

Orphans as
Volunteers
and Assistants

Together
to a Dream Job!

CREATING FAVORABLE STARTING CONDITIONS FOR YOUTH

Developing
Employment Skills
of Vulnerable Youth

Providing Young Women
with Access to HIV Testing
and Reproductive
Health Services

IMPLEMENTING PREVENTIVE HEALTHCARE PROGRAMS

Comprehensive HIV,
STDs, Psychoactive
Drug Use Prevention

CITI Volunteer's

Developing the Skills
to Consult Women
on HIV Issues

SUPPORTING AND DEVELOPING NGOs

Dance4Life: Implementin
a New Model of Working
with Youth in Russian Re

Dance4life Energy
for Health of Youth
in Norilsk

2017

ANNUAL REPORT



FOCUS-MEDIA
Public Health and Social Development Foundation

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INTRODUCTION



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 active measures to improve their lives and health using most advanced and effective methods and tools.

FOCUS-MEDIA Foundation has been operating in the field of public health and civil initiatives development since 1996.

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 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;



FOCUS-MEDIA Foundation operates in many major Russian cities and regions: **Yekaterinburg, Nizhny Novgorod, Saint Petersburg, Izhevsk, Kirov, Naberezhnye Chelny, Kemerovo, Volgograd, Irkutsk, Tver, Ulan-Ude, Norilsk, Rostov-on-Don, Moscow, etc.**

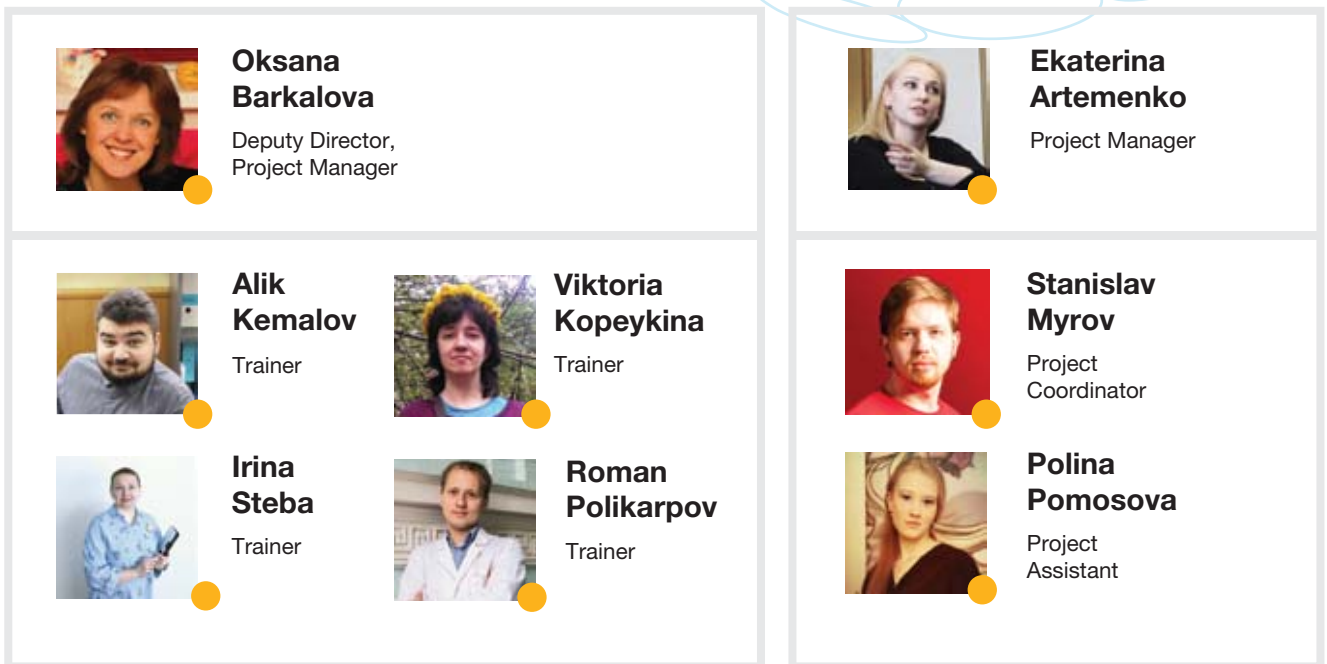
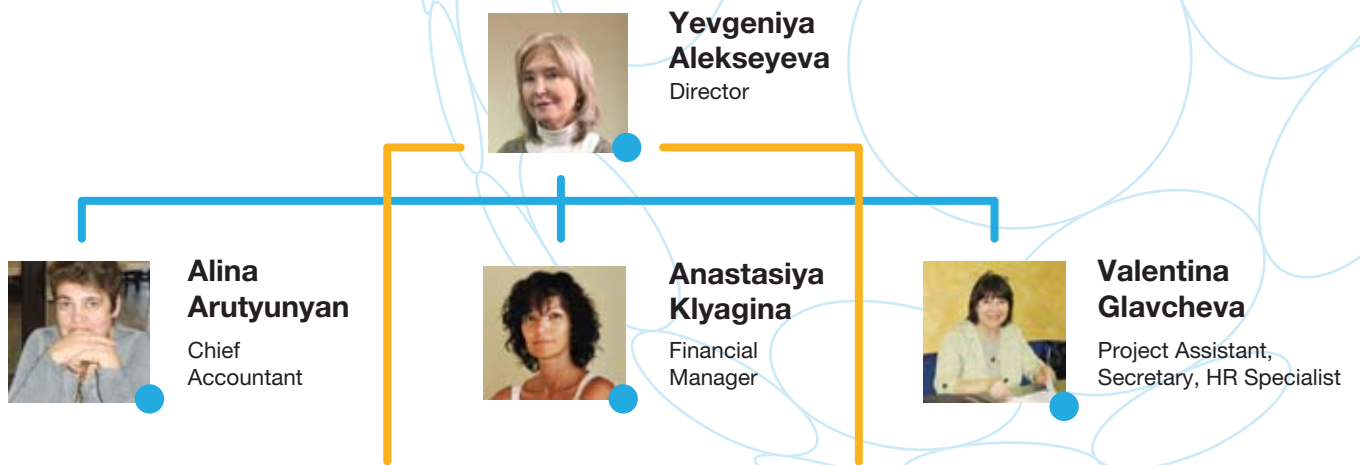
Our target audience

- 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
- delinquent youth

Стратегические направления деятельности Фонда

1. Creating favorable starting conditions for youth
2. Implementing health prevention programs
3. Supporting and developing NGOs

ORGANIZATIONAL CHART AND EMPLOYEES OF THE FOUNDATION



VOLUNTEERS



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Ekaterina Pavlova



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Seseg Tsybenova



Tatiana Kustova

CREATING FAVORABLE STARTING CONDITIONS FOR YOUTH

Developing Employment Skills of Vulnerable Youth in Russia

THE OBJECTIVE OF THE PROGRAM is to enhance the competitiveness of graduates from vocational education institutions, orphans and disabled young people in the labor market by forming motivation and providing access to the required information, skills and employment services using modern Internet-based technologies.

PROBLEM:

Russia is facing an acute problem related to employment of graduates from vocational schools and colleges. The main obstacles for getting a job are that graduates are unable to display themselves to advantage in the labor market, employers are often not willing to hire specialists with no experience and the level of education in vocational colleges does not meet employers' requirements. As they are incompetent, lack practical skills and employment experience, graduates often do not have enough motivation to look for a job and do not see perspectives and opportunities for career growth in their field.

ACTIVITIES:

The career4me platform introduced the Selecting a Job interactive training course for school students; two new locations for the My Citi training course were added; an additional test on factors contributing to job retention was published; 15 new profession profiles were added; the home page for an authenticated website user was improved; My CVs section was integrated with the HeadHunter.ru website functionality (synchronization of a CV made using the platform with <https://hh.ru> website and publication of the CV on the website to search for job opportunities in regions). A feature that allows getting online homework consultations from platform trainers was introduced, and a possibility to participate in webinars on 4 topics was added.

A pool of 15 trainers constantly providing technical support in implementation of the project in regions was created.

The Job Seekers special course was created in cooperation with Russian Disability NGO Perspektiva for people with disabilities; webinars were held for people with disabilities on the following topics: breaking stereotypes, specific interview questions related to disability, labor laws and special labor conditions.

Target audience:

- Students of vocational colleges
- Disabled young people
- Educators and specialists in vocational colleges



3,175 young
people registered
with the platform



4 NGO partners of the project, such as Disability NGO Perspektiva, Mir Cheloveka of Nizhny Novgorod, Kolibri of Saint Petersburg, Nashe Budushcheye of Kolomna, engaged their charges in learning using the platform. 300 copies of the career4me user manuals were prepared and published for distribution among educators and students at trainings and classes.

Two viral videos were made for demonstration to students, where a job selection situation was shown in a humorous manner and the career4me platform was advertised.

Good relationships were established with the Saint Petersburg Center for Assistance in Employment, employment agencies in Kolomna (Moscow Region), Yekaterinburg and Nizhny Novgorod Region.

In cooperation with the Federal Institute for Education Development, an interregional workshop Innovative Methods for Developing Youth's Employment Skills in the Modern Educational Environment was arranged in November 2017, which allowed an exchange of experience in the field.

OUTCOMES:

- With the improvement and development of the career4me platform's functionality, youth showed a growing interest in remote learning using the platform, which became more stable, and in the end obtained a generated CV and an ability to publish the CV on a job-hunting site;
- Regional trainers trained 326 educators and 45 NGO representatives working with vulnerable youth in regions;
- 3,175 young people registered with the platform, more than 2,300 of them passed all the required courses, 1,260 students (40%) generated their CVs using the platform. Approximately 30% (370 students) of them gained a temporary (summer) or regular employment experience;
- 46 disabled persons used the career4me platform for learning, 72 persons with disabilities participated in webinars dedicated to employment of disabled persons; 19 young people with disabilities were employed, and 35 ones are engaged in negotiations with employers;
- 194 young people from vulnerable target groups (young people with disabilities and orphans) passed a common learning course on the platform with the support of 4 NGO partners of the project;
- More than 380 students were employed with the help of employment agencies, including employment for summer holidays, which allowed them to gain experience, which they would be able to refer when getting a regular job;
- Information materials of the project were delivered to 650 persons; videos gained more than 1,500 views in social media;
- The workshop was attended by more than 110 representatives of the educators community, NGO, vocational colleges, cultural and other institutions from 6 Russian regions.

A STUDENT FROM SMALL BUSINESS COLLEGE: *"The career4me platform is a very interesting project for students allowing us to model our future! Besides, it is a very captivating and enlightening tool!"*

IRINA ALEXANDROVNA SMIRNOVA, AN EDUCATOR FROM SAINT PETERSBURG TOURISM COLLEGE: *"The platform is very helpful for us, educators, especially in marketing and management disciplines, as it enables us to combine theory and practice. The knowledge we give students at lectures can be applied by them in practice by completing the tasks at the career4me platform. The output is that they get a ready-made and checked CV, which is very important when seeking a job. So, the platform is an efficient tool both for educators and students. Thank you!"*

More than **650** persons received information materials



326 educators were trained by regional trainers



Together to a Dream Job!

The Together to a Dream Job project is intended to increase the competitive ability of mothers with small children and girls seeking their first ever job in the labor market, and socialize them by training, motivating and interacting with employers.

The project was implemented by the FOCUS-MEDIA Foundation and the Dobry Gorod Petersburg Foundation with the support of the CAF Foundation from March 2017 to October 2017.

PROBLEM:

The competitive ability of girls, who graduate from vocational colleges and education institutions, is often lower than that of boys by reason of early marriage and maternity. After maternity leave, they tend to lose professional skills and self-confidence, focus on household chores and do not know where and how they can find employment, when it is needed. The same problem is experienced by young mothers being on a maternity leave or trying to find employment after that. Most of them usually do not want to get back to regular employment and dream of changing their employment format or even their profession. Employers have generally no interest in having them back either.

ACTIVITIES:

The project provided informational and instructional support for development of the target groups' potential for their self-fulfillment and successful employment. Interactive master classes were held for vocational college students, after which girls were referred to the career4me platform for taking the required employment courses. For active mothers (social activists, bloggers having a very broad social outlook), a training was organized, after which they engaged other participants with small children in the project, created some mini projects aimed at providing them with various self-initiated employment opportunities. Webinars were held for participants with small children; a special module called Employment for Young Mothers was developed for the career4me platform, which included three courses: Preparing Yourself for Getting Back to Work, Developing Your Abilities and Organizing Own Business, SMM and Internet Advertising as an Earning Opportunity for Young Mothers.

Target audience:

- young mothers, families with small children;
- organizations and groups supporting the above categories;
- young girls, who are students of Moscow and Saint Petersburg vocational colleges

More than **400** girls registered with the program

23 master classes were organized



OUTCOMES:

- An indisputable success of the project was the establishment and maintenance of close contacts with educators and administrative staff of Moscow and Saint Petersburg vocational college; these contacts helped organize 23 interactive master classes for 1,523 girls seeking their first ever job, which aroused interest in the career4me platform among student girls. More than 400 girls registered with the platform and are now engaged in remote learning for development of their employment skills;
- Close contacts were built with mothers communities in Moscow and Saint Petersburg: Mamochki Kupchino, Sami useful projects incubator, MnogoMama Center for Assistance to Multi-Child Families, Moms Help Moms community (a group about business and job search for mothers). These contacts allowed us to provide more than 2,500 young mothers and their families with information, think through and map out further steps for development of an important issue of self-fulfillment and employment of women with children in both cities. More than 60 mothers engaged in learning at the career4me platform using a specially developed module;
- A successful idea in Saint Petersburg was to engage the Social Entrepreneurship Club in the project, which encouraged development of new contacts, showed new horizons for development of activist mothers to move from interesting local activities to social entrepreneurship.

More than **2,500** young mothers received information

More than **60** mothers completed learning using the platform

VIKTORIA KOPEYKINA, PROJECT TRAINER:

“The project uses an extremely useful online course for mothers seeking employment or self-employment at the <http://career4me.ru> platform. It remains open for taking today. The course is free! It is a charity project implemented by the FOCUS-MEDIA Foundation for mothers with children, who want to improve their skills required for successful employment. The module for mothers consists of 3 parts that allow improving their capabilities and organizing own business, studying the SMM and Internet advertising opportunities to make money from home, and preparing for getting back to office work. Approximately 60 young mothers completed learning on the platform for three months, and almost half of them noted that the resource was useful and modern!”



Orphans as Volunteers and Assistants

The Orphans as Volunteers and Assistants project is intended to raise the motivation of young people from children's homes and care institutions for employment and successful socialization by learning and active involvement in volunteering and social projects.

The project was implemented in cooperation with the Childhood Keepers Foundation with the support of the Moscow Public Relations Committee.

PROBLEM:

Socialization and employment of young people from children's homes and orphanages is a difficult task. This results from the lack of experience of trust relations with adults (parents), who are conductors of the existing standards and rules of conduct in the society. Young people from children's homes and care institutions often show such traits as infantilism and parasitic attitude formed by the existing system, which prevent them from fitting into the life of society and helping other people.

ACTIVITIES:

The main tool to work with such young people was the career4me interactive online platform <http://career4me.ru> and a special 4-phase program of classes, during which the young people got information and skills in the following major topics: moving into adulthood, relations with peers and people of opposite sex, resisting bad habits (alcohol, drugs, smoking), understanding the existing risks to health and protection methods, value of the family, development of leadership skills.

In addition, to get a closer insight into the social responsibility concept, they were involved in volunteering through participation in charity activities conducted by NGO partners.

PROJECT MATERIALS:

The project involved preparation of a brochure for young people *Useful Pages – 7 Steps to Your Dream Job* that helped make a plan for seeking a suitable job and writing of instructional guidelines upon completion of the project. Videos covering the activities within the project are available on the Foundation's website.

Target audience:

- Young people from children's homes and care institutions in Moscow, boys and girls aged 16 to 18 and graduates from care institutions aged 18 to 20;
- Educators and carers from children's homes and care institutions;
- Potential employers: business companies, social entrepreneurs and NGOs.



80 young people completed the program



24 young people completed an internship at commercial entities



OUTCOMES:

- The Dream! Plan! Act! Forum was held in cooperation with state owned and commercial companies (Youth Employment Center, Mosvolonter, IKEA, Burger King, Compass Group, Coca-Co1a, HBC, Double Tree by Hilton, Mary Kay, notjustflowers.ru, Tisso Publishing House, Oney Bank, Center for Humane Technologies) for 126 young people from 23 children’s homes, where they passed a computer-based testing and mini interviews, prepared themselves for seeking their dream job and received a brochure with information on employers and employment advice;
- 80 young people completed the 4-phase program, 67 persons completed learning on the career4me platform, 56 of them fully completed 8 required courses in employment skills;
- 24 young people completed an internship at commercial entities, doing a real job and studying at the same time under the guidance of tutors;
- 14 educators and carers completed training working with the online platform, and are now using new efficient methods to motivate and involve vulnerable youth in vigorous social activities;
- 11 representatives of business companies and employers gained access to the online platform, viewed young people’s CVs and invited them for an internship, on-the-job training and/or temporary work;
- At the final event in the end of the project, young people recalled everything, they had learned, watched a video involving them, shared their impressions of the summer internships and told how NGO projects helped them gain self-confidence and get over fear and discomfort;
- 15 employees of NGO partners participated in organization and holding of charity events, such as the Volunteer’s Day Roads of Goodness Quest Marathon, and rendered assistance in accompanying young people during the charity events and internships at business companies;
- Project guidelines were created, which can be used for other young people and institutions;
- A wide range of specialists got an insight into the most efficient methods for socializing vulnerable youth at a conference held at the premises of the Federal Institute for Education Development.

126 young people prepared themselves for seeking their dream job



11 representatives of business companies gained access to the platform

POLINA Y., 15 YEARS OLD, PARTICIPANT OF THE PROJECT FROM A FOSTER CARE FACILITY IN ODINTSOVO, FIRST-YEAR STUDENT AT A TEACHER TRAINING COLLEGE, FUTURE QUALIFICATION – PRESCHOOL TEACHER, WHO HAD AN EXPERIENCE OF WORKING AT TISSO PUBLISHING HOUSE IN SUMMER: *“I am grateful for the work experience I had for almost two months in a friendly team headed by Elena Pavlovna, an experienced manager, who treated new employees like mother and was always able to find the right words, help and support.”*



IMPLEMENTING PREVENTIVE HEALTHCARE PROGRAMS

Providing Young Women with Access to HIV Testing and Reproductive Health Services

THE OBJECTIVE OF THE PROGRAM is to provide young women with access to HIV testing and reproductive health services by supporting the dance4life movement and developing medical staff's skills of consulting on HIV issues and motivating young women to seek regular testing and medical care.

Project geography: Rostov-on-Don, Yekaterinburg (Sverdlovsk Region), Republic of Buryatia, Nizhny Novgorod, Kemerovo, Moscow.

PROBLEM:

At the beginning of 2017, more than 1.1 million HIV infections were registered in Russia. New HIV infections were increasingly registered among people in the age of 20 to 40; in some regions the main path of HIV infection was unsafe sex. Physiological and psychological make-up of women make them more vulnerable to HIV: approximately 100 women per day get HIV in Russia. An increasing number of women come to know about their HIV status during pregnancy. Thus, it is important for the work to be addressed both to women and medical service providers.

ACTIVITIES:

A professional development program *Medical and Psychological Consultation on Preventing and Fighting the Spread of HIV* was implemented in Rostov State Medical University for obstetrician-gynecologists (a module of 144 hours) within the continuous medical and pharmaceutical education system employed by the Russian Ministry of Health for certification of specialists. The course of 144 hours, which will be held in 2018, was included in the calendar plan of the extended education cycles.

Trainings (level 1 and level 2) for gynecologists in basic HIV aspects were completed three project regions: Yekaterinburg, Rostov-on-Don and Naberezhnye Chelny (Republic of Tatarstan). The participants were given an opportunity to train the obtained consultations skills in practical exercises.

Regional partners (Molodye Mediki Dona of Rostov-on-Don, Svetoch of Naberezhnye Chelny, Era Zdorovya of Yekaterinburg) continued working in this area by maintaining communication, providing extended trainings and offering consultations with specialists, who attended the training.

Target audience:

- Gynecologists.
- Regional youth NGOs - members of the dance4life movement, a major network of youth NGOs operating in the field of public health and sexual and reproductive health (SRH) of Russian youth.



Ultimate beneficiaries:

The ultimate beneficiaries are young women, including those living with HIV; the group includes women aged 15 to 29.



An awareness campaign intended to promote HIV testing among young women and the 2live.ru educational online platform for young girls was conducted. The campaign involved a video intended to promote the testing among women Be Confident in Your Future – Do a HIV Test (<https://www.youtube.com/watch?v=XNUf33Xg648> – 1,021 views), a video intended to promote the 2live.ru educational online platform Simple Rules of Your Health! (<https://www.youtube.com/watch?v=a5OBM90ew44> – 1,560 views) and 20,150 copies of informational and educational materials (booklets, advertising cards, leaflets, stickers, posters). The awareness campaign was conducted in 5 Russian regions: Nizhny Novgorod, Ulan-Ude, Kemerovo, Rostov-on-Don, Yekaterinburg (Sverdlovsk Region). Information about the importance of HIV testing was published on 15 women’s forums on the Internet.

77 dance4life volunteers were trained; a training for trainers of the Russian dance4life network (12 trainers) was held; the 2live.ru educational online platform was updated and adjusted to mobile devices; a video to promote the platform was released; a working meeting to work out the strategy of switching to a new dance4life operation model (28 participants) was held; a training was held for trainers (21 trainer) within the Life Skills program. A new tool Journey4life was introduced to the participants.

Outcomes:

- 101 gynecologists were trained to consult HIV-positive women and women of reproductive age on the paths of HIV, protection methods and testing.
- approximately 4,000 women received consultations and printed materials from gynecologists, who had completed the training, including approx. 200 HIV-positive women, who were consulted on living with HIV, reproductive health and adherence to antiretroviral treatment.
- more than 10,000 women were given messages and materials within a focused awareness campaign intended to motivate women of reproductive age to undergo testing; the campaign was conducted using women’s forums on the Internet.
- a consultation training course was developed, certified and implemented in a single medical educational institution in Rostov-on-Don.
- 5,500 young women and girls participated in the dance4life program in 135 educational institutions in 14 project regions.
- 77 young leaders from 3 regional NGOs (Rostov-on-Don, Yekaterinburg, Republic of Tatarstan) were trained in the dance4life philosophy.
- approximately 10,000 persons participated in joint actions organized by regional dance4life members.

An obstetrician-gynecologist from Naberezhnye Chelny:

“Your work is very well structured. It is easily perceived, when theory and practice are combined. Apart from using the knowledge received at the training for consulting women, I used the consultation algorithm for other diseases as well. And I see the result: patients trust me more when we communicate and willingly follow my recommendations and instructions.”

“My name is Sveta (not her real name) and I am HIV positive. I visited a maternity welfare center, gynecologist T.V. Dresvyannikova, for the reason of pregnancy and doubting whether to leave the child or have an abortion, as we experience family problems and we also have another child, who is 2 years old only. I had never visited an AIDS center before, though I was aware of my HIV status. Tatiana Viktorovna had a good talk with me and gave me the phone number of a consultant from the Svetoch Foundation. They accompanied me to an AIDS center and gave me the support I needed. Thanks to the doctor.”

Tatiana Viktorovna had a good talk with me and gave me the phone number of a consultant from the Svetoch Foundation. They accompanied me to an AIDS center and gave me the support I needed. Thanks to the doctor.”



Developing the Skills to Consult Women on HIV Issues

This project is complementary to the previous one: it has the same purpose and addresses the same problem.

ACTIVITIES:

Two trainings were held for gynecologists on the topic Consulting Women on HIV Issues. The total number of attendees was 40 gynecologists (Irkutsk – 22, Bratsk – 18). The training was held with the support of the regional Center on Prevention and Control of AIDS and Ministry of Health of the Irkutsk Region.

40 obstetrician-gynecologists and other medical specialists completed the training

STORIES OF SUCCESS:

A participant of the training in Irkutsk (an obstetrician-gynecologist) called a day after the training and told that being inspired by the training she had a talk with her daughter, a student of a higher education institution, and decided to give preventive classes to student of that higher education institution.

A pediatric physician from the Irkutsk AIDS Center told that they arranged counseling of pregnant women living with HIV by a peer psychological consultant, who agreed to give help and consult as a volunteer.



Dance4Life: Implementing a New Model of Working with Youth in Russian Regions

DANCE4LIFE is an international project aimed at promoting a healthy way of living among youth, preservation and strengthening of the reproductive health, preventing HIV and other socially significant diseases through personal fulfilment of young people, creation of a favorable environment and motivation for their active involvement in prevention of HIV, drug use and other risks to the health of youth. The project employs interactive methods, music, dancing and youth culture to involve youth in active volunteering, has been implemented in Russia more than for 12 years and involves more than 220 thousand young people.

OBJECTIVE OF THE PROJECT:

Promote youth empowerment, positive changes in the behavior of young people and development of leadership skills.

PROBLEM:

Many young people engage in risky behaviors (drinking and drug use, unsafe sexual contacts, etc.), which lead to HIV and other sexually transmitted infections, unwanted pregnancy, sexual violence. More than 1 million HIV infections have been registered in Russia; 25% of the HIV infected are young people under 30; more than 10 thousand teenage pregnancies are registered every year. Awareness of the youth of the existing risks to health and the necessity of health promotion is quite high, however, the knowledge is not transformed into safe behavior skills, as Russian schools do not employ regular programs aimed at providing youth with the skills needed for a successful adult life and health, including the ability to resist pressure from peers and negative examples of adults (alcohol abuse and drug abuse, smoking), understand themselves and their emotions, cope with the difficulties in communication with peers and adults, recognize the existence of harmful social stereotypes and resist their impact. For this reason, in 2017, Dance4Life decided to implement a new model of the program to improve the efficiency of the project and have a better effect on changes in the youth behavior in the field of public health and health promotion. The program is called Journey4Life.

Target audience:

- Students of secondary schools and students of vocational colleges and higher education institutions aged 15 to 19
- Administrative managers of educational institutions
- NGO employees working with youth



More than 1 million HIV infections have been registered in Russia



DESCRIPTION OF THE PROGRAM:

The journey consists of 5 stages and runs through 3 main 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 society they live in, their role in the society and the possibility to make changes in the society to improve it.

The journey consists of **10 Encounters**. The duration of each encounter is **90 minutes**. The encounters are hosted by specially trained facilitators **Champions4Life (16-22 years old)**.

The program employs a method of training through experience: Champions do not train, but together with the participants go through all the role-playing games and exercises related to the real life of youth, recommend reliable information sources, offer and jointly think out various ways to train the skills (e.g. take a HIV test), and refer the participants to partner health care facilities, if needed.

Upon completion of the program, the participants are given an honorary title of an agent4change. Champions are selected using special criteria: to train the Champions, internationally certified Russian trainers hold a special 5-day training.

ACTIVITIES:

A pilot program was conducted in Nizhny Novgorod from July 2017 to April 2018. The project started with working meetings with partners and a training for regional coordinators and representatives of the authorities; mechanisms to implement the new model in Russia were developed, focuses and topics relevant for Russia were identified. Then, a training was held to train Champions – the first in the world team, which started conducting the Journey in Nizhny Novgorod schools and colleges in November 2017. An additional training for Champions was held in November for representatives of other Dance4Life network regions. The training was attended by representatives of 12 regions: Moscow; Izhevsk; Sverdlovsk Region; Irkutsk; Rostov-on-Don; Tver; Kemerovo; Ulan-Ude; Kirov; Saint Petersburg; Norilsk; Nizhny Novgorod.

OUTCOMES:

30 Champions4Life were trained, who then conducted 28 Journeys; 519 trainees completed the training and were nominated agents4change. The efficiency of the project will be assessed in 2018.

YEGOR SAVIN, CHAMPION4LIFE: *“What is motivating me to be engaged in the D4L projects? These are new friends, joint efforts, joint experience, good cause. I like working with the guys. It is self-development, emotions you get from the process of work, our encounters. What we do is very important. It is a process of educating children, which is nowadays, in my opinion, sidelined.”*

519 persons
completed the training



28 journeys



Dance4life: Comprehensive HIV, STDs, Drug Use Prevention and Preservation of Reproductive Health of Youth in 14 Russian Cities



OBJECTIVE OF THE PROJECT:

Create an opportunity for young people, including those living with HIV, in 14 Russian regions to preserve health and be a part of important social activities by strengthening the potential of the comprehensive prevention program within the dance4life network, encouraging interaction between regional partners, expanding the outreach and engaging the most at-risk youth in the program.

TARGET AUDIENCE:

- Youth aged 14 to 22, including those living with HIV, orphans, children without parental care and disadvantaged children;
- Regional project coordinators;
- Representatives of local government institutions interested in the project.

PROJECT GEOGRAPHY:

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

ACTIVITIES:

The following trainings were held: a training to create a common Russian project development roadmap; a training for trainers of regional dance4life teams; a training for trainers in involving HIV-positive youth and young people in dance4life team operations in three regions. Fixtures were made and handed over for further operation of the antismoking mobile exhibition. A webinar was held dedicated to local mobilization of resources. A network campaign What I Am Doing was implemented. The participants were invited to write what they do to protect themselves against HIV (ME table), what they do to protect themselves, close people and partners (ME and YOU table), and what they do to mitigate the spread of HIV in the society (ME and SOCIETY table) on sheets.

OUTCOMES:

- 28 representatives of the project regions (NGO and authorities) got an insight into the project and the project roadmap;
- 14 trainers gained the required skills to train Champions – facilitators of the program for trainees;
- 9 regional trainers were trained to work with HIV-positive youth;
- 14 representatives of the regional Dance4Life network gained knowledge on mobilization of resources;
- The outreach of the training program (phase 1) was 14 educational institutions;
- The program was attended by 1,880 young people;
- 8,131 persons participated in the network campaign.

Yna, an employee of the Svetoch Foundation, Naberezhnye Chelny: *“The dance and the energy were dazzling. Early this year, we had a 4-phase training for our team of volunteers. After the training, I understood that this was not just dancing and fun, but real responsibility for everything I do, for every word and movement in the dance. We started trying to launch the program in our schools, but we were not taken seriously. It was difficult to communicate with educational institutions, but we did not want to give up, and we started approaching the institutions together with the AIDS center, as then we were taken much better. Now, we do not look for educational institutions, but they look for us, and ask us to hold our activities for them. We are glad to do it now without any support from the AIDS center. We are pleased to find that we are spoken about at the local TV, we started to receive acknowledgments, we see the results of our efforts and we want to do even more, cover the whole region, so that our region would become a region of volunteers. Participating in the project activities, I got brave. I had never been at the stage before, and I was so nervous that I would sink through the floor, but after I tried it once again, I wanted to show myself more and more. I understood that I was able and needed to move further, as youth is our force – only they can make the world healthier.”*



Dance4life Energy for Health of Youth in Norilsk (Dance4life Norilsk!)

OBJECTIVE OF THE PROJECT:

Contribute to mitigation of the HIV growth rate in Norilsk by delivering the efficient dance4life technology aimed at preventing HIV, development of leadership skills and promotion of healthy way of living among youth and local partners, and inclusion of the region in the Russian dance4life network.

ACTIVITIES:

15 youth specialists and 20 volunteers were trained to implement all phases of the project. The specialists and the volunteers conducted the Dance4life program in Norilsk schools and organized the final Celebrate event for the most active participants.

OUTCOMES:

- 3,956 young people completed the Life Skills training;
- 150 young people participated in the Celebrate session;
- Participants of the program significantly improved their knowledge and changed their attitude to HIV and other risks to their health;
- The trained specialists highly valued the methods of working with youth and expressed their willingness to continue the program through their own efforts;
- The teams of volunteers took active part in the project and were willing to promote the project in the region;
- 579 young people participated in the Heart Connection Tour (phase 1 of the program).



The project activities were covered by various mass media:

<http://norilsk-tv.ru/4227-tancuy-radi-zhizni.html>
https://vk.com/dance4liferu?w=wall-9626849_11079
<https://www.facebook.com/dance4lifeRu/videos/14753027..>
<http://www.ttelegraf.ru/news/55447-realizatsiya-proekta-tantsuy-radi-jizni-norilsk-startuet-segodnya>
<http://norlive.ru/mass-media/view/316>
<http://24.rodina.news/norilske-startoval-proekt-tantsui-radi-zhizni-norilsk-17042614410063.htm>
<http://norilsk.bezformata.ru/listnews/norilsk-stanet-aktivnim-uchastnikom/56590197/>
<http://www.gimnaziya7.ru/news/v-gimnazii-startoval-proekt-dance4life>

ADDITIONAL DANCE4LIFE PROJECT ACTIVITIES. OUTCOMES:

- Various campaigns supported by all regions included in the project outreached more than 28,000 people;
- Two representatives of the Russian Dance4Life network participated in the international Dance4Life meeting in Amsterdam, discussed further development of the project, shared their experience in implementation of the project;
- Two trainers from Russia were included in the international Trainers4Life pool;
- Two regions, Norilsk and Naberezhnye Chelny, joined Dance4Life Russia;
- Regional project teams engaged local authorities, representatives of the business sector, mass media and private donors in organization of the activities. The total amount of the raised money was RUB 1,856,252.

579 young people participated in the Heart Connection Tour



Anna Markova, a teacher from Polytechnic College of Norilsk State Industrial Institute: *"I am ashamed to confess that I knew no details about HIV and other information we were told here. Now I know how and what to tell, and how to prepare young people for this talk."*

SUPPORTING AND DEVELOPING NGOs

CITI Volunteer's Day

On June 3, a charity quest marathon *Roads of Goodness* was held in Sadovniki Park (Moscow), which was dedicated to the Children's Day. The event was organized by the FOCUS-MEDIA Public Health and Social Development Foundation and Citibank Russia (Citi Foundation) under the auspices of the Citi – Volunteer's Day international initiative.

OBJECTIVE OF THE EVENT:

Introduce the activities of charity foundations supporting various groups of children and young people to the marathon participants – Citibank employees.

ACTIVITIES:

The quest marathon included the so-called Sportivnaya station, where races and bicycle races were held, including the ones for children. All participants of the event, except for short- and long-distance races and bicycle races, participated in the activities at charity foundation's stations. Each foundation made its own quest station with an activity, which best reflected the activities of the entity. As the participants passed the stations, they filled in roadmaps given to them at registration and put them into the box of an entity, whose charity activities they would like to support. Depending on the number of the cards collected, each fund was given a monetary donation. The largest number of the cards was given to the Regional Disability NGO Perspektiva, the second was the Sozidaniye Foundation, whose representatives tried to get across a very important message: anybody can help with Sozidaniye. The Childhood Keepers, Downside Up and FOCUS-MEDIA foundations also conducted interesting activities and received almost an equal number of the participants' cards.

OUTCOMES:

- Under the Social and Professional Self-Determination of Youth with Disability, the Disability NGO Perspektiva organized a 5-day leadership camp attended by 21 young people with various disability forms.
- Sozidaniye Foundation raised 100,000 rubles at the event, which amount was transferred in full for treatment and rehabilitation of Lera Chetvergova in the Sakura center.
- Childhood Keepers, FOCUS-MEDIA and Downside Up foundations dedicated their activities to addressing the issue of vulnerable youth employment and channeled the raised money in activities facilitating development of the skills and adaptation of youth with various problems.



Target audience:

- NGOs
- Citibank employees

5 NGOs participated in the event:

- FOCUS-MEDIA Foundation – a senior NGO operating in the field of public health, youth development and civil society support.
- Regional Disability NGO Perspektiva – a leading entity standing up for the rights of people with disabilities in Russia
- Downside Up Foundation specializes in providing early psychological, educational and social aid to children with Down syndrome and their families in Russia
- Sozidaniye Foundation operates in the field of charity and social support of the socially disadvantaged groups
- Childhood Keepers Foundation helps orphans find a close adult, a friend (a Mentor), prepare for independent life, gain self-confidence and find a job they like.



WE ARE THANKFUL TO ALL OUR PARTNERS
AND DONORS. OUR WORK WOULD
BE IMPOSSIBLE WITHOUT YOU!

dance4life



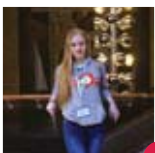
**Irina
Yezhova**
Nizhny Novgorod



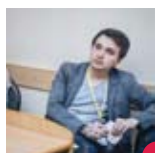
**Lera
Lavrova**
Izhevsk



**Olga
Chekanova**
Kemerovo



**Polina
Pomosova**
Moscow



**Aleksey
Blinov**
Kirov



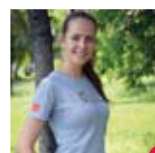
**Roman
Polikarpov**
Rostov-on-Don



**Anna
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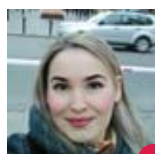
**Leya
Gromova**
Tver



**Yulia
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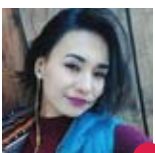
**Akeksandra
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**Yana
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**Anna
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**Irina
Yermolayeva**
Volzhsky

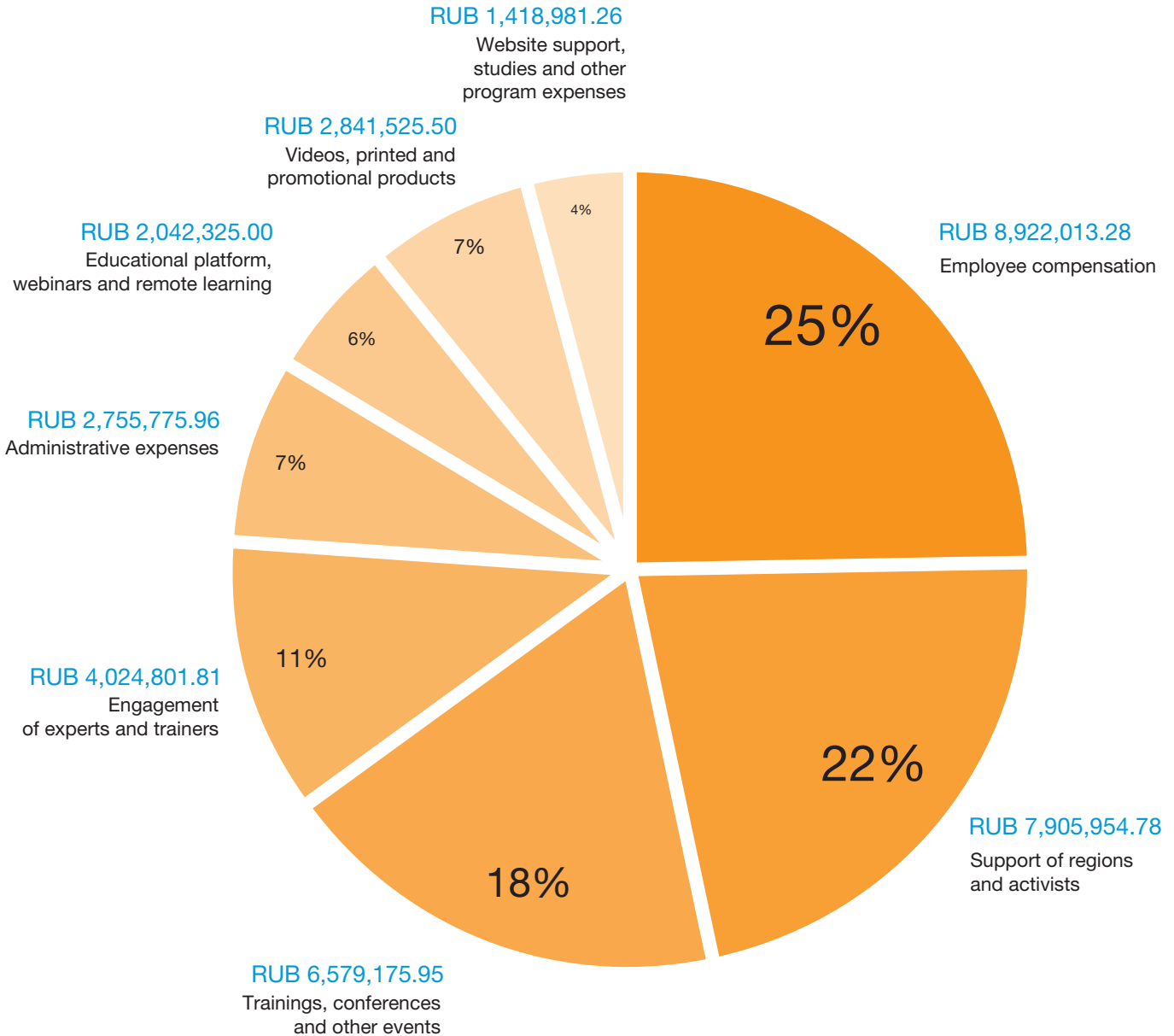


**Irina
Shestimirova**
Kolomna



**Irina
Yezhova**
Nizhny Novgorod

FOCUS-MEDIA FOUNDATION'S EXPENSES IN 2017



TOTAL
36 200 553,54

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