

Meet Aya Contigo

A friend in your pocket. Co-created with OB/GYNs, counselors, and users to power reproductive self-care*



Self-managed abortion guide based on WHO guidelines



Contraception decision-making tool offering personalized advice



Virtual chat with trained counselors + trusted referrals



Spanish-first app, now also available in English in all 50 states

VALIDATED IN CHALLENGING CONTEXTS

Aya Contigo first launched in 2022, amid Venezuela's complex humanitarian context where abortion is illegal. The app was co-created with 1,000 users and a dozen local organizations in Venezuela. When Roe was overturned, we felt compelled to draw from our experience in Latin America to extend support to Latinas/xs in the US. We met one-on-one with 60+ reproductive health and rights organizations to understand the barriers faced by US abortion seekers.

With support from Planned Parenthood, Plan C, pro bono counsel and donors, we adapted Aya Contigo and launched the US version of the app in late 2023. Since 2022, we've seen a 53% increase in new app users (4,000+ new app users in Venezuela and the US). **We're committed to reaching underserved groups in the most challenging contexts.**

***Aya Contigo** was developed by Vitala Global, a technology nonprofit co-founded by Canadian-trained OB/GYNs, **Dr. Roopan Gill** & **Dr. Genevieve Tam**. Vitala works at the intersection of tech & community to accelerate reproductive autonomy.

www.vitalaglobal.org

PRIVATE & DISCREET APP TRUSTED BY USERS



"I am very grateful because without the app and you I would not have been able to do it."



"You have honestly provided me safety and I have felt supported. Thank you for clarifying my doubts and being there for me."



"Thank you for helping me out of this situation, you were a way out in the middle of so many crazy ideas that crossed my mind."



"Thank you very much, thank you for your patience. As I am confined within these walls, I am breaking down. I have faith that it will work because this has me against the floor."

FEATURED IN

BBC

FAST COMPANY

Forbes

RECOGNIZED BY EXPERTS

Planned Parenthood Federation of America x Aya Contigo partnership received the 2024 Patient Champion award in the first ever Techquity for Health Case Study Competition.



Highlighted as 1 of 5 "**innovative** and locally relevant abortion programmes, which have improved **equitable access**...."

