HRA Pharma Company’s Foundation

2013
ACTIVITY REPORT
PRESENTATION

Making its products available to every woman wherever her country and whatever her socioeconomic status has always been in the “genes” of HRA Pharma. In addition, soon in its establishment in 1998, the company participated in social and educational activities outside its core business: the establishment of the HRA Pharma Foundation in 2012 confirms the awareness of its corporate social responsibility and strengthens its various actions towards woman’s liberation throughout the world.

MISSIONS

The HRA Pharma Foundation is committed to fostering access to reproductive healthcare, education and the arts for women across the world. We partner with likeminded individuals and organizations worldwide to develop socially-responsible programs in three focus areas: Reproductive health, Education, The Arts.

WORKING PRINCIPLES

The HRA Foundation welcomes projects from private individuals or organizations. To be selected, projects should meet the following criteria:
• Aimed to be sustainable and locally implemented
• Aligned with HRA Foundation key missions
• Their outcome should be evaluable

Projects will be reviewed and selected by the Board.

CONTACT

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LYCÉE SAINTE MARIE YAGMA (BURKINA FASO)
A new secondary school
The problem in this country is the high rate of unschooled children.
The project is to build a new secondary school in an underprivileged suburb of Ouagadougou.
The aim is to improve the quality of teaching by training teachers and insisting on the importance of schooling for the future of the country.

ASSOCIATION D’AIDE À L’ENFANCE CAMBODGIENNE (AEC) LATASTE
Training young women in tourism
There is gender inequality in Cambodia especially in educational achievement.
The association, founded in 1998 in the north, targets poor young women who are primarily from rural areas.
It’s purpose is to train these young women to find employment in a field such as tourism, and thereby ensuring then a stable livelihood.
The funding will support the education of three women for one year, or potentially two years hotel or hotel management school.

HELP CENTRES FOR THE SENSORY DISABLED (IVORY COAST)
For the last three years, Think Africa has developed Help Centres for the Sensory Disabled in the western part of Africa.
The Centres have been developed specifically for women with handicaps since handicapped individuals typically experience social integration difficulties.
The aim of the project is to detect sensory disorders, to educate disabled women to find employment and to inform and create public awareness about disability and thus enable harmonious communities of the able and disabled. « living together ». 
The project’s purpose is to expand the participation of the women and young people in Saquiyà, a small village in Guatemala. Community leaders and other participants will partake in discussions concerning the following subjects: gender roles, rights and obligations of women and young people, sexual and reproductive health, sexual violence and harassment.

A training curriculum addressing key themes of empowerment and leadership is being developed to strengthen the capacity of the targeted population to participate in activities related to aspects of community development such as water and sanitation, and food production.

Another aim is to increase the use of family planning methods among women by providing training to teachers and students in the upper grades of local schools.
These two projects are from Ireland where a culture of silence has created a legal barrier to basic reproductive rights.

**Painted Bird Production**

**“The story of Bridie Kirk”**

In 1939, Bridie Kirk dies of poisoning after taking pills to induce an abortion.

In 2012, Savita Halappanavar dies due to an infection in a hospital after a delayed abortion. Times have not changed.

A play produced by Painted Bird Production in Cork City, «The story of Bridie Kirk» is a starting point for a discussion to widen awareness on this issue.

The creative team is composed of 10 professionals. After its opening in Cork City there will be a national and international tour.
ART OF CHOICE
VIDEO “NO MORE SHAME”

The aim of this online video project called « No more shame » is a change in the law by bringing forward personal narratives of a variety of anonymous women who have had an abortion in Ireland.

Guest readers, women activists and artists, will be filmed narrating these women’s tragic experiences. The women come from a variety of backgrounds which will highlight the nuances of the abortion experience.

The videos will be launched on a « No more shame » Youtube channel. They will be embedded and distributed within a wider network of Irish and international feminist prochoice and related online social networks.

Once this project is launched, it will invite the public to join the effort and post their personal stories and videos. Via this social media project, a visual repository of women’s abortion stories in Ireland will be created as well as a collective location dialogue and community participation about repressive anti-abortion laws.
ALTERNATIVE CAMEROUN

Project on line

Homosexuality is punished by law in Cameroun. This prohibition creates greater risks of contracting IST and HIV.

The aim of this project is to set up a support system targeting this population using web technology.

There will be a call phone number where trained counselors will respond to questions and needs.

A web site will be created to inform this population about the prevention of sexually transmitted diseases and related risks.

Journalists will be made aware of about the specific sexual health needs of the male homosexual population.

ANGEL FOSTER (OTTAWA UNIVERSITY)

Survey on women serving in the US Peace corps

In 1973, the US Supreme Court legalized abortion. However a series of restrictions were implemented at the federal level. The « Hyde Amendment » prohibits the use of federal Medicaid funds for abortion except when the life of the woman is endangered or when the pregnancy is a result of rape and incest.

Following this decision, a series of policies were enacted that have banned public funding of abortion services for women who depend on the federal government for their health care such as women serving in the US Peace Corps.

The purpose of the project is to evaluate their opinion, perception and experiences obtaining reproductive services and health care. Consequently, the project will function as an advocacy tool.

The conclusion drawn from this study will hopefully overturn this grossly unfair restriction.
REPRODUCTIVE HEALTH

INFORMATION/EDUCATION

Association Française pour la Contraception (AFC)

Movies

The aim of this project is to fight preconceptions concerning contraception for the young. It targets the young from the age of 15 to 25 but also the previous generation’s, purveyors of these ideas.

The message is conveyed by a series of short films with a humorous tone to be broadcasted on the social network (i.e. Facebook, YouTube, MySpace).

To underline the relevancy of our intention the targeted population will collaborate in the conception of these movies.

Few examples of common preconceptions: The contraceptive pill is bad for your health and can make you sterile. It gives cancer; makes you put on weight, etc...

Sexplanation (England)

Educative exhibition

The mission of Sexplanation is to be an innovative travelling exhibition that educates young people aged 16 to 25 years about reproductive and sexual health through an interactive, arts-based pop-up exhibit and educational curriculum in London and its surroundings.

One aim of this project is to provide - especially for young women - tools of empowerment that will help them to develop self-esteem and self-confidence when taking care of their reproductive and sexual health.

Accessibility

Collaboration à la santé publique du Burkina
Family planning program in Burkina Faso

The great need for long acting contraceptive methods in Burkina Faso is dramatic. The aim of this project is to inform women of the possibility to insert an implant as a long acting and efficient contraception and to organize and perform the insertion.

This program started in 2009 in the north of the country by the training of a midwife. The project is to extend this program to other parts of the country by training a second midwife.
Dessine l’espoir (Make a Designing Hope) - National campaign for the prevention of HIV/AIDS in Zimbabwe

The aim of the project is to raise awareness in a country where the ravage of AIDS is rampant by distributing free condoms by ZNFPC (Zimbabwean National Family Planning Council), repackaged in individual wrappers containing preventive messages translated into the local languages in attractively redesigned boxes.
NYABA LEON OUEDROGO
(BURKINA FASO)

Les mangeuses d’âme
(Women soul eaters)

The artist’s project is twofold: Firstly, a movie fictionalizing a ceremony which occurs in many countries of Africa: a woman is accused of being the cause of someone’s death leading to her exclusion from the community. The movie will be shown as an educational tool to illustrate the injustice of this tradition.

Secondly, the liberating value of photos taken by the artist portrays the women who were actually ostracized « disguised » to give them a different personality from their real ones in order to help them regain their self-esteem.
GLOBAL ACCESS PROGRAMS

By working with private companies, NGOs, non-profit organization HRA Foundation is actively involved in programs aimed to achieve MDG 5.

HRA foundation is either participating in existing structures or acting as a program coordinator. The idea is to enable the various stakeholders to partner on programs using their core competencies and expertise.

GLOBAL ACCESS PROGRAMS

HRA Pharma Foundation provides support to private sector to contract with international organization for the supply of drugs at social prices with the guarantee that companies involved will work according to United Nations Global Compact Principles.

In 2013, HRA Foundation coordinated the supply of nearly 700,000 units of emergency contraception pills at social price to international organization (i.e. UNFPA, JSI, MEG). Emergency contraceptives pills were directly delivered to the local missions or through the supply of emergency kit to be sent when crisis strikes and family planning services are needed.


The objective of the program is to increase the availability of high quality intra uterine devices (IUDs) in developing countries.

To do so, HRA Foundation acted as a project coordinator on programs. So far, IUDs have been delivered in Bangladesh, Burkina Faso, Cameroon, Gabon, Egypt, India, Indonesia, Kenya, Kyrgyzstan, Morocco, Nepal, Pakistan, Syria, Vietnam. We aim to donate 30,000 IUDs within a three years’ time period.
OTHER ACTIVITIES

HRA Foundation actively participates in initiatives to speed the decline of preventable deaths of girls and women in low-resource and emerging countries to achieve Millennium Development Goal 5.

To do so, the Foundation participates in meetings, forums, seeking solutions to expand access to much-needed, effective, high-quality life-saving reproductive technologies and creating innovative projects and advocacy campaigns through public-private partnerships.

C-Exchange

Under the leadership of Women Deliver, the C-Exchange is a private sector forum that aims to inform, engage and support members in their efforts to improve the health and well-being of girls and women. The main mission is to contribute to the achievement of Millennium Development Goal 5 (reducing maternal mortality and achieving access to universal reproductive health).

C-Exchange members are a select group of companies that share a proven track record of investing in programs and activities that have a direct positive impact for girls and women. Comprised of corporations that play a key role in the movements to improve the lives of women, the C-Exchange provides both a forum for exchange and a nexus for private-private sector and public-private sector collaboration.

In 2013, HRA Foundation participated to the 3rd Women Deliver conference in Kuala Lumpur from May 28 – 30, 2013. This conference was one of the largest gatherings of policy makers, advocates and researchers focused exclusively on women’s health and empowerment to date, bringing together over 4,500 participants from 149 countries in Kuala Lumpur from May 28 – 30, 2013. The conference featured a wide range of speakers, topics and events related to the health and well-being of girls and women with a particular look to the future of the development framework.

More than 1,000 participants were sponsored to attend the conference, which featured 61 donors and sponsors and 119 exhibiting organizations from government, companies, and civil society.

More than 800 speeches and presentations were given at the six plenaries and 120 breakout sessions.

1. Women Deliver is a global advocacy organization bringing together voices from around the world to call for action to improve the health and well-being of girls and women.