



HANDS THAT CREATE
WOMEN WHO TRANSFORM

Management Report 2017

HANDS THAT CREATE
WOMEN WHO TRANSFORM



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TABLE OF CONTENTS

Introduction	7	21 <i>Community Outreach and Health Promotion</i>
		21 Training
		22 Sponsor a Dream
		23 Service referral sources
		24 Punto D
Promoting Rights for Colombia	9	24 Cundinamarca Governor's Office "Teenagers Think and Act Positive"
Maternal Morbidity and Mortality Prevention Services	11	25 OEI "Prevention of Teen Pregnancy in Cundinamarca"
Contraception	12	25 Westwind "Youth Empowerment in Bogotá"
Voluntary Pregnancy Termination	13	26 SAAF "Access to Legal and Safe Abortion Services for Internally Displaced Women"
Adoption	14	27 Fokus "Less Hurdles, More Access to Abortion in Colombia"
Subsidized services	15	
User Satisfaction Rates	15	29 <i>Service Promotion</i>
Clients' Profile	17	29 Agreements with health insurance companies
Age	17	29 Contact Center
Occupation	18	30 Campaigns
Place of Origin	19	33 <i>Donations and Acknowledgments</i>



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INTRODUCTION

Hands that create: these are the hands of Colombian women. Regardless of race, provenance, age, level of education or socioeconomic conditions, Colombian women are hardworking people that fight everyday so that their rights, and the rights of those around them, are guaranteed. All through 2017 we acknowledged the importance of their work towards the construction of a peaceful society, even as we designed and implemented strategies and programs to allow more women to exercise their rights and to access quality sexual and reproductive health services that are safe and timely.

In 2017 our organization turned 40, and in those 40 years we have ceaselessly raised awareness about and promoted the rights of women and couples. We celebrated these years of experience by opening our Barranquilla facility, where, as we have in our Bogotá and Dosquebradas facilities, we offer comprehensive services for unwanted pregnancies.

Our presence in different parts of the country, as well as the attention that we provide through different service channels, demonstrate our level of commitment to the elimination of any hurdle that endangers the health and life of the women who approach and have contact with us.

Currently our staff members work closely with several organizations, both national and international, to be present, in various ways, in territories and situations where guaranteed rights are still considered an illusion.

CRISTINA VILLARREAL
Executive Director
Oriéntame Foundation



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PROMOTING RIGHTS FOR COLOMBIA

Currently, Oriéntame has four facilities in Bogotá (in the neighborhoods of Teusaquillo, Suba, Usaquén and Kennedy), one in Dosquebradas and one in Barranquilla. In 2018 we have plans to open two new facilities in other cities.

However, women all over the country have contacted the Foundation to have access to our services.



WE REACH MORE CITIES IN THE COUNTRY TO REAFFIRM
OUR COMMITMENT TO THE SEXUAL AND REPRODUCTIVE HEALTH OF COLOMBIAN WOMEN



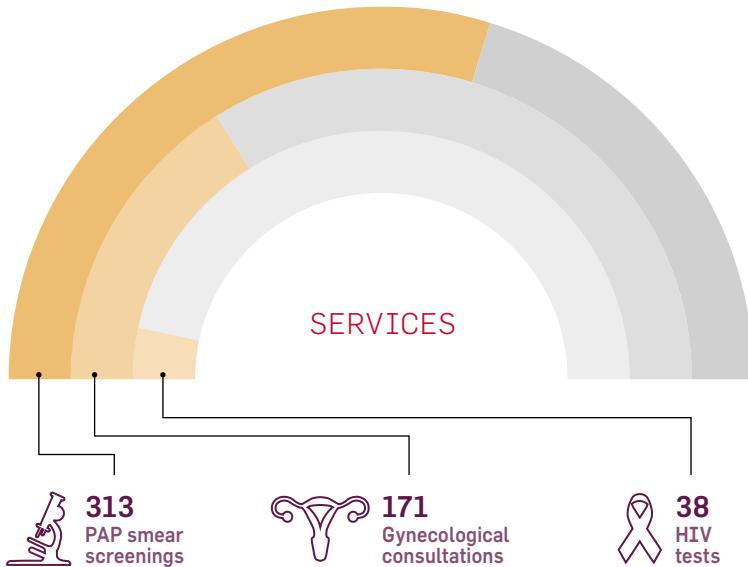
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MATERNAL MORBIDITY AND MORTALITY PREVENTION SERVICES

The focus of the Oriéntame Foundation in the past 40 years has been to provide comprehensive care to women and couples that request sexual and reproductive health services.

TO PROVIDE TIMELY, QUALITY SERVICES ACCORDING TO THE NEEDS OF OUR USERS IS ONE OF THE PRIORITIES TOWARDS WHICH WE WORK EVERYDAY





CONTRACEPTION SERVICES

One of our objectives is the prevention of unwanted pregnancy. In each of its facilities, Oriéntame offers counselling to women and couples who seek contraception services for them to choose a method that

adapts to their needs, physical condition and lifestyle. The methods offered by Oriéntame comply with the requirements established by the World Health Organization (WHO).

CONTRACEPTIVES INITIATED

	Intrauterine devices (IUD)	Injectables	Implants	Oral	Vaginal Rings
BOGOTÁ	4,521	1,819	2,494	1,216	7
PEREIRA	1,229	589	185	284	1
BARRANQUILLA	0	8	0	6	0

12,359

CONTRACEPTIVE METHODS WERE GIVEN TO USERS WHO APPROACHED
ORÍENTAME IN 2017

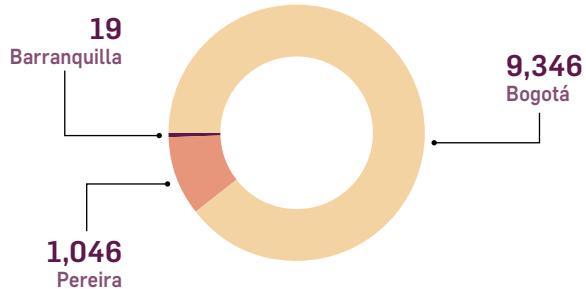
❖ VOLUNTARY PREGNANCY TERMINATION

One of the services we provide is voluntary pregnancy termination. This procedure is executed following the quality standards for health services provision established in national and international norms, and in total compliance with current Colombian Law.

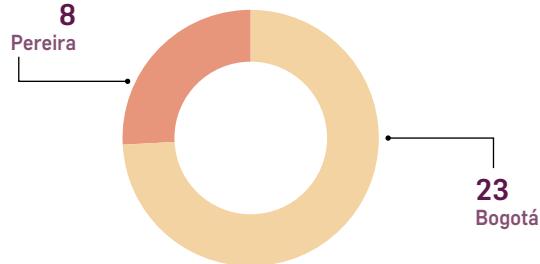
Additionally, 31 women who miscarried received care in Oriéntame with the same high quality standards.

10,411
RECEIVED THE VOLUNTARY PREGNANCY
TERMINATION SERVICE IN ORIÉNTAME IN 2017

VOLUNTARY PREGNANCY TERMINATION



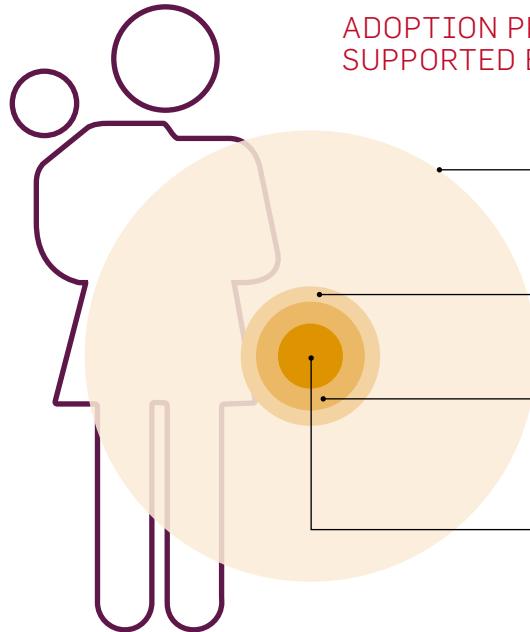
TREATMENT OF INCOMPLETE ABORTION





ADOPTION COUNSELLING

Our objective is to provide comprehensive care to women with unwanted pregnancies. As such, adoption is one of the options we offer to women as a way to face an unwanted pregnancy. We offer counseling and refer women to authorized institutions for them to put the baby up for adoption.



ADOPTION PROCESSES SUPPORTED BY ORIÉNTAME

241

Women received adoption
counselling

23

Women were referred to Authorized
Adoption Institutions

14

Women started the process
of Adoption

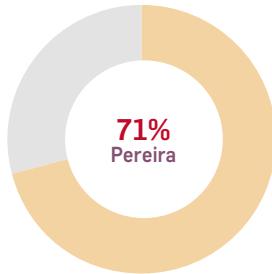
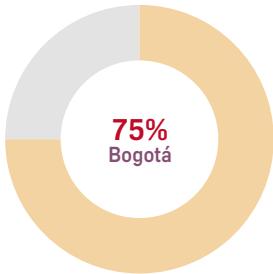
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**Women gave their babies
for Adoption**

☞ SUBSIDIZED SERVICES

In Oriéntame we are committed with the health of Colombian women, that is why, no matter their socioeconomic conditions, we offer counselling and timely high quality services.

SUBSIDIZED SERVICES



☞ USER SATISFACTION RATES

Our staff is highly trained to offer appropriate attention to each of the women and couples who seek services from the Foundation. Our commitment is to provide all of our users with the highest standard of service.

91%
WAS THE SATISFACTION INDEX OF OUR USERS
IN 2017



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CLIENTS' PROFILE

AGE

Women who sought different services in the six facilities were, more frequently, between 19 and 24 years old. The same case of the preceding year.

Age	Bogotá	Pereira	Barranquilla
<Than 14 years old	15	10	-
14-16	411	70	-
17 -18	1,145	154	2
19-24	5,021	638	7
25-29	3,553	376	5
30-34	2,364	261	4
35-40	1,747	161	1



OCCUPATION

OCCUPATION	Bogotá	Pereira	Barranquilla
STUDENT	2,184	207	6
HOMEMAKER	809	188	0
WORKER	4,001	287	13
OTHER ACTIVITY	335	31	0
LOOKING FOR A JOB	551	85	1
STUDIES AND WORKS	205	40	1

THE MAJORITY OF ORÍÉNTAME USERS DEFINE THEMSELVES AS WORKERS

28,058
TOTAL APPOINTMENTS
PROGRAMMED BY THE
CONTACT CENTER

The needs related to our services exist in the 32 Departments of the country, from where we receive calls and questions.

PLACE OF ORIGIN

APPOINTMENTS PROGRAMMED BY REGION

Andean **5,043**

Antioquia	54
Boyacá	315
Caldas	205
Cundinamarca	1,930
Huila	55
N. de Santander	22
Quindío	191
Risaralda	2,031
Santander	64
Tolima	176

★ Bogotá D.C. **22,266**

Pacific **188**

Cauca	11
Chocó	13
Nariño	13
V. del Cauca	151

Caribbean **188**

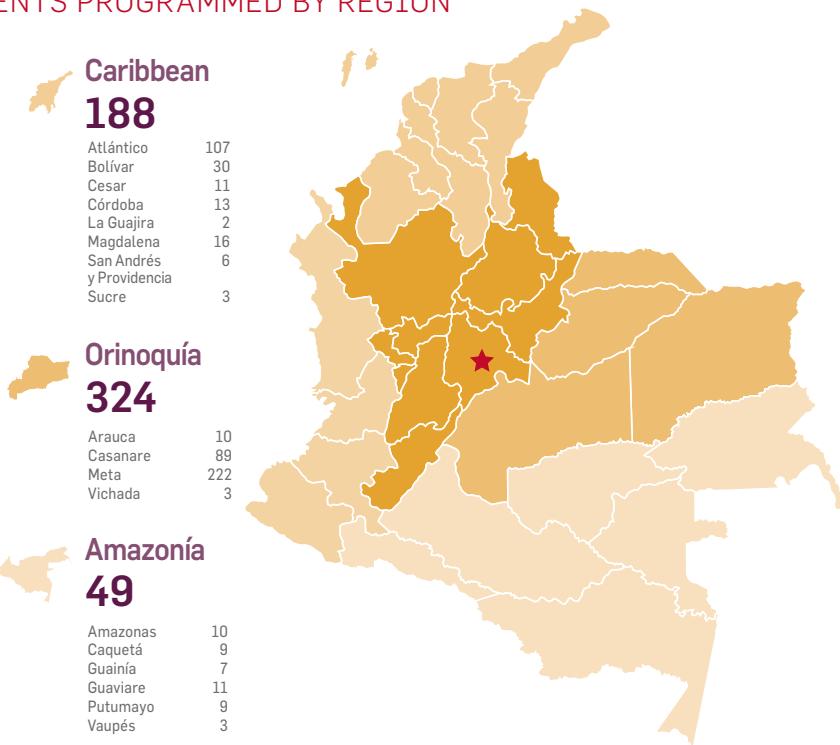
Atlántico	107
Bolívar	30
Cesar	11
Córdoba	13
La Guajira	2
Magdalena	16
San Andrés y Providencia	6
Sucre	3

Orinoquía **324**

Arauca	10
Casanare	89
Meta	222
Vichada	3

Amazonía **49**

Amazonas	10
Caquetá	9
Guainía	7
Guaviare	11
Putumayo	9
Vaupes	3





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COMMUNITY OUTREACH AND HEALTH PROMOTION

TRAINING

So that more women and couples can receive timely and quality attention, Oriéntame trains external professionals in different areas of health care for them to offer comprehensive services to users who seek them. In 2017, Oriéntame reached beyond borders.

447

PROFESSIONALS WERE TRAINED DURING 2017,
BOTH IN COLOMBIA AND INTERNATIONALLY

New EPS (medicine, nursing, management and psychology)
 Bogotá **35**

Agreement with the Cundinamarca Health secretary's office (medicine psychology and nursing)
 Soacha **105**

Coomeva EPS (area coordinators)
 Bogotá **15**

Soacha Municipal ESE (auxiliary nurses, professional nurses, dentistry, nutrition, sociology)
 Soacha **20**

First Level Public Hospitals (medicine, nursing, psychology and administrative personnel)
 Atlántico and Meta **77**

Cundinamarca Health Secretary's office (Assistance professionals from public hospitals in Cundinamarca)
 Cundinamarca **180**

Santiago de Chile (gynecologists, midwives and psychologists of different public Hospitals)
 Chile **15**

SPONSOR A DREAM

One of our concerns at Oriéntame, is that girls, boys and teenagers in Colombia can finish their education while getting timely attention to their sexual and reproductive health needs. To this end, we have developed programs that enable us to guarantee their rights.



483 girls,

boys and teenagers received support for basic primary and secondary school through the donation of school supplies, uniforms and the payment of enrolment and tuition fees.



12 young people

received financing for access to college, technical and technological education, through the payment of enrolment fees, transportation subsidies, supplies and food.



More than 150

girls and boys between 0-6 years old benefited from growth and development medical consultations.



133 women

in the Sponsor a Dream Program initiated a long term contraceptive method and 22 voluntarily interrupted their pregnancies.



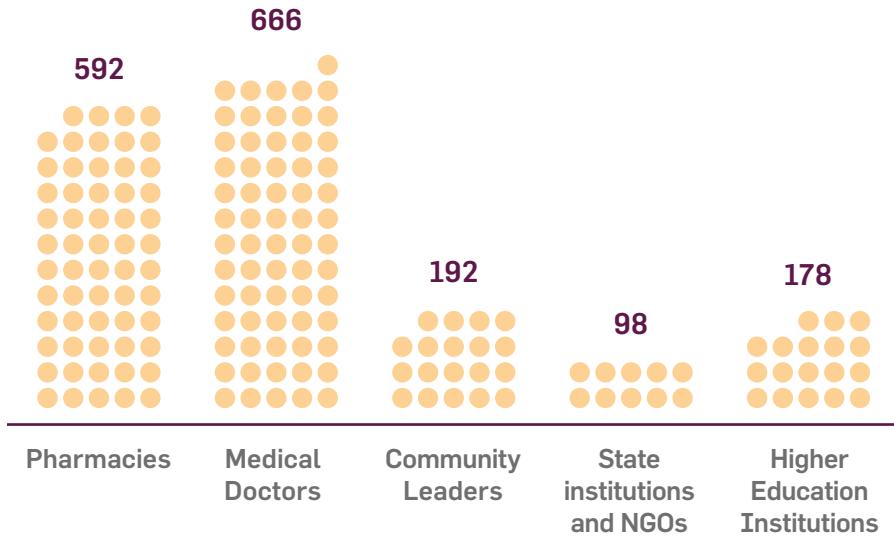
SERVICE REFERRAL SOURCES

We seek contact with professionals and other leaders from different areas to promote our services among women and couples that need them, thus preventing that women seek unsafe and low quality services in something as sensitive and important as sexual and reproductive health.

1.726

WOMEN WERE REFERRED TO
ORIENTAME THROUGH THESE
REFERRAL SOURCES IN 2017

NUMBER OF WOMEN REFERRED
BY SOURCE



PUNTO D

IN 2017 THE PROGRAM COMPLETED TWO YEARS OF WORK AIMED AT THE PREVENTION OF UNWANTED PREGNANCY WITH A DIFFERENTIAL FOCUS ON TEENAGERS



Cundinamarca Governor's Office “Teenagers Think and Act Positive”

46 professionals

were trained in sexual violence care.

77 professionals

were trained in comprehensive sexual and reproductive health care.

485 young people

accessed sexual and reproductive health services.

En 2017

the web series that is titled after the program, Punto D, premiered.

6 friendly services

were promoted in Fómeque, Girardot, Funza, Soacha, Ubaté and Zipaquirá, in Cundinamarca.

6 youth collectives

received information relating to the prevention of teen pregnancy.

OEI “Prevention of Teen Pregnancy in Cundinamarca”

In the Department of Cundinamarca municipalities of Sibaté, Pacho, La Mesa, Soacha, Guaduas, Girardot, Fómeque, Guayabetal, El Colegio y Mosquera, the following goals were achieved:

120 professionals

received technical assistance for the creation and dissemination of sexual violence assistance routes.

10 Friendly

Health Care Services for youth were improved in their technical capabilities.

160 professionals

were trained in sexual and reproductive rights and health.

5,000 teenagers

were empowered in the subject of rights, both on site and through social media.

WestWind “Youth Empowerment in Bogotá”

20 male and female youth leaders from six different break dance, graffiti, soccer fans and human rights collectives, from the localities of Usme, Suba and Mártires in Bogotá were trained in sexual and reproductive rights. At the same time, they enabled 400 youths to receive information on the subject on site and almost four thousand through social media.

In other Colombian cities other types of activities for the empowerment of youth were developed. In Medellín, for example, we supported the XI Youth Festival that aimed to build a National Youth Policy.

This project enabled the consolidation of a network of youth spokespersons on the subject of sexual and reproductive health in three localities of Bogotá. Additionally, it enabled 97 youths to have access to contraceptive services, 12 to voluntary pregnancy termination, and another 12 to other consultation services.

☞ SAAF

“Access to Legal and Safe Abortion Services for Internally Displaced Women”



712 staff members

in charge of the implementation of the conflict victim reparation public policy, were trained in sexual and reproductive rights, with an emphasis on voluntary pregnancy interruption.

353 women

in situations of internal displacement accessed a termination of pregnancy in the cities of Pereira and Bogotá, and in the Municipality of Soacha in Cundinamarca.

135 leaders

of armed conflict victims' organizations were trained in sexual and reproductive rights.

314 women

received short and long term contraceptive methods.





FOKUS

“Less Hurdles, More Access to Abortion in Colombia”

Through this project, 31 indigenous women of the Embera, Inga and Wounnan communities living in Bogotá, were trained and sensitized about sexual and reproductive rights. They were also accompanied along the care routes to aid them in communication in Spanish.

Aiming to ensure our users' access to the Foundation' services regardless of their language or visual levels, 68 staff members of the service provision and promotion areas were trained in guidelines and methodologies to incorporate differential and comprehensive attention. In addition, the institution's website www.orientame.org.co was adapted for users with vision disabilities, as were the information leaflets on Sentence C355-06.





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SERVICE PROMOTION

☞ AGREEMENTS WITH HEALTH INSURANCE COMPANIES

The Oriéntame foundation has several agreements with Health insurance companies (EPS for their initials in Spanish). In this way we facilitate women's access to the sexual and reproductive health services that we provide at the institution.



Nueva EPS (Contributive and Subsidized)

Famisanar (Contributive)

Coomeva (Contributive and Pre-paid)

Sura (Contributive)

SOS (Contributive)

☞ CONTACT CENTER

We offer attention to women and couples who contact us through our hotline 01 8000 182 182 or our live chat on our website www.orientame.org.co 24 hours a day 7 days a week.

75,387
TOTAL ANSWERED PHONE-CALLS

6,282 was the monthly call average

43,449
TOTAL CHATS COMPLETED

3,620 was the monthly chat average



CAMPAIGNS

Free condoms and pregnancy tests

Through the Sponsor a Dream Program, in alliance with Fokus, Westwind, The Social Integration Secretary's Office of Bogotá, The Cundinamarca Governor's office and the Ibero-American States Organization (OEI) we distributed Sintabú brand condoms and pregnancy tests.

We promoted and distributed our brand of products to community leaders in Chocó, Nariño and Tolima, as well as the Nasa indigenous community.

Additionally, non conventional distribution of almost 23 thousand condoms in street events, universities and youth meeting points.

32,000

PREGNANCY TESTS
DISTRIBUTED

44,000

CONDOMS
DISTRIBUTED



Distribution through Sintabú Dispensers

In 2017, the Foundation installed 25 dispensers of Sintabú condoms in different places of Bogotá and Pereira, among them 5 universities, 6 pharmacies, 2 Oriéntame facilities and 1 in a bar. Additionally, 11 dispensers were made available in different municipalities of Cundinamarca.

Sexual and Reproductive Health Brigades in Transitory Normalization Rural Zones

As a contribution to Colombia's peace process, in alliance with FOKUS, we carried out two sexual and reproductive health brigades in the Transitory Normalization Rural Zones following the peace agreement between the Colombian Government and the FARC. We offered awareness and sexual and reproductive health services, as well as training to medical personnel in those areas. Additionally, we promoted and distributed our brand of products, Sintabú.



Mifepristone and Misoprostol available in Colombia

With the authorization of INVIMA for the use of mifepristone, Oriéntame updated the protocol for medical abortion services, making the most effective treatment for legal abortion for up to 10 weeks of gestation available to users.



There is only one Oriéntame in Teusaquillo

Owing to the constant interception of users by unscrupulous individuals impersonating Foundation collaborators near our Teusaquillo facility, it became necessary to develop an awareness campaign to warn users of sexual and reproductive health services of the risk to their life and health that being solicited on the street represents.



New Caribbean Coast Facility: Barranquilla

To deal with the difficulties of access to sexual and reproductive health services in the Caribbean coast of Colombia, in 2017 we opened a facility in the capital of the Department of Atlántico. This facility offers the services of contraception, voluntary interruption of pregnancy and adoption counselling, as well as making available programs for the wellbeing of women and couples.



Oriéntame in Dosquebradas

After 10 years of service in the city of Pereira, we moved to Dosquebradas, Risaralda, in a new facility specially designed to provide services with excellence and the highest standard of medical care. In this facility high quality sexual and reproductive health services are available.



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DONATIONS AND ACKNOWLEDGMENTS

We wish to thank all of the people and institutions that, through their support, have enabled us to carry out the programs that contribute to more women and couples being aware of and guaranteeing their sexual and reproductive health rights. We hope to still have your support during 2018 so that even more people can be benefited by the work.

Access the “Donations” section of our website www.orientame.org.co or send an e-mail to donaciones@orientame.org.co and we will send you more information about ways you can support our initiatives.

MANO DELINADORA CERISTA JOYERA ENCUADERNADORA TITERETERA ZAPATERA MURALISTA PERFUMISTA CESTERA

A TAPERICA VITRALISTA GRABADORA BISUTERA TARACERA HERRERA REPUDORA SASTRE PELETERA

ENCUADERNADORA TITERETERA ZAPATERA MURALISTA PERFUMISTA CESTERA ORIGAMISTA TEJEDORA ALFARERA EBANISTA TALABARTERA

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