Private Sector Invests in Family Planning: An Emerging Partnership

Indonesia Advocacy Case Study

Provision of family planning services in the workplace is an important tool in sustaining contraceptive use and increasing the use of long acting and permanent methods (LAPMs). To increase private-sector interest in such services, AFP brokered an agreement at the district level between businesses and local government, modeled after a national memorandum of understanding (MOU) that supports family planning programs in the workplace throughout Indonesia.

The district-level MOU extends to 10 member companies of the Indonesian Employers Association (Asosiasi Pengusaha Indonesia or APINDO)—from hotels to supermarkets to agro-businesses—and the local chapter of the National Population and Family Planning Board (BKKBN). The agreement gives companies in Pontianak—one of AFP’s two pilot districts—an opportunity to boost employee wellbeing and, in turn, worker productivity.

Background—Family planning workplace programs in a growing economy

For years, Indonesian leaders have linked stable families with national prosperity through a “Family Resilience” program, which aims to help women meet the basic needs of their families—food, health care, education and shelter. Recent advocacy efforts have strengthened this link by emphasizing the economic benefits of family planning. As Ministry of Finance spokesman Professor Bambang Brojonegoro made clear at the International Family Planning Conference in Dakar, Senegal, in December, “Indonesia’s investment in family
planning is what has helped to promote economic growth, which is sustainable even in the era of the global financial crisis.”

The Strategy—Advocate to private-sector coalition for workplace resources

In early 2011, the national chapters of APINDO and BKKBN signed an agreement to increase workplace resources for family planning programs. With more than 10,000 member companies nationwide and 95 million employees, APINDO represents mostly medium and small businesses from diverse industries in all 33 of the Indonesian provinces. This national MOU opened the door for AFP to promote implementation at the district level, working with at least 10 specific companies in Pontianak.

Key Activities—Build public-private sector partnerships at the district level

Replicating the national MOU, the AFP District Working Group in Pontianak developed key messages that lay at the heart of the local MOU: (1) Family planning investments fuel economic growth. (2) These investments need to come not only from the government but also from the business sector. This agreement between the Pontianak chapters of APINDO and BKKBN commenced in September 2011 and culminated two months later when 10 member companies of APINDO signed.

The district-level MOU ensures that BKKBN Pontianak will provide communication materials, assistance in family planning services, and technical support for APINDO members participating in the national Family Resilience program. In turn, APINDO commits to encourage its members to provide family planning counseling and peer education, as well as provide referrals and access to contraceptive services.

Throughout this process, AFP and BKKBN Pontianak worked together to generate local buy-in. They tapped existing corporate social responsibility programs, won commitments from the mayor, recruited interested businesses and advocated to senior managers at each company. The mayor attended the signing to show his ongoing support. Significantly, 15 additional member companies of APINDO signed the MOU in March 2012.

1 In late 2011, Indonesia’s gross domestic product rose to 6.5%, earning the country a sovereign credit rating upgrade.

2 Locally, BKKBN is called the Women Empowerment, Child Protection and Family Planning Office, or BPPPAKB.
increasing the total to 25 companies, and APINDO leaders expect that number to grow.

**Lessons Learned and Next Steps**

APINDO members like Benny Tjhay, owner of Hotel 2000, recognize the benefits of family planning services in the workplace. “Employee participation in family planning will increase productivity,” he says. “Employees who do not participate in the family planning program tend to be less focused due to interruptions from domestic family issues. They have financial burdens for education, health maintenance and other expenses, all of which will definitely affect the family’s social welfare.”

Going forward, AFP’s District Working Group will coordinate with BKKBN Pontianak to develop a specific plan of action for each company and outline activities to be carried out in each worksite. The AFP team will also provide assistance as APINDO monitors the worksite programs over the next year, builds workplace peer groups, tracks admissions and referrals to clinics and makes adjustments to the strategy as needed.

Proactive and effective advocacy efforts, political buy-in, and networking activities among influential individuals have contributed to the early success of AFP’s private-sector partnership with family planning experts from the government. As the economy continues to grow, this program will likely also spread to other districts, thanks to APINDO’s capacity and reach among businesses and workers in Indonesia.

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