



INSTITUTIONAL STRATEGIC PLAN PROFAMILIA 2023-2028

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ASOCIACION DOMINICANA PRO-BIENESTAR Y FAMILIA, INC.
(PROFAMILIA)
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INTRODUCTION

In the Dominican Republic, the recognition and guarantee of sexual and reproductive rights of the population is a challenge. This challenge is reflected in statistics that indicate an increase in the feminization of poverty, high rates of maternal mortality, violence against women and unplanned pregnancies in adolescents, among others. In order to face this reality, it is essential to formulate and execute public policies, legislation and programs that guarantee these rights.

Around 2 million people of the Dominican population fall under the 10-19 years age group, which constitutes 19.0% of the total population of the country. The teen pregnancy rate is the highest in the Latin American and Caribbean region.

Also, “22% of women between the ages of 12 and 19 have been pregnant, which is 34% higher than the LAC average” (www.paho.org, 2022). The United Nations Population Fund Report of 2021 indicates that in the ranking of countries that measures the teen pregnancy rate, the Dominican Republic is first in Latin America and the Caribbean and ranks 26 worldwide.

Statistical data from ONE (2021) and UNICEF (2022), among other institutions, reaffirm the challenging context in which Profamilia presents its new Institutional Strategic Plan (ISP) for the period 2023-2028, which establishes the institution’s priorities for the aforementioned period

MISSION

Meet the sexual and reproductive health needs of the population of the Dominican Republic and promote their sexual rights, through advocacy, education and the provision of quality services and products.

VISION

The leading institution in the defense and promotion of sexual and reproductive rights, through comprehensive sexual and reproductive health services, education and incidence in public policies with a culture of quality and sustainability.

VALUES

Values	Definition
Solidarity	Our staff and our programmatic strategies have an ethical and social focus to ensure that vulnerable populations have access to quality care, as well as the defense and promotion of their SRR.
Transparency	We see ourselves as an institution open to society and the State for the objective and comprehensible disclosure of our operation. We are committed to reporting on the administration, management and proper use of funds, goods or resources assigned, received from donors or generated by the offer of products and services, and on the outcomes of fulfilling our mission.
Empathy	We identify, understand and connect with the reality of every person, putting ourselves in their place, especially those who demand our internal and external services. For the institution, empathy is the basis for solidarity with every person in our environment and especially those who we service. For this reason, all our personnel is oriented and committed to interacting with the population that demands our services and products, with cordiality, kindness and warmth.
Commitment	We act with the awareness of fulfilling and achieving the results we set ourselves, giving the maximum of our capabilities to achieve our institutional mission, vision and values.
Respect	We assume that every action we take must be based on the recognition of the value of each person around us. We act with the awareness of the impact that our actions can have on others.

Proactivity	We act and think by developing a preventive and anticipatory attitude towards future situations. We are oriented with a constant spirit of innovation, creativity and change, as well as to face all future circumstances in a critical, reflexive and analytical way.
Equity	We provide our services without any type of discrimination or exclusion and with the conviction that a better and inclusive world is created with the participation of everyone.

STRATEGIC ACTION LINES

Action Line 1: Comprehensive management and quality of sexual health and reproductive health services

Strategic objective: Guarantee comprehensive, quality sexual and reproductive health services, through the development of an innovative promotion and prevention model that ensures increased access to services and products and encompasses the entire life cycle.

Expected outcomes:

A strengthened Profamilia network of health service providers, which articulates the different levels of care and public and private providers.

Eliminated the barriers to access health services for people with disabilities and financial deprivations.

Implemented a quality management system for health services that guarantees compliance with guidelines, directives, and protocols, with a perspective of gender equality.

Consolidated the education, health promotion and disease prevention strategies associated with SRH.

Strengthened institutional research lines that facilitate policy formulation and decision-making for the improvement of services and protocols.

Institutional capacities in marketing management strengthened.

Action Line 2: Duties, exercise and promotion of sexual and reproductive rights (SRR)

Strategic objective: Promote the exercise of sexual and reproductive rights of the population, through advocacy actions in the formulation, improvement and application of laws and public policies.

Expected outcomes:

Strengthened the advocacy capacity of Profamilia in the formulation and citizen oversight of the application of laws and public policies related to sexual and reproductive rights.

Consolidated the level of empowerment and the exercise of SRR in the beneficiary populations of Profamilia's action in education and information.

Action Line 3: Institutional Sustainability

Strategic objective: Strengthen the technical, financial and political-institutional sustainability of

Profamilia through the development of a culture of quality, the alignment of leadership, technological innovation and human resources with the proper skills, committed and motivated.

Expected outcomes:

Technical and managerial leadership strengthened and aligned with the institutional policies, objectives and strategies in order to achieve the expected outcomes.

Competent human resources committed and motivated with the institutional mission, vision and objectives.

A strengthened culture of quality and continued improvement of all institutional processes.

Financial sustainability of the social component defined and implemented.

All technological systems and services of the institution are consolidated.

Action Line 4: Institutional Image and Positioning

Strategic objective: Consolidate Profamilia's image and positioning in society as a highly recognized and valued institution for its contributions in the defense of SRR, through the development of comprehensive communication strategies.

Expected outcomes:

Increased the number of actors from the main communications media who know and positively value the role of Profamilia in society.

Communication strengthened through social networks and the Profamilia website.