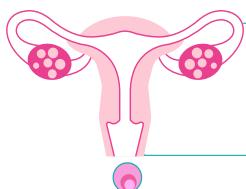


# WHITE PAPER

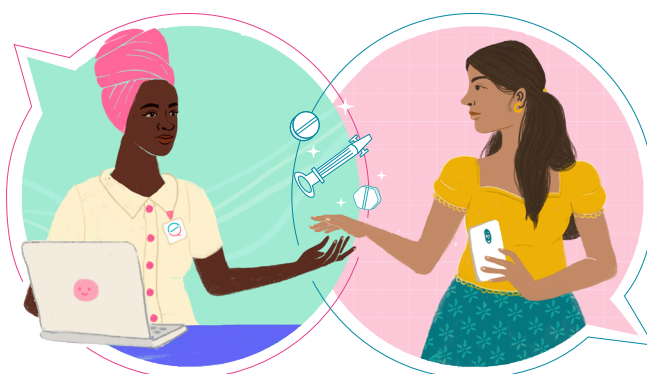
## safe2choose: an eHealth platform for abortion self-care

Abortions are a common experience and a normal part of a person's reproductive health journey.



According to the World Health Organization (WHO), **73 million induced abortions** occur every year, representing **29% of all pregnancies**.

**Abortion self-care** is the ability of pregnant people to manage their abortion with or without the support of a healthcare provider. [Mounting research](#), including the [2022 WHO guidelines](#), demonstrates that individuals can safely and effectively self-manage an abortion with pills when equipped with accurate information on dosing and symptom management. Abortion self-care is on the rise globally and is a simple and cost-effective solution to prevent unsafe abortions, particularly in low- and middle-income countries. **Self-managing an abortion** also addresses many barriers that individuals face when trying to access services, including cost, stigma, geography, healthcare service gaps.



Telemedicine abortion and abortion self-care are becoming common practices in reproductive health.



[safe2choose.org](https://safe2choose.org)

As a pioneer in eHealth, safe2choose:

- operates at the intersection of digital health and abortion self-care to ensure that individuals can safely navigate an abortion on their own terms;
- decentralizes and demedicalizes abortion information so pregnant people can access abortion care wherever they are, receive empathetic support throughout, and be referred to credible and quality resources at their request; and
- supports abortion seekers through a customized person-centric model of care as they navigate complex legal environments, medical systems, and social stressors.

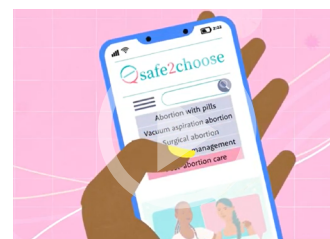


## Who is safe2choose?

safe2choose is a digital counseling, referral, and information platform tailored for people having abortions where, when, and with whom they feel most comfortable. The team is trained to support people seeking a variety of abortion methods, including medical abortion (MA), vacuum aspiration abortion (MVA/EVA), dilation and evacuation (D&E), and post-abortion care (PAC).



safe2choose believes that everyone has a right to make their own decision about their reproductive and sexual health.



Click here to watch an introductory video

safe2choose's team of medically-trained counselors provides real-time, free, accurate, private, and non-judgmental abortion counseling in 10 languages.



Through live chat and email, counselors support abortion seekers as they assess their options; offer guidance on various abortion methods; and, when needed, refer users to on-the-ground pharmacies, vetted clinicians, or trusted partner organizations for additional resources.



Through a multilingual website featuring content in English, Spanish, Portuguese, French, Hindi, Kiswahili, Yoruba, Tagalog, and Luganda, users are able to independently access abortion resources, such as [medical abortion protocols](#) with informational [videos and PDFs](#), [country profiles](#), global [blogs](#), and [testimonials](#) volunteered by safe2choose users around the world.



## The safe2choose team

safe2choose's team of 10 counselors is global and multicultural, reflecting the diverse audience it serves. Based in various countries across Africa, Asia, and the Americas, the team is able to provide multilingual, locally relevant, and culturally sensitive around-the-clock support. The team uses an intersectional and holistic approach to counseling that responds to the needs and interests of all abortion seekers within their specific country contexts.

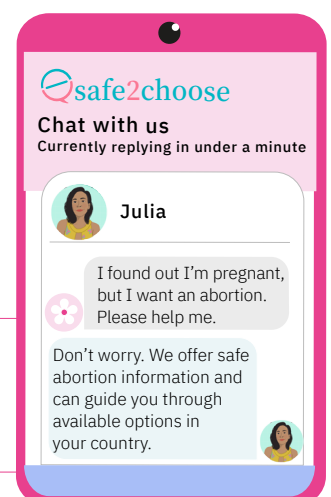


The safe2choose counseling team is also supported by an **in-house medical doctor** who advises on complex cases, facilitates monthly training sessions, and reviews counselor-user exchanges. A dedicated **referral coordinator** also manages the team's custom-built, encrypted abortion-provider database, vets and evaluates providers, and develops tailored referral flows with partners worldwide. User feedback is regularly monitored to guide areas of training needed.

## Digital counseling tools

**Counseling platform.** safe2choose's counseling is hosted on a dynamic platform that supports integrated **email, live chat, automated bots, WhatsApp and Telegram services**. The live chat plug-in can also be embedded onto partner websites, enabling users to chat directly with the safe2choose counseling team without visiting the website.

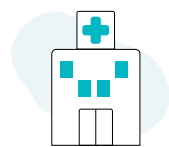
Counselors answer an average of **8,000 requests a month** over live chat and email.





When a counselor is occupied or unavailable, automated support initiates user screening for a seamless intake process. The team continues to scale automation within counseling for expanded service capacity and enhanced user experience.

**Referral database.** A custom-built encrypted database securely holds safe2choose's **Global Referral Network**, featuring over 1,000 referral points across 85 countries. Organizations and providers can [self-register](#) through the online form and are verified by safe2choose before being listed as a referral point.



**228 local organizations**  
across 85 countries



**1,500 individual abortion providers**  
across 25 countries

#### Our Global Referral Network includes:

**Health facilities:**  
Hospitals, clinics,  
health centers

**Health professionals:**  
Pharmacists, nurses,  
doctors, midwives

**Feminist and human rights organizations:**  
Escorts, doulas, activists

#### Which offers access to:

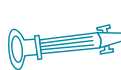
Abortion pills

MVA, EVA and surgical abortion

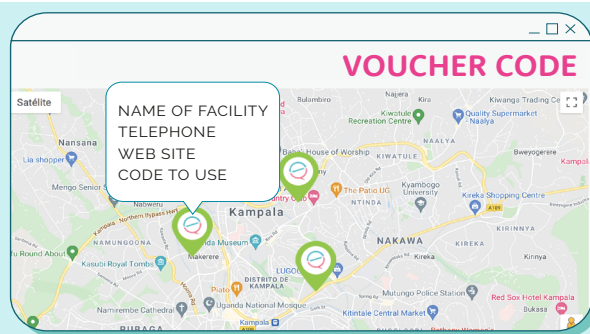
Emotional support

Legal support

Other sexual and reproductive health services



**Providers listed on the database can be geolocated**, allowing users to access their nearest points of care through a customized map. During the referral process, a randomized ID is also generated for the client to present to the referred provider at the time of appointment, thereby closing the referral cycle. Randomized ID numbers also introduce the opportunity for providers to offer fee subsidies to care seekers.



**Data security.** safe2choose adheres to **General Data Protection Regulation (GDPR)** and other local data protection guidelines – all of which are clearly outlined on the website's [Terms and Conditions](#) and [Privacy Policy](#). User identification data is deleted regularly; de-identified data is stored for internal data collection, research, and programmatic decision-making.

## Building trust and awareness

Significant challenges exist in online provision of abortion care, including widespread opposition and misinformation. Alarming trends of sexual health content suppression and censorship across Big Tech platforms, particularly on social media, also jeopardize access to safe abortion information.

To address these challenges, the safe2choose team prioritizes accessibility, safety, and quality at the core of their work. The website itself is built on a fast-loading tech stack with a mobile-first approach and loads quickly even in low-bandwidth regions. The safe2choose team also invests in search engine optimization (SEO) and search engine marketing (SEM) strategies to ensure that the website is easy to find.

**safe2choose's communications strategy is multi-channeled**, with multilingual [social media platforms](#). Regular content includes descriptive [medical videos](#) on abortion self-care, an [anti-stigma podcast](#), youth-focused content on [TikTok](#), a new [Pinterest page](#), positive and empowering abortion [testimonials videos](#), and collaborations with local influencers worldwide to spread safe and locally-sensitive abortion information.



# SAFE2CHOOSE'S RESULTS

## Historical data since inception in 2015

**14 million**  
website visits

in 238 countries  
and territories

**230,000**  
followers

on social media

**200,000**  
counseling  
sessions

**40,000**  
referrals

## Top 10 countries website visits



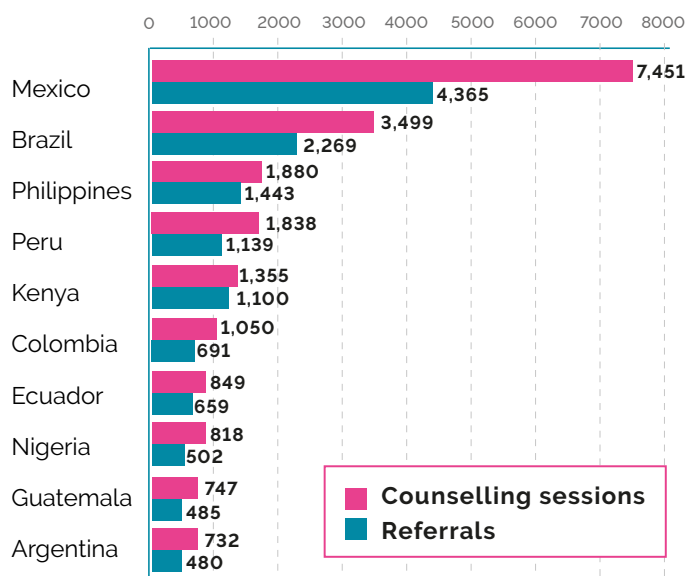
### WEBSITE VISITS SINCE INCEPTION IN 2015

1	India	2,258,703	6	Philippines	652,974
2	Brazil	2,036,416	7	Kenya	582,955
3	Mexico	1,377,883	8	Ghana	365,254
4	USA	823,434	9	Tanzania	321,514
5	Nigeria	665,670	10	Argentina	320,633

### WEBSITE VISITS IN 2022

1	India	319,179	6	United States	146,041
2	Philippines	276,895	7	Tanzania	139,636
3	Brazil	271,395	8	Ghana	129,205
4	Mexico	265,744	9	Liberia	113,794
5	Kenya	247,095	10	Angola	94,597

## Top 10 countries for counseling and referral in 2022



## Top 10 reasons for contacting safe2choose's counseling team in 2022

- 1 Access to abortion services and safe option → 39%
- 2 Access to buy pills → 21%
- 3 Access to protocols on abortion methods and how to use the pills → 12%
- 4 Checking if abortion was successful → 7%
- 5 Suspected Pregnancy/Pregnancy confirmation → 6%
- 6 Pregnancy above 13 weeks → 5%
- 7 Decision-making support and abortion doubts → 2%
- 8 Ask for somebody else's pregnancy → 2%
- 9 Used wrong protocols/failed treatment → 1%
- 10 Post-abortion support → 1%

The top 10 countries requesting counseling services and receiving referrals are reflective of local need, partnership building, and on-the-ground outreach. On average, about 50% of our users are referred to local resources.