



# ASSOCIATION XY ANNUAL REPORT 2019



Dear partners, friends of the Association XY,

Another very successful and dynamic business year is behind us, so this report is a good opportunity to summarize the results that make us proud to say the Association XY. The Association XY comes out of 2019 much stronger and it enters 2020 with even more élan and energy, which, like in the previous year, we will devote to improving the health of our children, young people and all citizens of BiH. 2019 is the leading year in the good results we are proud of. These results are followed by years of partnership with various actors, that want and support programs that make us all healthier and our lives better. It is difficult to list them all, but reading our report you will notice their support and participation.

*This year is significant for the intensive collaboration with mental health service users and their associations that have made a significant contribution to mental health protection. By investing in the capacity development of these associations, we have left an indelible mark in our country's history and paved the way for new initiatives that the associations we have empowered will take in the future. But it is particularly important to emphasize that we have opened opportunities for dialogue between users and entity governments. We are very happy that user associations in BiH have become one of the most important partners for entity governments in BiH in the field of mental health and our advocates for better quality health services. Support of young people, without whom the Association XY would not be creative and innovative enough, is important to us. They are our drivers of change and do not allow us to grow old, do not allow us to lag behind global trends and they critically contribute to the common decisions that guide the Association XY towards achieving our vision. Health and better life of citizens in Bosnia and Herzegovina.*

*We have made progress in promoting gender equality and we have introduced innovations that will make our country a leader in the prevention of violence. Because we believe in the outcomes of what we do and, more importantly, we believe that in a quality and honest partnership we can achieve even more, achieve even better. Institutional support of the Gender Center of Republika Srpska, the Gender Center of the Federation of Bosnia and Herzegovina, the Ministry of Education and Culture of Republika Srpska and the Ministry of Education, Science, Youth, Culture and Sports of Srednjobosanski Kanton is very important indicator of our shared determination to do more for the citizens of both entities to live better, more equal and safer lives. We are proud of our partners in the Ministry of Education of Bosansko-podrinjski Kanton and the Pedagogical Institute, with whom we develop healthy lifestyle models for young people in primary and secondary schools and work together to preserve their health. It is precisely the cooperation with these two institutions that has shown the potential that could change the reality and eliminate the key factors that affect the health of our children in a short time.*

*As I wrote above, it is difficult to write down all our accomplishments in this small space designed for me. In the end, I would like to thank our donors and beneficiaries for their trust. We are sure that the quality of the services we offer and the results we achieve justify the confidence you have given us.*

Emina Osmanagić,  
Executive Director

# XY- HEALTH AND COUNSELING SERVICES

Donor: IPPF EN



## ABOUT YOUTH FRIENDLY HEALTH CENTER (YFHC XY)

Youth Friendly Health Center (YFHC) of the XY Association was created in response to the lack of services for young people to adequately protect and nurture their health. It started working in 2004 with the establishment of the first Counseling Center for sexual and reproductive health in Bosnia and Herzegovina and two years later it was complemented by the opening of a medical office within which gynaecological services are provided. YFHC is a unique place where young people, especially the most vulnerable, get answers to their questions and support they need in a friendly environment.

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Work of YFHC XY is in line with the recommendations and standards of the World Health Organization, IPPF, it is based on good practices and is continuously being improved and developed. Clients' opinions are regularly collected and integrated into the practice of this center.

In 2019, the Youth Friendly Health Center provided access to high quality services in the field of health, reproductive health, growing up and healthy lifestyles for **5988** people. The largest number of persons receiving one of the YFHC services are young people, including young people from vulnerable and marginalized groups.

**The most visited service within YFHC XY, available and free of charge** for girls up to 26 years of age, is **gynaecology office** where a professional team consisting of gynaecologists and nurses uses friendly approach in its work that clients have recognized as the key specificity of our center.

In addition to young people, **Counseling Center XY** is also available to parents and professionals trying to provide adequate support to young people in the specific adolescence and adulthood age. Counseling services are available in the premises of Association XY via telephone, Skype, mail and online services on the website.

Positive comments from our users further motivate us to continue to improve our services and tailor them to their specific needs. Our goal is healthy young people who make informed and healthy decisions.

*"Thanks for being there. I have no health insurance and do not know where I could go for a checkup without paying all the wealth. The impression of you and your staff is great to me. My hat is off to you!"- client of our gynecological office (23 years old)*



# Improvement of sexual and reproductive health in Bosnia and Herzegovina

## ABOUT THE PROJECT

Association XY and the United Nations Population Fund (UNFPA) continued their cooperation based on related strategic objectives and common regional and national priorities for the advancement of sexual and reproductive health.

In 2019, the UNFPA-funded project aimed at enhancing health education and healthy lifestyles as well as improving the availability of quality and proven information and counseling services in this field.

## THE MOST IMPORTANT ACTIVITIES AND RESULTS

### HEALTH, HEALTHY LIFESTYLES AND REPRODUCTIVE HEALTH EDUCATION IN PRIMARY SCHOOLS IN BOSANSKO-PODRINJSKI KANTON

For three years now, Association XY team has been successfully cooperating with the Director of the Pedagogical Institute of Bosansko-podrinjski kanton (BPK), Dika Makota, and the Expert Advisor of the cantonal Ministry of Education, Science, Culture and Sports, Amira Borovac, whose support is crucial for the realization of this activity. In 2019, the work continued on improving educational content in the field of health and healthy lifestyles in this canton with the following results:

- **EDUCATIONAL MODULES IN THE FIELD OF "YOUTH HEALTH" FOR PUPILS OF THE FOURTH AND FIFTH PRIMARY SCHOOL GRADES CREATED**

In order not to let young people learn about puberty after they get in this turbulent period of life, modules have been developed on the topics of puberty, emotions, friendship, sympathy, love, tolerance, inclusion and respect for the fourth and fifth grades of primary schools. In this way, young people in Gorazde have access to age-appropriate and quality education that will help them become aware of changes that occur during adolescence and empower them to cope with these changes in an adequate manner. We remind that in 2018 Association XY developed, together with the experts of the Pedagogical Institute and the Ministry of Education, Science, Culture and Sports of BPK, the Handbook for teachers "Youth Health", which has been used by the teachers from the 2018/2019 school year for 6th to 9th grades.

- **29 TEACHERS SUCCESSFULLY COMPLETED EDUCATION AND STARTED IMPLEMENTATION OF TEACHING ON YOUTH HEALTH IN PRIMARY SCHOOLS OF BOSANSKO-PODRINJSKI KANTON**

The three-day education for teachers was held in Gorazde in cooperation with the Ministry of Education and the Pedagogical Institute of the BPK. The aim of the training was to provide teachers with knowledge and skills on the topics of new educational modules developed within the project for the pupils of the 4th and 5th grades of primary schools on topics of puberty, emotions, friendship, sympathy, love, tolerance and inclusion. The training was interactive and participatory which made the work atmosphere positive and relaxed and the dynamics of the participants were very good, with a lot of creative work in smaller groups. As a result of this training, teachers have improved the knowledge and presentation skills required to prepare and conduct workshops for children on youth health that they have begun in the 2019/2020 school year.



"The use of modules in grades IV and V of primary schools on "Youth Health" has brought multiple benefits, above all, which is thus a complete unit in primary education, i.e. all students from grades IV to IX of primary schools have topics covered in formal education about youth health, and then the issue of the work of the Class periods is, for the first time, institutionally resolved with the envisaged GPP tracking modes. Topics are of particular interest to students because they involve direct work and dialogue through workshops. Teachers of the class periods have received adequate education and in this way the teaching capacities have been further strengthened and trained for the realization of the mentioned topics." Amira Borovac, Expert Advisor in the Ministry of Education, Youth, Science, Culture and Sports of Bosansko-podrinjski kanton Gorazde



Picture: Education of teachers in Gorazde

## • EXPERIENCES COLLECTED AND NEEDS IDENTIFIED FOR ADDITIONAL SUPPORT TO TEACHERS IN TEACHING YOUNG PEOPLE HEALTH

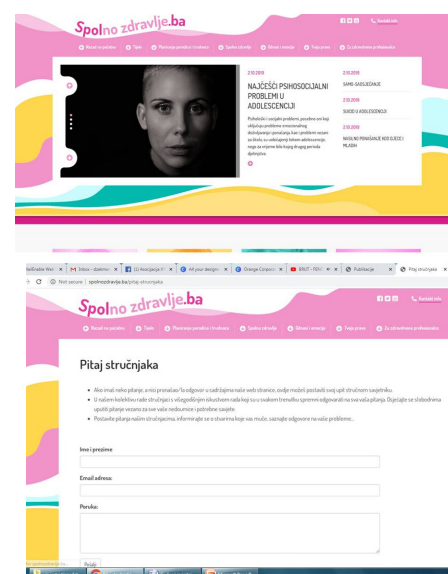
In cooperation with the Ministry of Education, Youth, Science, Culture and Sports and the Pedagogical Institute of Bosansko-podrinjski kanton, the Association XY conducted an evaluation of the success of the implementation of educational topics in the field of youth health in primary schools in this canton, which included 33 teachers who have been implementing these classes in six primary schools starting in the 2018/2019 school year. The evaluation showed that the participants had the least difficulty in realizing the content traditionally represented in education (nutrition, family, relationships, violence), while teaching units that were outside the traditionally presented topics (puberty, sexuality, sexually transmitted infections, reproductive system, family planning, etc.) were evaluated as the complex ones.

Strengthening the competencies of teaching staff to apply participatory methods and encourage open dialogue with pupils on sensitive topics will be the key element in the design of advanced training, as well as the development of additional tools, educational materials and presentations, didactic aids and other teaching tools.



**Spolnozdravlje.ba** is a comprehensive resource aimed at young people, parents, educational and health professionals, non-governmental organizations and all those who want reliable information and confidential services in the field of health, healthy lifestyles and sexual and reproductive health. You can assess the content on female and male body, puberty, family planning, pregnancy, contraception, sexual health and rights, relationships, emotions and other related topics,

**Ask a specialist option allows you to get an answer to a question or dilemma without fear that someone will find it out.**



# Improving comprehensive education on health and healthy lifestyles in Bosnia and Herzegovina

## ABOUT THE PROJECT

The purpose of the project is to provide young people in our country with access to quality and age-appropriate comprehensive education on health and healthy lifestyles. In order to achieve this, the Association XY continuously cooperates with schools, teachers and parents who invite us and initiate workshops for young people, as well as parents in their schools. We continued to support and increase the capacity of young activists to promote healthy lifestyles and health protection among their peers as educators. Thanks to the support of Zineta Bogunic, Minister of Education, Science and Youth of Sarajevo Kanton, the Association XY has started developing educational content in the field of healthy growing up for preschoolers.

## THE MOST IMPORTANT ACTIVITIES AND RESULTS

### • 20 YOUNG REPRESENTATIVES OF VULNERABLE GROUPS BECAME PEER EDUCATORS

Young people from different vulnerable and socially excluded groups have successfully completed training for educators and started conducting workshops and sessions among their peers in order to maintain health and protect against sexually transmitted infections.

### • 22 ASSOCIATION XY'S PEER EDUCATORS XY STRENGTHENED THEIR KNOWLEDGE AND COMPETENCES

In advanced peer education training, 22 peer educators have refreshed their knowledge and improved competencies for delivering health education and healthy lifestyles among their peers in schools and extracurricular settings.

### • WORKSHOPS IN SCHOOLS AT THE REQUEST OF TEACHERS AND PARENTS

Peer educators have implemented workshops in primary and secondary schools, attended by as many as 500 students. The workshops discussed violence, puberty, contraception, sexually transmitted infections, peer pressure and other topics in the field of health and healthy lifestyles. We are especially pleased by the fact that most of the workshops were held at the initiative of teachers and parents, who understand that timely and age-appropriate education best prepares and protects young people from many challenges and risks that adolescence brings.

### • PARENTAL ADVISOR AS SUPPORT TO PARENTS TO COPE WITH CHALLENGES AND DILEMMAS

Facebook Page - **XY Parental Advisor** is an online support service for parents aimed at helping parents and enable them to access reliable, quality information and services in the field of health and healthy lifestyles.

A psychologist and psychotherapist answer the parents' questions and help them cope with the problems and concerns that parenting brings with them, especially in the most sensitive period of children's lives - adolescence. The number of parents who are following this service is constantly growing, they are contacting us and suggesting topics to write about, which makes us especially happy to see that XY Parental Advisor fulfills its mission.

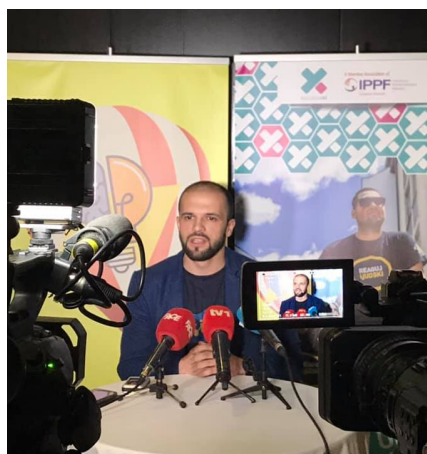


## • HEALTHY GROWING UP - NEW EDUCATIONAL CONTENT FOR KIDS IN KINDERGARTENS

Association XY has started developing educational content in the field of healthy growing up for preschoolers. A working group, composed of experts in the field of pre-school pedagogy, has begun to create a Handbook for educators. The topics covered in the Handbook are intended to encourage the development of life skills in children and development of relationships with others, based on mutual respect and appreciation, as well as on the reduction of gender stereotypes. We will write more about this innovative and interesting activity in the next Annual Report.

## • YOUTH ABOUT HEALTH

YOUTH ABOUT HEALTH conference was held on December 13th and 14th at Holiday Hotel in Sarajevo, attended by 60 young people from Sarajevo, Banja Luka, Zenica, Travnik and Istocno Sarajevo. As every year, this regular event of young peer educators and trainers of the XY Association aimed to share experiences and good practices in conducting peer education in their communities. This year, the XY Coordination Group was established with the aim of increasing the participation of young people in the governance and decision-making processes within the XY Association.



Photos: YOUTH OPINION ON HEALTH conference





## Young men's initiative - promoting healthier lifestyles among young people in Bosnia and Herzegovina by challenging gender stereotypes II

### ABOUT THE PROJECT

Young men's initiative II ties on comprehensive and programmatic efforts to combat interpersonal and gender-based violence (GBV), as well as to improve gender equality in Bosnia and Herzegovina (BiH) and to work on prevention of extremism and violence in young people. The project is aimed at young people, especially young men who are vulnerable to violence and their antisocial behavior, by strengthening relevant skills, knowledge and attitudes that lead to improved behaviors related to gender-equal norms and nonviolence.

### THE MOST IMPORTANT ACTIVITIES AND RESULTS

- **Youth organizations in Travnik, Bijeljina, Istocno Sarajevo and Visoko have the capacity to organize and implement comprehensive activities for the prevention of gender-based violence and the promotion of youth health** and this is the result of the continued support of the Association XY in developing their capacities. "Budi muško" (Be a Man) clubs of these organizations have also been strengthened, which independently planned and implemented 129 gender-transformative workshops in schools attended by 1271 girls and 930 young men. Throughout 2019, local "Budi musko" clubs showed the capacity to coordinate independently the work of "Budi musko" clubs in their local communities that are associated with high school education workshops. "Budi musko" clubs have organized 65 meetings attended by 750 students from 4 high schools.



Photo: Peer educators of the organization "Forum teatar" from Istocno Sarajevo

- **Representatives of the ministries of education and pedagogical institutes in Bosansko-podrinjski kanton and Sarajevo kanton recognize Program Y and the activities of the Young men initiative program as a high-quality and relevant program that should be an integral part of formal education.** As part of regular meetings with representatives of educational institutions, the Association XY advocated the integration of Program Y into formal education, which resulted in the accreditation of Program Y in formal education of Bosansko-podrinjski kanton. An integration plan has been designed in Sarajevo kanton to be implemented in 2020.



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- Enhanced capacities of teaching staff in Bosansko-podrinjski kanton and Sarajevo kanton, where **67 teachers have the knowledge and skills to implement a comprehensive program for the prevention of violence and the elimination of gender stereotypes** as a result of professional training provided by project and professional staff of the Association XY.

Association XY's "Budi musko" club and the network of our peer educators have the capacities to undertake comprehensive educational activities based on Program Y methodology and complementary activities of the Youth men's initiative program. With improved knowledge and skills, young people of the Association XY are actively contributing to the elimination of all forms of violence and to promoting positive attitudes and values in the context of maintaining health among their peers.

Media and campaign activities implemented by the project staff informed the public in BiH on the activities carried out by the Association XY within the project. During 2019, 48242 citizens read the content related to violence prevention on social networks, while 35000 citizens were reached via external media.

**Elvira**  
**Jasarbasic, Director of the Secondary Dental School Sarajevo**

*"I have been supporting 'Budi musko' club project since 2015 and the school I am leading is actively participating in the planning and implementation of the activities of "Budi musko" club and workshops according to Program Y methodology. There are many results and it is evident that there is no longer resistance to these topics and this type of education in the school as teachers have also recognized the benefits of this type of work with children. According to the scale we have as an obligation in the educational process, we did not have any disciplinary measures imposed because of fight, violent behavior or behavior that is not in the school rulebook. I think it is no accident that peer education and Program Y have greatly contributed to these statistics."*

# Capacity building of primary schools for promotion and realization of teaching of the subject Healthy lifestyles in primary schools in Sarajevo Kanton

## ABOUT THE PROJECT

Healthy Lifestyles course has been available in Sarajevo Kanton since the 2013/2014 school year and the evaluations conducted have shown very positive findings. Teachers, students and school administrations recognize the Healthy Lifestyles course as a high-quality health promotion and protection program, with the focus on developing life skills as a predictor of young people's positive behavior. However, few students are currently attending this class. In 2017/2018, only 2.4% of primary school pupils attended Healthy Lifestyles classes and 49 of 72 primary schools had no students who chose Healthy Lifestyles subject.

In 2018, the Association XY received an invitation from the IPPF headquarters in London to participate in a competitive process in which NGOs presented innovative projects and ideas. Association XY project proposal was recognized as one of the three most innovative projects and the IPPF headquarters and the British organization the Behavioral Insights Team (BIT) selected the Association XY project proposal as a model that received the necessary resources to implement and evaluate effectiveness. It is worth pointing out that the Association XY is the only European organization whose innovative project is supported by the IPPF headquarters and BIT.

**Collaboration with partners from Great Britain allowed the Association XY access to innovative communication tools and approaches that the Association XY integrated into its regular activities.**

Association XY, in collaboration with the Behavioral Insights Team (BIT) and the Ministry of Education, Science and Youth of Sarajevo Kanton, conducted a survey in 2018 to understand the small percentage of pupils choosing the subject. The survey found that schools interpreted legal regulations in different ways, that some schools did not offer parents the choice and the schools that offered the choice often lacked the capacity to present the subject and its contents to parents. This limits the possibilities of parents who do not have the opportunity to make an informed choice about an alternative subject.

Association XY is working with the Behavioral Insights Team (BIT) to advance access to the Healthy Lifestyles course in Sarajevo Kanton. In cooperation with the Ministry of Education, Science and Youth of Sarajevo Kanton, the Association XY implemented activities within two project strategies of action:

**Strategy 1:** Ministry of Education, Science and Youth of Sarajevo Kanton sends a letter to primary school principals reminding them of the legal obligation to provide parents with options to choose elective subjects.

**Strategy 2:** Work with schools in Sarajevo Kanton to modify the questionnaire for selection of elective subjects.

# THE MOST IMPORTANT ACTIVITIES AND RESULTS

During 2018, the Association XY established direct cooperation with 14 primary schools in Sarajevo Kanton. As part of the collaboration, 70 interviews were conducted with primary school principals, parents, pupils and teaching staff. The interviews were used to analyze socio-cultural factors that influence the perception of the Healthy Lifestyles course, but also to better understand the position of the Healthy Lifestyles course compared to other elective subjects.

Cooperation with representatives of the Ministry of Education, Science and Youth of Sarajevo Kanton is intensified within the project. In order to better implement the project activities, the ministry appointed an expert group to work on the development of a new questionnaire for parents. Unfortunately, due to disagreement between representatives of religious communities, the questionnaire was not modified. Minor additions were made to its content and attention was been paid to informing schools of their legal obligation to offer parents a choice of all three alternative subjects. In June 2019, the Association XY, in cooperation with the ministry, created a new directive addressed to all primary schools in Sarajevo Kanton and the instructions contained in the new directive made it clear to schools that the choice of elective subjects was a legal right of all parents and that schools should act in accordance with the directive instructions.

Collaboration with primary schools established a proactive partnership with school managements and teaching staff. Schools were offered a set of additional activities not directly related to the project, but they were recognized as relevant programmatic support of the Association XY to strengthen school capacities and improve pupils health in 14 primary schools. As part of the capacity building of schools, professional training was provided for the teaching staff of 14 primary schools in the field of contemporary approaches to the development of young people's life skills within formal education.

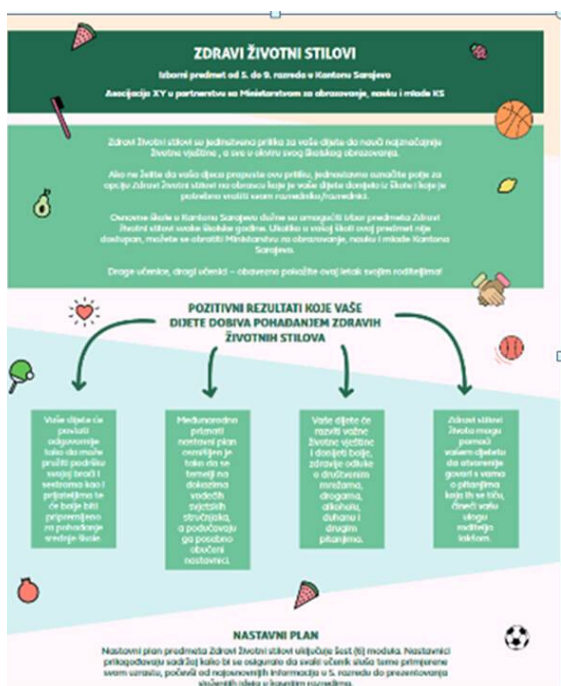


Figure: Information leaflet created by the Association XY at the request of parents

# Theater without Trammel

Donor: European  
Union



Empowered lives.  
Resilient nations.

100-2019

## ABOUT THE PROJECT

Project "Theater without Trammel" enabled blind and partially sighted people to access theatrical performances at the Chamber Theater 55 in the Municipality of Centar, which were adapted to their needs by audio description method. Project partners Association "Novis", the Chamber Theater 55 and the Municipality of Center participated in the implementation.

The project is more significant because the Chamber Theater 55 is the first theater in Bosnia and Herzegovina that has adapted its entire repertoire to the specific needs of blind and partially sighted audience.

## THE MOST IMPORTANT ACTIVITIES AND RESULTS

### • CHAMBER THEATER 55 TECHNICALLY EQUIPPED FOR QUALITY PERFORMANCES WITH AUDIO DESCRIPTION

Director's cabin was adapted to house an actor narrator reading the audio description text while performing the play with audio description. 7 auditory sets were purchased for the purpose of exchanging information between the actor narrator and the blind and partially sighted audience.

### • PERFORMANCE OF THE CHAMBER THEATER 55 REPERTOIRE PROVIDED FOR 2019 INCLUDING QUALITY MONITORING OF THE PERFORMANCES BY THE BLIND AND PARTIALLY SIGHTED PEOPLE

In collaboration with the dramaturge and blind editors of narration, 15 performances of the Chamber Theater repertoire were adapted to 55 blind and partially sighted people by the audio description method. During the performances with audio description in the period January - May 2019, 124 visits of the blind and partially sighted were recorded. Prior to each of these performances, tactile tours were available to the blind and partially sighted audience, which enabled it to move on the stage and feel parts of the stage design, props and costumes. Posters in Braille letters and enlarged print were printed for them to give them, like the rest of the audience, the basic information about the performance in printed format. Information about the performances was also available on audio recordings announcing the performances with audio description. Audio recordings were published on a monthly basis in the audio newspapers of the Association of Blind Citizens of Sarajevo Kanton and in the magazine "Svjetlo misli" (Light of Thought) published by the Library for blind and partially sighted people in Bosnia and Herzegovina.



## • COMPULSORY ADAPTATION OF THE CHAMBER THEATER 55 REPERTOIRE FOR BLIND AND PARTIALLY SIGHTED PEOPLE ENSURED

By adopting official decisions, the Chamber Theater 55 committed itself to the continuous adaptation of theater performances to the blind and partially sighted people and to the provision of free theater tickets to companions/assistants for the blind and partially sighted people when visiting the Chamber Theater 55. Since the development of protocol for treatment of the blind and partially sighted people by employees before, during and after theater play was a very important segment of improving access to theatrical performances, the Protocol for supporting the blind and partially sighted people was created within the Project. The protocol was formally adopted by the Chamber Theater 55 management and thus the rules and procedures of conduct of all employees of the Chamber Theater 55 towards this population became binding.



**“Chamber Theater without Trammel” poster is located prominently on the staircase that all visitors to the Chamber Theater 55 go through. The poster will be a permanent reminder of the Project within which this theater is trained to perform plays with audio description.**

**Senija Okic, Professor of history at the Center for the blind and partially sighted children and youth Nedzarici**

“I am a person who loves to come to the theater and I have been doing so since my childhood. When I compare my previous arrivals with this one tonight, I can say that I feel much more comfortable, I do not have to push the person who is with me to tell me what is happening on stage. I have headphones and I listen to actors describing the scene. Tonight, after the play ‘Umri muski’ (Die Hard), I had some very nice impressions. It is an unparalleled feeling to come to the play with audio descriptions and without it. I feel as if my vision is coming back in part. When I hear a traffic light, when I find a tactile track and use audio description - it's like seeing to me”.



**A detail from tactile tour on the eve of the play “Radnja na uglu” (Action at the Corner)**



**Blind and partially sighted people socializing with the actors after the play “Sjecas li se Doli Bel” (Do You Remember Dolly Bell)**

# Changing attitudes on sexual violence through education and awareness raising in Bosnia and Herzegovina

## ABOUT THE PROJECT

The project focuses on the problem of social stigma often experienced by women and men who have survived sexual violence. It is realized in cooperation with prof. Janine Natalya Clarke from University of Birmingham, who, in the course of her previous research, has produced, together with her colleague Thomas Stocks, a Manual on Sexual Education and Human Relationships. The manual is intended for school work with students aged 14-18 and aims to provide comprehensive education on gender and maintaining healthy relationships, information on local services for young people related to sexual violence, sexual health, mental health, to challenge myths related to sexual violence and for teaching about rape as a weapon of war and the lasting impact it has on survivors.

## THE MOST IMPORTANT ACTIVITIES AND RESULTS

- **SUPPORT OF THE MINISTRY OF EDUCATION, SCIENCE AND YOUTH OF SARAJEVO KANTON PROVIDED IN THE IMPLEMENTATION OF THE TEACHER EDUCATION ON TOPICS COVERED BY THE MANUAL ON SEXUAL EDUCATION AND HUMAN RELATIONSHIPS**

At the end of September 2019, a meeting was held between representatives of the Ministry of Education, Science and Youth of Sarajevo Kanton and the Association XY to discuss the project and the importance of incorporating certain modules from the Manual on Sexual Education and Human Relationships into the formal education of young people in high schools in Sarajevo Kanton. There was a discussion on how to select schools for collaboration in which teacher education would be organized. Time frame of the education was tentatively set and it was agreed that teachers from 13 high schools in Sarajevo Kanton would participate in the trainings. There are plans to educate 40 high school teachers to advance their knowledge of sexual violence.

- **CAMPAIGN "SILENT THE STIGMA"**

In the period October - December 2019, the main preparations for organization of the campaign, which would start on the 21st January 2020, were completed. on the Association XY's social networks and the official project page at the University of Birmingham's website. As part of the preparations for launching the campaign, a creative workshop was organized with the primary aim to devise messages that should support victims of sexual violence rather than stigmatize them. Prof. Janine Clark and a few persons who were in Bosnia and Herzegovina during the 1992-1995 war and survived sexual violence contributed to the creation of messages.



**Workshop of peer educators and project staff for planning the "Silent the Stigma" campaign**

# New words – new possibilities

## PROJECT OBJECTIVE: IMPROVE COMMUNICATION PROCESSES OF THE ORGANIZATION AND POSITION THE ORGANIZATION AS A RECOGNIZABLE AND QUALITY BRAND IN THE FIELD OF HEALTH AND HEALTHY LIFESTYLES IN BIH

### ABOUT THE PROJECT

Due to the very complex health and education system in Bosnia and Herzegovina, the topics covered by the Association XY represent real political topics that need to be supported by the public in order to be implemented in a quality way and this can only be achieved through adequate and tailored communication. Communication in public is a very complex and process on which the success of the project activities depends and implies a systematic and innovative methodological approach. Therefore, the Association XY works to implement a “Reframing methodology” that minimizes project vocabulary and focuses on simple communication that is clear and understandable.

### THE MOST IMPORTANT ACTIVITIES AND RESULTS

- **12 PEER EDUCATORS ADOPTED NEW COMMUNICATION SKILLS BASED ON REFRAMING METHODOLOGY**

Association XY has conducted a one-day training for 12 peer educators to familiarize them with new communication practices in accordance with the IPPF manual for creating communication frameworks and newly developed communication guide.

**Sanela Gojak, journalist**

“One of the few NGOs with a concise mission and vision that the wider audience will understand very well. I have no doubt about the public support for your organization.”

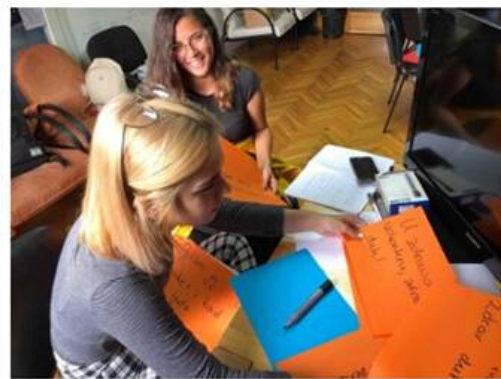
- **25 VOLUNTEERS ADOPTED REFRAMING METHODOLOGY AND CREATED KEY MESSAGES FOR ON-LINE CAMPAIGNS AND PUBLIC EVENTS**

Workshop for 25 volunteer-educators aroused great interest among young people, who were aware of the fact that it was not suited to them and inadequate communication created a problem at schools and public events. Messages were created that were used throughout the year for three online campaigns and three street actions: March 8, World Health Day and International Volunteer Day.

- **TESTING MESSAGES DESIGNED BY PEER EDUCATORS AMONG THE ASSOCIATION XY VOLUNTEERS**

After creating messages according to the recommendations of the IPPF Framing Manual, the messages were tested among 30 volunteers of the Association XY. Young people voted the best messages through the Facebook social network.





The process of creating messages and testing them on FB

# ASSOCIATION XY GUIDE FOR COMMUNICATION OF YOUNG PEOPLE

## MESSAGE INTEGRATION

The messages were integrated into the Association XY guide for communication as a separate segment: Association XY Guide for Communication of Young People. The document was created as a guide for communication among young people, peer educators on the one hand, and school staff (teachers, principals, etc.) on the other. The messages are not the only content of the document. This document is the obligation of all volunteers and peer educators.

## THREE ONLINE CAMPAIGNS CREATED AND THREE STREET ACTIONS HELD

In line with the procedures in the Association XY guide for communication, three online campaigns were created and three street actions were held: March 8, World Health Day and International Volunteer Day. Each of the campaigns started 7 days earlier on the Association XY social networks. The most popular social network in BIH is Facebook so the focus was on this social network. Street actions have attracted a lot of attention from reputable media companies and the total number of people who received the information about these campaigns and who heard messages was 1,000,000.

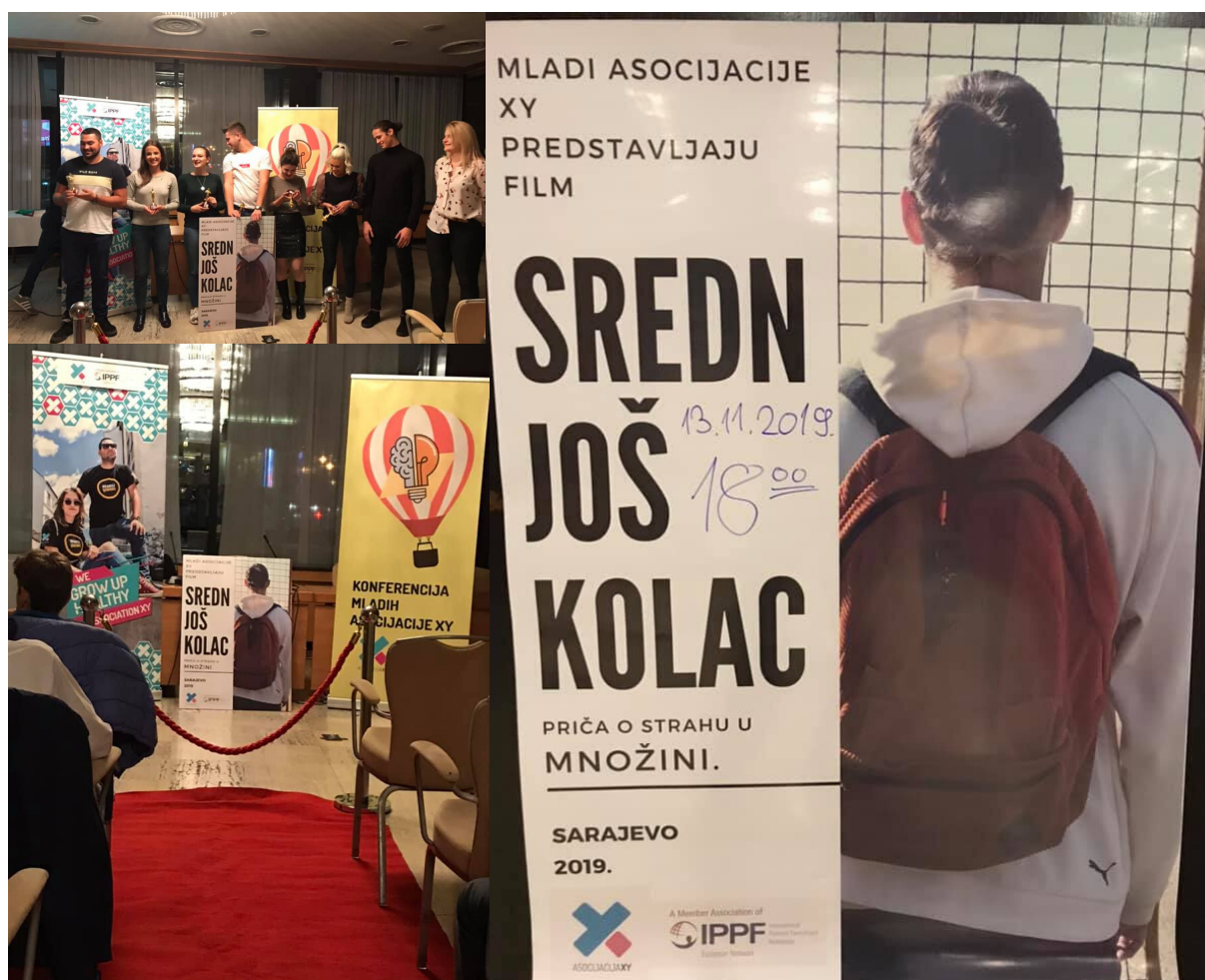


Some of the photos used during online campaigns



## TWO VIDEO CLIPS AND SHORT FILM “SREDNJOSKOLAC” (HIGH SCHOOL STUDENT)

“High School Student” is the name of a short film for which the direction, production and acting are signed by the youth of the Association XY. The film addresses the problems and fears faced by young people in their daily lives. According to the Association XY Youth Coordinator's opinion, Amer Dzekman, young people try, through the “Srednjoskolac” film, to draw parents, teachers and their peers' attention to the fears that accompany them as they grow up. “Every day, young people are exposed to a number of fears that affect their confidence and prevent them from realizing themselves in school, faculty, within their hobbies and relationships among peers”. Adults do not understand or notice the real source of the problems young people face. “I can see that someone is bad at school, being quiet and solitary or extremely extrovert”, Dzekman said. “Our goal is to show that there is always a solution and we put a special focus on the youth and volunteers of the Association XY who have been able to overcome their setbacks within this organization, which uses the world's best youth programs.” The film had 46,000 views via the Facebook social network. Two video clips were created for online campaign purposes, March 8 and International Volunteer Day, in which volunteers of the Association XY talk about their volunteer engagement. To what extent has volunteerism influenced them growing up and forming healthy attitudes that contribute to the development of a better and happier society? 40,000 people saw the video clips information via Facebook. All movies can be viewed on the Association XY YouTube channel or on the Facebook social network.



Photos from “Srednjoskolac” film premiere

# Theater and performance as a tool for promoting gender equality

## ABOUT THE PROJECT

The purpose of the project is to promote gender equality and raise awareness of gender norms in young people through the form of participatory theater used in BiH and Albania. The project contributed to raising awareness and acquiring knowledge and skills about how the play is prepared. It was implemented with the support of the associations for sexual and reproductive health from Serbia.

## THE MOST IMPORTANT ACTIVITIES AND RESULTS

**1. Basic training "participatory theater"** for 20 volunteers of the Association XY on using the play as a tool to promote gender equality.



**2. Performance** Knowledge and skills learned from previous training were used by young people to create a participatory theater for other members of the Association XY. The performance is about the importance of gender equality in society.



This project showed that participatory theater was a very successful, innovative and entertaining method of raising awareness and changing attitudes about gender equality in young people.





# The Mental Health Project in BiH (MHP in BiH)

## ABOUT THE PROJECT

Through the MHP in BiH, in the two previous phases, a strategic framework approach was launched and implemented aimed at strengthening mental health services in community by transforming them from a crisis system into a system that includes the focus on prevention and well-being. Our goal in this last, third phase of the project is to improve social inclusion and quality of life for people with mental disorders and to reduce the risk of developing mental disorders. Improved social inclusion and better quality of life for people with mental disorders implies reducing stigma and eliminating discrimination against people with mental disorders and persons at risk of mental disorders as a result of the transversal activities of all project components.

### 1. MENTAL HEALTH PROTECTION QUALITY AND CONTINUITY

In order to ensure the quality of mental health protection, in 2019, **three Mental Health Centers** (now a total of 48/71 MHCs accredited) **were accredited** and **seven were re-accredited**. In addition, a total of 207 mental health professionals from 51 institutions have completed evidence-based quality improvement education.

Innovative drafts of the **Mental Health Law of the Federation of BiH** and the **Mental Health Protection Law of Republika Srpska** have been prepared, which regulate prevention, curative and psychosocial rehabilitation in the field of mental health. **Accreditation standards** for mental health centers in Republika Srpska have been revised. Development of the **Revised accreditation standards for hospitals in the Federation of BiH** is ongoing.

**Models for joint planning of discharge** from hospital sector for mental health service users at the entity level were developed, these documents regulate the way patients move in the mental health protection system; in the process of formalization through the new mental health laws as well as revised hospital standards for the Federation of BiH. 89 professionals were trained in the application of the models.

**In order to plan evidence/needs-based activities**, the **Institute for Public Health B&H** has prepared new reporting forms as required to complete ATLAS, data collection for 2019 is ongoing.

**New Integrated Health Information System (IHIS)** was established through the Health Insurance Fund of Republika Srpska. **Public advocacy** for the support of the reform processes towards decision-makers was conducted during the celebration of the Mental Health Day in Banja Luka and at the Third Symposium of Family Physicians in Sarajevo.



## 2A. STRENGTHENING HUMAN RESOURCES IN THE FIELD OF MENTAL HEALTH

### Coordinated care for severely mentally ill patients with multiple needs

In 2019, coordinated care included 284 beneficiaries (W=137, M=147). More than 250 healthcare professionals in BiH are involved in coordinated care and they regularly provide quality healthcare services. Professionals regularly supervise and exchange experiences and good practices in dealing with severely mentally ill patients. The program was extended to the staff of the Children's Home Rada Vranjesevic, Banja Luka on the theme "Psychological world of traumatized children", attended by 37 professionals (W=30, M=7).

#### Partnerships within promotional and prevention programs

1. In partnership with the Public Health Institute of Republika Srpska and 10 MHCs, Program of depression prevention is being implemented as one of the largest public health problems involving 1,730 people.

2. Program of strengthening protective factors in adolescents in school environments, in cooperation with high schools (643 students, W=383, M=260) is being implemented in partnership with the Institute for Public Health FB&H and 8 MHCs.

3. PP gambling addiction program with the focus on strengthening protective factors in the school environment is being implemented in partnership with MHC Zepce where 226 students are included (W=112, M=114).

4. PP program "Prevention of depression in the third age" is being implemented in partnership with MHCs Ilidza, Kljuc and Mrkonjic Grad, 310 elderly, W=224, M=86 are included.

5. PP program "Relapse prevention in persons with SCH" is being implemented in partnership with MHC Bosanska Krupa.

The project also supported the World Mental Health Day celebration in 2019 in Sarajevo and Banja Luka, with considerable media coverage and public interest.





## 2B. STRENGTHENING HUMAN RESOURCES IN THE FIELD OF MENTAL HEALTH

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### Occupational therapy in mental health institutions in BiH

In order to improve occupational therapy (OT) service for 2019, monitoring of **159 users - mostly children and adolescents (100 from the FBiH and 59 from RS)** was ensured through the application of measuring instruments to **90 users (60 from the FBiH and 30 from RS)**. The total recovery of our users is 94%. In order to achieve these good results, individual and group supervisions are continuously done through workshops with occupational therapists in mental health (149 occupational therapists).

### Music therapy workshops in mental health institutions in u BiH

7 field workshops aimed at monitoring and evaluating the use of occupational therapy, music therapy and positive reactions of users on the road to recovery. Donations to all institutions were provided in the form of music therapy kits.

Systemic family therapy -education for social workers in BiH.

Two-year certified training for system family advisor includes 27 social workers from BiH with the support of foreign lecturers.

Work with children and adolescents.

This program is implemented in cooperation with the faculties of medicine in Banja Luka and Zenica and brings together 49 health professionals of different mental health profiles who will be able to provide comprehensive mental health services to children and adolescents over the next two years.

## 3. STRENGTHENING THE CAPACITY OF USERS AND USER ASSOCIATIONS

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Through the **support of programs of user associations**, based on their needs, **over 100 users** were included (2 programs in Banja Luka, 2 in Sarajevo, 2 in Mrkonjic Grad, Celinac, Tuzla and Vitez).

### **LIFE STORIES OF PERSONS WITH SEVERE MENTAL DISORDERS**

12 of these individuals participated in **oratory training** where they were expertly supported to tell their life story in order to empower them and reduce the stigma among the public. During the year, more than 30 individual appearances were made with remarkable effect on the public.

Reduction of the stigma and its effects was also influenced by the **development of the Ethics Reporting Manual and education of 30 BH journalists and health professionals**. The drafted manual has already been included in the literature in one study section and is available on all important websites (ministries of health of both entities, RAK, Association XY).

As part of the anti-stigma activity, a **photo-documentary exhibition on mental health “Covjek je covjek” (Man is Man)** was held in Sarajevo.



### Employment of people with mental disabilities

Through collaboration with empowered user associations and local community, **two models of employment of mental health service users** are being successfully implemented in communities in Mrkonjic Grad, Tuzla and Baraci.



*Mental Health Project in Bosnia and Herzegovina is supported by the Government of Switzerland and implemented by the Association XY in partnership with the Ministry of Health and Social Welfare of Republika Srpska and the Federal Ministry of Health.*

# XY Youth Center

Association XY regularly works to promote and involve young people, volunteers in our organization work. XY Youth Center is a space for all young people of Association XY, which regularly organizes educational and creative workshops, trainings and socializing events for young people, with the aim of improving the capacity of young people to independently plan and implement programs in the field of health and promotion of healthy lifestyles. In 2019, the focus of our activities was on greater involvement of young people in the very decision-making process.

## THE MOST IMPORTANT ACTIVITIES AND RESULTS

### 1. Basic and advanced peer education training for 20 young people

20 young people have improved their presentation skills and methods of conducting workshops in schools and other activities by introducing new innovative content based on a friendly approach to work with young people.



### 2. Brochure "Za tebe" (For you)

The brochure is a comprehensive tool that will serve new volunteers to become familiar with the work of the Association XY and to provide peer educators with the ability to independently plan and conduct trainings and public events.



## Great support in new and traditional media

Great support to the Association XY in the transparency and flow of information in the previous work has been provided by BiH and regional media. Although the BiH media scene is characterized by an extremely large number of media companies (93 TV stations, 145 radio stations, 19 public broadcasters, 114 daily newspapers and magazines, 8 news agencies and 150 web portals) in the territory of about 4 million inhabitants, the Association XY has succeeded to position itself as a reliable and professional partner and associate in the field of health and healthy lifestyles in the media scene of Bosnia and Herzegovina.

The media are long-standing, trusted partners of the Association XY, that support programs and projects of general social interest and, through their channels, provide information on them to every home in our country.

In the past year, 250 unpaid TV and radio shows, programs and texts were published about the Association XY and its project activities on web portals that portray the organization, its activities, as well as donors, government institutions and partners in a positive and inspiring way. Web portals and electronic media journalists reported the most about the Association XY, but the support was not lacking in print media and news agencies. Interest in the programming areas and project activities of the Association XY was shown by both public service broadcasters and private BiH and regional media companies. **The total number of people who received information about us through external media in the past year was 1,500,000.**

Current topics of general social interest, that are characteristic of the Association XY, channeled through the website, social networks (Facebook, Twitter, Youtube and Instagram) have made a major contribution to daily communication with those who follow and actively participate in our work through interaction. In 2019, **923,734** people were informed on the activities of the Association XY using these communication channels. So far, the Association XY has registered 25,800 followers and over two and a half million views on social networks.

Association XY social networks (Facebook, Twitter, Youtube, Soundcloud)	
25,800 followers	923,734 people have seen our content

The media that most covered Association XY work in 2019:

1. N1	
2. FENA	3. BHT1