



World Family Organization

Organisation Mondiale de la Famille

المنظمة العالمية للأسية

The International Union of Family Organizations

## STRATEGIC FRAMEWORK 2022-2026

### MARKING 75 YEARS OF CONTRIBUTIONS TO FAMILIES IN DEVELOPMENT

#### OVERVIEW

The current WFO's Strategic Framework 2022-2026, aspires to fulfill the World Family Organization's vision as well as its main objective to represent families of the world at all levels, to defend their interests and to act with them and for them vis a vis with governments at national, subnational and local levels, as well as with the international community.

The main goal of the Strategic Framework 2022-2026, is to continue to ensure that WFO's message is widely disseminated, leading to enacting family focused public policies that contribute to the sustainable social, economic, environment and cultural development.

WFO's five-years Strategic Framework 2022-2026 include five main strategic directions:

1. Promoting Family Focused Public Policies.
2. Fostering Implementation of the Agenda 2030 and the Sustainable Development Goals (SDGs) from a Family Perspective & Focusing on the Local Level.
3. Supporting Migrant & Refuge Families to Better Cope with Their New Realities.
4. Strengthening WFO's Outreach & Partnerships.
5. Strengthening WFO's Communication & Mobilization Capabilities.

#### STRATEGY ONE

##### PROMOTING FAMILY FOCUSED PUBLIC POLICIES

One of WFO's main functions is to promote, in cooperation with specialized agencies where necessary, family-focused public policies and service delivery for improvement of housing, health,

sanitation, nutrition, education, recreation, work conditions, welfare systems, social protection and family benefits, family relationships and environmental issues affecting families.

During the implementation of this strategy, WFO's programs and projects will be strengthened and expanded on the already achieved results of the main four family-focused public policy areas, namely: health, early childhood care and education, housing and social protection.

Since WFO is mandated to contribute to promoting research, studies and exchange of information, this strategy will also address some of the above identified policies by conducting research, discussing findings and policy options with relevant experts and institutions involved and consequently providing publications that will be disseminated to researchers, policy makers and NGOs.

WFO will also target program managers by developing needed guidelines that will assist managers in implementing development projects. In relation to the "Health" thematic area, WFO will continue in establishing hospitals and family health centers at the local level in unprivileged areas and in special Pediatric Hospitals for Cancer and Rare Diseases.

### *Key strategic actions:*

- 1. Establish a virtual online University program on family focused public policy in collaboration with renowned Universities to create public policy specialists in family issues.*
- 2. Develop guidelines on implementing quality and affordable early childhood care and education projects in order to improve the well-being of children and their families through partnerships between the government, municipalities and civil society organizations.*
- 3. Implement WFO's health policy and implement Local Health System Programs that serve family members and improve their access to Primary Health Care.*
- 4. Design and implement a pilot "descent housing project" targeting families living in poverty in two countries from different regions to improve their family housing conditions.*
- 5. Conduct a study on successful social protection policies focusing on benefits and social transfers to families, children and other vulnerable family members to be used as a reference for countries who are developing and upgrading their social protection systems.*
- 6. Hold round table discussions with social policy experts, government officials, practitioners, representatives of NGOs and international organizations to discuss the findings of the studies conducted by WFO researchers' members.*

7. *Hold side events parallel to ECOSOC and the sessions of the UN Commissions in cooperation with the Department of Economic and Social Affairs (UNDESA) to share the outcomes of the above policy analysis and to award successful projects that serve the family.*

### **Key Partnerships:**

*WFO members, Research Centers and academia, Social Policy experts, Municipalities, Government officials, Family practitioners, Representatives of NGOs*

## **STRATEGY TWO**

### **FOSTERING IMPLEMENTATION OF THE SUSTAINABLE DEVELOPMENT GOALS (SDGs) FROM A FAMILY PERSPECTIVE & FOCUSING AT THE LOCAL LEVEL**

WFO's work in this strategic cycle will be linked to the landmark agreement that was reached in September 2015 on a universal transformative agenda among UN member states. The Agenda 2030 for Sustainable Development is an agenda that will stimulate action at the International, Regional and National levels over fifteen years in areas of critical importance for humanity and the planet. The vision articulated in the 2030 Agenda will be achieved through the attainment of the 17 Sustainable Development Goals and 169 targets, forming an integrated and indivisible set of goals oriented towards promoting social, economic and environmental dimensions, as well as peaceful and inclusive societies, justice, strong institutions and partnerships.

Governments enact a broad range of family policies and programs relating to different facets of the life of families and individual family members, including couples, parents, children and older persons. Such policies have an often-untapped potential to contribute to the achievement of many national development goals. The design, development, implementation and monitoring of family-oriented policies and programs are essential for the success in achieving several goals of the 2030 Sustainable Development Agenda.

In order to effectively reach families, local governments and communities need to be mobilized since their role is essential for promoting inclusive sustainable development within their areas and communities. By creating broad-based ownership, commitment and accountability, they are vital partners to the implementation of the Sustainable Development Goals (SDGs).

### **Key strategic actions:**

1. *Hold a yearly World Family Summit to highlight the family sensitive public policies that would contribute to the well-being of the family and to fulfilling the SDGs.*
2. *Implement awareness raising activities focusing on the role of the municipalities in implementing the SDGs at the local levels that will have the most impact on the family.*
3. *Create an online platform to engage youth 'beyond borders' on issues related to their roles and actions to achieve the SDGs, as well as on their expectations, aspirations and needs from their parents and society.*
4. *Develop guidelines on implementing the SDGs at the local level focusing on the holistic approach in severing family members especially the vulnerable.*
5. *Contribute to the work of the UN and participate in ECOSOC, CSD and CSW to advocate for family issues that would impact on achieving the SDGs.*

### **Key Partnerships:**

*WFO members, UNITAR, UNDESA, Selected Municipalities from three different regions, youth delegation from Noble Institution for Environmental Peace, Global Prenatal Initiative (GPI) & Foundation VIE.*

## **STRATEGY THREE**

### **SUPPORTING MIGRANT & REFUGE FAMILIES TO BETTER COPE WITH THEIR NEW REALITIES**

In order to address the issue of large movements of refugees and migrants the UN General Assembly adopted on 19 September 2016 the “New York Declaration for Refugees and Migrants”. The Declaration expresses the political will of world leaders to save lives, protect rights and share responsibility on a global scale. The Declaration contains bold commitments both to address the issues we face now as well as to prepare the world for future challenges.

Recent wars affected several families who were obliged to leave their homes and their countries seeking a safe haven since conflicts impact adversely on the economic and political stability of their home countries. Destruction of infrastructure, erosion of educational opportunities and loss of employment and loss of family income are among the negative consequences of wa

Under war and conflict situations, family members face social, psychological, physical and emotional challenges. The most vulnerable members of the family such as women, children, elderly and the disabled, become more exposed to exploitation and abuse. Children may become exposed to maltreatment and abuse such as becoming child soldiers or girls marrying very young. Youth who participate in conflicts bears heavy implications on their physical and emotional well-being.

Once families are displaced from their home countries they struggle in coping with their new social and economic realities, loss of social capital, and the mechanism of adaptation becomes fundamental. Therefore, WFO is planning to intervene in supporting families and recipient countries to equip both immigrating families and recipient countries with essential information, mechanisms and tools needed to facilitate their coping mechanisms.

### ***Key strategic actions:***

- 1. Design transitional education programs targeting refugee families who are residing in camps and will be immigrating to new countries. The program will focus on providing refugee families with needed information related to the recipient country i.e. its culture, demography, language, lifestyle etc. as well as needed tools to process government transactions for their education, health and social assistance.*
- 2. Partner with NGOs working in refugee camps to deliver the program to refugee families. Conduct and supervise the training of trainers to ensure quality program delivery.*
- 3. Design educational program targeting recipient countries to raise their awareness on the cultural, educational, language and lifestyle of refugee families. Such a program will ensure smooth transition for refugees and better preparation by the recipient country.*
- 4. Hold visits to refugee camps and to families in recipient countries to assess the situation of refugee families and design interventions as deemed necessary.*

### ***Key Partnerships:***

*National and International NGOs working with refugee families, Heads of refugee camps, Government officials in selected recipient countries, UNHCR and other UN Specialized Agencies.*

## STRATEGY FOUR

### STRENGTHENING WFO'S OUTREACH & PARTNERSHIPS

WFO believes that partnerships and collaborative relationships are critical to its work, and since its inception in 1947, it has worked with a broad range of partners and stakeholders at international, regional and local levels to promote the well-being of families around the world.

WFO aspires to maintain and strengthen its current partnerships and to establish new ones under the different categories as program implementation entails: UN system, International Financial Institutions, Inter-governmental Institutions, National and Local Governments, NGOs and CSOs and the private sector.

#### *Key strategic actions:*

- 1. Strengthen communication with current WFO Members to respond to their needs and to deliver international message of the Organization as a tool to local operation by the Members.*
- 2. Strengthen WFO's presence in key strategic international and regional events aiming to inspire the audience to become a multiplier and promoter of WFO's message.*
- 3. Proactively build new partnerships with non-traditional stakeholders such as the financial institutions and private sector to explore areas of mutual interest for cooperation.*
- 4. Create valuable networks with family advocates and relevant organizations whose aims contribute directly or indirectly to the objective and functions of the Organization.*
- 5. Maintain actively WFO's current members of governmental bodies, agencies and institutions responsible for family policies formulation and services delivery in general, women and children and social development policies at National, Regional and Local levels.*
- 6. Promote WFO's work to attract new members to join WFO. Expand WFO's membership to the Business Community, Universities and Research Centers interested in family matters, Parliamentarians and Legislative groups, Economic and Social Councils and Media Groups.*

- 7. Conduct a mapping of potential partners to WFO and establish a master database of potential new members under each membership category and develop a targeted strategy to approach them.*
- 8. Facilitate the affiliation request process by removing any foreseen obstacles for joining WFO.*

### ***Key Partnerships:***

*The UN System, International Financial Institutions, Intergovernmental Institutions, National and Local governments, NGOs and CSOs.*

## **STRATEGY FIVE**

### **STRENGTHENING WFO'S COMMUNICATION & MOBILIZATION INSTRUMENTS**

The world of communications and technology has considerably changed in the past decade. WFO's use of proactive communication methods is vital to this new era. Information need to be produced and conveyed in a timely, attractive and persuasive manner using the appropriate media channels including social media.

Therefore, an update to the way WFO communicates to the world is of utmost importance. A global organization must benefit from the power of online technology.

### ***Key strategic actions:***

- 1. Leverage WFO's publicity in celebration of its 75th anniversary and bring awareness to WFO's long and fruitful history, including the yearly World Family Summits.*
- 2. Renovate WFO's website and adapt it to the latest technology and design trends.*
- 3. Renovate WFO's institutional brochure and promote it online.*
- 4. Build a massive online presence in social media to generate public engagement.*

5. *Promote online dialogue to spread WFO's message to the public worldwide.*
6. *Establish WFO's office for marketing and communication to be equipped to provide services to WFO members and partners.*

### ***Key Partnerships:***

*WFO Executive Board, Focal Points, Members, Partners.*

## **MONITORING & EVALUATION**

Based on this five years WFO Strategic Framework 2022-2026, WFO Executive Board will be preparing yearly action plans. The action plans will include main activities, key performance indicators, timeframe, required budget and main partnerships. Performance reviews will take place at the Executive Board meetings that are held on a quarterly basis.

WFO Executive Board will be holding an Annual Review of the Strategic Framework and the respective Annual Plans of Actions preceding the yearly General Assembly. The objectives of the annual review are to assess achievements, lessons learned and best practices to be presented to the Annual General Assembly. A Midterm Review will be conducted in 2024. Based on the results of the Midterm Review the Strategic Framework 2022-2026 will be amended as necessary. Documentation on implemented projects including lessons learned, best practices and constraints encountered will be documented to contribute to WFO's knowledge base.