

SELF-CARE
TRAILBLAZER
GROUP



SELF-CARE IN
SEXUAL AND
REPRODUCTIVE
HEALTH AND RIGHTS
A NEW FRONTIER IN HEALTHCARE



WHAT IS SELF-CARE?

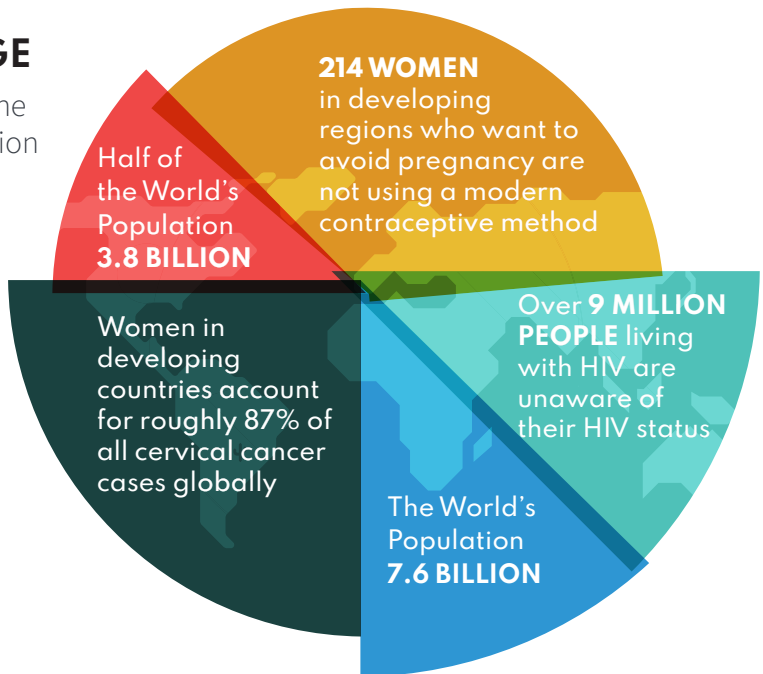
The World Health Organization (WHO) defines self-care as the ability of individuals, families, and communities to promote and maintain health, prevent disease, and cope with illness with or without the support of a healthcare provider. When individuals are given the opportunity to become active agents in their health, this leads to improved health outcomes—ultimately paving the way towards UHC.

WHY SRHR?

Questions of sex and reproduction are deeply personal topics that often are marred by social, cultural, and legal barriers to accessing support or services. When made accessible and affordable, self-care can improve autonomy, awareness, and decision-making around sexual and reproductive health and rights (SRHR).

THE CHALLENGE

At least half of the world's population cannot obtain essential health services.





THE 4DS OF SELF-CARE

Advances in technologies and how they are integrated into health systems offer an opportunity to refocus attention on this important approach and increase choice and access to SRHR services.



DIAGNOSTICS

25% of people living with HIV do not know their status, in large part due to fear of stigma or discrimination, or to inaccessibility of a health center. Diagnostic interventions such as HIV self-testing reach higher-risk groups and consumers who may not otherwise get tested.



DRUGS

Emergency contraception is a critical self-care intervention for women and girls. Self-care can address barriers faced by women and girls, give them more power over their reproductive health, and strengthen countries' family planning programs overall.



DIGITAL

Fertility monitoring apps help women get pregnant, avoid pregnancy, or simply be in touch with their reproductive cycle. Digital technologies enable consumers to take more control and personalize their health information and services.



DEVICES

Innovative devices help bring SRHR to larger populations, including vulnerable and marginalized groups, by reducing distance, cost, and stigma. Contraceptive self-injection can expand access, agency, and choice, and promote sustained contraceptive use.



WHO GUIDELINE ON SELF-CARE IN SRHR

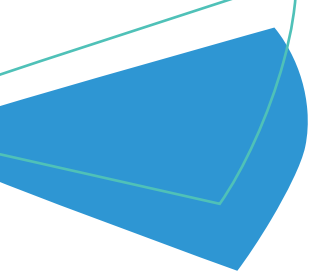
The WHO recognizes the need for and benefits of self-care. The WHO's Consolidated Guideline on Self-Care Interventions for Health, launched in June 2019, covers people-centered, evidence-based recommendations for key self-care interventions for SRHR—with a focus on vulnerable populations and settings. While self-care is not new, the WHO Guideline calls for adoption of national policies—and builds the evidence base—to usher in this transformative era in healthcare and pave the road to universal health coverage.

SELF-CARE TRAILBLAZER GROUP

A newly configured Self-Care Trailblazers Group (SCTG) serves as a platform to advocate for and help develop effective self-care practices at individual and health systems levels.

The SCTG brings together stakeholders from an array of partner organizations to advance the conversation around three key objectives:

- Lead a communications and advocacy effort to support self-care for SRHR at global, regional, national, and local levels;
- Advance learnings and help build the evidence base around self-care;
- Build a community of practice for developing, sharing, and applying concrete solutions for self-care.



SELF-CARE HOLDS TRANSFORMATIONAL PROMISE FOR

INDIVIDUALS

Self-care is a critical approach to people-centered healthcare. By recognizing people's right to make decisions and take actions to safeguard their own health, self-care promotes autonomy and agency, and provides new ways for people to live healthy lives. Self-care can be especially transformative in the sphere of sexual and reproductive health and rights (SRHR), where stigma abounds and privacy is so critical.

HEALTH SYSTEMS

In many low- and middle-income countries, healthcare systems are strained and inaccessible to many users. Holistic and systematic approaches to self-care offers a path to meet the demand for quality healthcare for all people.

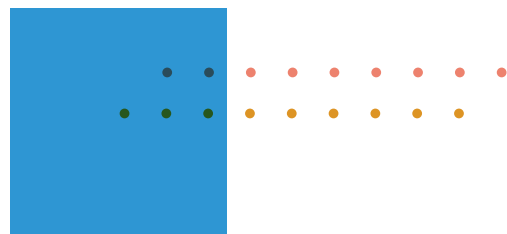
UNIVERSAL HEALTH COVERAGE (UHC)

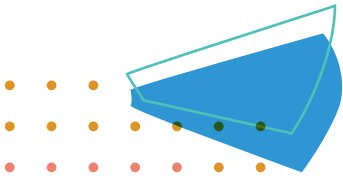
Self-care can fast-track progress toward UHC by broadening access

to entry points into the health system. This requires engaging governments, policymakers, implementers, donors, and other key stakeholders to put self-care at the top of the global health policy agenda.

GLOBAL DEVELOPMENT

Self-care is a critical frontier to achieving global development objectives set out in Sustainable Development Goals 3 and 5; Family Planning 2020; UNAIDS' 90-90-90; and the WHO's "triple billion" initiative at the heart of its new five-year strategic plan.





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MOVEMENT

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