



Shifra

Accessible healthcare in your language

The logo was designed by one of our volunteers. The location pin flower demonstrates that Shifra connects users to evidence-based health information, and to safe and trusted healthcare services in their local area.

SHIFRA: **THE MEANING**

Shifra was one of history's first midwives. We chose this name because we wanted something fierce, strong, and feminine.

Midwives support women and their families throughout their entire reproductive life-cycle; and Shifra does the same.

As an added bonus, in Arabic (our first language outside of English) Shifra means "encrypted" or "code".



ELEVATOR PITCH

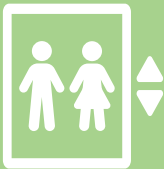
Refugees have immediate reproductive health needs. Many of these arise from a loss of contraception access, an increase in exposure to sex trafficking, higher risks of sexual assault, poor access to maternal health care and safe birthing practices.

Shifra aims to discreetly connect women to respectful sexual and reproductive health

(SRH) information in a format and language they understand.

Shifra also collects and provides anonymous data for funders, healthcare professionals, and the healthcare system.

This data helps uncover unmet SRH needs of women.



VISION

Shifra knows that a world where every woman has access to high quality sexual and reproductive health services is possible.



MISSION

Our mission is to provide women from non-English speaking backgrounds equitable and discreet access to information on sexual and reproductive healthcare.

We create awareness and localise the issue of unmet sexual and reproductive health needs for women from refugee and migrant backgrounds.

PRODUCT & SERVICE

Shifra's three main products & services are the web-app, data collection, and advocacy.

Web-App

Shifra's web-app provides information on SRH and locations of healthcare services in multiple languages.

Data

Shifra collects anonymous data from the web-app which provides insights into unmet SRH needs of local communities.

Advocacy

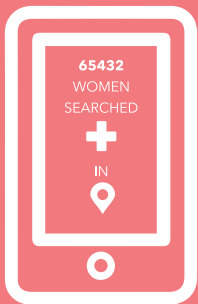
Shifra creates awareness around the barriers new arrivals face in accessing healthcare services and works with local communities to overcome those barriers.

OUR USERS

While Shifra is for everyone, the primary beneficiaries of the service are women from non-English speaking, refugee, and migrant backgrounds. The secondary beneficiaries are their communities (e.g. mothers, sisters, and/or partners).



Healthcare professionals, advocates and funders within the sexual and reproductive healthcare system are also potential stakeholders.



VALUE PROPOSITION

Shifra is a platform that collates, produces, and makes accessible SRH information for refugee and migrant communities in relevant formats and languages.

As a result, women are better able to access services, and make more informed decisions about their SRH needs.

SOCIAL RETURN ON INVESTMENT

Investing in SRH saves millions of lives and billions of dollars every year.



OUR VALUES

We listen.

We co-create with
communities.

We believe in autonomy.

We focus on capacity
development.

We are open-minded.

We value all the contributions
to Shifra that our volunteers,
users, and communities make.



VOCABULARY

Safe

Accessible

Trustworthy

Inclusive

Diverse

Curious

Courageous

Respectful

Co-creation



LONG-TERM GOALS

Shifra aspires to be the global lead in collecting and sharing data on unmet SRH needs of women. We are focused on launching Shifra in countries with a high number of refugees and/or displaced communities.

CONTACT

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