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FOCUS-MEDIA
Public Health and Social Development Foundation

ANNUAL
REPORT

FOUNDATION'S STRATEGIC FOCUS AREAS



CREATING
FAVORABLE
STARTING
CONDITIONS
FOR YOUTH



IMPLEMENTING
PREVENTION
HEALTHCARE
PROGRAMS



SUPPORTING
AND
DEVELOPING
NGOs

FOCUS-MEDIA FOUNDATION OPERATES IN THE FIELD OF PUBLIC HEALTH AND CIVIL INITIATIVES DEVELOPMENT

The Foundation's mission is

encouraging and developing communities to preserve health and improve people's lives.

To achieve this, we inspire, educate and engage people in activities to improve their lives and health using most advanced and effective methods and tools.

FOCUS-MEDIA Foundation operates in

many major Russian cities and regions:

Yekaterinburg, Nizhny Novgorod, Saint Petersburg, Izhevsk, Naberezhnye Chelny, Kemerovo, Volgograd, Irkutsk, Ulan-Ude (Buryatia), Rostov-on-Don, Moscow, Barnaul, etc.

We also have experience of operating in Kyrgyzstan, Ukraine and Kazakhstan.

Focus-Media was one of the first organizations to adopt and spread such tools as

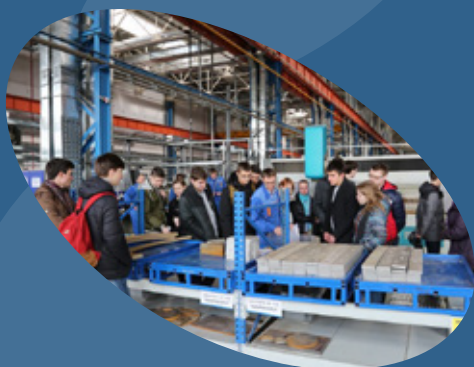
- mass information campaigns;
- interactive training sessions and workshops with further practical application of gained knowledge and skills;
- remote learning using Internet-platforms for prevention of socially significant diseases and youth employment;
- narrowcasting awareness campaigns for hidden target groups;
- incorporation of youth culture elements and involvement of celebrities into educational and volunteer programs for young people;
- use of social media to bring together representatives of target groups to share their experience and opinions with each other;
- social and marketing research.

Our target audience

- students of secondary schools, vocational colleges and higher education institutions
- teachers in secondary schools, vocational colleges and higher education institutions
- administrative managers of secondary schools, vocational colleges and higher education institutions
- staff of NGOs working with the youth
- staff of HIV/AIDS centers and other medical institutions
- women of reproductive age, including HIV-positive ones
- youth living with HIV
- young drug-abusers

CREATING FAVORABLE STARTING CONDITIONS FOR YOUTH

2
PROJECTS



CAREER4ME.RU



7
REGIONS



4615
PEOPLE



DEVELOPING EMPLOYMENT SKILLS OF VULNERABLE YOUTH IN 3 RUSSIAN REGIONS

TARGET AUDIENCE

Young people from children's homes and care institutions, disadvantaged young people, youth with disabilities.



PROJECT GEOGRAPHY

Nizhny Novgorod, Saint Petersburg and Moscow Region.



484 vulnerable young people from 3 regions, including young people with disabilities, completed learning on the career4me platform; 207 young people created a high-quality CV on the platform to be used for further employment.

19 young mothers completed the Self-employment and Creating Own Business for Young Mothers course.

170 students from orphans and young people with health limitations (disabilities) completed on-the-job internships under the guidance of tutors. The young people took their internships individually or in groups at 18 various manufacturing companies, NGOs, factories, stores and small family-run business companies. The internships gave them an opportunity to take on various professions and gain their first experience of communication with the employer and employees.

48 students participated in webinars.

206 young people attended practical sessions, excursions and job-hunting consultations.

26 volunteer students were trained as peer trainers to work with young people from children's homes.

A new course for youth called How to Open Your Own Business was introduced on the career4me platform (<http://career4me.ru/>)

60 young people successfully completed the new How to Open Your Own Business course

"We achieved and even exceeded all the target project outcomes. More than 990 vulnerable young people from three Russian regions gained both theoretical and practical skills related to employment. Young people, who completed learning on the career4me platform, gave only positive feedback and told that the learning allowed them to gain knowledge about the job market, working with employers and recruiters, safe job-hunting using ads. The youth thinks that the most important courses on the platform are making presentations and topics related to time management; they also liked that the information was presented in a convenient form as some theoretical materials, which were logically divided into parts and aesthetically arranged."

INCREASING ACCESS TO EMPLOYMENT FOR VULNERABLE YOUTH IN RUSSIA



TARGET AUDIENCE

Young people from vocational schools, high school seniors, young mothers, youth with special needs, educators and NGO staff working with youth.

PROJECT OBJECTIVE

enhance the competitiveness of vulnerable youth groups (students of vocational schools, orphans, young mothers, young people with special needs) in the job market by improving and promoting the career4me online educational platform, training teachers and engaging employers, HR agencies and business companies. The project was supported by Citi/UWW foundation. **Total project expenses in 2019 were RUB 5,494,442.**



PROJECT GEOGRAPHY

Nizhny Novgorod Region
Volgograd Region
Leningrad Region
Moscow Region
Sverdlovsk Region
Saint Petersburg
Yekaterinburg



The project allowed engaging a large number of companies to provide internships to young people, especially those companies, where working with vulnerable young people fits in the corporate sustainability strategy. By the end of 2019, 12 organizations registered and posted their jobs on the platform. The employers, in turn, gained access to students' CVs.

A new course called How to Open Your Own Business was provided on the platform this year. The course is based on a survey that involved 243 participants. First of all, the survey allowed identifying the problems faced by young people when getting a job and revealed that many young people would like to open their own business. Today, the platform provides the information as to how to earn money on the Internet, how to write a business plan, how to register a sole proprietorship or a limited company, how to create a website or a successful video blog. The course was tested in August, and by November, 85 young people from various regions completed the course, and 63 young people were awarded with a certificate.

The specific feature of the project in 2019 was involvement of the most active students in the project: during interactive lessons the educators responsible for learning on the platform gave an opportunity to active students to take on the role of tutors for the others, thus allowing them to work out the leadership skills that would be useful for the majority of them in future. In autumn 2019, there were more than 20 students who tried to hold lessons for their peers and form groups on the platform.

Young people tell that they are getting motivation to participate in the project events, as, in their opinion, such activities can help them 'not only in career, but also in life'. Next year, this kind of work will be resumed.

PROJECT OUTCOMES FOR 2019:

The following 5 courses were developed and are now provided on the career4me.ru platform:

1. My City – Employment Skills for Students basic course
2. Job Seekers Club employment course for people with disabilities
3. Employment for Young Mothers
4. Career Guidance for Secondary School Students
5. How to Open Your Own Business

Since January 2019, to launch a new learning wave, the following trainings were held in the project regions:

- **151 new teachers** from 51 vocational schools were trained to work with the platform
- **2,510 new students** completed the My City course for students under the guidance of their educators
- **60 young people** with special needs completed an employment course for disabled people
- **71 young mothers** completed the Employment for Young Mothers course
- **786 graduates** from vocational schools completed on-the-job training and got a permanent or temporary job or entered a higher education institution
- **12 business companies** placed their profiles on the platform
- **24 teachers** from 5 regions attended a special advanced training course in Moscow

IMPLEMENTING PREVENTION HEALTHCARE PROGRAMS

3
PROJECTS



2LIVE.RU



8
REGIONS



23035
PEOPLE



DANCE4LIFE: REDUCING RISKY BEHAVIORS OF YOUTH AND YOUNG PEOPLE WITH HIV, STD AND OTHER LIFE-THREATENING DISEASE PREVENTION AND PRESERVATION OF REPRODUCTIVE HEALTH IN 8 RUSSIAN REGIONS

TARGET AUDIENCE

youth and young people aged 14-22 in 8 Russian regions.



PROJECT OBJECTIVE

preserve and strengthen reproductive health, prevent HIV infection and other socially significant diseases in youth through music, dancing and youth culture. The project was supported by the Presidential Grants Fund.

Total project expenses in 2019 were RUB 9,649,561.



PROJECT GEOGRAPHY

Nizhny Novgorod and Nizhny Novgorod Region,
Rostov-on-Don
Izhevsk (Udmurt Republic),
Naberezhnye Chelny (Republic of Tatarstan),
Yekaterinburg and Sverdlovsk Region,
Barnaul (Altai Territory),
Kemerovo and Kemerovo Region,
Ulan-Ude (Republic of Buryatia)



Nationwide Dance4Life project is implemented in 8 Russian regions. This is an international initiative that has been adapted to the Russian context and works with youth with the purpose of reproductive health preservation, and HIV and sexually transmitted disease (STD) prevention. The project, which has been implemented in Russia since 2005, is now a unique network of 8 non-governmental organizations (NGOs). The Dance4Life brand is widely recognized by and addresses to the target audience of the project. Thanks to its effectiveness and uniqueness, the project has gained the support of local authorities. The Dance4life project is implemented using common principles and quality standards: the project inspires, educates and engages young people in activities to spread preventive information among peers and celebrates the most active volunteers.

As part of the Dance4life project, since 2018 FOCUS-MEDIA Foundation has been implementing the Journey4life youth potential development program to reduce risky behaviors of young people through personal enhancement and development of leadership skills. The program is facilitated by specially trained young people aged 18-23, Champions, who have experience of working with youth audience: counselors, activists and volunteers. The main message of the program to the youth is that changes start with yourself!

At the encounters, Champions give classes to young people on the following three topics:

- ME – the participants discover themselves and their strengths;
- ME and YOU – the participants assess their behavior and attitude to other people, intergender relations;
- ME and SOCIETY – the participants get to explore the social problems existing in the society.

160 Champions held **249 Journeys** for **4,822** secondary and vocational school students

17,851 people participated in 3 preventive events: World Remembrance Day of AIDS Victims, World Contraception Day, World AIDS Day

SURVEY RESULTS

- the level of knowledge about the modes of HIV transmission is higher among the respondents, who participated in the program than among the ones, who did not participate in it;
- the level of knowledge about the modes of HIV transmission increased after completion of the program;
- the percentage of those, who are able to accept their weaknesses and assess their strengths, increased;
- a large number of young people are able to talk about their concerns regarding reproductive health with peers and adults and feel themselves more confident that they will be able to get medical attention;
- the program provides opportunities for personal development;
- the program gives an opportunity to see real changes in oneself;
- the program gives an opportunity to take a new look at life;
- the number of participants, who expressed their desire to be Champions after they had completed the Journey was 40% of the total number.

"The journey was a new stage in my life. I looked at myself and others from a different angle, discovered my weaknesses and strengths, gained confidence and started to think first before doing anything. I would like to give a special thanks to Katya and Anya for their ability to listen, understand, help to get things sorted, guide and support. I really enjoyed attending each class, as I knew that I would always discover something new, interesting and unknown. Have I become an agent4change? I think yes, I have, because I have discovered some things in myself that I have never seen before."

Alina, Rostov-on-Don

EXPANDING ACCESS OF YOUTH, INCLUDING YOUNG WOMEN AND GIRLS, TO HIV TESTING AND REPRODUCTIVE HEALTH PRESERVATION SERVICES

TARGET GROUPS

Dance4life network members, doctors, parents, staff of regional NGOs working with youth, young women aged 15-29, including those living with HIV, psychoactive drug users (STEP Rehabilitation Center), youth living with HIV.

PROJECT OBJECTIVE

Expand the access of youth, including HIV-positive young women and psychoactive drug users to HIV testing and reproductive health preservation services by enhancing their motivation for a safer sexual behaviour and taking health protection measures, and forming a favorable environment through creation of a system of support from teachers, parents and medical staff. The project was supported by Estee Lauder Companies LLC Foundation. **Total project expenses in 2019 were RUB 3,000,000.**

PROJECT GEOGRAPHY

Nizhny Novgorod
Rostov-on-Don

15 HIV-positive young people took part in the Journey4Life training, received psychological support, developed their personal qualities and enhanced their motivation for health protection.

10 Champions from among the participants of the rehabilitation process completed a 5-day training, successfully conducted to Journey4Life programs among 36 residents of the rehabilitation center (young psychoactive drug users staying at STEP center) each.

123 Champions from all project regions attended level 2 training, improved their trainer skills and received the required psychological and methodological support.

54 representatives NGOs, AIDS centers, organizations working with HIV-positive women and youth participated in the Educational Health Protection Programs – a Precondition for Positive Socialization of Children and Youth Interregional Workshop organized by FOCUS-MEDIA Public Health and Social Development Foundation in cooperation with the Institute for Study of Childhood, Family and Education of the Russian Academy of Education (November 2019)

A program manual for the target group of HIV-positive youth was adapted

The Journey4Life program was implemented by STEP center for rehabilitation of psychoactive drug users, Nizhny Novgorod (September 2019)

“The program resulted in significant changes both in Champions and program participants. Communication improved both with consultants and among each other. The participants started to hope and believe that there is nothing unattainable, you just need a desire and will. They gained motivation to live a sober lifestyle, and what is most important, they got the idea that addiction is not just use of drugs. They understood that the reason for their addiction was primarily their outlook, perception of their own and the outside world. After the participants had completed the program, they understood that they needed to have people around them who had the same goals in life, a goal to recover, which enhanced their feeling of safety and confidence in attaining the goals. The participants are no longer afraid to make a mistake, to say or do something wrong. Now, they understand that a mistake is also a result and an unassessable experience.”



— Artur Vladimirovich
Kozhemyako,
Director, STEP Rehabilitation Center

SUPPORTING AND DEVELOPING NGOs

2
PROJECTS

2
EVENTS

314
PEOPLE



CITI VOLUNTEER'S DAY 2019

The project was supported by Citibank Russia; total project expenses in 2019 were RUB 1,150,000.

The Annual Volunteer's Day organized by Citibank Russia involved the Planet of Equal Opportunities! Charity Festival held on June 8 in ZIL Culture Center. The festival held under a slogan 'Different opportunities – equal opportunities!' was attended by **more than 300 people**: Citibank employees with family members, volunteers and employees of 6 NGOs. All the attendees were given an opportunity to attend the Planet of Equal Opportunities master classes organized by NGOs.

The purpose of the event was to show that we are surrounded by people, who need assistance, who are unable to walk on their own, who are blind, who are in the need of care constantly. The main message of the Volunteer's Day was 'Share your abilities, give a little bit of your heart and care, spend some time on another person and this will allow equal opportunities for all inhabitants of our planet.'

More than 90 people attended the ISLAND WITH NO BARRIERS master class on terminology and etiquette of interaction with people with various disabilities.

At the **Sports Valley** master class Love Syndrome Charity Foundation held a Zumba and yoga master class and presented the activities of the foundation and its charges – people with Down syndrome.

More than 150 volunteers attended the master class held by RIGHT TO A MIRACLE Foundation and made 75 'wonder octopussies', therapeutic toys for preterm infants, those staying in critical care units of perinatal centers and hospitals for premature children. The results of the vote showed that this master class turned out to be the most popular one at the Planet of Equal Opportunities Charity Festival.

Participants of the **Tropical Garden** master class made hyacinths of colored paper wearing gloves that imitated hand deformities typical for butterfly children, with whom Butterfly Children Charity Foundation is working.

At the **My Ecological Footprint** quiz organized by the World Wide Fund for Nature (WWF) 6 teams – that is more than 100 people – competed to find answers to questions regarding the impact of human activities on the Earth.

Crucial popularity was gained by the **Green Site**, where more than 120 participants set bright annual plants in cachepots, painted a street banner and created an Equal Opportunities for Everybody! thematic picture.

As a result of the event, **500,000 roubles were remitted as donations for social projects to five foundations**, which participated in the Planet of Equal Opportunities! Festival.

VISIT TO SHARE EXPERIENCE IN IMPLEMENTING JOURNEY4LIFE PROGRAM

In July 2019, a meeting was held exchange experience between the employees of FOCUS-MEDIA Public Health and Social Development Foundation and their colleagues from the China Family Planning Association (CFPA). The event was funded by International Dance4Life Foundation; **total expenses were RUB 82,464.**

Main outcomes of the meeting:

1. Project representatives in China and Russia shared information about tools, processes, successes and lessons learned in the MEL monitoring system. They shared their experience in management of staff involved in the Dance4Life project.
2. The meeting was attended by clients of a rehabilitation center from Nizhny Novgorod, who had completed the Journey4Life program. Young people shared their personal stories and told that the program and inspired positive behavior in the process of recovery.

ORGANIZATIONAL CHART AND EMPLOYEES OF THE FOUNDATION



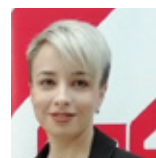
DANCE4LIFE



Irina
Yezhova
Nizhny Novgorod



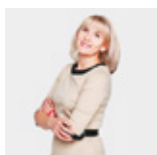
Aleksandra
Shishmintseva
Yekaterinburg



Olga
Chekanova
Kemerovo



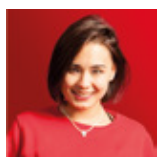
Diana
Lyubimaya
Rostov-on-Don



Lera
Lavrova
Izhevsk



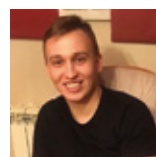
Olga
Kuzmicheva
Nizhny Novgorod



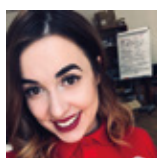
Svetlana
Matkhanova
Ulan-Ude



Roman
Polikarpov
Rostov-on-Don



Artyom
Yermakov
Nizhny Novgorod

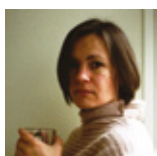


Margarita
Dmitriyenko
Barnaul

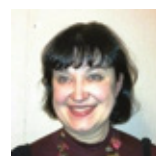
CAREER4ME



Olga
Borisova
Санкт-Петербург



Tatyana
Kazantseva
Yekaterinburg



Irina
Yermolayeva
Volzhsky

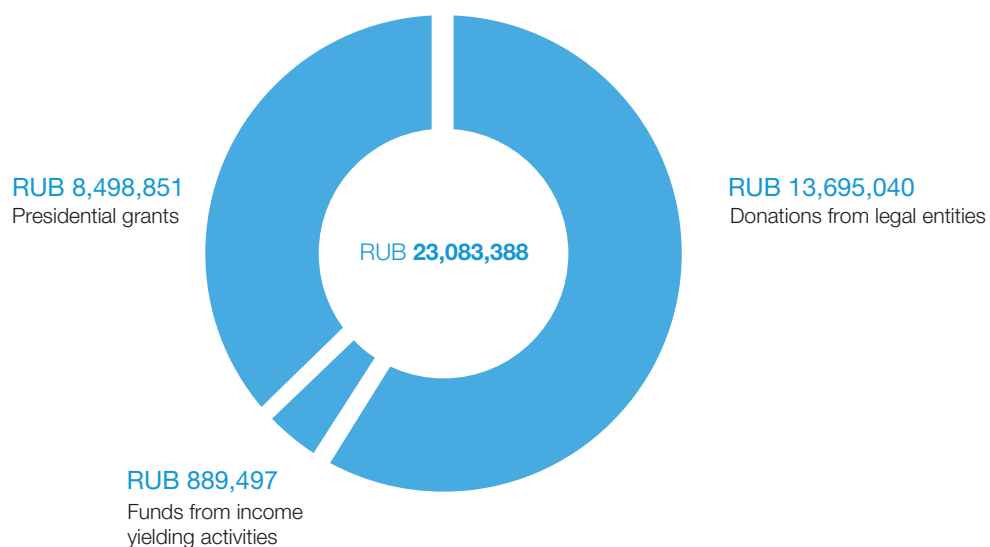


Irina
Shestimirova
Kolomna

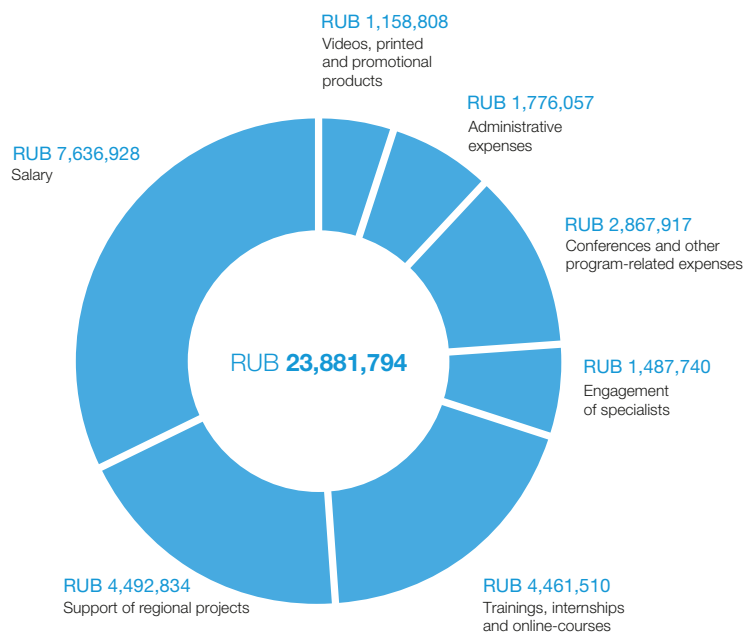


Irina
Yezhova
Nizhny Novgorod

FOCUS-MEDIA FOUNDATION'S INCOME IN 2019



FOCUS-MEDIA FOUNDATION'S EXPENSES IN 2019



WE ARE THANKFUL TO OUR DONORS:

Presidential Grants Fund
 Citi/UWW Foundation
 Estee Lauder Companies LLC
 Charities Aid Foundation (CAF)
 Dance4life Foundation
 Citibank Russia
 GBU Moscow House of NGOs



FOCUS-MEDIA
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