



birth  
*forward*

# ANNUAL REPORT

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2022



# MESSAGE BY THE PRESIDENT

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In 2022, our Organisation set ambitious goals, and steadily moved toward their realisation. We have set targets consistent with our values set out from our conception as well as with our Organisation's Strategy and its four main pillars, namely A) Evidence Based Learning & Information B) Setting up a Legal & Structural framework, C) Aware Healthcare Professionals (HPs) and Empowered Parents, and D) Visibility.

With invaluable allies on our side, such as the Cyprus University of Technology, the Cyprus Federation of Patients' Associations (CyFPA) and other important institutions in Cyprus and internationally, we have succeeded in securing funding for projects to work on the above.

In ongoing Baby Buddy Communicators (BBC) programme we are training HPs in empathy and skills for respectful communication. We have also secured funding for the RESPECT project, which will commence the advocacy part in 2024, aspiring to bring parents and HPs together to develop a framework for Respectful Maternity Care. By securing these projects, we have also secured capacity to employ staff, a pivotal step for our organisational development and operations.

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At the same time, we have been increasingly and systematically advocating for our positions at the political level, holding meetings with almost all political parties in the country. We have secured our presence and voice in decision making processes, by representing CyFPA, as an example, in the Ad Hoc Committee and the working group of the National Strategy for the Promotion of Natural Childbirth and the Reduction of Prematurity.

The above is owed largely to our Organisation's culture of cooperation, mutual respect and trust. We feel and support each other as a family, which enables us to act in solidarity, and create and strengthen alliances with other NGOs and partners with whom we share common visions and values. I look forward to seeing the organisation evolve in the direction we have set over the coming years!



A handwritten signature in black ink, appearing to read 'Ioli Orphanide'.

**Ioli Orphanide,  
Board President, 2021-2023**





**Ioli Orphanide**  
**PRESIDENT**



**Dimitra Tsagaraki**  
**VICE-PRESIDENT**



**Giota Doukanari**  
**SECRETARY**



**Elina Kyriacou**  
**TREASURER**

# **BOARD OF DIRECTORS**

## **2021-2023**

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**Tanny**  
**Tran-Efstathiou**  
**MEMBER**



**Ekaterina**  
**Miroshnichenko**  
**MEMBER**



**Irene Sofroniou**  
**MEMBER**



**Margarita Kapsou**  
**PROJECTS**  
**& GRANTS MANAGER**



**Marianna Moore**  
**PROJECT MANAGER**  
**(Baby Buddy Communicators)**

# **STAFF & CONSULTANTS 2022**

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**Maria Miltiadou**  
**MPM & CO**  
**INDEPENDENT AUDITOR**



**Marina Hadjicosta**  
**MIKROSKOPIO MEDIA**  
**SOCIAL MEDIA**





# OUR PROFILE

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We are a member-based, grassroots organization, active throughout Cyprus, islandwide, since 2015.

We are governed by the Annual General Assembly and a Board of 7 members, who are mostly parents themselves, mainly women. We have a Scientific Advisory Board of various professionals (medical, legal, human rights experts) who further our BF vision, and ensure quality and evidence-based nature of its work. BF has active social media,

# OUR VISION

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Our vision at Birth Forward (BF) - Cyprus is for everyone to have the right to evidence based information and education in relation to the creation of a family.

BF empowers and supports mothers, fathers and professionals in making autonomous decisions with a conscious use of technology while, at the same time, respecting the natural process of conception, pregnancy, birth and beyond.



# PROJECTS & ACTIVITIES

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In 2022, we secured funding and launched the project “Baby Buddy Communicators”, funded by Erasmus+ Small Scale Grants on the Vocational Education and Training (VET) category. This project will design a socially interactive digital environment where practicing and in-training health professionals can receive training to enhance their skills and competencies needed to deliver respectful consultations. BF is the Coordinator for this project, in partnership with Cyprus University of Technology, Ghostthinker and Charité University (Berlin).

Our proposal submitted to the CERV-Daphne call, “RESPECT - Toward a culture of Respectful Maternity Care (RMC): Enhancing Provider-Client Shared Decision Making and Informed Choice” has been selected for funding and will commence in 2023.

We have secured consultancy services from a Project & Grants Manager who is always on the look for suitable project funding opportunities and engages the team in developing project concepts and proposals in line with our vision and strategies. Our close collaboration with the Cyprus University of Technology Nursing Department, and the valuable input of our Scientific Advisory Board (SAB) are pivotal in these efforts.

# EVENTS & AWARENESS RAISING

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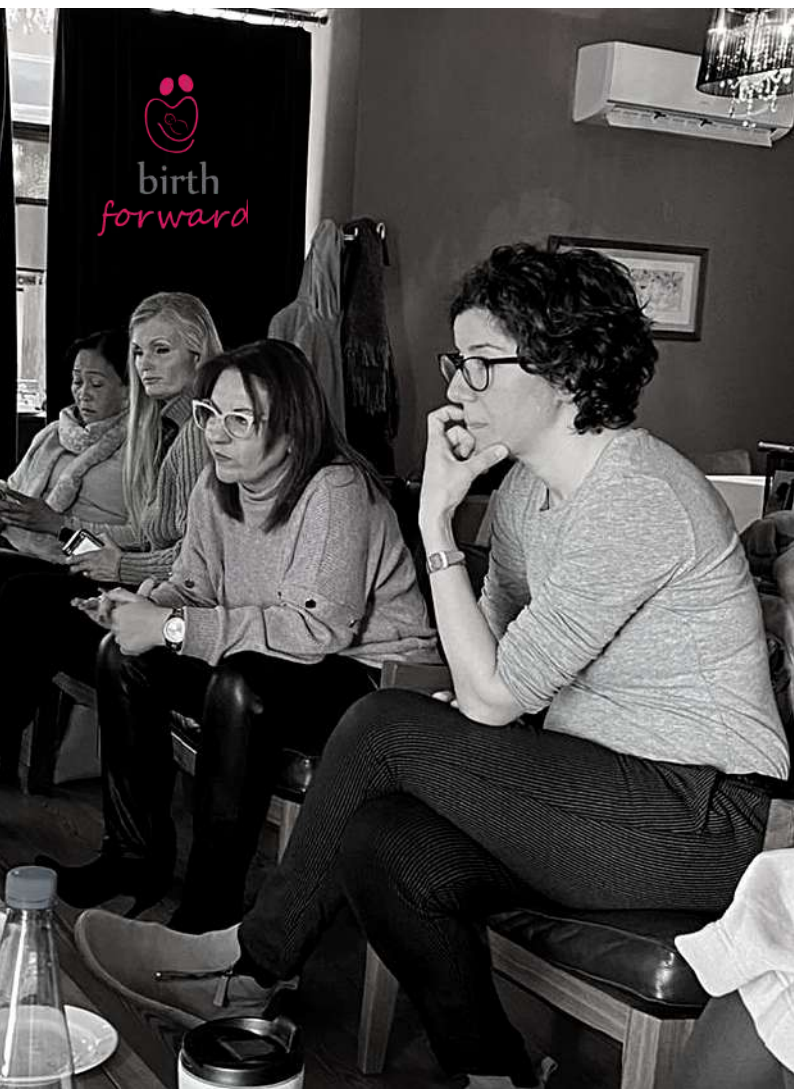
We are very active in what is going on in the community, and we make sure to be constantly present in collective NGO and partner events.

In 2022 we participated in large events such as the Annual NGO fair organized by the Youth Board of Cyprus, and the Simultaneous Breastfeeding event organized by the Pancyprian Association for Breastfeeding “Gift for Life”,

We have appeared on TV and radio shows to advocate for the implementation of policies that will ensure the safeguarding of human rights in childbirth and the decrease of cesareans.









# VISIBILITY

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We continue to be very active on Social Media. Understanding its importance as a communication medium, in 2022, we hired a professional communications company, Mikroskopio Marketing, to manage our Social Media and grow our followers and reach.

We constantly reach out to the community with information and educational posts, but also take positions on current developments.

In 2022, we recorded, edited and posted a series of reels by our community members and also professionals, sharing stories, tips, and breaking myths and taboos. We created and shared reels on breastfeeding and returning to work, rights of pregnant women, infertility, IVF, exercise during pregnancy.

We also organized facebook lives on Pregnancy Loss, Infertility and Breastfeeding, and held online islandwide Parenting Talks (open meetings).

We held a joint Online event with child psychologist Belina Louvrou “Connection with baby through play” and with personal development counsellor Andrea Georgiou “Butterfly Circle”.





Αντιπροσωπεία του Birth Forward την Πρόεδρο Ιόλη Ορφανίδη και Πρόεδρο της Επιστημονικής Συμβουλευτικής Επιτροπής Δρ. Ουρανία Κολοκοτρώνη πραγματοποίησε συνάντηση με Πρόεδρο της Γυναικολογικής και Μαιευτικής Εταιρείας Κύπρου, Γαβριήλ Καλακούτη. Στο επίκεντρο της συζήτησης τέθηκε ο στόχος για την προώθηση της εκπαιδευτικής πλατφόρμας Baby Buddy, στη δημιουργία της οποίας συμμετείχε και η Γυναικολογική Εταιρεία, ως ένα εργαλείο ενημέρωσης για τις εγκυμονούσες αλλά και τους νέους γονείς, με στοχευμένη πληροφόρηση από επιστήμονες.

### ΠΑΓΚΟΣΜΙΑ ΗΜΕΡΑ ΓΟΝΙΜΟΤΗΤΑΣ

- 1 στα 4 ζευγάρια αντιμετωπίζουν θέματα υπογονιμότητας και δυσκολίας στον τοκετό.
- Η υπογονιμότητα πλήττει τόσο τις γυναίκες, όσο και τους ΑΝΤΡΕΣ.
- Η απρόσκοπτη πρόσβαση σε όλες τις αγωγές γονιμότητας είναι δικαίωμα όλων μας.
- Η σωστή διαπαιδαγώγηση των εφήβων και των νέων είναι υποχρέωση της κοινωνίας και της πολιτείας.



### MEET OUR BOARD!



**TANNY TRAN-EFSTATHIOU**  
BOARD MEMBER

- Tanny is a UK qualified pharmacist trained at UCL. She also holds a post graduate Business Studies from LSE. She has worked in the pharmaceutical industry and as a community pharmacist in London.
- Following the birth of her two children and after experiencing personal difficulties with birth, breastfeeding and dealing with postnatal issues, Tanny felt inspired to provide support for women during pregnancy and early motherhood. As soon as her two children started primary school she went back to college and received her Bachelor in Midwifery from City University of London. She trained in midwifery clinical practice at UCLH (University College of London Hospital).
- Tanny is passionate in supporting and advocating for women in their motherhood journey to become informed with an evidence-based approach and to become empowered to make their own decisions.



# ADVOCACY & LOBBYING

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2022 was an important year for our Advocacy & Lobbying efforts.

With a Political Representative addition to our team, we organized and held a series of meetings with MPs, political parties, representatives of the National Insurance Organization (OAY). We strengthened our political presence and influence.

We actively lobbied in the parliament for the extension of Parental Leave. We participated in the relevant meetings in the Committee of Labour and suggested amendments to the proposed law. We brought the issue of high percentage of cesareans to the Parliament Health Committee.

We represent the Cyprus Federation of Patients Associations (OSAK) in the National Committee on the Promotion of Natural Birth and Reduction of Prematurity,

We also acted upon various matters concerning violations of the human rights of pregnant and birthing people such as bans of birth partners with the excuse of Covid.







# ACHIEVEMENTS & SUCCESS STORIES

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Our work is underlied by our common core values, ethics, caring for the community and each other, and ensuring transparency.

Holding and building the community is a great strength of ours. We work hard getting people together and contributing for a common cause.

Our operation and work follows the targets outlined in our Strategic Plan.

We apply a holistic approach, addressing multiple layers of the sociological ecosystem in our interventions, using coherent theoretical models, such as the -COM - B Model.

This is how this year we succeeded in strengthening our political presence and influence by securing our representation in National Committees and relevant parliamentary discussions, as well as securing funding for our projects.

# FINANCIALS: OUR FIGURES

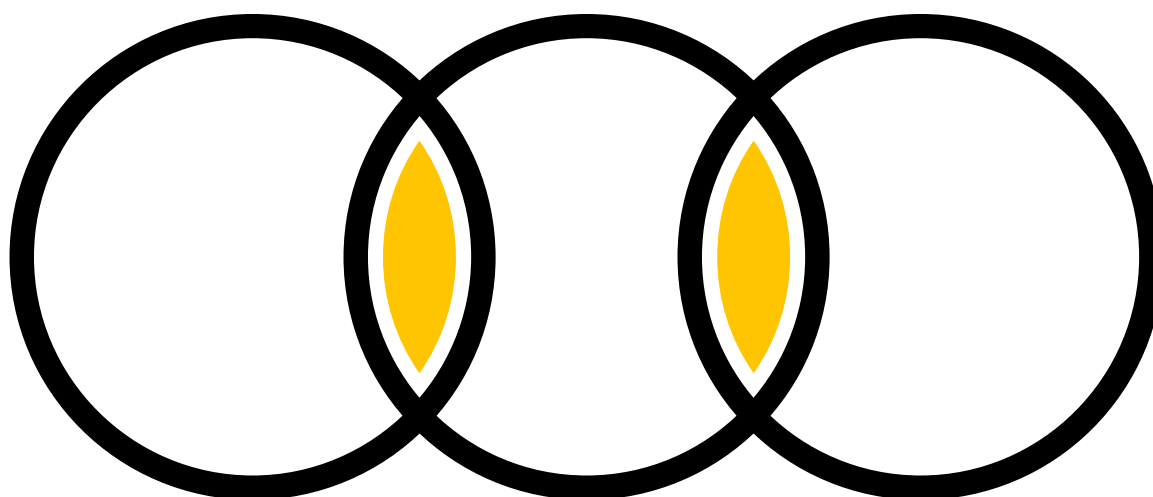
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This graph shows how we did in 2022 in income, expenses and profits, according to the 2022 Independent Auditor's Report

**€49,070**

**€46.206**

**€2,864**



**INCOME**

**EXPENSES**

**SURPLUS**

In 2022 Income was generated by Baby Buddy Communicators project (BBC Erasmus+) and Membership fees.

Expenses concerned auditors and accounting fees, expenses incurred by the BBC project, project management fees, meeting expenses, social media and website expenses, and other.

For 2023, we have also secured project funding through CERV-Daphne for the upcoming project "Respect: Toward a culture of Respectful Maternity Care (RMC)". Our organisation is partner in the Consortium.

We expect to continue to secure income through regular and professional membership fees, but also plan to look into additional project funding opportunity, as well as private donors- through CSR programs.

Private donations are welcome through our website and Paypal, or Bank Deposit (IBAN CY02002001950000357026079034).

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SAVE THE DATE

**ΤΑΥΤΟΧΡΟΝΟΣ ΜΗΤΡΙΚΟΣ ΘΗΛΑΣΜΟΣ 2022**

16.10.22

**ΠΛΑΤΕΙΑ ΕΛΕΥΘΕΡΙΑΣ / ELEFTHERIA SQUARE**

11 Π.Μ. - 1 Μ.Μ.

**ΔΙΑ ΖΩΣΗΣ ΚΑΙ ΜΕ ΤΑΥΤΟΧΡΟΝΗ ΔΙΑΔΙΚΤΥΑΚΗ ΜΕΤΑΔΟΣΗ.**

Η εκδήλωση θα περιλαμβάνει συζήτηση με θέμα "Προάγουμε Τον Θηλασμό: Εκπαιδεύμαστε και Υποστηρίζουμε" Η συζήτηση θα εστιάσει στο ρόλο του εργασιακού περιβάλλοντος και τους τρόπους με τους οποίους οι εργοδότες και οι επαγγελματίες υγείας θα μπορούσαν να συμβάλουν στη υποστηρικτική διαδικασία για να πετύχει ο μητρικός θηλασμός.



**f LIVE**

**ΥΠΟΓΟΝΙΜΟΤΗΤΑ: ΟΣΑ ΦΟΒΑΣΑΙ ΝΑ ΡΩΤΗΣΕΙΣ. ΟΙ ΕΙΔΙΚΟΙ ΑΠΑΝΤΟΥΝ!**

Βαρβάρα Καραφωκά, *ΜSc* Διατροφολόγος & Γιώργος Γεωργίου, *ΜD* γυναικολόγος μαιευτήρας

**SAVE THE DATE**

**Παρασκευή 07 Οκτωβρίου 2022, 20:30.**

Στον συντονισμό: Αντρη Χατζηχριστοδούλου

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**ΘΗΛΑΣΜΟΣ: ΜΥΘΟΙ ΚΑΙ ΑΛΗΘΕΙΕΣ**

Facebook live  
Birth Forward Cyprus

**Cyprus University of Technology**

**European University Cyprus**

**INTERSECT**

**ΠΡΟΣΚΛΗΣΗ ΣΥΜΜΕΤΟΧΗΣ ΣΤΗ ΔΙΕΘΝΗ ΜΕΛΕΤΗ INTERSECT**

Η έρευνα απευθύνεται σε γυναίκες που γέννησαν κατά τις τελευταίες 6-12 εβδομάδες στην Κύπρο και στοχεύει στη διερεύνηση της ψυχικής υγείας των νέων μητέρων, με σκοπό την ανάπτυξη στρατηγικών πρόληψης και παρέμβασης.

Απαντήστε εμπιστευτικά στο σύντομο ερωτηματολόγιο:

<https://tinyurl.com/mothersCY>

**Erasmus Festival 2022**

Γορτάζουμε τις γνώσεις, τις ευκαιρίες & τις εμπειρίες.

**Σάββατο, 15/10**  
17:00 - 21:00

Πλατεία Ελευθερίας  
Είσοδος ελεύθερη

**#ErasmusDays**

**Μάθε περισσότερα**







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# LOOKING INTO THE FUTURE

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In 2023, we will continue our efforts to secure project funding in line with our strategic priorities and objectives.

Strategic Priorities 2019-2023:

- A. Learning and Information
- B. Legal & Structural framework
- C. Aware Health Professionals & Empowered Future Parents
- D. Visibility

We will seek to build a clear communication image and effectively inform the public and stakeholders on who we are and what we do, through constant presence, and enhanced visibility and recognition.

We will continue to build relationships with stakeholders and strengthen alliances with other NGOs, health professionals, and decision makers, for promoting the rights of parents and the well being of babies. We will continue to act as the voice of parents, ensure change from grassroots level, assert our voice and presence in decision making processes.



10th Pancyprian Gynaecology  
and Obstetrics Conference

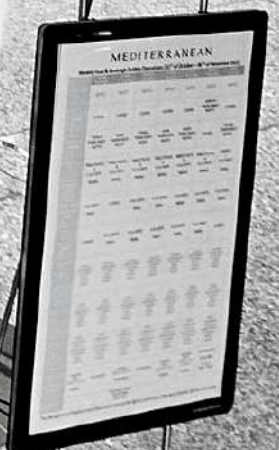
# 10<sup>ο</sup> Παγκύπριο Γυναικολογικό και Μαιευτικό Συνέδριο

05-06 November 2022  
MEDITERRANEAN BEACH HOTEL LIMASSOL



Under the Auspices of  
the Minister of Health

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**FIND US**

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