

Location of operation: Hatay, Adana, Mersin.

Time of implementation: 1.09.2024 - 31.05.2025

Objective: Improve healthcare access for refugee women in earthquake-affected areas. Core activities included integrating WhatsApp with the [HERA app](#) to enhance accessibility, organizing field workshops on sexual and reproductive health (SRH) and gender-based violence (GBV), and distributing health and hygiene kits internationally.

Activities:

- **A1:** HERA App Enhancement and WhatsApp Integration allowing users to access health information and follow-ups without downloading the mobile application. 5,058 new users downloaded the HERA app and 1,051 individual conversations took place through the AI-powered chatbot, AMTI.
- **A2:** Field Workshops on Sexual and Reproductive Health (SRH) and Gender-Based Violence (GBV): 1,311 women (ages 15-49) participated in workshops covering safe pregnancy, postnatal care, childhood immunization, and protection from GBV. Household-based impact of these workshops reached 82,561 people.
- **A3:** Health and Hygiene Kit Distribution: 1,311 hygiene kits were distributed, surpassing the initial target of 1,000.
- **A4:** Social Media and Digital Outreach: 241,922 people reached on Instagram and Facebook; 7,940 interactions recorded on social media platforms. HERA's website attracted 17,279 visitors, averaging over 3,000 monthly visits.
- **A5:** Additional Contributions to Healthcare Access: 38 pregnancies were monitored through the HERA platform, ensuring regular check-ups and follow-ups for high-risk pregnancies. 44 child vaccination entries were recorded, contributing to higher immunization rates in affected communities.
- **A6:** Engagement with Local and Government Authorities. Secured authorization for field activities from the Ministry of Health, ensuring sustainability. Conducted strategic meetings with the Adana Metropolitan Municipality and local district municipalities to promote the project and expand its impact.

Achievements:

- Active participation: Reached 82,500 migrants and refugees' family members and produced publications and tools (research, maps, apps, and awareness materials).
- Strategic alliances: Collaborated with the Turkish Ministry of Health and local authorities to expand the project's reach and impact.
- Empowerment and leadership: Through the Medical Rescue Association, refugee women and girls gained access to the HERA app, strengthening health rights and GBV prevention.

Challenges

The freezing of USAID funding affected implementation timelines, while reduced donor interest limited financial sustainability