

# **Empowering** *Arab Women*



INDEVCO



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## OUR COMMITMENT

is to partner with NGOs, healthcare and educational institutions to empower women with the information and tools needed to lead healthy, happy, and purposeful lives

### Management Approach

Napco National Consumer Division uses its leading feminine hygiene brands to deliver impactful outreach programs and campaigns that target Arab women's empowerment, health, and wellness. Impact boundaries extend to partner NGOs, as well as educational and healthcare institutions.

### Context

Saudi Vision 2030 has identified women as critical for societal and economic development. <sup>[1]</sup> The vision's equal opportunity target fueled major reforms in women's rights in the Kingdom, including the June 2018 new legislation allowing women to drive in Saudi Arabia.

The Saudi Ministry of Health highlights that breast cancer imposes socio-economic burdens, citing it as the highest form of cancer in women in Saudi Arabia, affecting younger women and with delayed detection. <sup>[2]</sup> As such, the Ministry focuses annually on raising public awareness on early detection and prevention during Breast Cancer Awareness month in October.

## OUTCOMES

### Encouraging Responsible Driving & Road Safety for Saudi Women

Under the Fam® Cares slogan, Napco's feminine hygiene brand launched a road safety campaign in support of the June 2018 royal decree granting women in Saudi Arabia the right to drive after completing mandated driving lesson hours.

The #Fam\_Tahtam\_Bi\_Salamatiki\_Ala\_Etarik (#Fam\_Cares\_for\_Your\_Safety\_on\_the\_Road) campaign spread awareness about road safety and responsible driving. Running from March through May 2018, the campaign targeted Saudi female drivers, sharing educational posts and instructional videos about traffic signs and driving regulations. In an effort to emphasize recall, Fam offered social media fans a chance to win a Mitsubishi car by passing a short online quiz on traffic regulations.

Learn More

<http://news.indevcogroup.com/consumer-brands/fam-celebrates-saudi-women-driving-offers-fans-chance-win-mitsubishi/>

## 488,032 People

Reached through Social Media



## 75,000 Women

Reached at Point Sales



## 17,000 Women

Participants in Saudi Arabia



## Partnering with Zahra for Breast Cancer Awareness

Napco National's Fam® brand supported Zahra Breast Cancer Awareness Association's 2018 annual awareness campaign in October. The #La\_Tuhmili\_Ay\_Ichara (#Don't\_ignore\_the\_slightest\_sign) campaign emphasized that no early sign of breast cancer should go unnoticed to ensure early detection and successful treatment. Over 90% of women diagnosed with breast cancer at the early stages have a 5-year survival rate compared to only 15% diagnosed at the latest stage.

In its ninth year supporting the annual breast cancer awareness campaign, Fam launched hair donation stations at booths across 5 malls in Dammam, Jeddah, and Riyadh, under the slogan 'Khosla Min Ajli Basma' (#One\_strand\_one\_smile) to support women living with breast cancer. Persons donating hair received a certificate of acknowledgment from the Crown Princess of Saudi Arabia.

In addition, Fam launched an integrated social media campaign and pan-Arab TV commercial on MBC 1 throughout the Pink Month.

Fam® brand is owned by INDEVCO and manufactured under license by Napco National.

REACH

**247,404 People**   
Reached through Social Media

**16,405 Women**   
Reached in the Gulf

**65 Hair Donations**   
in Riyadh, Jeddah & Dammam



Learn More

[http://news.indevcogroup.com/consumer-brands/fam-teams-zahra-strengthen-breast-cancer-awareness-la\\_tuhmili\\_ay\\_ichara/](http://news.indevcogroup.com/consumer-brands/fam-teams-zahra-strengthen-breast-cancer-awareness-la_tuhmili_ay_ichara/)

See Appendix M for references.

## APPENDIX M

### Empowering Arab Women References

1. Saudi Vision 2030 (n.a.). Thriving economy rewarding opportunities.  
<http://vision2030.gov.sa/en/node/8>
2. Saudi Arabian Ministry of Health (2018, October). Health Days 2018: Breast cancer awareness month.  
<https://www.moh.gov.sa/en/HealthAwareness/healthDay/2018/Pages/HealthDay-2018-10-01-31.aspx>
3. Cancer Research UK. Why is early diagnosis important?  
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