



ANNUAL REPORT 2018

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FOCUS-MEDIA FOUNDATION ANNUAL REPORT 2018

FOUNDATION'S STRATEGIC FOCUS AREAS

1. CREATION OF FAVORABLE STARTING CONDITIONS
FOR YOUTH
2. IMPLEMENTATION OF PREVENTIVE HEALTHCARE
PROGRAMS
3. SUPPORT AND DEVELOPMENT OF NGOs



OUR MISSION

Focus-Media Foundation has been active in the field of health preservation and civil initiatives development since 1996.

Foundation's mission is encouragement and development of communities to preserve health and improve people's lives. To achieve this, we inspire, educate and engage people in active measures to improve their lives and health using most advanced and effective methods and tools.

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 training using Internet-platforms for prevention of socially significant diseases and for youth employment;
- focused awareness campaigns for hidden target groups;
- incorporation of youth culture elements and involvement of popular figures into educational and volunteer programs for young people;
- use of social media to bring together representatives of target audiences to share their experience and opinions with each other;
- social and marketing research;

OUR TARGET AUDIENCES:

- students of secondary schools, vocational education and higher education institutions;
- teachers in secondary schools, vocational education and higher education institutions;
- administrative managers of secondary schools, vocational education 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 those living with HIV;
- teenagers living with HIV.



FOCUS-MEDIA Foundation operates in many large cities and regions of Russia: Ekaterinburg, Nizhny Novgorod, Barnaul, Saint Petersburg, Izhevsk, Kirov, Naberezhnye Chelny, Kemerovo, Volgograd, Irkutsk, Ulan-Ude (Buryatia), Rostov-on-Don, Moscow and others.



DEVELOPMENT OF EMPLOYMENT SKILLS OF VULNERABLE YOUTH IN 3 RUSSIAN REGIONS

In September 2018, we launched our project on development of employment skills of vulnerable youth in 3 Russian regions. The project includes implementation of a comprehensive program for vulnerable youth with a focus on motivation, providing access to information and development of employment skills in the labor market by utilizing web-platform “career4me” (<http://career4me.ru/>). The platform provides vulnerable youth with access to remote training courses and information on 30 vocational careers with photo- and video material. Young people use the platform to remotely master such skills as communication, self-presentation, interview, resume writing, life planning, time and budget management.



Target audiences

Young people from children's homes, orphanages, care institutions, disadvantaged teenagers, youth with special needs, youth with health limitations.



Project geography

Nizhny Novgorod, Saint Petersburg, Moscow Oblast.

The project is supported by the Presidential Grants Fund with the grant period from September 2018 to 30 November 2019.



54 EDUCATORS, teachers and employees from 35 institutions working with various categories of vulnerable youth in three project regions have been trained in using the platform in the course of training sessions for teachers.

MORE THAN 900 YOUNG PEOPLE have registered to participate in My City course for students, including high risk teenagers with health limitations.

526 PERSONS have actively participated in basic course training.

365 PARTICIPANTS have generated resumes at the platform.

8 CONSULTATIONS on employment issues have been conducted by experts and trainers for vulnerable youth.

4 WEBINARS for teenagers have been conducted.

42 PARTICIPANTS from among students of remedial schools, vocational schools and orphans gained interview and resume and cover letter writing skills.

35 YOUNG PEOPLE with health limitations and orphans went on excursions, quests and attended master classes with the assistance of volunteers – students of secondary vocational schools who had been trained to use career4me platform earlier.

13 TEENAGERS with health limitations attended a master class on basic employment skills and career4me platform in the Diagnostics and Rehabilitation Center Vosstanovleniye.

29 STUDENTS have completed internships which allowed them to get better understanding of professions that are in demand in various companies and having experienced different working conditions.

MORE THAN 100 officials from executive authorities, managers and representatives of HR departments, executive officers and employees of employment assistance centers for graduates of vocational institutions have taken part in roundtable discussions to foster interdepartmental cooperation between all parties concerned with employment of vulnerable youth.

“The main goal of the project is to help young people to look inside themselves. Career4me platform helps to engage, involve young people, show them that they are capable and can do everything themselves. It helps teach them to act independently.”

Oksana Barkalova, Project Manager.



INCREASING ACCESS TO EMPLOYMENT FOR VULNERABLE YOUTH IN RUSSIA

The project has been implemented since 2016. Four training courses have been developed and are now available at career4me platform (<http://career4me.ru/>):

- Basic course “My City - Employment skills for students”
- A course in employment of people with disabilities “Job Seekers Club”;
- Employment for young mothers;
- Career guidance for secondary school students.



Target audiences

Young people from vocational schools, high school seniors, teenage mothers, youth with health limitations, educators, NGO staff working with vulnerable youth.



Project geography

Nizhny Novgorod Oblast, Volgograd Oblast, Leningrad Oblast, Moscow Oblast and Sverdlovsk Oblast, Saint Petersburg, Ekaterinburg.



PROJECT OUTCOMES

3043 STUDENTS from 140 vocational schools registered to participate in 4 courses offered at the platform;

1569 PARTICIPANTS have successfully completed 8 mandatory courses (52%);

1407 HAVE RECEIVED CERTIFICATES, 192 with honors;

1198 HAVE GENERATED RESUMES (76% of those who had completed all courses);

563 PERSONS HAVE GAINED temporary or permanent work experience (47% of those who had participated in training courses and generated a resume);

170 NEW TEACHERS have been trained in working with the platform with assistance of regional trainers;

4 MASTER CLASSES have been conducted where students have learnt about main principles of “correct” resume and keys to a successful interview;

More than **100 YOUNG PEOPLE** preparing for a job search upon completion of studies have participated in master classes.

In order to expand the outreach of the project and engage new educators and students, as well as to create a sustainable environment to support the project among educational institutions and the business community, a PR campaign to promote the career4me platform was rolled out. To launch the campaign in each project region, roundtables were conducted with more than 130 representatives of educational institutions, youth employment services and employers attending. To promote career4me platform among target audiences, the following campaign materials were created and posted:

Career4me pop-up **BANNER** was placed in November and December 2018 at two stations of Moscow Central Circle (MCC), total coverage was 470 764 passengers.

VIDEO CLIPS "Electrician", "Plumber", "Veterinarian" were broadcast in pedestrian tunnels of Moscow Metro (Sukharevskaya and Novoslobodskaya stations) for 4 weeks (2 in November and 2 in December 2018), with total coverage of 598 260 people

VIRAL VIDEOS about the platform and career choice were posted on social media (Facebook, Instagram, VKontakte) in November and December 2018, with total coverage of more than 480 000 young people.

IN PROJECT REGIONS: 28 press walls were installed in colleges, posters (informational text builders) promoting career4me platform among teachers and students were used. In Kolomna, a video clip was broadcast on TV (link: <https://youtu.be/eysTOZE1-QM>).

Special attention was given to the process of **engaging representatives of business companies in the project**: 5 interviews were conducted to find main points of intersection and to identify interests of the business community in terms of participation in the project. The research involved HR and CSR specialists from the following companies: Citibank, ONEY Bank, UCG (catering company), ITE (organizer of exhibitions and events) and Align Technology (dentistry technologies). All participants of the interview noted that Career4me platform is a user-friendly and useful resource not only for students of colleges and vocational schools, but also for employers. Based on results of the research, a new platform module – **CURRENT VACANCIES AND INTERNSHIPS** – was created. Employers can now post information about their companies, available vacancies and possible internships to the platform; this information is now available on the home page of the platform to all interested students. Students can automatically respond to a job offer and gain work experience as a continuation of their training at career4me platform.



“The most important thing is that the online-course, thanks to the new knowledge, helps me become more confident, expand my outlook on my own capabilities. Also, it helps me learn about new professions, and gives an opportunity to change the career path in the future.”

Yulia Meshkova, student at State Budget Professional Educational Institution of the Moscow Region Sormovskiy Mechanical Technical School, Nizhny Novgorod.

FOCUS AREA

IMPLEMENTATION OF PREVENTIVE HEALTHCARE PROGRAMS

DANCE4LIFE PROJECT: COMPREHENSIVE HIV, STDs, DRUG USE PREVENTION, AND PRESERVATION OF REPRODUCTIVE HEALTH OF TEENAGERS AND YOUTH IN 14 RUSSIAN CITIES.



Project objective: To create an opportunity for young people, including those living with HIV, in 14 Russian cities to preserve health and to be a part of important social activity by strengthening the potential of the comprehensive prevention program within Dance4Life network, to encourage cooperation between regional partners, expand the outreach and engage the most at-risk youth in the program.



Target audiences

Teenagers and youth aged 14-22, including those living with HIV, orphans, children without parental care, and disadvantaged children



Project geography

Astrakhan, Ekaterinburg, Izhevsk, Irkutsk, Kazan, Kemerovo, Kirov, Naberezhnye Chelny, Nizhny Novgorod, Norilsk, Rostov-on-Don, Tver, Ulan-Ude, Ulyanovsk.



Project funded by:

Presidential Grants Fund with grant period from September 2017 to November 2018.



Nationwide project Dance4Life is implemented in 14 cities of 6 federal districts of the Russian Federation. This is an international initiative that has been adapted to the Russian context and works with youths with the purpose of reproductive health preservation, and HIV and STDs prevention. The project, which had been implemented in Russia since 2005, is now a unique network of 14 non-governmental organizations (NGOs). The Dance4Life brand is widely recognized by and appeals to the target audiences of the project. Thanks to its effectiveness and uniqueness, the project has gained the support of local authorities.

Dance4Life project is realized based on unified principles and quality standards: it inspires, educates, engages young people in activities to spread preventive information among their peers, and celebrates the most active volunteers.

29 635 YOUNG PEOPLE – the outreach of the project;

22 821 PERSONS took part in network events;

6 631 PERSONS completed training sessions for comprehensive prevention;

399 PERSONS took part in roundtables conducted in project regions to support and promote the project;

230 PERSONS joined teams of volunteers;

98 EDUCATIONAL INSTITUTIONS took part in project implementation;

92 PERSONS gained the “agent4change” status;

74 PERSONS took part in the final conference;

58 PERSONS took part in webinars for reinforcement of regional;

37 HIV-POSITIVE TEENAGERS took part in the project;

30 TRAINERS-VOLUNTEERS were trained within the project.

PROJECT OUTLOOK





“As was expected, the training sessions, were packed full of both interesting information and emotions. At first, young people were not taking volunteers seriously, but in the end they turned around. Training sessions included games in which young people tried answer questions, acted out certain situations, put on “masks”, tried to find their “self” – all based on their life experiences. At the same time, they learned new information on HIV and AIDS, learned to say no, learned to make agreements, and, of course, danced. As an educator working with these kids practically day in and day out, I noticed positive changes. Young people are keeping in touch through a group in VKontakte, they are learning to understand one another, they initiate friendships by saying “Let’s bury the hatchet”, they are even more confident on stage now. All this is thanks to Dance4Life training sessions that encouraged them to come together.”

Ekaterina, teacher and organizer

State Public Educational Institution Pavlovskiy Child Care Facility.

“What motivates me to be a part of Dance4Life project? It’s new friendships, the common cause, common emotional experiences, the good work. I like working with kids. This brings about personal growth, emotions that you get from the work process, from our meetings. What we do is very important. This is the issue of children’s upbringing, which in my opinion, is often overlooked nowadays.”

Egor Savin, Champion4Life.

“This is an incredible experience in communication and working with people. Communication is a part of my job (I am studying to be a nurse), and people are different and therefore need to be approached differently; that is why learning about people’s life choices is very important, in my opinion. Since I first joined the project, my knowledge has been growing incredibly fast; I’ve learnt about a lot of things, how and why they happen. I can easily speak with people (sharing my knowledge), without being shy, openly and honestly... This is cool, fun, super positive energy from the people around!!! It is AWESOME to just realize that I am a part of a HUGE project, that somewhere halfway around the world there are people, just like me, and that we have so much in common. This really inspires me! Souvenirs in the form of branded merchandise are also a good motivation for me, because it is always nice to get rewarded, and more so for the work you do! Plus, branded prints are nice to wear and share (promote).”

Anna, Champion4Life



EXPANDING ACCESS OF YOUNG WOMEN TO HIV TESTING AND REPRODUCTIVE HEALTH SERVICES PROJECT

Project objective: to expand young women's access to HIV testing and reproductive health services through the support of the NGO network involved in the Dance4Life project, and by teaching medical staff the skills of consulting on HIV issues and motivating young women to seek regular testing and medical care.

Project delivery time: 15 January - 31 December 2018



Target audiences

gynecologists, regional youth NGOs – members of Dance4Life network, young women between 15-29 years of age, including those living with HIV.



Project geography

Buryatia Republic (Ulan-Ude), Irkutsk, Kemerovo, Ekaterinburg, Astrakhan, Ulyanovsk, Rostov-on-Don, Tver, Nizhny Novgorod, Kirov, Izhevsk, Naberezhnye Chelny (Republic of Tatarstan), Norilsk, Kolomna (Moscow Oblast), and Moscow.

94 DOCTORS completed training in consulting;

APPROXIMATELY 1000 WOMEN were consulted by doctors who had completed the training;

MORE THAN 7000 WOMEN were reached by messages posted in women's internet forums;

MORE THAN 5000 YOUNG WOMEN and girls took part in the project-based program (in Dance4Life educational training sessions and in "Activate" stage of the project);

64 CHAMPIONS4LIFE (young volunteers of the Journey4Life program) were trained in three regions (Ekaterinburg, Izhevsk, Nizhny Novgorod);

MORE THAN 20 000 PEOPLE took part in project events (online, offline, campaigns);

APPROXIMATELY 8 500 VIEWS of two video clips made for the project;

APPROXIMATELY 1500 PEOPLE completed training using 2live.ru online-platform.

Two video clips were made for the project. Video clips were shot in Nizhny Novgorod with the help of Nizhny Novgorod's Champions4Life team members. One clip promotes HIV testing among youth, and the second one serves to draw attention to the new Dance4Life model – Journey4Life. Video clips are being actively used by project regions to conduct events, deliver project presentations, etc., and will continue to be used in future work.

FOCUS AREA

SUPPORT AND DEVELOPMENT OF NGOs



CITI VOLUNTEER DAY



2 June, 10.30 a.m. to 2.00 p.m.

As part of annual Volunteer Day, Citibank conducted a festival of good deeds titled “Vector of Good!” in ZIL Cultural Center.

The festival, its motto being “Act here and now”, was attended by 250 people – Citi employees with their families, volunteers and employees of 6 non-governmental organizations who organized a number of master-classes. Each participant of the festival received a map with description of master classes, and everybody could help in planting the greenery around the territory of the ZIL Center, as well as provide assistance to five NGOs that support elderly people, children with mental disabilities, multi-child families, deafblind persons and orphans.



IN “OLD AGE IS A PRETTY FUN STAGE” MASTER CLASS, participants made and signed 98 cards for elderly people.

IN THE BOOTH OF COMMUNICATION SPACE center, participants could make and color wooden pins; in total, a record number of 900 pins were made to be later sold at charitable fairs.



IN THE MASTER CLASS BY THE DEAFBLIND SUPPORT FOUNDATION SO-EDINENIYE (CO-UNITY), more than 200 candles were hand-made out of colored beeswax.

SKILLFUL MOTHERS OF MANY CHILDREN, OR ‘MULTIMOMS’, were teaching everyone interested to sew owl-pillows which later went on a road trip with the “Kilometers of good deeds” car rally and were gifted to multi-child families in regions.

IN THE MASTER CLASS BY NGO “BIG BROTHERS, BIG SISTERS”, volunteers made more than 80 laminated bookmarks for children left without parental care.

Volunteers planted more than **100 BUSHES AND MADE 25 PORTABLE FLOWERBEDS!**

PARTICIPATION IN EECAAC-2018 AND AIDS-2018 CONFERENCES

 18-20 April 2018

10 REPRESENTATIVES of the regional Dance4Life project (Norilsk, Naberezhnye Chelny, Kemerovo, Ekaterinburg, Rostov-on-Don, Nizhny Novgorod, Izhevsk, Moscow) took part in the VI International Conference on HIV/AIDS in Eastern Europe and Central Asia. In the course of the conference, project participants were actively involved with the exhibitions by NGOs, with a separate booth organized for the Dance4Life project. Dance4Life representatives talked their work experience with interested attendees of the conference, took part in the work of the open space where the new project model was presented that had been piloted in Nizhny Novgorod region. Project representatives also took part in the work of the entire conference having gained more knowledge, more ideas and new cooperation opportunities. In the end of the meeting, network representatives and Foundation employees conducted a flash mob, performing the project dance.

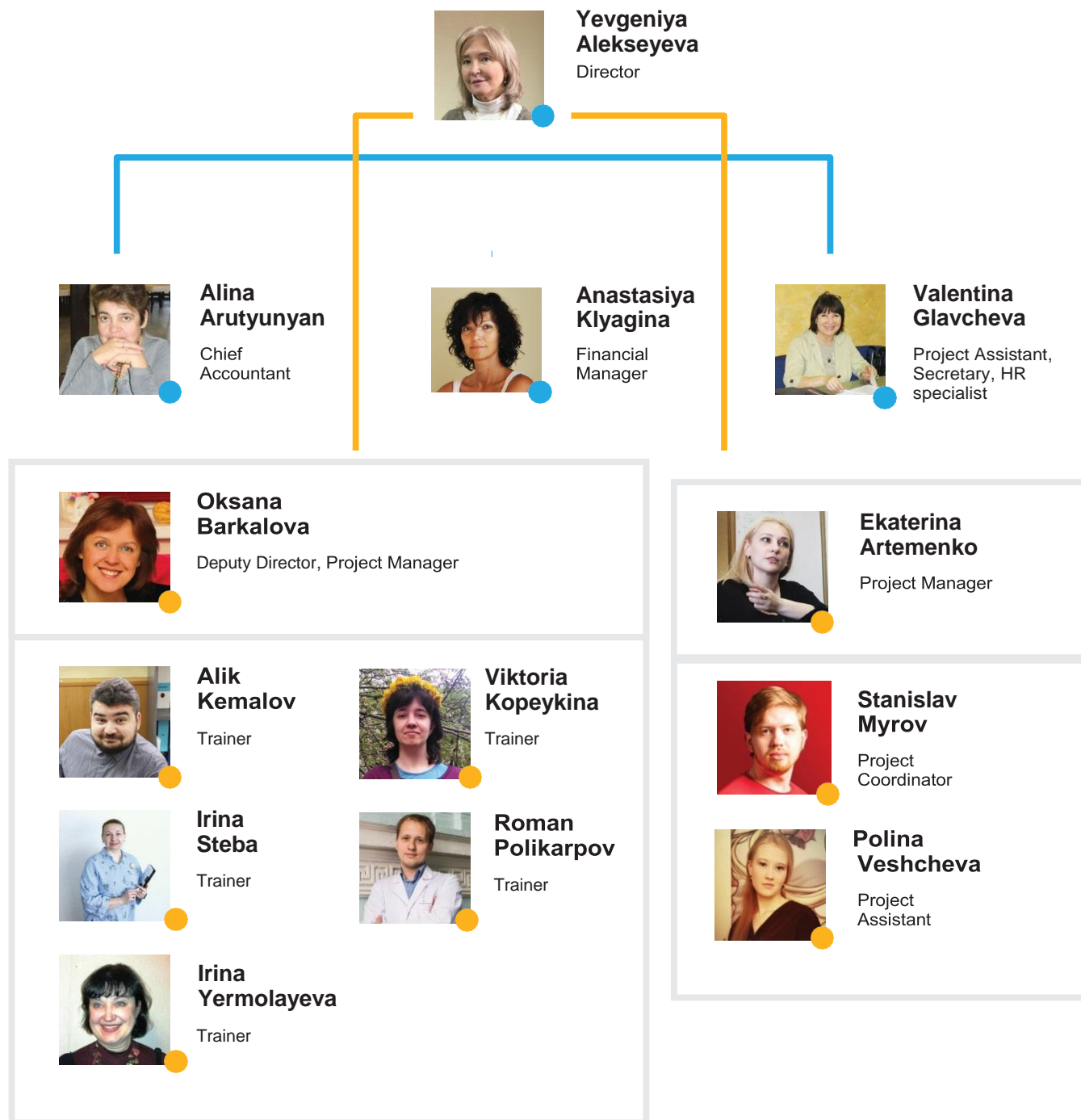
 23-27 July 2018

Two employees of FOCUS-MEDIA FOUNDATION took part in the 22nd International AIDS Conference that took place in Amsterdam (Netherlands).

THE NUMBER OF CONFERENCE PARTICIPANTS TOTALLED APPROXIMATELY 25000 PEOPLE from around the world. Project Manager Ekaterina Artemenko received positive feedback on presented abstract titled “Developing skills of consulting on HIV issues by gynecologists in the Russian Federation.” The abstract describes the work, achievements and results, was included in the conference agenda as a poster presentation. During the conference, we established new beneficial contacts, discussed new ideas with colleagues, and got a boost of energy we needed to continue with our work.



ORGANIZATIONAL CHART AND EMPLOYEES OF THE FOUNDATION



WE ARE THANKFUL TO ALL OUR PARTNERS

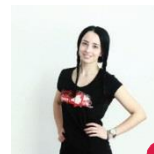
dance4life



Irina Yezhova
Nizhny Novgorod



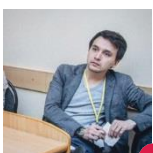
Lera Lavrova
Izhevsk



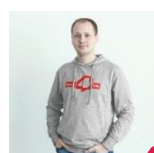
Olga Chekanova
Kemerovo



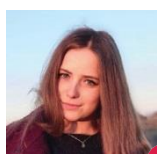
Diana Lyubimaya
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Aleksey Blinov
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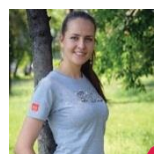
Roman Polikarpov
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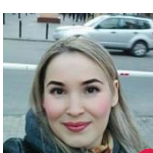
Leya Gromova
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Yana Shakirova
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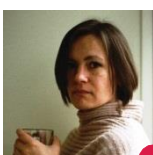


Margarita Dmitriyenko
Barnaul

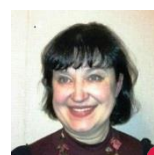
career4me



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Saint-Petersburg



Tatyana Kazantseva
Ekaterinburg



Irina Yermolayeva
Volzhsky

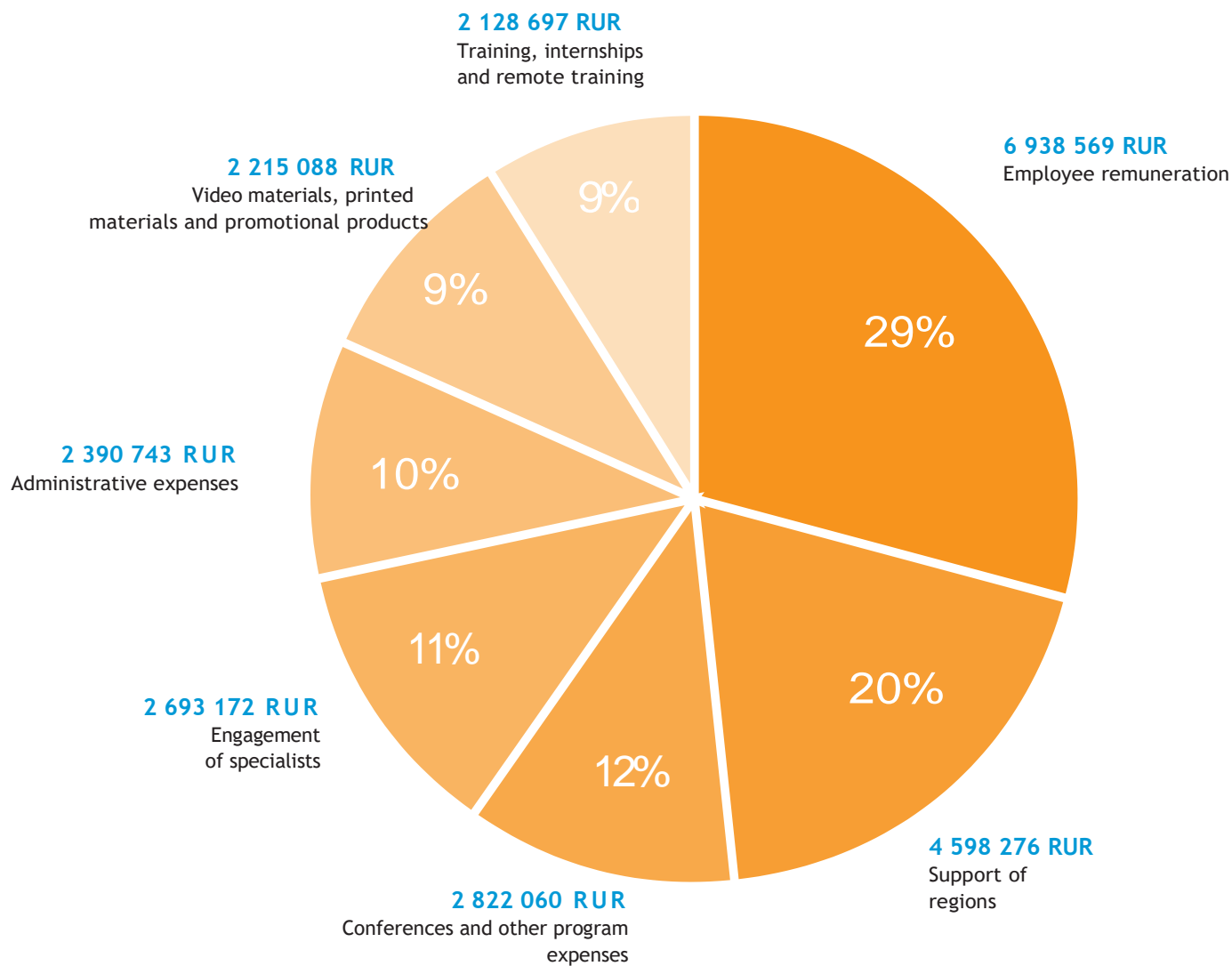


Irina Shestimirova
Kolomna



Irina Ezhova
Nizhny Novgorod

FOCUS-MEDIA FOUNDATION EXPENSES FOR 2018



TOTAL

23 786 605,67 RUR

WE THANK OUR DONORS:

Citi/UWW Foundation
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