Vitala Global's Design Challenge & "Rise for Reproductive Justice" Fellowship

01 | What is Vitala?

Vitala Global Foundation is a **Canadian non-profit** started by two **obstetrician-gynecologists**. Vitala seeks to understand the **challenges in accessing sexual and reproductive health (SRH) tools** and services, as well as create and implement **digital SRH solutions, including for abortion**. Its process and products are community-engaged, evidence-based, and gender inclusive.

Learn more about Vitala:
- BBC podcast We hear from femtech businesses supporting women in low income
- Collaboration with Planned Parenthood Federation of America
- Vitala Global at the Women Moving Millions Summit in Half Moon Bay
- Vitala Global attends the Sundance Film Festival for the premiere of the documentary Plan C

02 | Project Brief

This project seeks to **empower youth** to create content about **SRH**, specifically at its intersection with **self-care** and/or **mental wellbeing**. We are asking you to **create** blog post, reel, photo series, graphic, or any type of **creative content** that can be shared on social media and websites. Some **examples** of content you create could include:
- Self-care tips for puberty
- Self-care tips while you're menstruating
- How to talk to friends or a new partner about SRH
- The history of how Black women have been disadvantaged in accessing quality SRH care
- Tips for managing mental wellbeing in an area with restrictive reproductive health legislation
- How to use inclusive language in conversations about SRH

Your **creation may eventually be featured on Vitala's social media** accounts or website, reaching audience of 5000 and growing. It may also be featured on our app, a digital abortion companion called Aya Contigo. Be creative – we want to see your unique ideas, perspectives, and talents!

Winners of this challenge are invited to participate in a **fellowship program** run by Vitala. (details on page 2)

03 | Deliverables

While we want you to **express your creativity** and choose any topic you're passionate about within SRH, mental wellbeing, and self-care, here are some **guiding principles** for your submission:
- User-friendly (if applicable)
- Supportive and approachable
- Instills a sense of trust and comfort
- Compassionate
- Culturally competent
- Non-paternalistic
- Evidence-based
- Pro-choice

Please submit a **mock-up version** of a blog, article, graphic, photography series, or other type of content. You will also be asked to describe your **project concept**, to upload your **portfolio and/or CV/resume**, and to respond to an **application question**. (details in our submission form)

04 | Eligibility Criteria

Participants must meet **all** of the criteria:
- Passionate about advocacy or content creation
- Between 18-26 years old
- Live in the US
- Identify as Latina/x or Hispanic
- Identify as a woman, transgender, non-binary, and/or gender diverse

05 | Submission Process

We are currently in our recruitment phase.
- Where to enter: submit your creation to https://forms.gle/XeYKEQWa5QvxqBGT6

- Submission deadline: **October 20, 2023**
- Questions: design@vitalaglobal.org

Learn more at: vitalaglobal.org/design-challenge

06 | Rise for Reproductive Justice Fellowship

The content you submit will be evaluated by our team. **Creators of winning projects will be invited to participate in a fellowship program** run by Vitala.

The program will help you **build skills** to enter the workforce and connect with a network of professionals. We will support you in advancing your submitted project and creating new content centered around SRH and its intersection with mental well-being and self-care. Together we will provide an audience of women, transgender, non-binary, and gender-diverse individuals with **relevant, reliable, and accurate health information.**

Mentors will share their expertise and provide advice to mentees around career development and the content they are producing. Our mentors are **creatives**, **researchers**, **medical doctors**, and **designers** from Vitala Global and our broader community.

The fellowship program will require a commitment of approximately 5 hours every week for 8 weeks. Topics covered in the the program include:

- Abortion, contraception, miscarriage, and other SRH topics
- SRH, self-care, and wellbeing
- Human-centered design and digital self-care solutions
- Advocacy
- Communications and marketing
- Entering the workforce

Participants will receive **mentorship**, **career development advice**, a **reference letter**, **certificate of program completion** , and a small **stipend**. Your work may also **gain visibility** through Vitala's network.

07 | Current Landscape

Technology is pivotal for knowledge sharing around SRH and can foster community bonding. However, there is a need for more **culturally and linguistically tailored content**, specifically for Latinx and BIPOC communities. While some strides have been made, **disparities** remain in how these initiatives impact different communities. Thus, a targeted, inclusive approach beyond simple information dissemination is needed. We aim to **empower** these communities to engage with their SRH in a way that respects their **cultural** and **individual** contexts.

08 | Program Manifesto

Create, Grow, Challenge, Shape | Our mission in the sexual and reproductive health (SRH) space is not only to identify and address unmet needs, but also to carve a new path in this less established market area. By creating content that's unique and meticulously crafted, we aim to discuss topics that others shy away from.

Evolving With Our Audience | This project is not a static entity; it is an evolving initiative that continually adapts to our audience. Trust is at the core of everything we do; by focusing on audience attention, we are constructing an unmatched self-care tool and SRH ecosystem.

Disrupting Healthcare, Innovating Solutions | Time is life. This is why we're challenging the traditional healthcare delivery system, offering innovative, effective solutions. Our disruptive approach calls for relentless innovation, as we collaborate with stakeholders to improve health outcomes across all stages of the patient journey. We're committed to making transformative digital health breakthroughs accessible to all.

Joining SRH | We invite those with a passion for SRH to join us in our mission. Your participation could help shape the future of healthcare and contribute to meaningful change in the SRH space.

09 | Meet Vitala's Co-Founders!

Roopan Gill, MD MPH FRCSC
is a Canadian obstetrician-gynecologist, specializing in family planning and abortion care. With training in Canada and a Masters in Public Health from Harvard University, she has extensive experience working in the field of SRH on a global scale, including working with the WHO. She co-founded Vitala to develop local, digital solutions for abortion and contraception in challenging contexts.

Genevieve Tam, MD MSc FRCSC
is a Canadian obstetrician-gynecologist with a Masters of Science from the London School of Hygiene and Tropical Medicine. She works with to global organizations supporting SRH including Médecins Sans Frontières. Genevieve's experience working with refugees, migrant workers, and marginalized populations complements her role as a Co-Founder and Director of Projects for Vitala.