

Together for Health seeks to improve the health of women, men and families by helping the people of Ukraine adopt modern family planning and reproductive health practices that will improve their lives, promote family health and reduce levels of infertility. It is fostering a shift from a heavy reliance on abortion for birth control to modern methods of contraception, and contributing to a reduction in sexually transmitted infections.



Together for Health is a six-year project (2005-2011) made possible through the United States Agency for International Development (USAID). As the name implies, partnerships are at the heart of its approach. It is implemented by JSI Research & Training Institute, Inc in partnership with The Academy for Educational Development and Harvard School of Public Health. Ukrainian partners include the Ministry of Health and other ministries, oblast health departments and other oblast-level departments, academic institutions, professional associations, nongovernmental organizations (NGOs), workplace sites, and other donors and projects. Public-private partnerships, particularly with pharmaceutical producers, are a special priority, to make contraceptives more accessible and to educate the public about contraception.



USAID
FROM THE AMERICAN PEOPLE



TOGETHER FOR HEALTH

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РАЗОМ ДО ЗДОРОВ'Я • **TOGETHER FOR HEALTH**

Проект покращення планування сім'ї та репродуктивного здоров'я в Україні
Improving Family Planning & Reproductive Health in Ukraine

The project takes a systems approach, built on four main strategies:

Together for Health's vision is to "mainstream" family planning and reproductive health services, making them available close to where people live, and ensuring that they are provided in line with modern international approaches. This will be achieved by:

- Integrating family planning/reproductive health services into the emerging primary health care system and into postpartum and postabortion care in hospitals;
- Training a wide range of health providers—obstetricians/gynecologists, family doctors and internists, midwives, nurses, feldshers and dermatovenerologists—to offer counseling and services in line with international approaches;

STRENGTHENING FAMILY PLANNING AND REPRODUCTIVE HEALTH SERVICES

- Promoting evidence-based medicine, enabling professionals to stay informed of the latest evidence and adopt the most effective clinical practices; and
- Supporting sustainable expansion of family planning and reproductive health services, by integrating project training curricula and evidence-based clinical guidelines into residency and continuing medical education.



INCREASING PEOPLE'S KNOWLEDGE AND CHANGING BEHAVIOR

Together for Health will work to ensure that the population is well-informed and to encourage them to use preventive reproductive health services. Primary target audiences include men and women in their twenties—those who are most likely to get abortions and STIs—and youth. Key approaches include:

- Developing and disseminating accurate, easy-to-understand information on family planning and reproductive health;
- Building partnerships with mass media to bring public attention to family planning and reproductive health issues;
- Conducting special events with role models or "champions" to lead public opinion;
- Organizing educational activities for people in the workplace;
- Creating networks of trained communicators with the skills to help people change their health behavior; and
- Cooperating with NGOs to educate and mobilize local communities.



IMPROVING THE AVAILABILITY OF CONTRACEPTIVES

Building partnerships between the public and private sectors is key to improving the availability of modern contraceptive methods. Major activities include:

- Working with pharmaceutical companies to define a "package" of contraceptive methods to be stocked in pharmacies, including a range of modern methods at prices to suit every pocketbook;
- Training pharmacy staff on contraception and basic counseling skills to help them advise clients about the methods in the "package"; and
- Using marketing techniques to promote the "package," including a logo awarded to pharmacies that have it in stock and to health facilities with providers trained in family planning.

SUPPORTING POLICIES AND SYSTEMS FOR IMPROVED SERVICES

This strategy will promote a policy environment and management systems for strong family planning/reproductive health programs, by:

- Supporting the adoption and implementation of the multisectoral Reproductive Health of the Nation Program 2006-2015;
- Including family planning/reproductive health services and contraceptives into emerging health reform efforts;
- Developing and testing innovative financing schemes for family planning and reproductive health services; and
- Strengthening the public health management role of oblast health departments to build solid family planning and reproductive health programs.

Together for Health also supports the growing decentralization of the Ukrainian health system by working at the national level on policy issues and at local levels on health management. Oblasts compete to partner with the project on expanding and improving their services, starting with just three in 2006 and adding new oblasts each year, until about half the oblasts in the country are involved by 2009.

