

Strategy Document

The Strategy is based on the mission, goals, visions and values, current possibilities and challenges. The document aims to create a well-defined and clear framework that will enable the organization to react to the needs and challenges. The strategy will help the organization to fulfill statutory goals and activities of the organization.

About the organization

“For Women's Health and Well-being” is an NGO working on women’s health and welfare since 2021. In order to eradicate unsound cultural characteristics and boost up awareness, one of the main means is access to information. The organization exists in order to strengthen women informatively and other vulnerable groups.

The organization has three main strategic directions: informative strengthening of women and other vulnerable groups; promoting sexual education; promotion of feminist media coverage; The organization also works in the direction of women and other vulnerable groups’ accessibility towards healthcare services.

Strategic Dimension #1: *Mobilization and Strengthening of the Community*

One of the strategic goals of the organization is mobilization of women and other vulnerable groups (queer and women with disabilities, ethnic and religious minorities); promoting their integration and contributing to the creation of a favorable atmosphere for them for strengthening the community.

In order to achieve the strategic goal, it is advisable to fulfill the specific objectives:

- Psychosocial strengthening of the women and other vulnerable groups and raising their awareness;
- Creating of the secure environment for women and other vulnerable groups (queer and women with disabilities, ethnic and religious minorities) with systematic working and inclusion of the community members;
- Promotion of the individual strengthening of women and other vulnerable groups;
- Informative strengthening of women and other vulnerable groups/awareness raising;
- Promotion of the access to education for women and other vulnerable groups;
- Creating a self-assisting mechanism for the community that will enable them to cope with the challenges and problems they face and help the most vulnerable groups within the community.
- Promoting the increase of the inclusiveness of the community members in the process of decision-making;

- Promoting the economic strengthening of the community members;
- Support and promotion of the strengthening of the family members of women and other vulnerable groups;

Strategic Dimension #2: *Mobilization of young people and making them interested in the activity of the organization/involvement*

Involvement and mobilization of young people is one of the strategic directions of the organization. In order to achieve the strategic goal, it is advisable to fulfill the specific objectives.

- Promotion to ensure the access to education and raising awareness about the activities of the organization and its values for young people using informal education tools;
- Support of the activities and initiatives of young by the organization;
- Creating volunteering capacities for young people;

Strategic Dimension #3: *Promotion of the access to informations about healthcare and psychosocial services for vulnerable groups*

Women and other vulnerable groups often face problems towards qualitative access to healthcare services.

In order to achieve the strategic goal of promoting informative access to healthcare services, it is advisable to fulfill the following specific objectives: :

- Promotion of the informative access to general and specific healthcare services for women and other vulnerable groups;
- Promotion of the informative access to mental health services for women and other vulnerable groups;
- Promotion of the informative access to sexual and reproductive healthcare rights for women and other vulnerable groups;
- Promotion of the informative access to general and specific healthcare and psych emotional rehabilitation services for women and other vulnerable group that are victim of different types of violence;
- Promotion of informative access to specific healthcare services for the women and other vulnerable groups that are victims of sexual violence and rape.
- Informing women and other vulnerable groups about general and special healthcare services;

Strategic Dimension #4: Promotion of feminist education (coverage) in media

Media covers issues related to women in a stereotypic and unethical way where women are covered from the subordinate perspective. There does not exist the feminist perspective of covering issues; women's problems and needs are not visible and less put in the agenda.

In order to achieve the strategic goal, it is advisable to fulfill the specific objectives:

- Promoting the feminist mainstreaming;
- Adaptation of informal education possibilities for the aim of promoting feminist education;
- Creating of feminist media platform.

Strategic Dimension #5: Development of advocacy/advocating Capacities

Advocacy/advocating is one of the main directions of the organization. By implementing advocacy/advocating tools, civil society organizations influences public policy and processes:

In order to achieve the strategic goal, it is advisable to fulfill the specific objectives:

- Developing relations with the Parliament in order for the parliament to put the interests and needs of women and other vulnerable groups on the political agenda.
- Developing relations with the local self-government bodies in order for the local authorities to put the interests and needs of women and other vulnerable groups on the local political agenda;
- Developing relations with the local self-government bodies for the aim of mainstreaming feminist issues in the lives of local authorities;
- Documenting and reporting of the violations of rights of women and other vulnerable groups;
- Developing and promoting networking activities for the orientation on common problems.

Strategic Dimension #6: Relation with donor organizations

One of the strategic goals of the organization is the deepening of relations with donor organizations In order to achieve the strategic goal, it is advisable to fulfill the specific objectives:

- Identifying and studying the requirements and interests of donors;
- Adaptation of the requirements and interests of donors to the strategic goals of the organization;
- Making active contacts with potential donors;

Strategic Dimension #7: *Improving and perfecting the management of the communication process*

One of the strategic directions of the organization is improving and perfecting the management of the communication process. In order to achieve the strategic goal, it is advisable to fulfill the specific objectives :

- Improving inner and outer systems of communication;
- Promoting the professional development of the staff members;

Strategic Dimension #8: *Informative strengthening of women and other vulnerable groups*

One of the main directions of the organization is informative strengthening of women and vulnerable groups. In order to achieve the strategic goal, it is advisable to fulfill the specific objectives:

- Using informal education instruments;
- creating the school of the sexual education;
- creating of the feminist media platform;
- conduct specific campaigns;

Strategic Dimension #9: *Popularization of the organization as the reliable partner and creating the public image*

One of the strategic directions of the organization is popularization of the organization as a reliable partner and creating the public image. In order to achieve the strategic goal, it is advisable to fulfill the specific objectives:

- Systematization of the cooperation with media;
- Intensification of internet communication;
- Improving the communications with stakeholders;
- Ensuring the spread of informative materials via the direct communication;
- Sharing with the society the gender sensitive and equality and human rights based position;

Strategic dimension #10: *Organizational strengthening /development*

Organizational strengthening and development is one of the main directions of the organization.

In order to achieve the strategic goal, it is advisable to fulfill the specific objectives:

- Creating the proper system of organizational estimation and development;
- Creating the strong team around the common values;
- The existence of the system oriented on constant development and the existence of the relevant technologies and infrastructure;
- Elaborating the proper communication mechanisms with women and other vulnerable groups;

Strategic dimension #11: *Promotion of the access to sexual education*

There exists a lot of stigma in society about the necessity of sexual education. The Georgian educational system does not envisage sexual-reproductive education.

In order to achieve the strategic goal, it is advisable to fulfill the specific objectives:

- Using the instruments of informal education;
- Conducting specific educational campaigns;

Strategic dimension #12: *Promotion of awareness raising about the idea of human rights and equality in the youth*

Promotion of awareness raising about the idea of human rights and equality in the youth is one of the main directions of the organization. In order to achieve the strategic goal, it is advisable to fulfill the specific objectives:

- Using the instruments of informal education;
- Conducting special educational campaigns;