



CHARITY FOUNDATION
WOMAN HEALTH
& FAMILY PLANNING

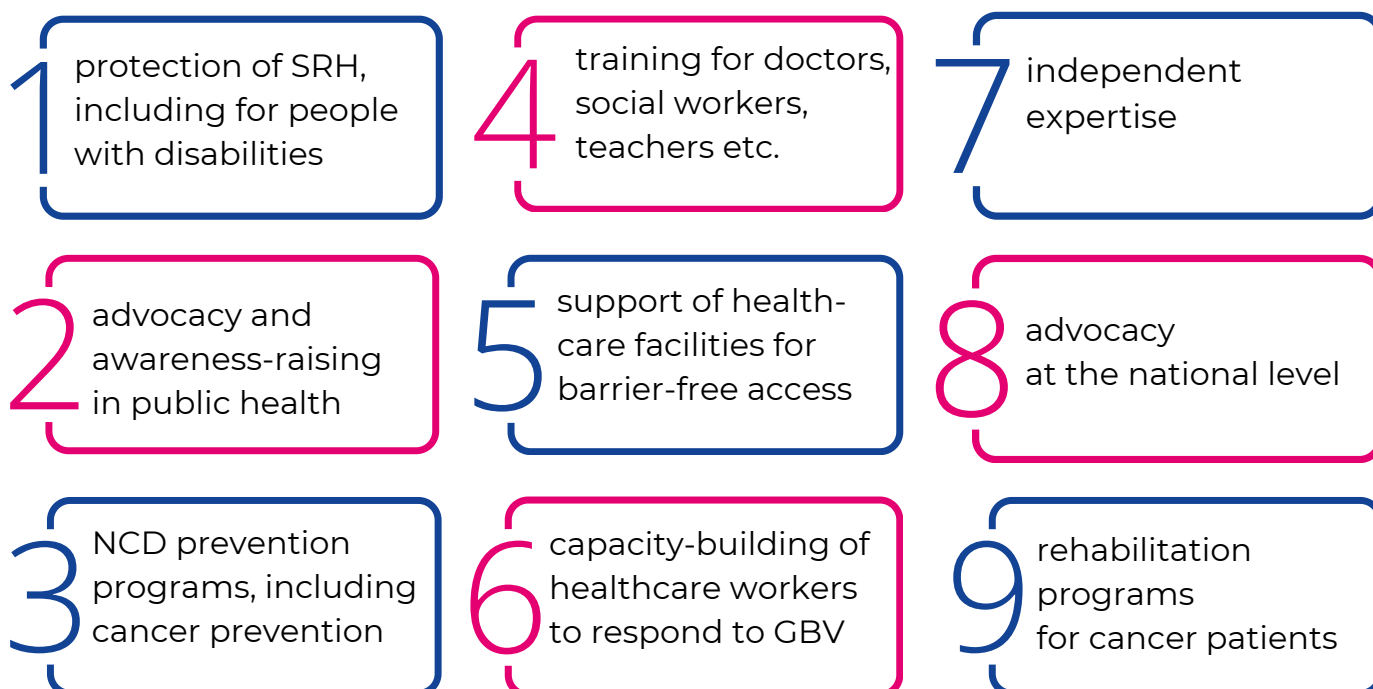
COMMUNICATION report

Year 2024

Woman Health & Family Planning Charity Foundation (WHFP)

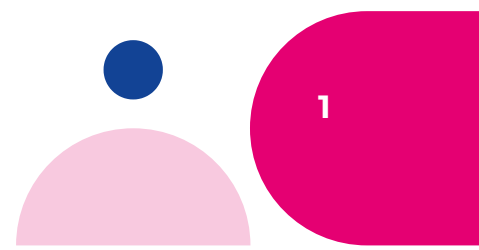
is an organization that has been consistently and actively working since 1996 in the domain of public, sexual and reproductive health all over Ukraine. The Foundation is also a member of the International Planned Parenthood Federation (IPPF), the European Breast Cancer Coalition (EUROPA DONNA), and the Network for Reproductive Health and Rights in Central and Eastern Europe (ASTRA).

2024 was the third year of Russia's full-scale invasion of Ukraine. Owing to the defenders of the Ukrainian Defense Forces, we were able to continue our work and take care of Ukrainians' health. In 2023, the WHFP collaborated with the following donor and partner organizations: IPPF, UNFPA, CARE and GFA Consulting Group Germany/SDC.



Communications help to engage the people we work for.

- This is how women and girls learn about sexual and reproductive health services, get information on where to go in case of gender-based violence, receive quality sexuality education, etc.
- It is through communication activities that obstetricians and gynecologists, family doctors, department heads, nurses and other healthcare workers receive information about trainings, educational courses, and improve their skills.
- Stakeholders and partners learn about the news, developments, achievements and success stories of the project from digests and newsletters.



Throughout 2024, our organisation implemented information campaigns, created platforms and products within various projects, disseminating information on how and where to take care of sexual and reproductive health. We both responded to specific requests within different projects, such as designing posters or printing manuals for healthcare workers, and launched full-fledged information campaigns to promote newly-developed products or platforms. Three biggest projects of year 2024 and its communication activities are described below.

Humanitarian response activities in sexual and reproductive health services of UNFPA, the UN Population Fund in Ukraine

- Developed information materials about barrier-free gynecological cabinets for 180 thousand women and girls and spread them to the medical facilities.



- Shoot a video with the story of [Lyudmyla Andriuni](#), who uses a wheelchair and visits a gynecological office with barrier-free access.
- Developed a [special project in the Liga.Net media](#) with a reach of more than 70 thousand readers.



- Held a [national conference "Sexual and Reproductive Health of Youth in the Context of the Humanitarian Crisis"](#) where 18 speakers discussed current challenges and sought solutions. 13 articles, news releases or materials, with a total reach of over 1.3 million people.



Lifesaving, Gender-Sensitive and Inclusive SRH and GBV Assistance for Conflict-Affected People of All Genders in Ukraine and Poland Project in cooperation with the international humanitarian organization CARE under the support of the German Federal Foreign Office

- Launched the chatbot "Your Plan B" on Telegram and a hotline on SRH and support in case of GBV.



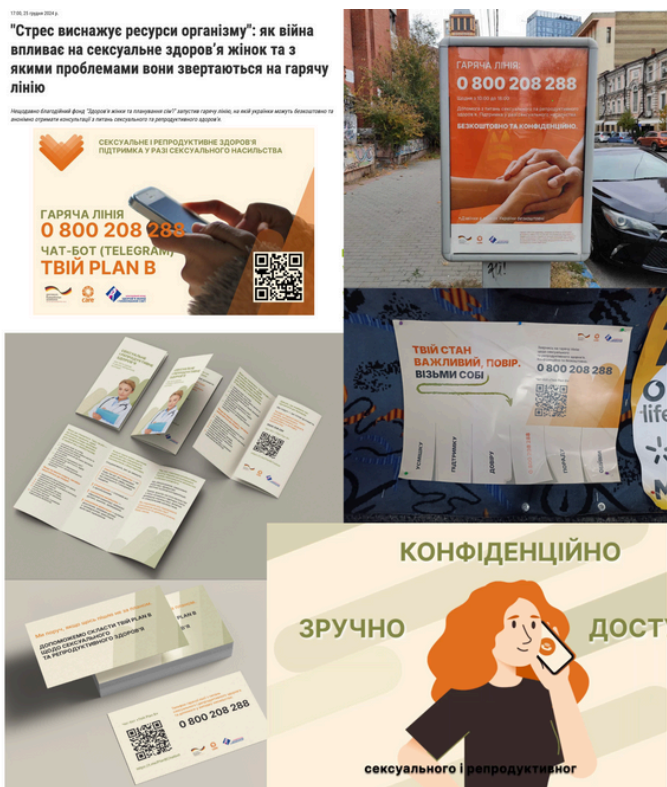
0 800 208 288

- Conducted an information campaign to promote the chatbot and hotline, which reached almost 9 million people in Dnipro and Zaporizhzhia oblasts.

- Placed 25 citylights in 4 cities: Dnipro, Zaporizhzhia, Kryvyi Rih and Pavlohrad.

- Organized 180 radio announcements on LuxFM radio in Dnipro and Zaporizhzhia.

- Counted at least 15 materials about the project in the media and conducted an advertising campaign on social networks.

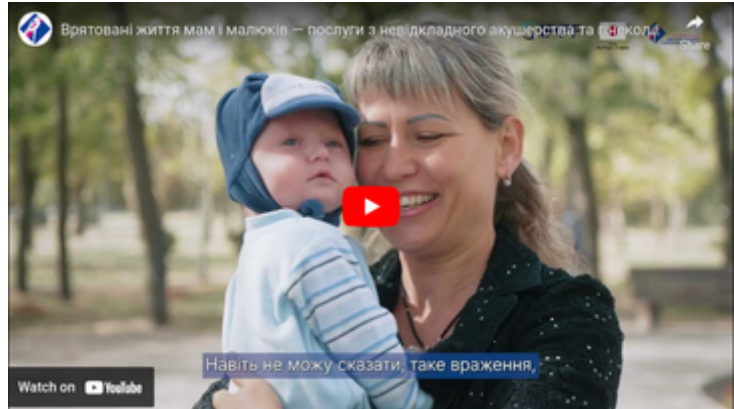


- Held a final event where we presented the results of the project in a digest and case study video (materials).



Restoring Health Facilities and Access to Maternal Health Services in Conflict Affected Areas for Populations Affected by the Destruction of the Kakhovka Dam Project implemented under the support of the International Planned Parenthood Federation (IPPF) and financial support of the Government of Japan

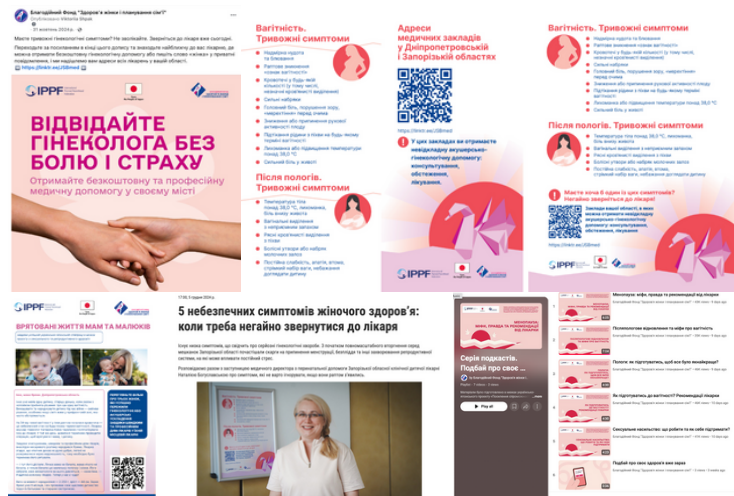
- Made a short film about the stories of women in labor who received medical care in Dnipropetrovsk and Zaporizka oblasts.



- Created an online platform with all the addresses of healthcare facilities in Dnipropetrovsk and Zaporizka oblasts <https://linktr.ee/JSBmed> that provide sexual and reproductive health services.

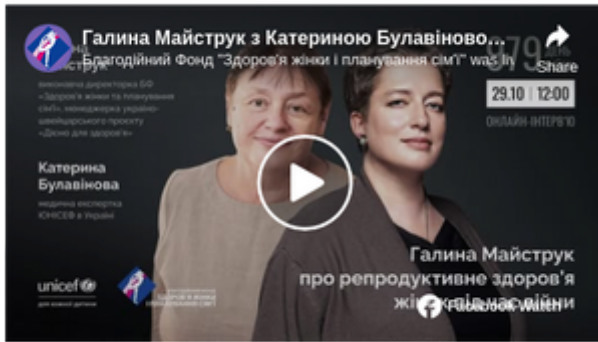


- Conducted an information campaign that reached more than 2 million people: developed a series of posts, created podcasts, informational materials for patients and doctors and developed partner publications in the media.



- Conducted a final meeting of partners involved in the implementation of reproductive health projects within the framework of Ukrainian-Japanese cooperation to discuss challenges and potential solutions.





Our Executive Director of the WHFP, Ms. Halyna Maistuk, **gave an interview to Kateryna Bulavinova** about sexual and reproductive health in Ukraine during the humanitarian crisis.

Conducted the **information campaign dedicated to World Breast Cancer Day**, which reached more than 400 thousand women and provided them with information on the symptoms, prevention, screening and treatment of breast cancer in Ukraine.



We have launched a new format — a **monthly newsletter that we distribute to our partners, stakeholders and the medical community**. There we collect our main news of the organization and share with you the WHFP victories.

Key Achievement	Value
60% of women use contraceptives	288,022 women started contraceptive use
59% of women received reproductive health services	1484 consultations for women's health
9% of women received breast cancer awareness services	8,830 women received breast cancer awareness services
7,957 women received breast cancer awareness services	1,447 women received breast cancer awareness services

If you do not receive the newsletter yet, please let Valeria know at valeriadidenko.comms@gmail.com

- <http://www.womanhealth.org.ua/>
- <https://www.youtube.com/@whfpvideos>
- <https://www.facebook.com/NGO.WHFP>
- <https://linktr.ee/whfp>