

Fight against sex-selective abortions program

F.A.S.S.A. implies

1. **An educational** program throughout Armenia's educational institutions
2. **Campaign Program** in the form of advertising

Educational programs are implemented mainly in educational institutions through professional training and consultations.

The campaign is implemented through advertising in social networks, on TV, as well as through video billboards and outdoor billboards.

The program aims to destroy all stereotypes regarding sex-selective abortions because in Armenia there is a very high percentage of gender imbalance.

The program aims to:

1. Ensure the awareness of the Armenian public about sexually transmitted abortions and their consequences.
2. Break down gender stereotypes.
3. Raising public awareness about gender discrimination.
4. To contribute to the reduction of gender discrimination in Armenia.

Project duration and financial allocation

Project duration	Required amount	Cost Stage	Cost allocation	Quantity/per mo.
1 year	USD 50000	Every month	Social netw. Ad.	
			Outdoor Ad.	20
			Booklet printing	20000
			Trainings	1

Project implementation location: Armenia

Target groups: 18-41 yr. girls, women and men

Major target regions: Yerevan, Gyumri, Vanadzor