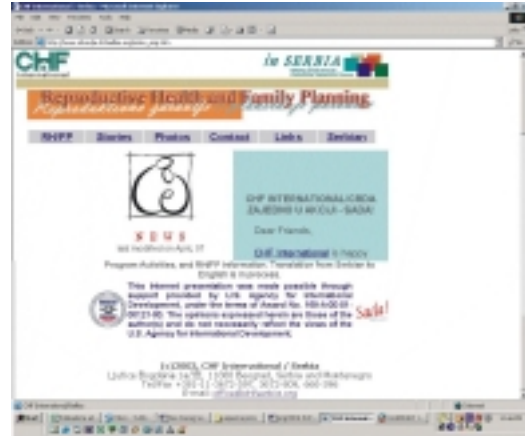


**VIRTUAL STORY
- RH&FP WEB SITE-**



Dusica Spasic on her 'enlightening' mission

Index page „zdravlje“ presentation

SOUTHEAST SERBIA – Dragan Mladenovic, an activist of NGO “Pirgos“ said : “We have been local program partners of RH/FP program for municipalities Pirot and Babusnica for almost a year. Our web presentation and “zdravlje” presentation were redesigned at about same time. I have decided to put a link “RH/FP” on first page of our web site, considering the fact that this web-site is being updated several times a week and that this way my colleagues and I are informed on south-eastern Serbia territory events and I also liked educational material presented there”.

An activity that started as an attempt to provide more information to population of USAID CRDA program in CHF Area of responsibility, is becoming important information source on RH&FP issues for growing number of visitors.

Appearing of unprofitable web presentation offering basic information on contraception, sexually transmitted infections and family planning is a rare case on Serbian web. Besides practical advices and mini RH/FP test, a visitor can also find out what has been said on family planning in the Bible, who was the first user of condoms, but also which concrete activities are being conducted on south-eastern Serbia territory as RH&FP earmarked activities of CRDA program.

Dimitrije Dragovic, who is in charge of similar project development in Srpsko Sarajevo (Republic of Srpska), sent the following note: “I wanted to pass on information about this site, where I found simple and understandable explanations on important issues. I found this site by chance and recommended web address www.zdravlje.chfyu.org to experts of “Youth in motion” program”.

Medical professionals and partner NGOs made their contribution to popularization of the web site, out of their own satisfaction.

NGO ‘ Zenski Niski Informativni Centar ‘ (ZNIC) sent information about site to several hundreds of e-mail addresses. Dusica Spasic, ZNIC leader, recognized contents of site as important: “It was an urge for me to spread news on this topic beyond NGO sector. Some politically active individuals called me and asked why I have sent web site address to them. My answer was: to enlighten you.”

Within the search for new virtual partners, by all means the most interesting was communication with editor of “Pop reporter”, Mr. Robert Jackoby, who (among other things) wrote: „If you would like to place a Pop Reporter Headline box on your website, you can do that, too. Just go to our sign-up page at http://prds.infoforhealth.org/prhsp_signup.php and submit your request. We can work with you to get the headline box to look just right on your website. This way, you'll be able to offer all the headlines from the topics you like to your web visitors...”

CHF RH&FP team designed and updates web site from CHF own resources, knowing needs of target groups. For now, these are local journalists, medical professionals and adolescents. Having in mind level of computer literacy in Serbia and extent of usage of Internet as an information source, more than 1500 visitors of the site in 2 months is a result nobody dreamed of. For half year time period, there was an estimate of 200 visits to the site, according to FY 2004 RH&FP earmarked activities Strategy, submitted to local USAID mission in November 2003.

