workplaces and a further 30 companies committed to the same. Besides, KEPSA as a leader from the front has established a mother friendly model lactation room that doubles up as a learning center for the private sector.

It is worth noting that not only has the private sector membership realized the positive impact associated with implementing this initiative for the businesses but has also embraced the humanity perspective towards good foundation of life. This booklet therefore showcases some of the best practices that have been embraced by the private sector in a bid to bolster staff welfare with a special focus towards supporting breastfeeding.

Lastly, the Private Sector is committed to accelerate efforts such as the BBPC initiative that will contribute to attainment of the Vision 2030, the Medium Term 111 Plans and Sustainable Development Goals (SDGs) in the country. I therefore urge all members of the private sector to embrace the social transformative initiatives including investing on the welfare of employees who are the greatest assets for businesses to thrive.

Carole Kariuki MBS, HSC
CEO, KENYA PRIVATE SECTOR ALLIANCE

Message From the Programme Advisor

According to the convention on the rights of the Child, every infant and child has the right to good nutrition, right to life, survival and development. The convention sets out the rights that must be realised for children to develop their full potential. The standards and principles as defined in the convention must be respected by everyone and that includes the private sector.

Children who are exclusively breastfed for six months have their immune system strengthened. Breastmilk has been known to have antibodies which help babies resist infections, therefore, they report fewer cases of hospitalization, making working breastfeeding mothers overcome the problem of post maternity leave absenteeism from work. Better Business Practices for children is a programme that helps the companies provide safe spaces for lactating mothers at the workplace, this initiative has been known to promote exclusive breastfeeding.



Exclusive breastfeeding is the best way to give your child a great start in life. We all need to do everything in our power to support women who want to breastfeed at anytime and in any place

Flavia Bustreo, WHO

KEPSA Foundation in collaboration with UNICEF has been committed to Better Business Practices for children (BBPC) since 2010 when the first members committed to BBPC at the Intercontinental hotel where Safaricom and General Motors were among the first members to sign the statement of commitment. A total of 28 corporates signed the commitment to BBPC on that day.

The strategy KEPSA used to promote BBPC has made the programme successful within the membership. The nominated BBPC Champions have been very instrumental in ensuring that their companies are on the frontline in providing the lactation corner led by the KEPSA founding Chairman, Dr. Manu Chandaria, our great BBPC CHAMPION.

KEPSA has showcased a basic model facility, which demonstrated to members, that a lactation corner could be provided within minimum space. KEPSA anticipates that in the coming two years, almost all members will have provided a lactation room for the breastfeeding mothers.

I take this opportunity to thank UNICEF for their great support and for believing in us on this journey.

Lastly, we have embarked on developing BBPC workplace guidelines which will help the private sector members comply with the lactation support provision in the Health Act 2017. The guidelines will also help the private sector sustain the BBPC discussion for better tracking of good stories, and to keep our members happy as they continue providing safe spaces for working mothers, and better business practices for our children. KEPSA will be supporting goals 3, 5 and 8 of the sustainable Development Goals.

Gloria Ndekei, OGW

BETTER BUSINESS PRACTICES FOR CHILDREN PROGRAMME ADVISOR
& TRUSTEE, KEPSA FOUNDATION



About KEPSA & The Foundation



About KEPSA

Kenya Private Sector Alliance (KEPSA) is the apex body of the private sector in Kenya representing over 500,000 members through Corporates and Business Membership Organizations. Over the last 15 years, KEPSA has emerged as the authoritative voice for the private sector in Kenya through provision of thought leadership in advocacy at national and sector-based levels through established Public-Private Dialogue platforms. KEPSA has established relationships with a wide array of stakeholders including national and multinational companies, government institutions and development partners among other stakeholders.

The Established PPD Platforms

The Public Private Dialogue Platforms include; Presidential Round Table(PRT), Ministerial Stakeholders Forum (MSF), Speakers Round Table (SPRT) involving members of Parliament for legislative development and enactment, Council of Governors Forum for the devolved units of Government, Chief Justice Forum for the Judiciary and Other specific agencies like Kenya Revenue Authority, Energy Regulatory Commission, among others. Engagement through the above PPD platforms' forum is aimed at achieving desired results for the private sector including those that are specific to social welfare.

About KEPSA Foundation

The KEPSA Foundation, a legal entity and the social arm of KEPSA is registered under the Trustees Act in Kenya with a mandate to engage and devote its resources to social activities that contribute to the economic and social development in Kenya in relation to the vulnerable members of the Kenyan Society. This is delivered under three key pillars namely; Financial Sustainability, Private Sector Socioeconomic Transformation Platform and Thought Leadership. The Better Business Practices for Children is hosted under the private sector socioeconomic transformation platform pillar of the KEPSA Foundation.

CHAPTER 1

THE BETTER BUSINESS PRACTICES FOR CHILDREN PROJECT



This chapter provides the project introduction & context, the essential components of BBPC and the BBPC guiding principles. It further outlines the project output areas and the key successes realized.

Introduction to Better Business Practices For Children

This initiative is hosted under the private sector socioeconomic transformation pillar of KEPSA Social arm, the KEPSA Foundation, that seeks to engage in corporate social responsibility (CSR) and socioeconomic projects as well as programs that will improve the wellbeing of Kenyans by improving the business environment and enabling people to take full advantage of opportunities for self and communal improvement through enterprise.

This initiative is a collaboration with UNICEF and Ministry of Health targeting to improve Maternal Infant and Young Child Nutrition (MIYCN) through ensuring that the workplaces are conducive for supporting breastfeeding. It was launched in September 2010, when KEPSA signed a statement of commitment on behalf of employers to promote work policies that create a conducive environment for breast feeding employees.

Taking cognizance of the various challenges that impede striking a balance between child care and employment by working women, this initiative was started to bridge the gaps for women to equally participate in employment as their male colleagues at the same time optimally feeding their infants as per World Health Organizations (WHO) and UNICEF recommendations on Infant and Young child Nutrition, especially on exclusive breastfeeding.

So far, this initiative has been implemented in two phases with periods from (2012-2013 and 2016-2018). Some of the achievement from this implementation are;

- 1. *During the BBPC premier event dubbed 'Sauti ya mama na watoto' held in November 2012 that aimed at sensitizing corporate women on how to balance between breastfeeding and caring for the baby while working, 27 private sector companies committed to implement the initiative in their organizations.*
- 1. *KEPSA actively participated in pushing for the enactment of the Breast milk substitute (Regulations and Control) Act, 2012. This law seeks to promote and protect the superiority of breastmilk as the ideal food over other breastmilk substitutes thus promoting healthy growth and development of infants.*
- 1. *KEPSA also pushed for enactment of the Health Act, 2017 that provides a legal framework for establishment of the lactation stations and allowance of breaks at work place for breastfeeding. This is now being rolled out by private sector entities*
- 1. *Leveraging the strong convening power of KEPSA, the BBPC initiative has reached over 1,000 private sector companies directly and indirectly. The outcome of this was an increase in the number of private sector companies that have embraced and adopted the initiative. For instance; about forty companies within the private sector have established lactation stations within their workplaces and a further 30 companies committed to the same.*
- 1. *The initiative has brought on board various captains of industry and strategic individuals to champion the initiative among the diverse spectrum of the economy*
- 1. *KEPSA as a leader from the front has established a mother friendly model lactation room that doubles up as a learning center for the private sector*

BBPC Project Context

Whereas Kenya is on track towards achieving the World Health Assembly target by the increase in the proportion of children exclusively breastfed for their first 6 months of life from 32 % in 2008/2009 to 61% in 2014, the rate of exclusive breastfeeding by age sharply decreases from 84.3% in the first month to 63% and 42% in the third and fourth months respectively¹. This sharp decrease is attributable to the coincidence of return to work after maternity leave hence highlighting work as a key factor in the infant feeding choices a breastfeeding female employee has to make. It is worth noting that in Kenya, the private sector is responsible for the majority (87.5%) of the gross domestic product (GDP) and formal employment of (68%) with formal employment growth rate estimated to rise annually by approximately 3%². A baseline study conducted by KEPSA in 2016, indicated that the levels of knowledge, attitude and practices by employers in regard to supporting breastfeeding at the workplace were low.

Key findings from the baseline study revealed that only 33% of the companies that were interviewed had established workplace support for breastfeeding mothers in terms of lactation spaces. Further to this, 20% of the spaces were not fully utilized while 30% indicated that they were partly used and 50% indicated they were fully utilized.

Breastfeeding at work place is limited by factors such as: lack of short breaks for mothers to breastfeed and/or express breast milk, lack of flex time such as part-time work schedules for breastfeeding mothers (until their babies are at least six months, lack of designated clean, private area for mother's to express breast milk and/or breastfeed their babies (including storage facilities to keep expressed breast milk safe) and the requisite supportive environment including appropriate furniture and access to water and soap to clean storage items.

¹Kenya Demographic Health Survey, 2014

²African development bank (2013) the state of Kenya's private sector
http://www.afdb.org/fileadmin/uploads/afdb/Documents/Project-and-Operations/The_State_of_Kenya_s_Private_Sector.pdf
 accessed on 6th March, 2018.

The Essential Components of BBPC



Compliance with paid maternity leave under the Kenyan employment Act, 2007

Review work place policies on flex time, including the flexibility for short breaks to express breast milk, to support women who are exclusively breastfeeding for the first six months after delivery

Promote and support exclusive breastfeeding through work place sensitization

Providing a designated clean, private area for mothers to express breast-milk or breastfeed their babies

Providing supportive environment including appropriate furniture (chair/table) and access to water and soap to clean storage items.

Guiding Principles

MATERNITY PROTECTION CONVENTION, 2000 (NO. 183)

ILO recommends at least 14 weeks (98 days) of paid maternity leave, one or two breaks daily or a reduction in work hours in order for women to breastfeed their children and, where practicable, provision of facilities for nursing under adequate hygienic conditions at or near the workplace (ILO, 2000)

EMPLOYMENT ACT, 2007

Section 29: Maternity Leave

- 1 The employment Act 2007, allows for 3 months maternity leave after which women return to work.
- 1 On expiry of a female employee's maternity leave, the female employee shall have the right to return to the job which she held immediately prior to her maternity leave or to a reasonably suitable job on terms and conditions not less favorable than those which would have applied had she not been on maternity leave.

HEALTH ACT, 2017

Article 71: Lactation stations in the workplace

- 1 (1) All employers shall in the workplace establish Lactation stations in the workplace which shall be adequately provided with necessary equipment and facilities including hand washing equipment, refrigerates or appropriate cooling facilities, electrical outlets for breast pumps, a small table comfortable seats the standard of which shall be defined by the Ministry responsible for matters relating to health.
- 1 The lactation station shall not be located in the rest rooms.
- 1 All employers shall take strict measures to prevent any direct or indirect form of promotion, marketing and or selling of infant formula and or breast substitutes within the lactation stations.

Article 72: Provision of break intervals for nursing employees

- 1 (1) An employer shall grant all nursing employees in addition to the regular times off for meals to breastfeed or express milk.
- 1 (2) The time intervals referred to in sub section (1) shall include the time it takes an employee to get to and from the lactation station and shall be counted as compensable hours worked provided that such intervals shall not be more than a total of one hour for every eight hour working period.

Program Output

01

LOBBY, ADVOCACY AND DIALOGUE FORUMS ON BEST BUSINESS PRACTICES FOR CHILDREN HELD WITH GOVERNMENT AND OTHER STAKEHOLDERS

The BBPC key messages have been mainstreamed into the KEPSA agenda leveraging on the high level advocacy and engagement platforms at both the National and County level through engagements such as the Presidential, Governors and Speakers Roundtables and Ministerial Stakeholders Forum.



HIGH LEVEL COCKTAIL EVENT



PARTICIPANTS DURING A WORKSHOP FOR
DEVELOPMENT OF BBPC POLICY



PARTICIPANTS DURING A PRIVATE SECTOR
POLICY DEVELOPMENT DELIBERATION FORUM

WORKPLACE SUPPORT GUIDELINES FOR BREAST FEEDING DEVELOPED AND DISSEMINATED

02

The purpose of the development of the BBPC policies was to give guidance to the private sector employers and actors on how to implement BBPC components in their organizations hence creating a conducive environment to promote, protect and support breastfeeding at the workplace. This was to be domesticated from the National guidelines whose development was spearheaded by the Ministry of Health following the enactment of the Health Act, 2017.

03 PRIVATE SECTOR BUSINESS MEMBERSHIP ORGANIZATIONS (BMOS) TRAINED ON AND COMMITTING TO WORKPLACE SUPPORT FOR BREASTFEEDING

The project invested in awareness creation forums and one on one sessions within the private sector companies. This was in a bid to ensure that the increasing number of companies were committing to and implementing the BBPC initiative making their workplaces conducive for supporting breastfeeding.



MEMBERS OF KEPSA SECURITY SECTOR BOARD BEING SENSITIZED ON BBPC



PARTICIPANTS DURING A BBPC SENSITIZATION FORUM



MS. LAURA KIIGE, UNICEF VISITING
KEPSA MOTHERS ROOM

A BABY FRIENDLY MODEL (EXAMPLE OF WHAT A BABY FRIENDLY WORKPLACE IN A PRIVATE FACILITY ENTAILS) ESTABLISHED AND FULLY FUNCTIONAL IN A COMPANY /ORGANIZATION AS A LEARNING CENTRE FOR OTHER COMPANIES

04

A baby friendly model was established at KEPSA and equipped with the amenities as prescribed by the BBPC components and the Health Act, 2017. The room is currently in use by KEPSA staff who have expressed appreciation for the facility because of the fact that it has made it easier for them to sustain breastfeeding while combining with work. It also serves as a learning centre for the private sector.



KEPSA PROJECT STAFF WITH
COOPERATIVE BANK OF KENYA STAFF
VISITING KEPSA MOTHERS ROOM

05 PRIVATE SECTOR CHAMPIONS FOR BETTER BUSINESS PRACTICES IDENTIFIED AND SENSITIZATION FORUMS CONDUCTED

The project identified 12 champions who have been committed to promoting the BBPC initiative within their circles of influence for increased uptake and implementation of BBPC within the private sector.



DR. MANU CHANDARIA, FOUNDING CHAIR KEPSA, TRUSTEE, KEPSA FOUNDATION, & BBPC CHAMPION DURING A FORUM



DR. MANU CHANDARIA, DURING OPENING OF MRM MOTHERS ROOM

CHAPTER 2

BEST PRACTICES IN THE PRIVATE SECTOR



This chapter highlights some of the best practices in regard to supporting breastfeeding within the Kenyan private sector. It showcases what companies are doing to support breastfeeding including the crèche approach. It also includes testimonials from the both the employer and the employee (beneficiary) perspectives of workplace support for breastfeeding.

Companies Implementing BBPC



COMMERCIAL BANK OF AFRICA (CBA) GROUP

Our Lactation stations are well partitioned to ease sharing, maintain safety and privacy amongst the breastfeeding employees and the users of the rooms are given electronic access to the lactation rooms. About 50 mothers have benefitted from the lactation station which is a contribution towards ensuring that children are exclusively breastfed.

Ms. Roseline Gatigi

RESOURCING & PERFORMANCE MANAGEMENT
MANAGER

DAVIS & SHIRTLIFF

When the number of users of the lactation station grows, we enroll them in a WhatsApp group where they can self-manage and support each other. We do Job rotation to appropriate departments when the female employees are expectant or nursing. It is important to note that support for breastfeeding employees is a social responsibility and should be embraced in all spheres of our private sector.

Ms. Lena Sumi

GENERAL MANAGER, HUMAN RESOURCES, ADMINISTRATION AND TRAINING

ISUZU EAST AFRICA

At Isuzu East Africa, the welfare of all employees is a priority and more so, we are cognisant of the compound issues affecting female employees hence deliberately and progressively improving our workplace environment for sustained comprehensive solutions towards a productive workforce.

Mr. Fred Wasike

DIRECTOR, HUMAN RESOURCES AND
ADMINISTRATION DIVISION AND PATRON OF
WOMEN COUNCIL

These initiatives targeting support for breastfeeding have seen the rates of absenteeism and staff attrition reduce and have led to improved productivity and employee engagement.

Ms. Margaret Ndungu

COMPENSATION AND HR SERVICES MANAGER





INTERNATIONAL BUSINESS MACHINES (IBM) CORP EAST AFRICA

Our state of the art lactation room provides for privacy, comfort and decency during the nursing phase of a female employee.

Sylvia Wanjiru Kamau

SAFETY ENGINEER



KENYA ASSOCIATION OF MANUFACTURERS (KAM)

Our organization is a firm believer of sustained improvement of staff welfare evidenced by the initiatives it has explored for the benefit of its employees. We allow the maternity and paternity leave as outlined in the employment Act, 2007, give extra time up to six months of birth of the infant through flexibility of working arrangement as agreed upon with the supervisor and equipped mother's room where the lactating employees get privacy and requisite support to express and store breastmilk thus enabling the female employees to participate fully in employment. We also champions the Better Business Practices for Children within the manufacturing Sector.

Mr. Paul Mutambuki

HR & ADMIN MANAGER

KPMG ADVISORY SERVICES LIMITED

We initiated implementation of BBPC components upon realization of the need for women to balance between family life especially when caring for the infants and the quite engaging work life. This was occasion by an analysis of the eventful stages that result in loss of women along the carrier path. KPMG hosts over 700 staff under one roof most of whom are women within the reproductive age hence the need for convenient environment for supporting them during their reproductive stage.

Damaris Lilech,

ASSOCIATE DIRECTOR, PEOPLE, PERFORMANCE
AND CULTURE AND ADMINISTRATION



KENYA WOMEN MICROFINANCE BANK (KWFT)

Our inclusive and friendly workplace environment has earned us numerous accolades both at the National and at the International level. One of the outstanding award being the Employer of Choice in the Large Company Category for 5 years in a row by Deloitte in its Best Company to Work for Surveys. KWFT has unique mother's rooms in most branches that are accessible to both the breastfeeding employees and clients thus boosting the customer service experience. We intends to ensure that all our branches have fully equipped and functional lactation spaces.

Mr. Mwangi Githaiga

MANAGING DIRECTOR



SEVEN SEAS TECHNOLOGIES

As a company we are committed to supporting exclusive breastfeeding up to six months of life. Positive feedback has been received both internally and externally praising the company for being supportive of the breastfeeding women thus enabling them to transition back to work with ease.

This among other staff welfare opportunities that are provided for the staff, has contributed to the low attrition rates and earned the company a good reputation in the predominantly male dominated industry.

Ms. Angela Wamuthara

HUMAN RESOURCES REPRESENTATIVE

The Creche Approach to Better Business Practices For Children

EQUATORIAL NUT PROCESSORS LIMITED



The company started a Creche in April 2012 as an initiative of its founder and Board Chairman, director, Dr. Peter K. Munga upon recognition of the challenges faced by the women employees in balancing child care and work. The initiative was to ensure that working mothers with very young children are well catered for during working hours thus easing their parenting demands and improving their productivity at work. During the working hours, the breastfeeding mothers, who are allocated duties in the nearby factory for convenience, are allowed to break in order to breastfeed their children from the care centre.

OSERIAN DEVELOPMENT COMPANY



It is a moral obligation to provide support for the working women to nurture the children to ensure healthy and strong future work force. This kind of support has resulted into being feted as a model of excellence for breastfeeding at the workplace by UNICEF, Ministry of Health and by International Labor Organization (ILO) for support of gender policy through provision of crèche services.

Mr. Neil Heillings
MANAGING DIRECTOR

SAFARICOM KENYA LIMITED

The Call Centre operations experienced some absenteeism and punctuality problems prior to establishment of the crèches. In comparison to the period of crèches existence, there has been a substantial decrease in absenteeism, tardiness and management time taken to rearrange shifts. We understand that women's issues are business issues and providing a work environment where women can thrive in their roles as mothers, while staying in employment and growing their careers, is part of Safaricom's HR objectives.

Stephen Chege
DIRECTOR OF CORPORATE AFFAIRS



Testimonials From Companies Implementing BBPC

EKA HOTEL



Pressing for progress for the woman in the workplace

Further to this, upon recognition of the importance of breastfeeding and that the lactation room would aid mothers in ensuring breastfeeding is supported, I impressed upon the EKA Hotel management who embraced the idea. We embarked on a journey of ensuring that our esteemed guests and the entire hotel staff were well catered by creation of a private room for breastmilk expression. We were determined to actively reduce barriers to breastfeeding especially by the working employees by enabling them effectively return to work and continue breastfeeding their children. This was upon the realization that mothers who return to the workplace after childbirth can effectively breastfeed their newborns with support from the family as well as the employers hence actively participating in employment.

Joyce Kienji

ASSISTANT EXECUTIVE HOUSEKEEPER

GRANT THORNTON KENYA



In 2016 KEPSA Foundation invited us for a forum 'Better Business Practices for Children' and they took us through how important it is to support new mothers after they come back from maternity leave. After the meeting we embarked on a journey to create a nursing mum's room to support our mothers. We gave a questionnaire to a few upcoming mums and asked them what they would want in a nursing mum's room. They gave us suggestions which we used to create a policy for new mums. In the policy we stated that after the three months' maternity leave, they will be flexing, they come in at 9 am and leave at 4 pm and they have a 30 minutes' expression break. In April 2017 we launched the nursing mums room and it was a boost to the new mums. Absenteeism reduced and we see the passion the new mums have during the 3 months after maternity leave.

Miriam Maina

ASSISTANT MANAGER HUMAN RESOURCES

MABATI ROLLING MILLS (MRM)



Our employees come first as we proactively make them comfortable and satisfied which also enhances their productivity for the benefit of the company. Our operations are based on the understanding that our employees are our business partners and the force behind the success of Mabati Rolling Mills Limited. We strive to position our employees at the centre of our business and we pride in giving new mothers an environment where they can express their breastmilk and the required time giving them an opportunity to be more productive at work. MRM is happy to contribute in ensuring that our future generation is healthy and ready to take over the mantle for the posterity of the country through promoting exclusive breastfeeding. Our tomorrow is determined by what we do today and as a caring employer, Mabati Rolling Mills Limited is today for a healthy tomorrow.

Andrew Heycott
CHIEF EXECUTIVE OFFICER

When you are recruiting employees and they know that the employer cares about them is a very good thing for any company.

Christine Onyango
EMPLOYEE RELATIONS
MANAGER

Testimonial On Workplace Support From An Employee's Perspective

KENYA PRIVATE SECTOR ALLIANCE



After delivery, I came back from maternity the room was ready for use. It was the most beautiful gift for me having left my child at home at three and a half months to resume work. The mothers' room had a sofa, table, a fridge, a cabinet with a sink and storage space not forgetting a microwave and a sterilizer. What else would a breast feeding mother ask for? I was able to exclusively breast feed my baby for six months. I attribute the ability to exclusively breastfeed by expressing due to the mind being settled when having a room where I can express with no interruptions, a comfortable, private and clean setting. I have faith and hope that one day in the future, that all mothers will have access to mother's rooms at both the offices and in public spaces.

Caroline Anampiu

BENEFICIARY, KEPSA

RADISSON BLU HOTEL



My Career & Family

The female employees are also allowed four months of maternity leave that can be combined with annual leave at full pay hence one can plan to return back to work when the child is almost concluding the exclusive breastfeeding period. Over and above the maternity leave arrangement, we have 5 sick child days and two hours a day as flexi time. Radisson Blu has now newly unveiled our lactation room that allows us comfort, privacy and ease of expressing and handling breastmilk. We are comfortable at work hence loyal to the company. We are less worried on how to balance work and childcare.

Ms. Annie Njenga

BENEFICIARY, RADISSON BLU HOTEL

SENACA EAST AFRICA



Comparing my children, the one who was exclusively breastfed is much healthier and falls ill less often than those not. At Senaca, we encourage our women employees to breastfeed as recommended. When they are contracted, we negotiate for reallocation of duties and conducive environment for supporting pregnancy and breastfeeding whenever possible. It is our hope that all our partners will embrace support for breastfeeding at the workplace for a healthy future generation.

Walter Musi

HUMAN RESOURCES MANAGER

CHAPTER 3

CHAMPIONS VOICES



*This chapter focuses on
voices from the BBPC
project champions.*

Corporates that are not doing this are missing on a great opportunity to increase the engagement score of their employees at the workplace. I encourage every corporate to establish a lactation room and create an environment for all employees to comfortably balance work and the responsibility of feeding their young ones.

Rita Kavashe

MANAGING DIRECTOR, ISUZU EAST AFRICA LTD



Employment and breastfeeding are two parallel elements that cannot be ignored. While breastfeeding plays an important role in women's occupational preferences, employment presents a huge hurdle when it comes to striking a balance between caring for infants. The Better Business Practices for Children project is one such initiative that seeks to encourage more organizations to provide lactation stations for working mothers. Therefore, if organizations and relevant stakeholders support this initiative, they would not only be boosting the women employees' morale and productivity, but would also be ensuring a threefold return on investment. At Kenya Association of Women in Tourism, we have taken this initiative very seriously to ensure that the industry embraces Better Business Practices for Children fully for the benefit of the employers and employees.

Sophie Onyango

KENYA ASSOCIATION OF WOMEN IN TOURISM (KAWT)



We had a security event with one of our clients that required a lady who disappeared for around one hour just for me to go looking for her and found her crying. The minute she walked out of the toilet it cut me really deep in the heart because she had milk that was flowing from her blouse to her trousers and boots. This was a serious wake up call for the organization.

Annette Kimitei

MANAGING DIRECTOR SENACA EA



Our children deserve to be factored into the "happy index" of our developmental goals. To neglect this is to subtract irredeemably from the gains made within the global workforce and its productivity.

Terry Obath

BBPC CHAMPION



10 years ago, breastfeeding at the work place had not taken shape. Determined as a first time mother, I struggled through lunch hour traffic to get home to breastfeed my son, I managed to exclusively breastfeed because I had a support system at work, at home and above all I was determined to give my son the best start in life. But this was an exception to the norm. Today, the work place has evolved and many women are able to breastfeed exclusively. Thanks to women before me and among us, breastfeeding is growing to be a stronger possibility for working mothers. We still have a long way to go and the success of Better Breast Feeding Practices for Children (BBPC) relies on our determination as women to support mothers within our workplace.

Mumbi Mubari

MARKETING MANAGER, PHILLIPS



When you take care of her, she takes care of your business and her child; it's good for everyone.

Wahu Kagwi

MANAGER, KEPSA FOUNDATION



We recognized the key role KEPSA through the Foundation is playing in championing for BBPC I take note of the crucial role women play at their workplaces and how their productivity can be enhanced by offering a conducive environment to allow exclusive breastfeeding. I urge members to get involved and set up lactation centres at the workplaces.

Arch. Lee Karuri,

CHAIRMAN, KEPSA FOUNDATION

As a microenterprise, we experience situations that are tough to handle. One of the Saturdays, I found one of my workers at the construction site with a baby. His wife was unwell and had travelled to hospital hence he (the father) had to come to work because he needed the day's pay. My biggest challenge was the safety of the baby who seemed overwhelmed by the noise and sight of strangers at the construction site. This made me think about how every workplace can be child friendly including the male dominated construction and field sites.

Ms. Helen Odeg

MANAGING DIRECTOR, SKYLON GLOBAL COMPANY





I know the importance of having a happy employee on your payroll. It is important to treat all employees the best you can by adapting such kind of practices where you give privacy and the required items for the breastfeeding staff. For me, it is common sense that this is the right thing to do and it is not difficult to make employees at the workplace happy.

Mr. Bill Lay,

TRUSTEE, KEPSA FOUNDATION



Our interest is to see our employees better. We want to make life better for every Kenyan.

Dr. Manu Chandaria,

FOUNDING CHAIR KEPSA AND TRUSTEE, KEPSA FOUNDATION



The whole essence of empowering mothers in the workplace is something that is a no-brainer because as an employer it is important to consider the amount of time that a mothers would have to spend worrying and simply making a place available at the workplace. It is the right thing to do because it is good for the mother, child and the business man as well since you get good productivity from a comfortable mother and children get better tender care they need. I appeal to everyone that as we make it a priority of making sure that mothers at the workplace get the facilities they require.

Eng. Patrick Obath,

VICE -CHAIRMAN, KEPSA FOUNDATION

Studies have shown that breastfeeding reduces the infant mortality by 13%. It also prevents malnutrition, pneumonia and has an impact on the development of adulthood diseases such as overweight and other lifestyle diseases. Breastfeeding is also crucial for strengthening bond between mother and the child. It is important to note that 51% of women of reproductive age in Kenya are full-time employed and this means that it is of crucial importance that something gets done to assist these women. We look forward to continue working with KEPSA and Ministry of Health to ensure that the Health Act, 2017 is fully implemented in Kenya.

Werner Schultink,

UNICEF KENYA COUNTRY REPRESENTATIVE



You don't have to question the economic basis of such an investment because it is real, tangible, proven and the right thing to do. I want to assure you that the government is keen to provide leadership and an enabling environment for working women in order to realize optimal Maternal, Infant and Young Child Nutrition. I pay tribute to private sector actors, Development partners and communities who have contributed to this. You have indeed brought Kenya to the global map.

Sicily Kariuki

CABINET SECRETARY, MINISTRY OF HEALTH



However we are lucky to have three months of maternity leave, women wean off babies quite early not because they want to but because of challenges they face after maternity leave. Women are best workers when they have the peace of mind and there is no way a mother will be settled and productive at the workplace when their children are not feeding well. By supporting women at the workplace, our partners, the private sector are offering shows that they are leaving the talk that we must create conducive environment that gives equal opportunity for all workers. I am confident that the decision to improve the working environment for nursing mothers will help the company to reap net economic benefits by enabling their women employees to combine work with breastfeeding in a conducive working environment that has been created with this launch

Safina Kwekwe

PRINCIPLE SECRETARY GENDER AFFAIRS,
MINISTRY OF PUBLIC SERVICE YOUTH AND
GENDER AFFAIRS

CONCLUSION



KEPSA the apex body of the private sector through KEPSA Foundation has embraced its convening power to champion the social economic transformative agenda among the private sector. Through the implementation of the BBPC project anchored under the socioeconomic transformation Pillar of the KEPSA Foundation, the private sector is now increasingly aware of the importance of boosting staff welfare especially towards supporting breastfeeding at work. This booklet has demonstrated the humane approach whose tripartite benefits to the children, employees and employers is evidenced.

Better Business Practices *for* Children

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