



# Restoring the balance for her\*

\*We are committed to gender inclusivity



[www.vitalaglobal.org](http://www.vitalaglobal.org)

# The Problem



Each year **111 million unintended pregnancies** occur in low and middle income countries.

Every year **33 million unsafe abortions** occur in low and middle income countries.

Every year **7 million** women and girls are **injured** and **22,000 die** from **unsafe abortions**.

1 in 3 women worldwide experience **sexual violence** in their lifetime.

Women and girls living in **humanitarian settings** are **disproportionately affected**.

The humanitarian crisis in Venezuela has seen the highest rates of **unsafe abortions, maternal mortality and morbidity, and sexual violence** in the region.

**Unsafe abortions are entirely preventable with access to safe abortion care and modern contraceptives.**

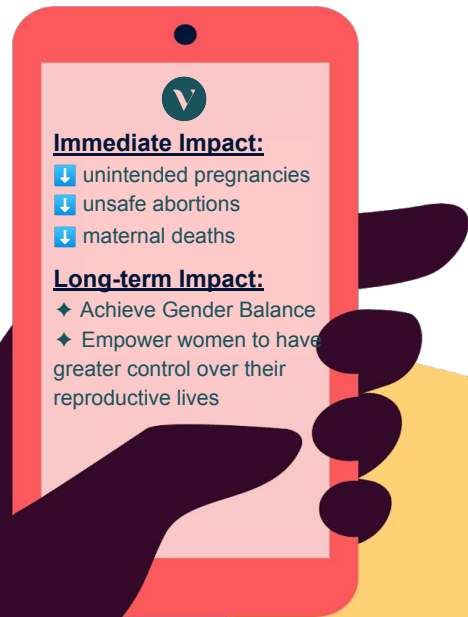
# The Solution

Together with women and girls living in challenging contexts, **Vitala Global** co-creates **open access digital solutions** to solve their biggest sexual and reproductive health challenges.

safe  
abortion  
care

Contraception  
care

## Why invest in sexual and reproductive health?



### Immediate Impact:

- ↓ unintended pregnancies
- ↓ unsafe abortions
- ↓ maternal deaths

### Long-term Impact:

- ◆ Achieve Gender Balance
- ◆ Empower women to have greater control over their reproductive lives

# VITALA

www.vitalaglobal.org



## Dr. Roopan Gill

Co-Founder  
Executive Director  
Community, Research and Design  
Lead



## Dr. Genevieve Tam

Co-Founder  
Director of Projects  
Product and User Support Lead

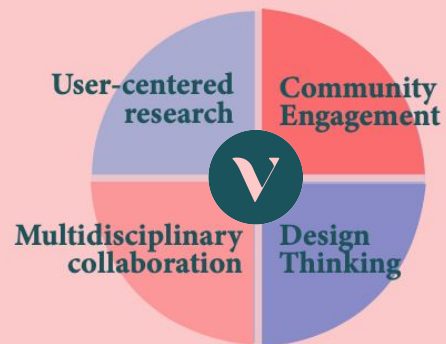


## Ninan Thampy

Finance and  
Technology Operations Lead

Registered Not-for-profit  
Under the BC Societies Act, Canada

## Our Method



Integrity

Adaptable

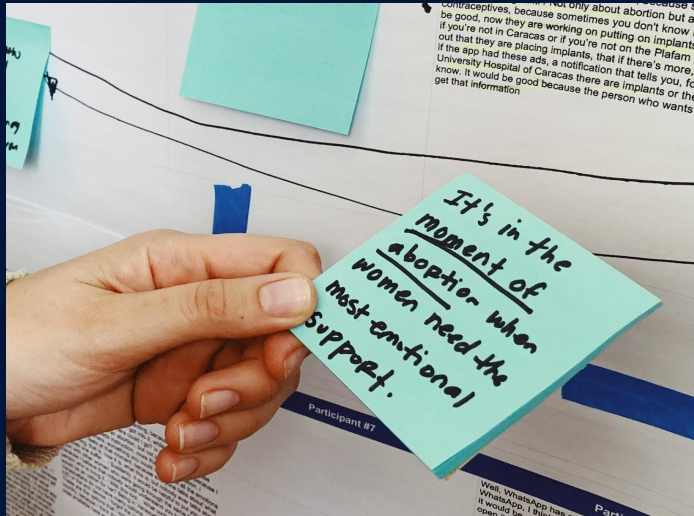
Community-  
Led

Data-Driven

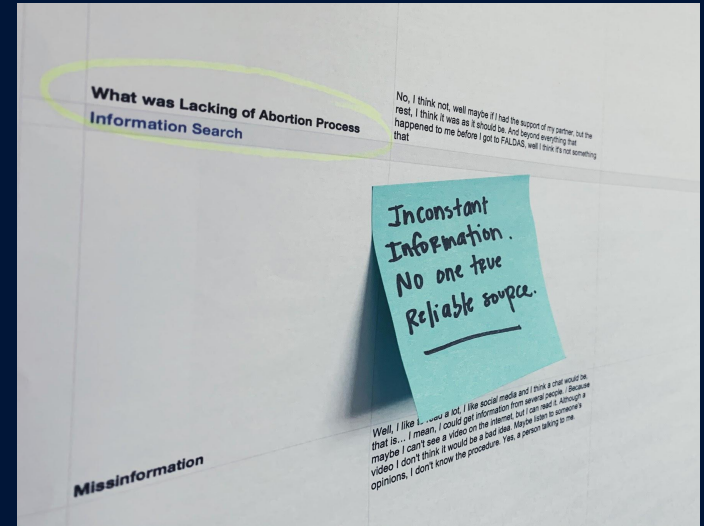
Inclusivity

# Co-creation of a digital solution to address unsafe abortions in VE:

User-centred research and design with over 1000 Venezuelan women and a dozen grassroots organizations



*"I needed to do [the abortion]... I couldn't feed myself, much less could I afford clothes, diapers and feed."  
-Participant 10*





# aya contigo

your sexual and reproductive  
health digital companion

App available in Venezuela Fall 2021



Google Play



**Aya Contigo** accompanies users through **a comprehensive family planning journey**, providing them with an **evidence-based, reliable, private** digital resource to avoid unplanned pregnancies, and injury or death from unsafe abortions.

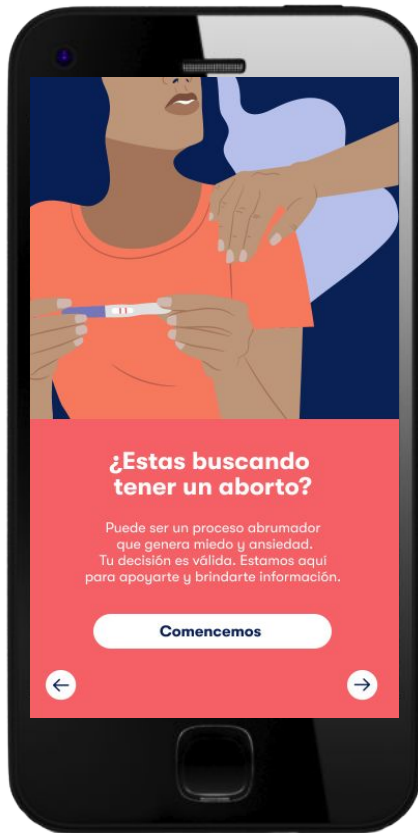
## Highlights:

- Promotes **Self-Care and female empowerment**
- **Community led:** co-created with 1000 Venezuelan women and a dozen Venezuelan grassroots SRH organizations
- Provides an **extensive support network** both locally and internationally



**Aya Contigo**  
offers 3 value  
propositions:

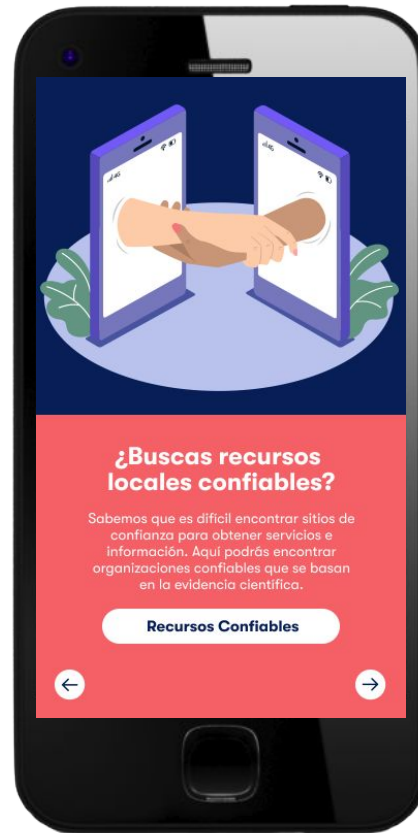
## Safe Abortion Care



## Family Planning

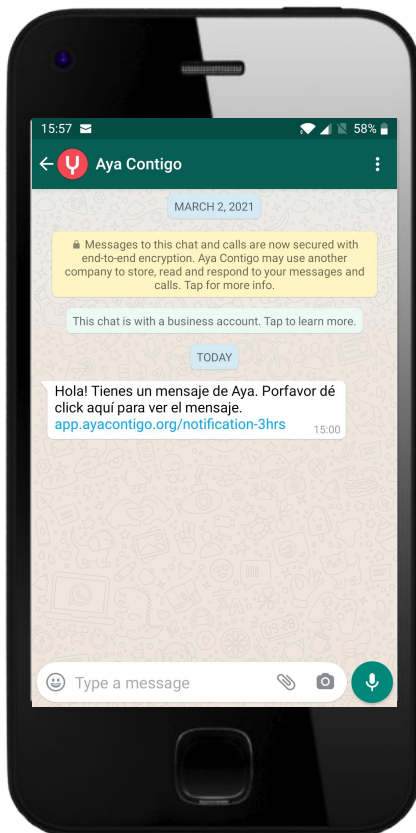


## Trusted Resources





**Aya** offers emotional support and self-care guidance throughout the app and with optional WhatsApp notifications.



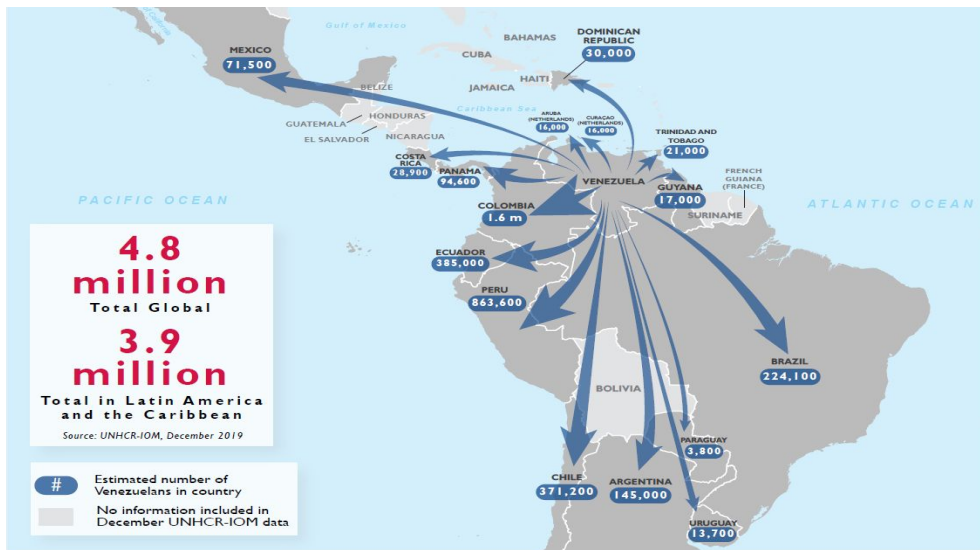
*"You are not alone. Let's do this together."*

*Aya*

# Scale and Reach

- **Vulnerable Venezuelan women and girls in Latin America:**

- In Venezuela – total reach 9 million
- Refugees – total reach: 2 million



# Impact



## Why could **Aya Contigo** be a game changer?

- **Aya** has the potential to demonstrate a virtual abortion accompaniment model as an essential safe, acceptable and feasible Harm Reduction tool in the comprehensive family planning ecosystem to support women's quality of care through self managed safe abortion and contraception decision making.
- **Aya** can reduce indirect costs and resources associated with traditional over the phone or in person accompaniment models while increasing access and reach at scale..
- **Aya** empowers women to self-manage their sexual and reproductive health journey and provides a scalable approach to increasing access to reliable safe abortion, family planning, and SGBV information and support.
- **Aya** is co-designed in a particularly challenging humanitarian context (Venezuela) therefore **Aya** can be scaled to other challenging settings to address the sexual and reproductive health needs of the most vulnerable and marginalized women and girls in similarly challenging contexts.