

4.2 A CHALLENGE FOR OTHER SOCIAL PLAYERS

Each social player faces distinct problems and tasks depending on his or her own internal dynamics and how families interact with them. The challenge is to identify ways in which each social player can *make his/her contribution so that families are made more aware of their driving role within society.*

POLITICS

- attributing importance and priority to stable households as a resource of freedom, social cohesion and integral development of individuals
- reclaiming the social and legal value of marriage as a fundamental institution for social cohesion, order and social peace
- recognizing and support families' openness to life, and taking care and protecting human life from conception to natural death
- supporting the active role of families so as not to crystalize forms of welfarism
- counteracting structural (economic and social) inequality at the international level
- governing with suitable *family-friendly* harmonious policies (national, regional, local, community)

BUSINESSES/WORLD OF WORK

- recognizing, enhancing and supporting the family as an economic player and system (where economic choices, consumption, savings, investments are made)
- building organizational models capable of balancing work and life
- activating family social responsibility on behalf of businesses

THE NON-PROFIT SECTOR

- considering the family (including those who are vulnerable) as an active partner and interlocutor, overcoming the merely welfarist perspective, promoting family relationships
- enhancing the specific features of family associationism: associating families, giving voice and representation
- promoting in the public arena subsidiarity and plural welfare that is also inclusive of families

CULTURAL SYSTEM/MASS MEDIA

- abandoning the catastrophic scandalistic model (without concealing critical issues)
- promoting the “good news”
- giving space/tools/values to storytelling produced by families
- making room for relevant themes from the point of view of the values involved in enhancing family relationships: motherhood, fatherhood, fraternity, marriage, protection of human life and frailty



FAMILY
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