

100%.LIFE

**ANNUAL REPORT
2021**

100%.LIFE

A Ukrainian flag with a trident symbol on a pole against a blue sky. The flag is waving and has a yellow top half and a blue bottom half. The trident symbol is at the top of the pole.

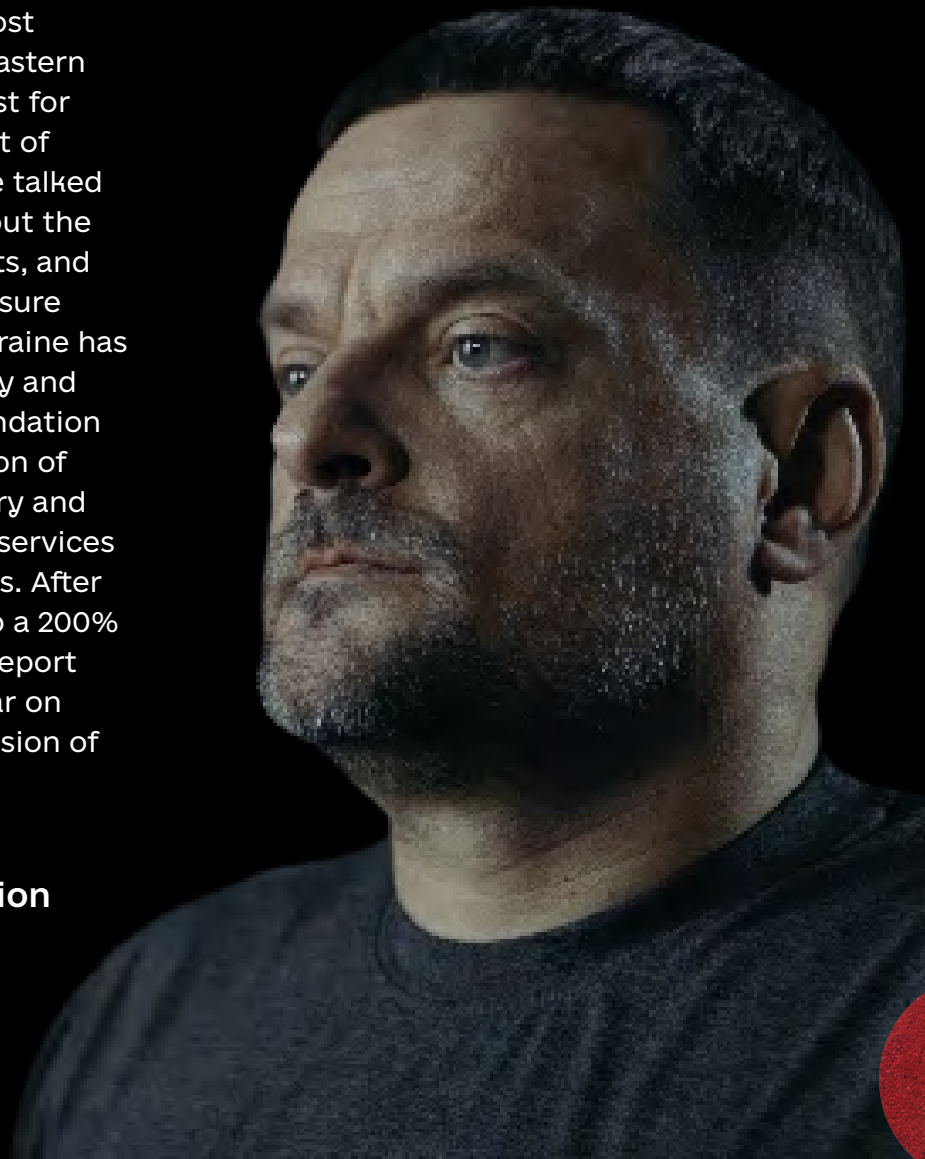
THIS REPORT WAS SUPPOSED TO BE DEDICATED TO 20 YEARS OF VICTORIES! AFTER ALL, THIS IS THE AGE THAT CO «100% LIFE», THE LARGEST PATIENT ORGANIZATION IN UKRAINE, REACHED IN 2021

INSTEAD, WE ISSUE IT WITH A SIGNIFICANT DELAY AND IN A SIMPLIFIED VERSION DUE TO THE FULL-SCALE WAR INSIDIOUSLY UNLEASHED BY russia IN UKRAINE ON FEBRUARY 24, 2022

This report presents key achievements in 2021 as part of CO «100% LIFE» projects. The muted colors of the report contrast with the fantastic achievements of the «100% Life» team fulfilled in that last year before the full-scale war.

“CO 100% Life is a phenomenon that will be studied as a case of turning the impossible into the possible. How a group of the most alienated people in the society turned into the most powerful patient movement in Eastern Europe. Stubbornness and a thirst for life have always been at the heart of the organization. During 2021, we talked about 20 years of victories – about the path that we, as activists, patients, and organizations, have walked to ensure that every person with HIV in Ukraine has access to highly effective therapy and services. We have become a foundation that influences the transformation of the medical system in the country and sets the standards for providing services for patients with chronic diseases. After February 24, 2022, we turned into a 200% life-saving effort. However, this report records the chronicles of the year on the eve of Russia’s full-scale invasion of Ukraine.»

– **Dmytro Sherembey,**
Chairman of the Coordination
Council of CO «100% Life»



Between 2012 and 2021 alone, CO «100% Life», using the financial support of donors and partners, brought to Ukraine:

502 flights
with medicines and medical supplies

More than **7,000,000**
sets of ARV therapy

3,500,000
HIV tests

Over **UAH 7,000,000,000**
in grant funds raised to help Ukrainian patients

CO «100% Life» makes the impossible possible!



CO «100% Life»*
is the largest patient
organization in Ukraine

**Fighting for life
is our mission. Life,
stubbornness, honesty,
creativity are our values.**

15,000

associated
members

501

active members
of the organization

24

regional
branches

*known as the All-Ukrainian Network of People Living with HIV/AIDS Charitable Organization



20

YEARS
OF VICTORY

FIGHT FOR LIFE

100%LIFE



The 100% Life Representative Office Network: Regional Development

Vinnysia

Vinnysia Regional Branch of the All-Ukrainian Network of People Living with HIV/AIDS Charitable Organization
Oksana Shevchuk, Head

Dnipro

Charitable Society «Network 100 Percent Life Dnipro»
Kolisyk Oleksandr, Chairman

Zhytomyr

Charitable Foundation «100 Percent Life. Zhytomyr region»
Nataliia Nagorna, Head

Zaporizhzhia

Charitable Organization «100% Life. Zaporizhzhia»
Iryna Doroshenko, Head

Kherson

Charitable Society «100 Percent Life. Kherson region»
Tetiana Parshykova, Head

Kyiv

Charitable Organization «100% Life. Kyiv region»
Vitalii Tkachuk, Head

Kramatorsk

«Charitable Foundation «Club «Svitanok»
Svitlana Moroz, Head

Kryvyi Rih

«Charitable Society «All-Ukrainian Network of People Living with HIV/AIDS» in Kryvyi Rih»
Oleksandr Kripak, Chairman

Kropyvnytskyi

Charitable Organization «100% LIFE. Kropyvnytskyi»
Yuliia Chabaniuk, Head

Mykolaiv

Mykolaiv Charitable Organization "All-Ukrainian Network of People Living with HIV/AIDS"
Ihor Konovalov, Chairman



Lviv

«Charitable Society «All-Ukrainian Network of People Living with HIV/AIDS» Lviv»

Dmytro Tyhach, Head

Odesa

Charitable Organization «100% Life. Odesa»

Alla Khodak, Head

Poltava

Charitable organization «Light of Hope»

Roman Drozd, Head

Rivne

Charitable organization «Rivne 100 Percent Life Network»

Yurii Lazarevych, Head

Rubizhne

Charitable organization «Luhansk Regional Society «All-Ukrainian Network of People Living with HIV/AIDS»

Yevhen Topchaev, Chairman

Sumy

Sumy regional public organization «Club «Chance»

Andriy Bukin, Head

Ternopil

«Ternopil Charitable Society of the Charitable Organization «All-Ukrainian Network of People Living with HIV/AIDS»

Oleh Lazar, Chairman

Uzhhorod

Charitable organization «Transcarpathian Charitable Society of the Network of People Living with HIV/AIDS»

Andrii Demianenko, Head

Kharkiv

Charitable organization «Network of 100 Percent Life» in Kharkiv

Serhiy Dmitriev, Chairman

Khmelnyskyi

Khmelnyskyi Regional Branch of the All-Ukrainian Network of People Living with HIV/AIDS Charitable Organization

Snizhana Strilets, Head

Chernivtsi

Charitable Organization «100% Life. Chernivtsi»

Vadym Velyzhanin, Head

Chernihiv

Charitable organization Chernihiv branch of the charity organization «All-Ukrainian Network of People Living with HIV/AIDS»

Angela Moiseenko, Head

Ivano-Frankivsk

Charitable organization «100 Percent Life in Ivano-Frankivsk»

Tetiana Kohut, Head

Cherkasy

Charitable Organization «100% Life in Cherkasy»

Natalia Nesvat, Head



The Organization's management bodies

- The General meeting was held 2 times
- The Coordination Council had 14 meetings
- The Supervisory Board had 1 meeting

In order to ensure prompt and fast document management in the Organization, and optimize the costs of paper document circulation, the electronic document management system was launched with counterparties and partners in March 2021 as prescribed by Ukrainian law.

The new composition of the Ethics Committee was approved:

1. Vadym Velyzhanin, Chairman of the Ethics Committee and Chairman of the CO «100 Percent Life. Chernivtsi».
2. Yuliia Chabaniuk, Head of the CO «100 Percent Life. Kropyvnytskyi».
3. Andrii Demianenko, Head of the Transcarpathian Charitable Society of the Network of People Living with HIV/AIDS.
4. Khodak Alla, Head of CO «100 Percent Life. Odesa».
5. Lazarevych Yurii, Head of the Network of 100 Percent Life in Rivne.

4 meetings of the Ethics Committee were held to monitor the compliance of CO 100% LIFE's members and employees with the Code of Ethics and Professional Conduct.



Assistance in 2021

234,456 Ukrainians
who received 100% Life assistance

64,269 patients
with HIV+ status

51,784 clients
take ART

Procurement in 2021

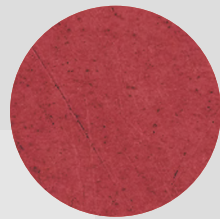
UAH **374,258,756.64** —
is the cost of medical devices and medicines supplied as

2,503
deliveries to the regions,

323
recipients of goods

UAH **624,068,141.54**

is what 100% Life invested in the life and health of Ukrainians





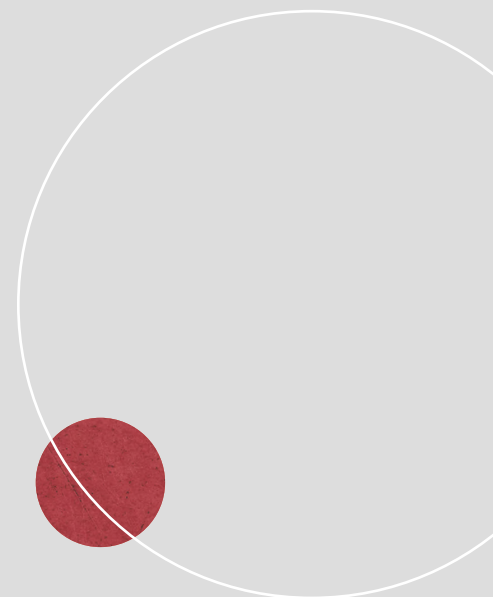
The national projects of the Global Fund and PEPFAR covered the needs of HIV-positive patients in:

- Antiretroviral drugs
- Opportunistic infection drugs
- Diagnostic products for viral load testing
- Diagnostic products for CD4 testing
- HIV, hepatitis, syphilis rapid tests

In addition to goods for HIV+ patients, the following COVID-19 combat products have been delivered:

- 8 autonomous oxygen production stations for hospitals
- laboratory equipment
- COVID-19 tests
- personal protective equipment such as masks, respirators, and gloves

The Organization's procurement successfully passed all audits.





projects



Project «Reducing TB and HIV

burden through forging universal access for timely and quality TB and DR-TB diagnosis and treatment, scaling up evidence-based HIV prevention, diagnosis and treatment, and building up resilient and sustainable systems for health in Ukraine.»

Participation of 100% Life in the development and implementation of the HIV and Tuberculosis Advocacy Strategy as part of the project implemented by Ukraine with the support of the Global Fund to Fight AIDS, Tuberculosis and Malaria for 2021-2023.

The project is implemented with the financial support of the Global Fund to Fight AIDS, Tuberculosis and Malaria.

It covers all the regions of Ukraine.

Supporting Children and Adolescents

Medical and social support covered **552** children living with HIV and children affected by the HIV/AIDS epidemic, including:

438 children on ART (100% of all HIV-positive children involved in the project),

221 children are involved in the status disclosure process.



Care and support for HIV-infected patients

1,602 persons were returned to the medical surveillance system.

1,368 clients of small towns and villages were tested for HIV, of which 142 clients had a positive result (10% detection) and 126 people started ART.

Nonmedical care services covered **4,156** PLHIV with disabilities and/or palliative care patients living with HIV.

Representation services covered **3,205** HIV-positive persons who found themselves in difficult life circumstances.

2,450 ART adverse reactions were recorded.

Penitentiary system*

Testing, care and support services for prisoners with HIV, TB, viral hepatitis
Social support services covered **1,576** people who inject drugs (PWID) from among prisoners.

84 people received naloxone upon release.

Tuberculosis

Treatment support services for patients with multidrug-resistant TB covered **652** people (130% of the annual rate), and treatment support for sensitive TB covered **339** prisoners (99% of the annual rate).

205 TB patients (102% of the annual rate) received support after release in order to register with a civil health facility and continue their TB treatment.

1,026 people living with HIV (103% of the annual plan) received social support during the TB preventive treatment.

* Important! Social support services covered all patients who were treated in specialized hospitals of the State Criminal Enforcement Service

* Support for clients in the penitentiary system was provided with the support of the Global Fund to Fight AIDS, Tuberculosis and Malaria and the For Life (PATH) project funded by the United States Agency for International Development (USAID).



HIV

21,505 people were covered by HIV testing support services.

According to the testing results, **231** people (1.07% of those tested) were diagnosed with HIV infection.

Activities were carried out in **50** penitentiary institutions.

831 HIV-positive persons were covered by ART support services in penitentiary institutions (118% of the plan).

Of the HIV-positive people, **330** people started/resumed ART.

293 HIV-positive prisoners received services preparing them for release.

HCV

In penitentiary institutions, services for the HCV diagnosis and treatment were provided:

439 people who had a positive HCV rapid test result underwent PCR for HCV RNA before starting the treatment.

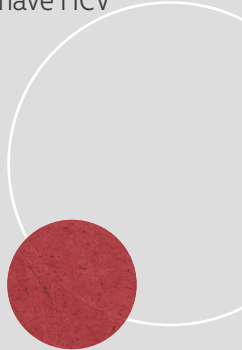
383 people started HCV treatment; 343 people (90% of those who started treatment) completed the full treatment course.

306 prisoners underwent PCR testing at the end of treatment, of which 280 people (92%) did not have HCV RNA.

Activities in penitentiary institutions of six PEPFAR regions with PATH support

Geography: Dnipropetrovsk, Kyiv, Kherson, Cherkasy regions, Kyiv city, territories of Donetsk region controlled by the Government of Ukraine.

4,658 prisoners and convicts were covered, including 2,147 people living with HIV.



3,853 people received HIV testing services, including **3,076** people as part of index testing.

According to the test results, **305** cases of HIV infection were detected, including **232** as part of index testing.

124 people living with HIV received post-release support services.

34 people were involved in the OST program.

Prevention and medical and social support of tuberculosis (TB) treatment

4,365 patients with multidrug-resistant TB were covered by social support services (110% of the annual plan), including **804** patients receiving DOT services.

951 persons completed treatment.

5,953 patients with susceptible TB were covered by social support (99% of the annual plan), including **1,084** clients receiving DOT services.

3,268 people completed TB treatment.

According to the needs assessment, clients received psychological and legal assistance, compensation for expensive diagnostics, and reimbursement for transportation to a medical facility.

93 palliative patients with multidrug-resistant TB received specialized services to address social and household issues (palliative care is provided in a pilot format in the Dnipropetrovsk region and the city of Kyiv).

All clients with susceptible TB and multidrug-resistant TB who were treated received motivational product kits/certificates on a monthly basis.

The «Social Nanny» pilot project to support children with TB was implemented in three regions of Ukraine (Dnipropetrovsk, Zaporizhzhia regions and Kyiv), allowing 126 children under the age of 14 to receive services.

The services provided to the contact persons were focused on:

- 6,394 contact persons had TB screening, including 4,684 people underwent additional TB diagnostics.
- 78 patients were diagnosed with TB and 73 of them started treatment.
- 1,130 contact persons started a TB preventive regimen and received social support services for adherence.



Project «HealthLink: Accelerating Ukraine's Efforts to End HIV»

HealthLink is the largest HIV testing project with unique scale, effectiveness, achievements at the national and regional levels.

The project is implemented by CO 100% LIFE in partnership with the ICF «Alliance for Public Health» with the support of the United States Agency for International Development (USAID).

It has been implemented since October 2017 in 12 regions of Ukraine, particularly in Dnipropetrovsk, Donetsk, Zaporizhzhia, Kyiv, Kirovohrad, Mykolaiv, Odesa, Poltava, Kherson, Cherkasy, Chernihiv regions, and the city of Kyiv.

It had an unprecedented impact on the HIV response at the national level, as one in every three Ukrainians learned about their HIV+ status learned through the project.

It covers more than **450** healthcare facilities, **27** non-governmental organizations; about **300** social workers and at least **2,000** healthcare workers annually undergo training on reducing stigma and discrimination; HIV and HCV counseling and testing by rapid tests, index testing, etc.

>500,000 people
has tested in 2021





During the year:

202,308 people were tested for HIV,

4,568 new cases of HIV+ status were detected,

3,894 people started ART,

15,227 people tested for HCV,

513 new cases of hepatitis C+ have been identified,

479 people started PrEP.

Efficient testing modalities:

at the initiative of a healthcare professional (PITC),

HIV testing of PLHIV partners (Index Testing),

engaging men who have sex with men in voluntary counseling and testing (VCT) services.

Testing is carried out at all levels of the healthcare system. Each type of facility operates on a specific patient route, which allows testing and bringing to treatment in the most efficient way.

Key approaches:

an efficient approach to the selection of the Project HCF; exit from inefficient sites and entry into potentially significant ones,

enhanced HCF management,

implementation of a multitesting strategy - testing for hepatitis C and syphilis,

expanding the strategy for spreading oral tests,

ongoing integration of project interventions with health care reform in Ukraine.



Communication achievements:

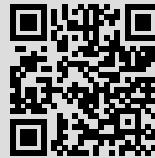
The country's most prestigious marketing award **Effie Awards Ukraine** was received for the FAKE PORN communication campaign implemented in 2020 thanks to Medinform Ukraine: two gold, silver and bronze medals.

The campaign targeted the MSM and heterosexual male community and was aimed at raising awareness of HIV testing and promoting and motivating oral HIV self-testing by ordering the test on **prozdorovia.in.ua** without leaving home during the onset of the COVID-19 pandemic. For 3 months, 60,000 people on popular men's resources watched videos created for the digital campaign with an invitation to HIV testing.

Two national communication campaigns were implemented:

U=U (Undetectable = Untransmittable) to increase the U=U awareness: involving opinion leaders on Instagram; geotargeting, placement of an advertisement in social media with the possibility of narrow geotargeting for key TA within 1 km around AIDS centers; awarding the TOP doctors of the project who adhere to the U=U principle and are most committed to HIV+ patients; development of an HIV and U=U training course for family doctors based on the NHSU platform to be available in 2022.

PrEP to raise awareness and increase the PrEP demand among key groups: travesty diva Monroe, the campaign ambassador; attracting popular influencers, active social media, creative advertising banners, media outlets.



prozdorovia.in.ua/prep/

The NGO implemented local communication campaigns, namely «5 Life-Saving Tests» and «Test Your Own» on socially responsible entrepreneurship in Chernihiv and Kropyvnytskyi.



First Ukrainian-language website prozdorovia.in.ua:

key information on HIV and other relevant topics such as mental and sexual health had **100,000 new visitors** to the website in 2021;

1,000 HIV testing and PrEP centers were presented throughout Ukraine;

the option of ordering a free oral HIV test based on the screening questionnaire to determine the risk of HIV infection: in 2021, about **30,000** people at high risk of infection received the test and got tested;

creative products are available for download and printing for NGOs, health workers, PLHIV and the general population.

Communication mentorship program

in 27 NGOs in 12 project regions to implement a communication strategy to increase demand for HIV testing services



SILVER

ENTRY: **FAKE PORN**
 PARTNER: **MEDINFORM UKRAINE (TWIGA UKRAINE)**
 ADVERTISER: **CO "100% LIFE"**
 COUNTRY: **UKRAINE**

CHALLENGE: **DIGITAL & MOBILE ADVERTISING SOCIAL MEDIA & INFLUENCE**

SETTING: **SEXUAL HEALTH / NON-PROFIT**

FakePorn saves real lives

Background
 Ukraine has the second largest HIV epidemic in Europe, with more than 100,000 people living with the virus. The epidemic is continuing to spread, but the government lacks resources to fight it. The epidemic is spreading rapidly, and the government lacks resources to fight it. The epidemic is spreading rapidly, and the government lacks resources to fight it.

Problem
 There is a lack of awareness about HIV and its prevention. Many people do not know how to protect themselves from infection. There is a lack of awareness about HIV and its prevention. Many people do not know how to protect themselves from infection.

Idea
 We have found the place where we could reach the most people. We have found the place where we could reach the most people. We have found the place where we could reach the most people.

Execution
 We created a fake porn website that looked like a real one. We created a fake porn website that looked like a real one. We created a fake porn website that looked like a real one.

RESULTS

100% Life

Де пройти тест на ВІЛ?

Хочу отримати безкоштовний оральний тест на ВІЛ!

Де отримати PrEP?

H=H

ЩО TAKE H=H?

94% людей, які живуть з ВІЛ і дотримуються схеми АРТ, досягають стану H=H (не визначається значить не передається). А це означає, що вони не передають ВІЛ своїм сексуальним партнерам.



Project «Sustainability of services for key communities»

in consortium with the Alliance for Public Health, EKHN and the Central Asian Network of People Living with HIV with the financial support of the Global Fund to Fight Tuberculosis, Malaria and HIV

Geography: the EECA region

USD **4,235,190.55**

is the total funding allocated for HIV services through social contracting mechanisms in the project countries

All countries of the project launched social contracting for the procurement of HIV services, in particular:

- Belarus, the state social order,
- Georgia, the electronic tender,
- Kazakhstan, the state social order,
- Kyrgyzstan, the state social order,
- Moldova, procurement of services (competition of projects),
- Tajikistan, the state social order (precedent),
- Uzbekistan, the state grant (precedent),
- Ukraine, procurement of services (electronic reduction)

Studies of the Stigma Index of People Living with HIV 2.0 in two project countries have been conducted.

The «Readiness of health systems to integrate HIV prevention, diagnosis and treatment services into the primary health care package» **study** was held in 5 project countries: Ukraine, Georgia, Moldova, Kazakhstan, and Kyrgyzstan.

A study was conducted in 2020-2021 in Belarus and Kyrgyzstan to identify the availability of CD4, viral load and resistance test systems as well as HIV rapid tests.

Budget advocacy hubs were set up in Georgia, Kazakhstan, Kyrgyzstan, Moldova, and Belarus.



Project THE DATACHECK UKRAINE ITS

The Monitoring of Social Services in Ukraine Information and Telecommunication System

DATACHECK is the most accurate real-time service information management system. An innovative solution for fast data verification.

DATACHECK keeps records and history of the services provided to patients.

It has:

Management all service project data in one system.

All tasks and processes are available in the social worker's smartphone.

Customer service quality control application.

Three levels of use: admin, consultant, and client.

Simplified document management system by building flexible reporting on requirements.

Data:

- Correct.
- Reliable.
- Transparent.
- Verified.

The system has a Certificate of Conformity, which certifies that the comprehensive information security system (ISS) ensures the protection of data in accordance with the regulatory documents on data protection.



The Human Rights Module was implemented as part of the DATACHECK UKRAINE ITS.

During 2021, the **system of recording and responding** to human rights violations was deployed.

534 applications for violation of rights were recorded, paralegal assistance was provided by the National Paralegal Hub and paralegals of community organizations.

176 representatives of HIV key groups obtained knowledge on the basics of identifying and responding to violations of the key group's rights as part of seven training sessions.

A series of **eight training video** lessons on basic legal human rights skills were developed for the key communities.

The educational videos got **3,473 views**.

Statistics of DATACHECK UKRAINE in 2021

34 organizations,

2,976 consultants,

61,147 customers,

737,306 services provided.

Verification of services in DATACHECK UKRAINE:

62.07% of services are confirmed via SMS.

In the Global Fund's COVID-19 Response Mechanism project, **74.3%** of services were verified using SMS (that is 69.3% of clients).

2.1% of services are verified via phone calls.

21% of services are verified by the documenter.

DATACHECK UKRAINE is available on PlayMarket and AppStore.

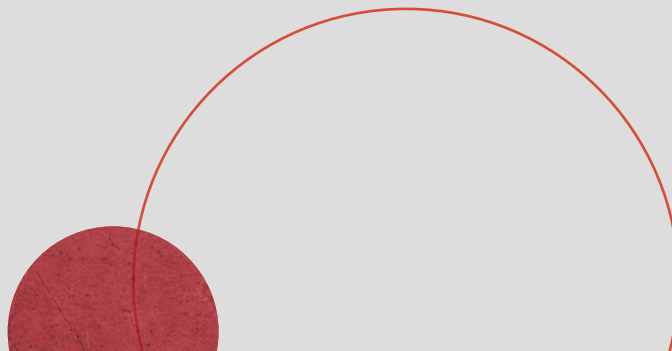


Project **ACCESS Pro**

Communities' access to HIV care and treatment services via modern information systems and better adherence to services, as part of the PEPFAR program

According to MOH order No.1929 dated September 10, 2021, the HIV MIS changed its name to SSDM IS, the information system for socially significant disease monitoring.

- The SSDM IS is fully functional, and technical support of server equipment in the leased cloud storage is provided.
- Technical support for the SSDM IS users is provided in full, a telephone support line is functioning.
- Specialists of the Public Health Center provide real-time technical support for more than 500 sites of PEPFAR regions and 840 sites throughout Ukraine.
- Support for sites is provided over the phone and using remote access software.
- The SSDM IS is administered with the expanded functionality for other nosologies.
- The SSDM IS was connected to eHealth with the possibility of creating treatment episodes of HIV/AIDS and mental disorders due to the use of opioids.





Functionality of the Information System for Socially Significant Disease Monitoring:

Laboratory Information Management System (LIMS) software

Implemented in 12 laboratories of regional AIDS centers and the Center for Public Health of Ukraine.

Accreditation of five AIDS center laboratories and laboratories of centers of socially significant and dangerous diseases began according to the standard EN ISO 15189:2015 «Medical laboratories. Requirements for quality and competence”.

The personnel accounting module and the mutual settlements module are under development.

Three visits to regional laboratories were made; during the visits, the needs were collected in terms of computer and network equipment necessary for the software installation and configuration for up to 3 institutions.

A pool of consultants was set up to monitor and provide technical support to health care facilities that are connected to the LIMS software.

Additional modules were developed and queued for piloting, that is, C&M (inventory) and ILQC (intralaboratory quality control).

Accreditation agreements have been concluded in the clinical and diagnostic laboratories of Kryvyi Rih, Dnipro, Cherkasy, Chernihiv and Kyiv Heart Centers at Kyiv Hospital No. 5 with the National Accreditation Agency of Ukraine, as well as an agreement on accreditation assistance and support.

The Substitution maintenance therapy (OST) and Tuberculosis (TB) Modules

To fully deploy the OST Module, 178 units of computer equipment were supplied, and 194 specialists of 84 healthcare facilities and OST sites were trained in the use of the OST Module.

The final survey after training showed 94.6% of the correct answers to questions related to direct operation of the system.

Active cooperation with the OST implementation team in the PHC continues, which consists in joint monitoring and tracking of user activity.

The OST module was transferred to the ownership of the Public Health Center.

The TB Module was prepared for the implementation in the system and the pilot use of the TB Module in Chernihiv and Donetsk oblasts was carried out.

Data import was tested, which showed weaknesses and errors that are now being corrected.

Deduplication of patient data was prepared to ensure that the uniqueness of patient data is preserved in the system.

The Hepatitis module

The functionality of the module was developed considering the analytical business processes of clinical and laboratory management of patients with viral hepatitis, laboratory support after treatment, and monitoring the use of antiviral drugs. It envisages the possibility of obtaining analytical reports and reporting to the NHSU, as well as interaction with primary care facilities.

The developed functionality was first implemented in Zaporizhzhia and Odesa regions (pilot operation, followed by deployment in 10 other PEPFAR priority regions (industrial operation).

The Hepatitis module is the first dynamic clinical and epidemiological database (registry) of patients with hepatitis C in Ukraine.

For the purpose of full piloting, two consultants work in Zaporizhzhia and Odesa regions. The results of piloting the Hepatitis module will determine the technical shortcomings of the functionality and collect recommendations of practitioners for its improvement, which will become the basis for the module finalization.

After that, the finalized functionality of the module will be implemented in 10 other regions.

Prevention of the Mother to Child Transmission (PMTCT) Module

The existing electronic PMTCT system was reviewed and the requirements for the BabyMIS module were developed based on the existing functionality of the SSDM IS.

A register of HIV-positive mothers and abortion messages was developed, along with the mother-child connections in the system.

Due to changes in law (Order No.612, On Approval of Forms of Primary Accounting Documents and Reporting on Monitoring of Measures to Prevent HIV Transmission from Mother to Child, Instructions for Completing Them), the form is being approved; the module of the Public Health Center will be launched and handed over. The system is being tested.

The Viral load (VL) Register

Analyzing the work of doctors in cities, and in view of untimely appointment of a viral load test, it was decided to develop a viral load register to prevent this state of affairs.

The register is built based on the SSDM IS Analytical Register, and allows tracking patients who have not received VL.



The Data Quality Assessment Module

Seven tests of the module functionality were carried out in seven institutions listed below. Monitoring visits checked 290 outpatient cards and corresponding records in the SSDM IS.

The verification was carried out by analyzing a random sample and sampled cards (back-checking). Also, consultants can record their recommendations right after the check.

Integration of the Medical Information System into the Electronic Health System (EHS)

In the current context of rapid transformation and digitalization of the healthcare sector, it is important to ensure the interaction of medical information systems among themselves and establish a secure exchange of data between them.

Additional video instructions and products were designed for the Treatment Plans module in eHealth.

The «treatment» block was additionally developed. ART sites were connected to the EHC.

Technical support for SSDM IS

Expert and technical support of the system operation.

To ensure remote communication, online technical support, group work and data analysis, licensed software was purchased.

Immunization, e-prescription, nursing workplace, prenatal screening, medical records, administrator workplace, e-referral statement (neonatal screening), processing of e-referrals are still under development. The Sensitive Data module. The module was developed and tested, and the process of transferring rights from the developer to the NHSU was initiated. Defects of the module causing the leakage of sensitive data were identified, and several working meetings were held to eliminate deficiencies. The module was transferred to the NHSU ownership.

Programmatic performance indicators were aligned and set up in line with the PEPFAR, CDC, and PHC recommendations.



Hotline:

1,740 consultations

476 for index testing (Target exceeded by 19%)

703 for PrEP (Target exceeded by 47%)

Details of the index testing consultations provided:

296 index testing consultations at HIV testing sites

180 consultations to increase motivation of index clients to refer their sexual or injecting partners to HIV testing centers

Details of PrEP consultations provided:

373 motivational consultations on the importance of PrEP

260 consultations on PrEP sites and algorithms

29 medical consultations on peculiarities of PrEP administration

17 complaints about unreasonable reduction of the ART duration

22 legal consultations (the target indicator was 50)

The largest number of appeals came from Kyiv and Kyiv oblast, Dnipropetrovsk oblast and Zaporizzhia oblasts

39 medical consultations on PrEP side effects

2 barriers to receiving services, in particular: refusal to prescribe PrEP in case of clear indications (Kyiv and Mykolaiv oblasts)

To ensure the openness and publicity of data, an analytical platform was set up on the project website: helpme.com.ua/pro-nas/banery



Project CO 100% Life with the support of Aidsfonds

Improving access to HIV treatment by overcoming intellectual property barriers

Experts of CO 100% Life developed two by-laws aimed at expanding access to treatment by limiting patent monopolies.

This is the method of examining applications for patents for inventions in the field of pharmacy and the provisions on certificates of additional protection.

The adoption of these by-laws will ensure the effective implementation of patent reform – that is, it will allow limiting the number of new patents in the field of pharmacy (only truly innovative drugs will be protected and have a monopoly on the market) and eliminate the opportunity to unreasonably extend the patent period for a medicinal product and artificially maintain monopolies on the market.

The competition in the pharmaceutical market will allow significant budget savings for procuring medicines and create an opportunity to optimize the budget.

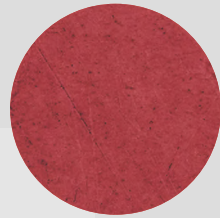


Project CO 100% Life and the Ukrainian Helsinki Human Rights Union

Legal support, information, referrals, consultations and representation of interests of people living with HIV, TB and HIV-vulnerable groups

3,000 people

received appropriate legal assistance and advice



Support of legal cases:

legal support of 39 strategic cases, of which were considered by the European Court of Human Rights.

4 strategic cases were won: 3 national cases and 1 international case.

support of 163 pre-trial cases, of which 135 cases were resolved in favor of the client (75% of pre-trial cases were successful)



Creating successful precedents protecting the rights of PLHIV in the European Court of Human Rights.

Thanks to the efforts of UHHRU lawyers, Vasyl Ivashchenko v. Ukraine case was won in 2021. The ECHR found a violation of Article 3 (prohibition of torture) of the Convention for the Protection of Human Rights and Fundamental Freedoms (hereinafter referred to as the Convention) due to inadequate material conditions of the applicant's detention and inadequate medical care.

In addition, the ECHR ruled that the state failed to fulfill its obligations under Articles 34 (individual applications) and 38 (consideration of the case) of the Convention, that is, due to the failure to provide the entirety of materials, in particular medical documents regarding the applicant, thereby violated his right to submit an individual application to the ECHR, which is rare in practice, and therefore this case is unique and important for the judicial practice of Ukraine.

As a result, the European Court of Human Rights awarded Vasyl Ivashchenko 14,000 euros in compensation for damage caused by the state.

Implementation of relevant online solutions for obtaining legal advice during the Covid-19 lockdown.

- A specialized legal chatbot became an effective online solution that allowed people living with HIV and other HIV-vulnerable populations to receive remote and anonymous legal answers to the most common questions.
- Over 140,000 sessions were held in the chatbot of Facebook Messenger, Viber, Telegram and on the CO 100% Life and UHHRU websites.
- The combination of 12 legal offices in various regions of Ukraine and the legal bot allowed the persons whose rights were violated to choose the most convenient way for them to apply for protection – online or offline, or in a combination of both.



Project supported by ITPC Global (UNITAID)

Advocacy for access to treatment

With the technical assistance of CO 100% Life, 7 patents related to **lopinavir/ritonavir, doravirin, islatravir and bedaquiline** were challenged by partner organizations in Moldova and Georgia.

CO 100% Life challenged the patent for **tocilizumab**, which is used to treat COVID-19, as well as arthritis.



community
development



Investments in capacity building and institutional development = **strong communities**

The Struggle for Health Expert Platform

It brings together leaders of key groups and human rights defenders at the national level, who work together to harmonize and liberalize legislation in accordance with the latest recommendations of professional institutions and best practices. The Platform's experts develop proposals for changes to national legislation, legal acts and standards (medical, social, human rights, etc.). The platform participates in all national level working groups/activities related to the rights of key groups.

Currently, the priorities of the platform include decriminalization of sex work, elaboration on a new Criminal Code, decriminalization of people who inject drugs, protection of the rights of prisoners, recognition of civil partnership, etc.





In 2021

- The subcommittee granted preliminary approval of the developed and registered draft Law of Ukraine «On Improving the Police Control over the Behavior of Individuals Released from Penitentiary Institutions». Materials prepared to prevent cases of unreasonable refusal of parole and included in the Instruction for the Prosecutor General's Office.
- Experts stopped discretionary draft law No.5715 (compulsory psychiatric examination and rehabilitation with empowerment of the police) and registered alternative draft law No.5715-1 (development of assistance to people who use drugs, and amendments to the Criminal Code).
- The experts updated the Concept of the registered civil partnership and brought it in line with the European Convention on Human Rights, identified necessary changes in the current family, civil and administrative law, and conducted consulting activities with key beneficiaries of civil registered partnership.
- The creation of an intersectoral working group under the Ministry of Health on the development of a drug strategy for 2021-2030 was advocated for. The strategy, as well as the action plan, included decriminalization of drug use, standardization of services, and changes in thresholds.
- Several events were held jointly with the Yaroslav Mudry National Law University and the National Academy of Legal Sciences of Ukraine regarding the legal protection of the rights of HIV-vulnerable people and the development and adoption of relevant bills to decriminalize both the disease and people living with HIV.
- Participation in the 5th Medical and Legal Forum; the International Scientific Conference «Special Part of the Criminal Code of Ukraine: System and Content» regarding «New Approaches to Criminal Law Protection of Human Health in the Draft Criminal Code of Ukraine»; the 5th Kharkiv International Legal Forum.
- Advocacy for the amendments to the draft Criminal Code of Ukraine, which is prepared by the Working Group on the Criminal Law of the Commission on Legal Reform under the President of Ukraine. The amendments exclude articles that envisage criminal liability for putting at the HIV infection risk and attribution of the HIV infection to a particularly dangerous infectious disease or its causative agent to causing serious bodily injury.
- A draft Law of Ukraine «On Amendments to Certain Legislative Acts of Ukraine in the Field of Combating the Spread of HIV-related Diseases» was prepared based on the PHC of the Ministry of Health of Ukraine along with partners.

Amendments to the fundamentals of health care legislation and the HIV Law are envisaged: guaranteeing access to testing, diagnosis, treatment, pre-exposure and post-exposure prevention

1. recognition of rapid test results to determine a route for the patient,
2. for the first time, the Undetectable = Untransmittable principle should be laid down in the law,
3. universal coverage for the HIV diagnosis and treatment,
4. implementation of the principle of careful communication with the partner of a person diagnosed with HIV,
5. establishment of ART at the primary healthcare level and free receipt in pharmacy chains,
6. legalization of NGOs as rapid test providers with the provision of HIV social service packages.

The draft law provides for a number of changes to align the WHO and Unitaïd terminology and ECHR practices, the removal of stigmatizing and discriminatory provisions, and the opening of a possibility to involve social workers and other HIV support service providers, etc.

- Meetings were held with partners (La Strada, Amnesty International) and opponents (All-Ukrainian Council of Churches) to ensure the ratification of the Istanbul Convention on the Prevention of Violence.
- Communications were carried out with the Ministry of Health and the CPH on modifying the calendar of mandatory vaccinations to include papillomavirus vaccines.



Men who have sex with men (MSM)

NGO «ALLIANCE.GLOBAL»



The discriminatory prohibition for people who have a "homosexual relationship" to donate blood has been lifted. This ban applied to gay, lesbian, and bisexual people.

The key legislative interests of LGBTI communities are ensured in Government plans to improve human rights legislation: the Action Plan implementing the National Human Rights Strategy for 2021–2023 includes the development of a draft law on crimes motivated by intolerance and a registered civil partnership. A Roadmap prepared for public authorities engaged in demographic and statistical accounting and legal recognition of civil partnerships.

The XIV National LGBTI Conference was held partially online, involving the Ombudsman, MPs, and representatives of the Human Rights Department of the Ministry of Internal Affairs of Ukraine.

Six new members representing the MSM team were included in the oblast/city TB and HIV/AIDS coordination councils, technical assistance was provided, and skills of MSM cooperation in local coordination mechanisms were improved.

Two new regional LGBTI+ organizations were registered (Lviv and Dnipropetrovsk regions).

During the training, 176 paralegals from among key communities were trained.

Adolescents living with HIV

NGO «Adolescents of Ukraine»



Inclusive adolescent hubs were opened in Kyiv, Odesa and Dnipro, and training for adolescents was held in the hubs.

The VI All-Ukrainian Forum of HIV+ adolescents was held.

The procedure for selecting community representatives to the National Council for Combating Tuberculosis and HIV/AIDS was implemented, and a community representative joined the Council.

A study on adolescent and child adherence to ART was conducted as part of the «Access to adolescent treatment despite parental barriers of misunderstanding» advocacy campaign and a study on adolescent papillomavirus vaccination.

Peer-to-peer counseling was provided for 50 HIV-positive adolescents on HIV, treatment, and the ARV adherence.



Ex-prisoners

CO «FREE ZONE»



The community is represented in 18 regions of Ukraine.

Awareness was raised among convicts regarding the protection of their rights, the development of civil society and opportunities for re-socialization as a result of 14 film screenings in 35 penitentiary facilities, involving over 300 convicts, which allowed increasing the convicts' legal awareness on the protection of their rights.

The community began to provide paralegal assistance and record cases of human rights violations in the DataCheck Ukraine ITS.

The capacity of the community increased in terms of budget advocacy and prioritization in the funding of re-socialization of convicts and released prisoners.

Sex workers (SP)

CO «Legalife-Ukraine»



Paralegals from the community were selected and trained, they recorded 82 cases of violation of the rights of sex workers.

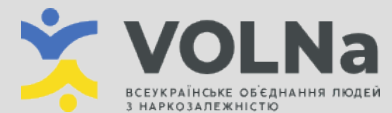
Legal counselling support was provided to sex workers through the National SW Hotline (99 consultations were provided).

429 information sessions for sex workers were conducted, covering 551 sex workers.

Remote technical assistance was provided to the leaders of 13 initiative groups.

People who inject drugs (PWID)

CF «VOLNA»



The PWID community is represented in 25 regions of Ukraine.

Thanks to the advocacy work of the PWID community, 6 new OST sites were opened.

The PWID community implemented 6 budget advocacy cases from local budgets.

They began to provide paralegal assistance and record cases of human rights violations in the DataCheck Ukraine ITS.

The PWID community conducted The Price of Criminalization study regarding the consequences of drug use criminalization; it clearly showed the losses from the criminalization of drug users.



Women living with HIV

CO «Positive Women»

- The community is represented in 24 regions of Ukraine.
- The community began to provide paralegal assistance and record cases of human rights violations in the DataCheck Ukraine ITS.
- The 7th National Women's Forum on HIV and AIDS was organized and held, under the «We are more than patients» slogan. 29 representatives of the organization took part in the event.

In 21 oblasts, representatives of the community of women living with HIV have become members of the established Regional Committees for the Validation of the Elimination of Mother-to-Child Transmission of HIV, Syphilis and Hepatitis.

People affected by TB (TB community)

CO «TB people of Ukraine»



- The TB community is represented in 24 regions of Ukraine.
- National Dialogue II was held for consolidating efforts and planning of joint actions of state institutions, civil society organizations, including the community of people affected by tuberculosis, to ensure Ukraine's compliance with international obligations defined in the UN Political Declaration on Tuberculosis. Based on the results of National Dialogue II, a Resolution was adopted and a roadmap for its implementation was drawn up to overcome barriers to appropriate medical and social services for TB treatment as part of the transition.

- 2 representatives of the TB community are included in the updated composition of the National Council for Combating TB and HIV/AIDS and its Program and Regional Development Committees.
- Representatives of the TB community actively participated in meetings of regional advisory bodies and put forward proposals for the implementation of measures to combat tuberculosis in Ukraine. The leader of the TB community is included in the permanent working group of the Ministry of Health of Ukraine on the issues of specialized procurement support.



development and
advocacy of sustainable
services for patients



Donor Funding to State Budget Funding Transition Plan

In 2021, the procurement of HIV services under the Transition Plan for budgetary funds (in line with law on public procurement), control over the quality and volume of services provided was ensured by the State Institution «Public Health Center of the Ministry of Health of Ukraine».

In some oblasts, city programs were developed aimed at solving socially important problems and building partnerships between the authorities and non-governmental organizations.

The state budget provided funds for services included in the so-called «basic package», i.e. HIV prevention services and care and support services for people living with HIV. In addition, the concept of an “extended package” of services is considered as part of the Transition Plan. These services were funded as part of the main activities of budget managers.

UAH **3,079,222.5**

of budget funds was raised for the expanded package of HIV and TB services, which allowed covering 2,028 people

To do so, social contracting mechanisms were used, including procurement of services, social ordering and competitions of projects. Regions involved were Poltava, Lviv, Dnipropetrovsk, Chernihiv, Zaporizhzhia, Cherkasy, Mykolaiv, Rivne, Sumy, Kharkiv.



Steps to optimize donor funds

In order to exempt from value-added tax (VAT) transactions in purchases of goods, works and services paid for by using grant funds of the Global Fund, a Draft Law «On Law Amendments to Promote the Activities of the Global Fund to Fight AIDS, Tuberculosis and Malaria in Ukraine» was prepared.

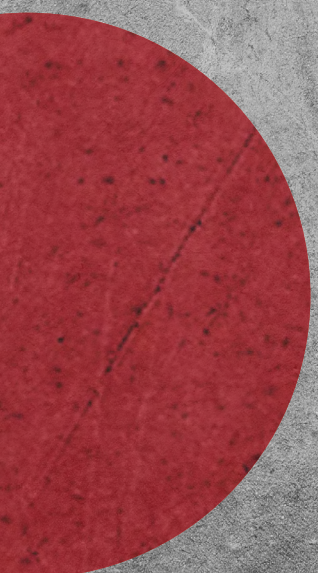
Amendments were developed to Paragraph 26 of Section XX «Transitional Provisions. Subsection 2. Specifics of the Value Added Tax Collection» of the Tax Code of Ukraine, which are aimed at optimizing the use of Global Fund funds in the implementation of projects in Ukraine.

eHealth support

The reform of the health care system in Ukraine provides for the development of electronic means of managing the financing of health care services; this envisages the creation of an electronic system to account for services funded by the state budget of Ukraine.

The adoption of this Draft Law and amendments to the Tax Code will allow Ukraine to purchase more goods/ services for patients using the Global Fund money with up to 20% VAT savings.

The «Support for the e-health infrastructure development in Ukraine» project ensures the design of the NHSU Information System, the purchase of software and SAP licenses with the financial support of the United States Agency for International Development (USAID).



«100% Life»
Medical Centers



«100% Life» Medical Centers

In 2021, the 100% Life medical centers signed an agreement with the NHSU to provide the population with COVID-19 vaccination.

10,000 patients were vaccinated against coronavirus during August-December.



4

100% Life medical centers operate in Kyiv, Poltava, Chernihiv, and Rivne

Kyiv

10,821 is the number of services provided

UAH 3,535,283 received for the services

5,524 patients signed declarations with the center's primary care physicians

3,600 new clients of the medical center (that is, they first applied to the medical center in 2021)

UAH 2,395,000 of funds received from the state as part of the primary health care reform

7,000 patients vaccinated against COVID-19



Chernihiv

4,108 is the number of services provided

UAH 503,430 received for services

5,524 patients signed declarations with the center's primary care physicians

580 new clients of the medical center (that is, they first applied to the medical center in 2021)

UAH 480,000 of funds received from the state as part of the primary health care reform

2,600 patients vaccinated against COVID-19

The medical center started distributing ARV therapy

Rivne

1,000 is the number of services provided

UAH 200,000 received for services

300 patients signed declarations with the center's primary care physicians

230 new clients of the medical center (that is, they first applied to the medical center in 2021)

UAH 251,000 of funds received from the state as part of the primary health care reform

1,100 patients vaccinated against COVID-19

The medical center started distributing ARV therapy

Poltava

3,200 is the number of services provided

UAH 2,119,048 received for services

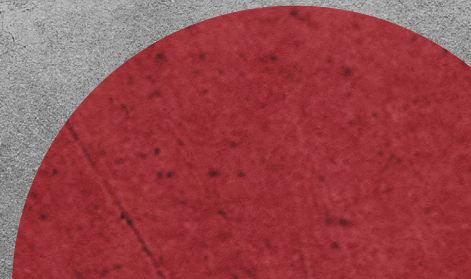
1,153 patients signed declarations with the center's primary care physicians

636 new clients of the medical center (that is, they first applied to the medical center in 2021)

UAH 689,280 of funds received from the state as part of the primary health care reform



finance





UAH **624,068,141.54**

is what CO 100% Life invested in Ukrainians' lives and health

UAH 356,598,282.18 is the funding provided by the Global Fund to Fight AIDS, Tuberculosis and Malaria

UAH 173,638,324.18 is the funding provided by the United States Agency for International Development (USAID)

UAH 38,620,830.91 is the funding provided by the Alliance for Public Health ICF

UAH 31,604,140.79 is the funding provided by the Centers for Disease Control and Prevention (CDC)

UAH 12,346,780.54 is the funding provided by the Program for Advanced Technologies in Healthcare (PATH)

UAH 5,638,798.72 is the funding provided by the International Treatment Preparedness Coalition (ITPC)

UAH 2,925,090.04 is the funding provided by Chemonics International Inc.

UAH 1,280,734.00 is the funding provided by the International Renaissance Foundation

UAH 554,261.99 is the funding provided by the Global Network of People living with HIV (GNP+)

UAH 376,544.00 is the funding provided by Coalition PLUS

UAH 278,523.19 is the funding provided by SEVA FOUNDATION

UAH 205,831.00 is the amount provided by private donations



new initiatives, high-
profile collaborations and
events



AWARENESS CAMPAIGNS

On December 5, 2021, the Effie Awards Ukraine ceremony was held in Kyiv to award the country's most prestigious marketing award.

Two awareness campaigns conducted by 100% Life were mentioned 6 times in six nominations!

The FAKE PORN campaign conducted as part of the HealthLink project by the Medinform agency

A Gold medal in the «Hitting the target audience in a media campaign» category

A Gold medal in the Positive Change – Social Good: Non-Profit category

A Bronze medal in the «Non-profit organizations. NEW” category

A Silver medal in the «Low-budget campaigns» category



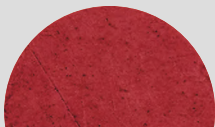
Became finalist in the Media Innovation/Idea category

The Your family doctor social campaign with the support of The Global Fund, implemented by Superwise and MixDigital

A Silver medal in the «Creating a Community of Brand Consumers» category

The 100% Life team was recognized as the best marketing team in the social funds category.

The 100% Life brand was recognized among the top three most successful brands, after only two large retail corporations.





The «Your family doctor» brand and information campaign

The Your Family Doctor brand is a long-term social campaign supporting medical reform and the institution of family doctors, which can establish communication of reform between doctors, patients and the state.

The goal is to introduce a new culture of health care in order to reduce the level of dangerous infectious diseases in Ukraine.



In 2021

500+ brand ambassadors and friends around the country who promote evidence, regular testing, and humane treatment of their customers.

1,500 physicians subscribed to the project communication channels (Viber + Telegram).

45,000+ subscribers in general public channels (Facebook + Viber).

25+ regional media that regularly publish educational articles.

Silver Effie Award for the Engaged Brand Community category.

2 pilot regional centers of proactive PHC doctors, who attended 8+ online training events and 3 offline meetings, in particular on countering stigma.

A course on soft skills for PHC was developed and published on the NHSU Academy platform; 10% of all family physicians of Ukraine (2500+) registered for it.

Brand participation and speeches of brand representatives at **14 events for the healthcare professional community** (over 1000 physicians), including the specialized PRO Family conference for primary care physicians.

In partnership with the USAID HealthLink project, **two projects were implemented** at the request of the Ministry of Health and the PHC to promote COVID-19 vaccination and communicate the dangers of post-COVID syndrome and threats to mental health via PHC physicians, with total coverage of more than 1.5 million persons

Special projects on 5 national media outlets, such as «Ukrainska Pravda», «NV», «Liga Life», «Dzerkalo Tyzhnia», «Livy Bereh»

3,500,000 persons was the coverage of the «If Lesya Ukrainka had a doctor» special project for the World TB Day.

Emotional special project with the star photographer Roman Pashkovsky «Rules of life with and without HIV» for the International HIV Day



«Я воювала з
ТУБЕРКУЛЬОЗОМ 17 РОКІВ –
І ПРОГРАЛА. А ТИ МОЖЕШ
ПЕРЕМОГТИ ЗА ПІВ РОКУ»

МАРІЯ ЗАНЬКОВЕЦЬКА

Не хвилюйся – приходь тестуйся!

Твій

сімейний лікар





International HIV and Viral Hepatitis Testing Week Campaign

For the second time, CO 100% Life became the provider of the International Week of HIV and Hepatitis Testing, which is held in the last week of November.

In partnership with the Public Health Center of the Ministry of Health of Ukraine

Promotional campaign on Youtube and Facebook & Instagram

Video idea

Show the positive side of testing: «Get tested. It's better that way.»

Even if the test turns out positive: the HIV therapy helps to live a full life, and hepatitis is curable in more than 90% of cases.

The video brings the viewer to the prozdorovia.in.ua website, where they can order an oral HIV test for home or find the nearest testing center in the city.

Youtube Ad Sequence Results

Impressions is the key target. The campaign delivered 29% more impressions than planned. Video views exceeded the planned by 38%.

Reach of the target audience exceeded by 23% and amounted to 414,841 people.

Clicks, as the secondary KPI, were achieved at 99%, which indicates the high interest of the target audience and intention to learn more about testing.

Promotion tactics

Serial screening of videos for 30 and 6 seconds on Youtube and Facebook & Instagram.

The goal is to reach the audience and generate traffic for prozdorovia.in.ua in the «I want to get tested» section.

Facebook & Instagram Results

Clicks is the key target. The campaign managed to get 8,697 clicks and fully implement the plan.

We also managed to reach 12% more people than planned.

The number of impressions exceeded by 29%.

The audience of Women 55–64 years of age was the most interested in this campaign for all three videos.

It can be concluded that with increasing age, interest in the topic also increases.



Conclusions

YouTube Ad Sequence is the serial video display strategy that has shown its effectiveness in reaching the target audience; in particular, the advertising campaign on this channel reached 414,841 users, with an audience contact rate of 2.3 per user.

Facebook & Instagram is a traffic campaign that has fully completed the task of ensuring the planned visits

to the website. Posting on Facebook redirecting to the landing page made it possible to both reach numerous users and bring them to the landing page.

All campaign KPIs were met: impressions had 129%, views had 144%, reach had 117%, and clicks had 100%.

2,027 people

The number of unique visitors to the «I want to take an HIV test!» page who went to the website from the advertising campaign





Special project on International HIV and Hepatitis Testing Week for top national media FACTS.ICTV.

Longread on «12 minutes that can save your life».

Interactive QUIZ «True or False? Common myths about HIV and viral hepatitis» on the HEALTH.ICTV website.



776,840

as the special project coverage

Promotion on Facebook & Instagram.

Since 2020, CO 100% Life has been a partner of the international coalition of NGOs, CoalitionPLUS, which fights against HIV and viral hepatitis. This is the largest francophone coalition, operating in 50 countries and uniting about 100 organizations.



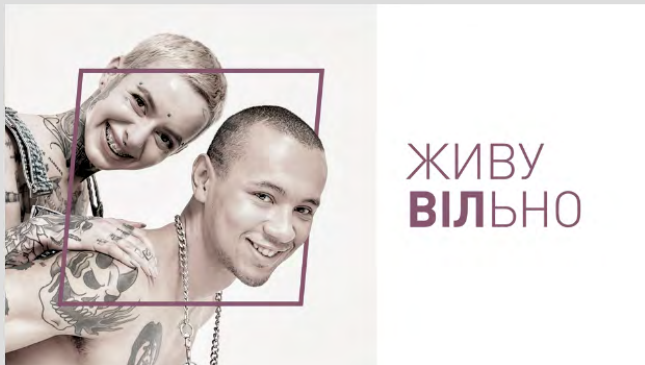
«Live HIV-free!» awareness campaign

«Live HIV-free!», a large-scale awareness campaign is aimed at reducing the level of self-stigmatization among people living with HIV, increasing their level of self-confidence, self-esteem and care for their health.

The goal of the project is to disseminate information about the U=U status (undetectable = untransmittable), which means that if an HIV-positive person regularly takes antiretroviral therapy (ART) and has reached an undetectable level of the virus in the blood, this person is safe for others.

The project included

- placement of outdoor advertising (billboards, citylights) in Kyiv, a total of 55 units.
- placement of A3 posters in places visited by HIV+ people (AIDS centers, hospitals, branches of the All-Ukrainian Network of People Living with HIV in 24 regions), 2,000 copies.
- printing of 25,000 booklets for patients regarding HIV and U=U.





«When the masks are removed» awareness campaign

HealthLink Project

To raise PrEP awareness and increase demand among key groups.

Campaign ambassador: travesty diva Monroe; involvement of popular influencers, active social media, creative advertising banners, and media outlets.



prozdorovia.in.ua/prep/

INSIGHT

Almost all TA groups have to hide their sexual preferences or lifestyle, and wear «masks».

IDEA

We decided to appeal to them by using those «masks». After all, PrEP protects when all masks are removed, then when you are most vulnerable.

MESSAGE

When the masks are off, there is PrEP that protects against HIV.

The campaign implemented in two stages.

Stage 1 Teaser with travesty diva Monroe.

Travesty diva Monroe was the face of the campaign.

The campaign began on July 19, 2021 with Monroe's post on Instagram, where she announced she had decided to have an experiment and live a week wearing a mask to support those who have to wear masks in real life, and encouraged the audience to share their stories.

During the campaign, about 30 masked Monroe stories were published between July 19 and 26. The estimated total coverage was 150,000 viewers.

Stage 2 Reveal. Removing the masks.

During the week, Monroe wore our mask everywhere i.e. on the street, in the stores, at social events, at a picnic. Showing herself wearing a mask in her stories, she discussed painful topics with audience, raising the issue of self-identification and living the life wearing masks. But then it was time to take them off. So, on July 25, Monroe published a video where she talked about PrEP and encourages the audience to take care of their health and safety.

16 media product in the media.

10 influencers on Instagram.

50 Instagram stories.

~230 posts with AR mask on Instagram.



Digital Campaign

Reach of the TA in relevant digital communication channels, such as Youtube, Facebook&Instagram, Google Banners&Search, Hybrid video&banners in-app.

Engagement of the TA with targeted traffic redirecting to prozdorovia.in.ua/prep.

Overall campaign indicators:

~30 million people of the audiences in the media publishing the campaign products,

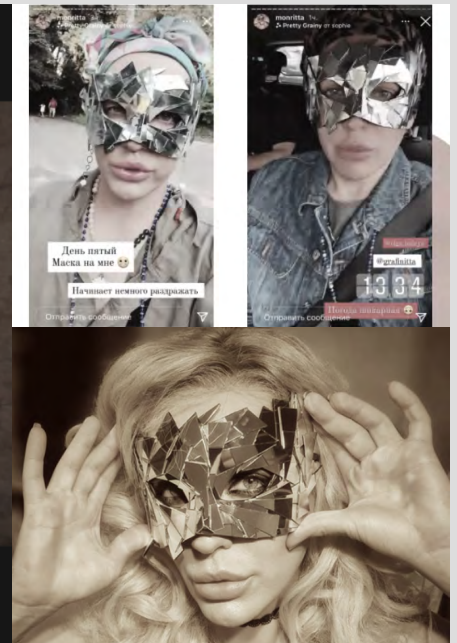
418,265 people reached via bloggers and travesty diva Monroe,

837,086 people of digital reach ,

28,663 clicks as a result of the media campaign,

1,969 clicks to the site prozdorovia.in.ua/prep from bloggers and the travesty diva Monroe,

1,042 clicks on the «get PrEP» button.



U=U awareness campaign supported by the HealthLink project

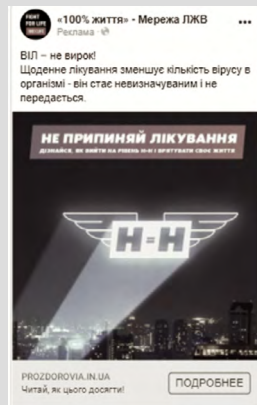
U=U (undetectable means untransmittable) to raise awareness on U=U

Involvement of Instagram opinion leaders

Involvement of influencers in this campaign was intended to make the topic of ART and U=U recognizable specifically for audiences who may be interested in it.

380,844 persons reached in Instagram

Geotargeting



Placing advertisement on social media with narrow geotargeting for the key TA within 1 km around AIDS centers.

88% of page views belong to the audience redirected from our advertising on social media.

Awarding the TOP doctors of the project who adhere to the U=U principle and are most committed to the treatment of HIV+ patients.

We found an efficient way to award doctors for their work and each U=U and to use this badge every day to remind them of their mission and success in treating patients.

Doctors Gift kit

- Crocks
- Badges (jibbys)
- Stickers & Comics
- U=U medical overalls

Why these components to the kit?



- 1) Crocks are the second skin of doctors. Before them, we developed unique jibbit pins with the project symbols. These badges are made in a superhero style, and remind doctors that each of them is a superhero who saves the lives of his/her patients every day.
- 2) We also added short comics about a rescue doctor, who makes the dream of a full life come true.
- 3) To enhance the visibility of the U=U campaign, we developed branded medical overalls with the U=U logo for doctors.
- 4) We also added stickers with campaign symbols.

Design of an HIV and U=U training course for family doctors on the NHSU platform, which will be available in 2022.



Communication support for MoH, NHSU and PHC during COVID-19 pandemic

During the 2nd year of the COVID-19 pandemic, 100% Life, with the assistance of the United States Agency for International Development (USAID) through the HealthLink project, continued to support state agencies to increase the overall communication capacity of the NHSU, CPH and the Ministry of Health of Ukraine.

NHSU and PHC social media support

Facebook «NHSU for the patient»

Branded content between May and September on topics related to COVID-19.

40 infographics, on forty public health topics during the pandemic.

The number of subscribers to the «NHSU for the patient» page increased from 15,914 to 16,452 people.



Facebook page of the Public Health Center

Support in targeted promotion of content on COVID topics.

More than 1,351,767 people covered by posts.

Promotional campaign for Youtube in partnership with the NHSU

Two animated videos were created

- Inpatient medical care for patients with confirmed COVID-19.
- What services does a patient receive from his/her family doctor in case of COVID-19?

3,000,000 impressions

1,300,000 views

2,509 clicks

Impressions is the key KPI

As a result of the campaign, the target for videos was exceeded by 19%. Coverage is 24% higher than the plan.

Secondary KPIs: clicks were 100%, views were 154%, and the percentage of people who watched the video until the end was exceeded by 30%, which indicates interest in the topic and involvement in the videos.

Special project about COVID-19 for ICTV in partnership with NHSU

3,000,000 views

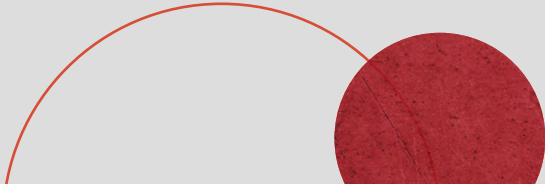
4 specialized stories for «Morning in the Big City» on ICTV.

40 announcements and repetitions of each broadcast.

Digital campaign on ICTV social pages.

Stories:

- Is it mandatory to sign a declaration with a family doctor?
- COVID-19 Vaccination
- Outpatient treatment of COVID-19.
- Post-COVID treatment.





TSL vaccination

Project objective

Encourage family doctors to take the side of vaccination and communicate effectively about the benefits of COVID-19 vaccination with patients and colleagues. In order to help Ukrainians overcome fear and prejudice towards vaccination.

Idea

Talking about COVID-19 vaccinations in human language, with clear examples, real-life stories, and nice stickers.

So that the answers to questions about vaccination are both thorough and understandable for people of different ages, status and awareness.

Results

8 different materials in 10 national and regional media.

The total reach of more than 1.8 million users of media and social media (Similarweb data).

30+ posts on Facebook and 35+ on Viber and Telegram channels.

Total reach on Facebook: 1,114,610 + views, 1,112+ likes, and 780+ shares.

NHSU Newsletter! email newsletter for 1,793 family doctors.

Distribution of printed materials:

- More than 15,000 A4 patient leaflets have been printed and distributed.
- Printed 600+ infographics in A2 format and 800+ infographics in A3 format. 200+ HCFs across Ukraine already received these posters.
- 600+ booklets were printed, 200+ HCFs throughout Ukraine received these materials.

Чому вакцинуватися від COVID-19 безпечно?

100% вакцин проти COVID-19 розроблено на 3,7 млрд осіб після затвердження. 60 вакцин отримали статус COVID-19 вакцини за умови.

Як говорити з клієнтами про вакцинацію?

Цей буклет допоможе вам:

- викласти основні факти про COVID-19 та способи взаємодії з ними
- проаналізувати і пояснити ризики клієнтам
- долати страх і вагання, які часто виникають при прийнятті рішення
- підготуватися до розмови про вакцинацію
- аргументовано розуміти потреби клієнтів і надавати відповіді на їхні запитання

А також надасть відповіді на часті питання щодо вакцинації!

Буклет підготував спеціалізований соціального проєкту «Твій сімейний лікар» slmkyu.ky/fo

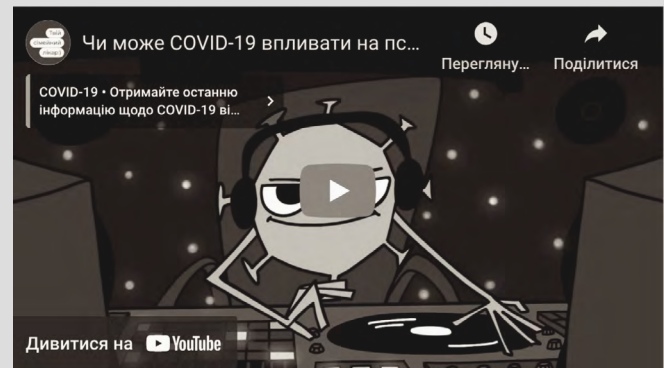
Support the Ministry of Health in overcoming the consequences of post-COVID conditions in patients

Joint project of HealthLink and TSL

The goal is to inform doctors and primary care physicians about possible post-COVID psychiatric conditions, approaches to diagnosing such consequences of COVID and further support of patients with this diagnosis.

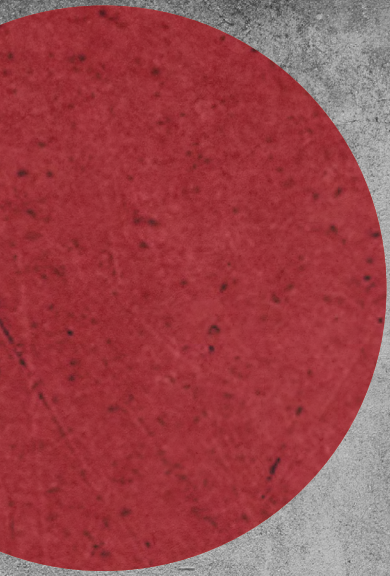
The project also aims to reduce the stigmatization of mental illnesses and conditions and increase mental health awareness among medical communities and ordinary citizens.

- A media campaign to raise awareness of these issues through online news websites, social media, and advertising.
- Development of a cartoon video Can COVID-19 affect the psyche? | Your family doctor.
- Development of an online course* on mental health in times of emergency, which is available on the Center for Public Health's training platform. After the start of the full-scale invasion, the course was supplemented.



You can register and complete the online course [here](#).

The campaign was created in cooperation with the Ministry of Health of Ukraine with the support of the «Accelerating Ukraine's efforts end HIV» HealthLink project, implemented by CO 100% Life with the financial support of the United States Agency for International Development (USAID).



direct actions



20 Years of Victory: AIDS Candlelight Memorial Day

May 5 marks the 20th anniversary of CO 100% Life, the largest patient organization in Ukraine

Campaign with #20yearsofvictories congratulations from national and international partners of 100% Life.

Design of a joint anniversary video with the participation of representatives of all regional branches of 100% Life.

Holding an event on the occasion of the AIDS Candlelight Memorial Day with the involvement of key national and international partners.

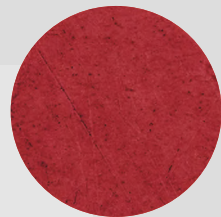
CO 100% Life (formerly the All-Ukrainian Network of People Living with HIV/AIDS) was founded in 2001 by a group of HIV-positive activists and consisted of 7 people. Today, it is the largest patient organization in Ukraine.

In 2001, living with HIV seemed like a utopian dream because HIV was then a true verdict, and people with HIV were doomed to death.

The activists, however, did not give up under the pressing circumstances. In 2002, the first office was opened in Kyiv.

150,000

with HIV/AIDS were saved within 20 years is the key message of the event





20 years later, CO 100% Life has 474 members and 15,000 associated participants. The Network of people living with HIV unites 24 regional offices throughout Ukraine.

Thanks to stubbornness and creativity, desire for life and perseverance, the Organization not only survived, but became the largest patient organization in Ukraine and throughout the region of Eastern Europe and Central Asia.

100% Life is trusted by the largest international donors – the Global Fund, USAID, PEPFAR, UNAIDS, and others. The network received UAH 7,047,338,120 of grants, and paid UAH 1,855,160,982 of subawards.

Behind this money, the most important thing is the saved lives and happy human destinies. After all, 234,456 Ukrainians received assistance from 100% Life in 2021 alone!

**We are grateful to everyone who is with us on this path
and in this struggle!**

**20 YEARS
OF VICTORY**

FIGHT FOR LIFE 100%.LIFE

The 'Be-Patient-medicine' Campaign

On July 13, 2021, patients with serious illnesses came to the Verkhovna Rada to protest «Stop our pain: now we only have the Be-Patient-medicine».

The key requirement is to vote as soon as possible for the «Law for Sofiika», that is draft law No.5596 on legalizing medical cannabis.



The «All inclusive pain» Campaign

On July 22, 2021, patients handed over to Yulia Tymoshenko a personalized voucher of «All inclusive pain».

The voucher describes how patients who were left without medication feel while MPs rest on vacation.

The «entertainment program» for patients included epileptic seizures that lasted for hours, insomnia, constant nausea and pain.

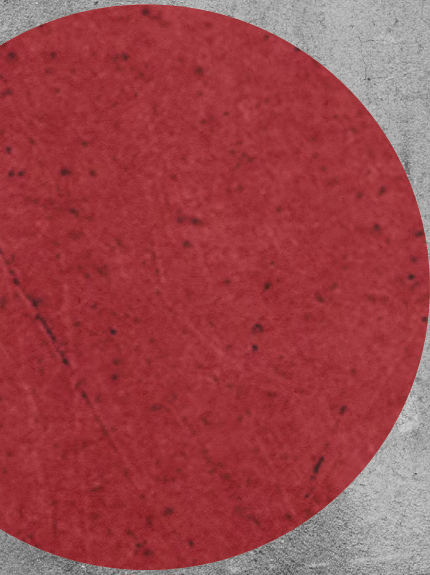


The «Tested = Protected» Campaign for the World AIDS Day

During World AIDS Day, it was shown how the oral HIV test worked and why it should not be feared.

At the event, the organizers presented the «Tested=Protected» masks, which already become a symbol of resilience and the fight against the virus. Just as a mask protects against COVID, ART protects against HIV.





partners

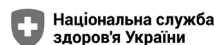
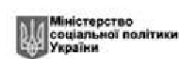
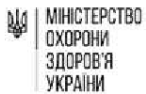
Partners



Deloitte.



European Alliance for
Responsible R&D and Affordable Medicines



100%LIFE

ANNUAL REPORT 2021

network.org.ua