

# WOMEN FIRST DIGITAL:

## An eHealth platform providing reproductive health solutions

The global digital revolution is transforming how more than 5.3 billion people access sexual and reproductive healthcare (SRH). Technology's pervasive influence offers a distinct opportunity to connect with marginalized populations often excluded from conventional healthcare systems due to geographical constraints, prohibitive costs, and societal stigma.

In this 'digital first' age, women and young people are increasingly turning to the internet as their primary source of information, including for guidance about reproductive health and abortion information.

[Women First Digital \(WFD\)](#) is an eHealth social enterprise that leverages the power of this digital revolution by reaching women directly on their handheld devices. WFD makes SRH self-care more universally and equitably accessible with easy-to-understand information and linkages to on-the-ground resources.

WFD offers a range of digital products, including localized websites, on-demand abortion counseling, a referral database of global abortion providers, an eLearning center, multichannel chatbots, and a targeted on-the-ground presence in select countries. Collectively, these products work to minimize barriers, improve access, and strengthen women's decision-making power so that SRH self-care is universally accessible.

*From 2015–2023, WFD received more than 31 million site sessions with users from over 242 countries; provided over 500,000 direct-to-user services for abortion care; facilitated over 75,000 referrals to abortion care providers; certified over 15,000 medical abortion providers; and reached over 500 million users across social media.*

**WFD** Women First Digital



WFD envisions a world where all women have access to sexual and reproductive health services that are safe, reliable, and individually tailored.

# Digital products that inform and empower

HOWTOUSEABORTIONPILL.ORG



[HowToUse](#) offers stepwise, simple instructions for the safe management of an abortion with pills in 26 languages. Often the primary resource for women seeking accurate medical abortion information in their local language, HowToUse’s guidance for self-managed abortions is available for pregnancies up to 13 weeks and is delineated by each stage of the abortion process (before, how to, and after).

HowToUse also has 58 country profiles that specify the legal parameters for abortion access; types of abortion methods available; abortion pill brands, costs, and images of common in-country pills; and local resources such as hotlines and clinics.

To ensure local relevance and ease of access, HowToUse is also available through Spanish and French URLs, namely [comoabortarconpastillas.org](#) and [lapilule.org](#).

To address the importance of well-trained healthcare providers for safe abortion access, HowToUse partnered with the International Planned Parenthood Federation (IPPF) to develop a free [pan-provider course](#) that is

offered through Moodle— an open-source eLearning platform. This course is offered in 13 languages: English, French, Spanish, Portuguese (Brazilian), Portuguese (European), Russian, Arabic, Bulgarian, Slovak, Hungarian, Romanian, Polish, and Ukrainian. Upon completion, providers can earn a certification endorsed by the International Federation of Gynecology and Obstetrics (FIGO). This course has already certified 13,000 providers.

HowToUse also partnered with Doctors Without Borders to develop two online courses: one to support [humanitarian aid workers](#) providing medical abortions in restrictive and conflict-prone areas, available in 5 languages (English, Spanish, Portuguese, French, and Hindi), and another for end users to safely [self-manage an abortion at home](#) in 26 languages.

HowToUse also features “[Ally](#)”, the first-ever chatbot built for abortion care, which is available on its website, [Facebook](#), [WhatsApp](#), and [Instagram](#). Ally offers personalized information and automated prompts on medication abortion and has supported over 222,000 conversations.

Ally now also includes new features such as voice functionality and an in-built pregnancy calculator. Ally is available in English, Spanish, Portuguese, French, Hindi, and Kiswahili.



Abortion information is available in 26 languages.



SAFE2CHOOSE.ORG



The [safe2choose](https://www.safe2choose.org) website is available in 10 languages and provides information on self-managed and provider-assisted abortions, answers to [frequently asked questions](#), and [testimonials](#) from women who have received support.

[safe2choose](https://www.safe2choose.org) safe2choose is a leader in providing confidential and comprehensive support for abortion care. With its interactive counseling platform that is offered through live chat and email, the team of medically trained counselors provides compassionate and accurate guidance at each stage of the abortion process.

To improve efficiency and keep up with mounting demand, safe2choose has automated its screening process to provide round-the-clock responses to common questions and direct users to relevant resources.

safe2choose links users to verified local abortion providers and support organizations via its custom-built, encrypted database to ensure a seamless journey from online to on-ground support. Providers can [self-register](#) and undergo thorough vetting for quality, while the database's geolocation feature directs users to the nearest and safest point of care.

With over 1,000 points of care registered across 81 countries, safe2choose is dedicated to providing accessible and informed support to women globally.

In 2023, safe2choose launched an [Online Counseling Certification](#) to build and strengthen the skills of those providing online



WFD's websites inform users and providers about abortion with pills and self-care procedures.

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abortion counseling. This toolkit comes as a 30-hour course that covers pertinent topics – abortion stigma, sexual and reproductive health knowledge, digital safety tools, and self-care tools for counselors – and is already available in English, French, and Spanish, with Portuguese coming soon.

FINDMYMETHOD.ORG

## FIND MY METHOD.

[Find My Method](#) is a comprehensive and user-friendly resource that promotes sex and pleasure-positivity by providing reliable and easily understandable contraceptive information in 13 languages.

The website's non-judgmental and youth-friendly content addresses common questions and concerns that may hinder the uptake or continuation of contraceptives– such as concerns around side effects, cost, and access points. Through [a contraceptive quiz](#) and [comparison tools](#), users can make informed decisions about contraceptive methods based on their individual preferences and lifestyles. A contraceptive bot – Myka – has also been launched on the [website](#), [Facebook](#), and [WhatsApp](#) to offer a multimodal user experience.

Find My Method provides comprehensive profiles for each contraceptive method that are tailored to the specific country in which they are available. These profiles offer critical information such as the general accessibility

of the product, pricing, and images of locally available contraceptive brands.

Find My Method is scaling its [contraceptive directory](#) to address the barriers women face in accessing accurate information and trusted providers. This centralized hub will provide geo-located provider information and allow users to share reviews on their access experience. The directory was piloted in Mexico and is now being expanded globally.



Find My Method uses a sex-positive approach to discuss contraception, sex, and pleasure.

### FEATURES OF WFD'S TECHNOLOGY

WFD prioritizes global scalability and localization in its digital products through language, bandwidth, local preference, and data security adaptations. WFD's websites are built

with GatsbyJS as the front-end and WordPress as the back-end, creating fast-loading and dynamic websites that are less prone to hacking and have faster crash recovery.

The safe2choose counseling platform is hosted on FreshWorks, offering a secure and user-friendly backend, quick responses, and multilingual automation. The FreshWorks API (application programming interface) allows for external integration, enabling safe2choose to extend its counseling services to other partner websites and digital resources.

The Ally chatbot is also designed to be interoperable with partner websites, facilitating a seamless online user journey.

The safe2choose provider database was custom-built on Laravel, with restricted access limited to the counseling team. Multiple layers of encryption protect provider contact information, ensuring the confidentiality and security of sensitive information.

All of WFD's websites and digital products are fully compliant with the General Data Protection Regulations (GDPR) and international IT policies.

WFD continues to position itself at the forefront of digital self-care by experimenting with new and relevant technologies, taking a particular interest in the potential of AI.

We are already adopting early AI-assisted operational functions and will continue to explore AI's potential in self-care moving forward.

## STRENGTHENING GLOBAL RELATIONSHIPS AND PRESENCE

WFD is working with partners on a global stage to advance SRH care. Notable events included [RightsCon](#), [Netroots Nation](#), [Women Deliver](#), [Inroads](#), [Foro Idea](#), and [the FIGO World Congress](#), where we collaborated with a diverse range of partners who are aligned with our mission of increasing access to reproductive healthcare.

In the last few years, online SRH information, particularly content involving women's health and abortion, has become increasingly [censored by BigTech](#). To combat this threat to sexual health visibility, WFD is working as a part of the [Repro Uncensored coalition](#) to advocate for tech policy change and content moderation transparency. Our official stance was also published as part of the Meta Oversight's Board call for [public comment](#).

WFD also published a [paper](#) in the Palgrave Encyclopedia of Social Marketing sharing lessons for digital abortion care from the perspective of an eHealth Social Enterprise.

## DIGITAL MARKETING AND COMMUNICATIONS

WFD places great importance on ensuring that its informational products are easily accessible to those who need them. To optimize its reach and visibility, WFD employs a multi-faceted digital media strategy.

Search engines play a vital role in helping users find the online information they need. WFD's SEO strategies optimize its content

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with relevant keywords, backlinks, and meta descriptions, and tags to make it easier for users to find our resources and keep pace with changing search engine algorithms.

Social media has also become an indispensable tool for WFD to engage with its audience and disseminate information. By providing its content in multiple languages and across various platforms, WFD's social media pages have garnered a following of 600,000 and a far-reaching audience of 80 million in 2023. The growing popularity and reach of these pages are a testament to WFD's innovative, creative, and sometimes provocative content, which seeks to inform and spark discussions on sensitive topics, and ultimately shape attitudes towards abortion, bodily autonomy, and sex-positivity.

WFD understands the value of collaborating with local content creators to drive traffic to its three websites. This collaborative effort involves influencers, activists, bloggers, and media publications beyond the SRH space.

By partnering with content creators who have built a loyal following and established trust with their audiences, WFD can make its information relatable and accessible to a wider community. This approach has led to partnerships with over 100+ content creators across 37 countries, reaching an estimated 17 million users.

Keeping pace with evolving digital preferences and habits among its users, and reaching users who may not typically access its resources, WFD experiments with small-scale pilots and emerging digital channels to engage with users in the spaces they frequent. This allows WFD



to remain agile and adapt to changes in digital use while ensuring that its resources and information remain relevant and accessible.

## LINKING THE VIRTUAL AND THE REAL

WFD conducts offline activities in universities and youth centers to increase awareness of abortion with pills.

WFD recognizes that not everyone has access to the internet, especially vulnerable women and youth. As internet penetration rates continue to rise globally, those without access to the web mustn't be left behind. To bridge this information gap and reduce unmet needs, WFD invests in offline marketing and outreach by strengthening partnerships with on-the-ground organizations, provider networks, women and youth action groups, and university associations. This enables WFD to disseminate simplified and localized educational and informational materials, such as posters, pamphlets, and pregnancy wheels, to people who may not have access to the internet.

In addition to these materials, WFD conducts briefing events to introduce attendees to each platform and take them through the medical abortion protocols. These events ensure that people are informed about the available resources and understand how to access them.

## DEMOGRAPHICS

According to Google Analytics data, users from over 242 countries and territories have accessed WFD websites. Over 90% of WFD's digital products are accessed through mobile devices, underlining the importance of mobile compatibility and accessibility.

Women constitute the majority of users for all three of WFD brand websites, though the sites also draw a significant number of male users. WFD's digital products are most popular among visitors aged 18–24, followed by the 25–34 age group. While Google Analytics does not report data for minors, anecdotal evidence suggests that visitors under 18 also frequently access WFD's websites.

While every corner of the world accesses WFD brands, our communications and outreach work is most focused in Latin America, French-speaking West Africa, East Africa, South Asia, and the US. However, our team is equipped to offer turnkey solutions that can be applied across different regions, countries, or cities.

We work to understand our users and how they prefer to navigate digital resources. WFD will continue to center our product features around the user needs and preferences that arise in their online journeys to care.



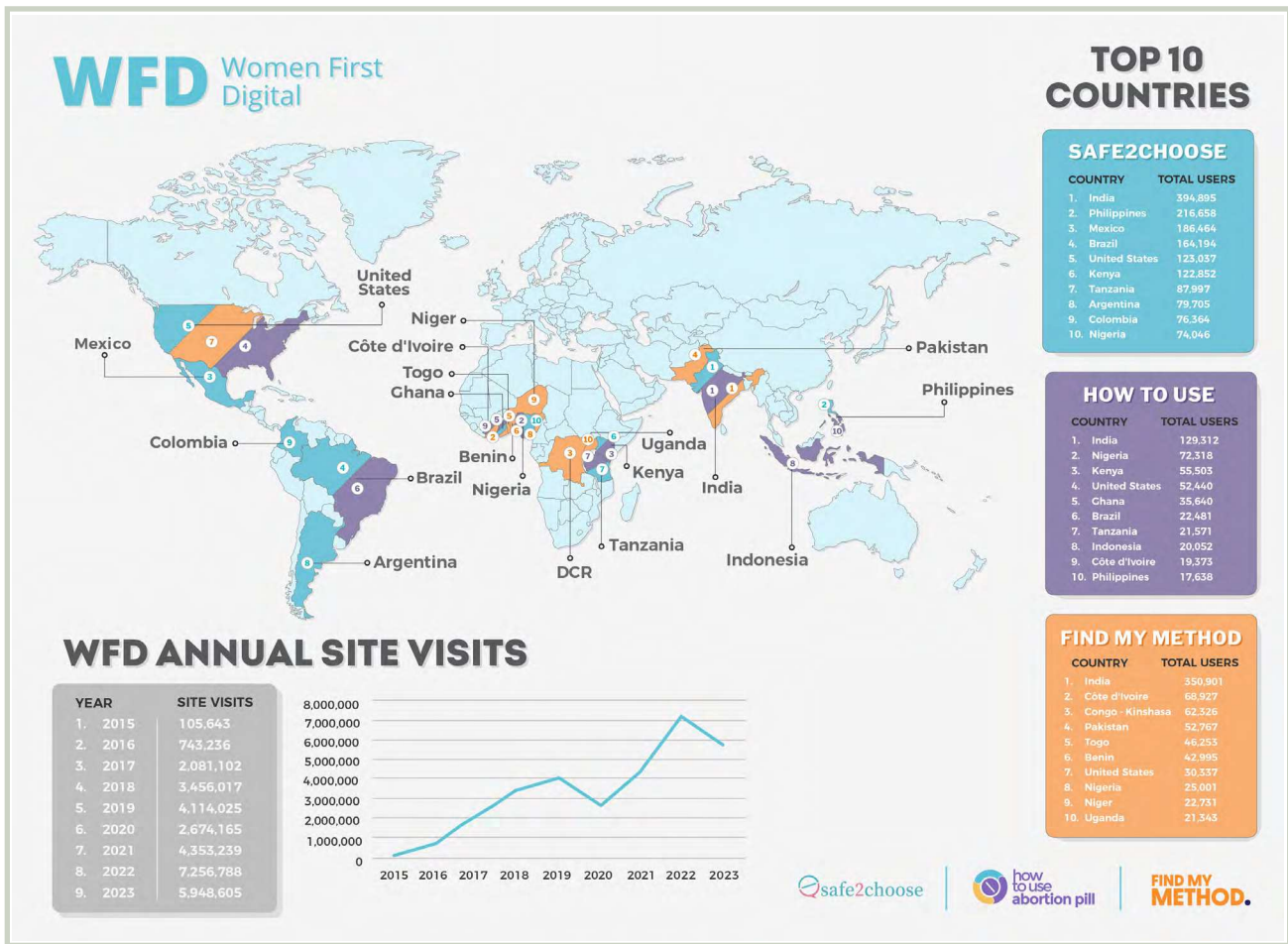
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# Contact

If you are interested in a collaboration or have any questions, please contact us at [info@womenfirstdigital.org](mailto:info@womenfirstdigital.org).

Learn more about Women First Digital, what we do, and where we work by visiting us online at [www.womenfirstdigital.org](http://www.womenfirstdigital.org). You can also get periodic updates by following us on [LinkedIn](https://www.linkedin.com/company/women-first-digital/).

## The map below highlights the top 10 country visits for each website in 2023



**Women First Digital is transforming how sexual and reproductive healthcare is designed, delivered and accessed.**

WFD is affiliated with a registered U.S.-based 501c(3) non-profit organization.

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