



Your Life *Promoting Sexual and Reproductive Health Across the Globe*

Bayer's role in contraception and sustainability.¹

As a global leader in the area of women's healthcare, offering a wide range of effective short- and long-acting birth control methods as well as therapies for menopause management and gynaecological diseases, Bayer has been active in this field for many decades. We aim to enable 100 million women in low- and middle-income countries (LMICs) per year to have their need for modern contraception fulfilled by 2030. In 2023, we already reached 46 million women in LMICs. This topic is not only fundamental for the health of girls and women, and ultimately infants as well, but also helps to break the cycle of poverty.

We align our own strategic sustainability targets to the global Sustainable Development Goals (SDGs) of the United Nations, which apply through 2030. The global community lags behind the goals in many areas, which means that the contribution we as a company can make to achieving them becomes all the more important.

As a component of family planning, modern contraception plays a key role in improving the health, rights and economic situation of women around the world. It thus provides the foundation for more equality and affluence, and plays a crucial role in enabling participation in better education and improving health (SDG 3) and reducing poverty (SDG 1) and hunger (SDG 2). Family planning also strengthens gender equality (SDG 5), which in turn promotes economic and social development.

The global Your Life campaign takes a revolutionary approach to sexual and reproductive health education.

It is directed at young people and pursues the vision of a world where every pregnancy is wanted. Your Life is supported by a coalition of international partners and sponsored by Bayer. Its annual highlight is the World Contraception Day on September 26.

[Optional: Insert localized quote, case study or patient that highlights the personal impact of family planning and exemplifying the campaign and reflecting the local environment in terms of barriers and or access within your country/market.]

Our mission: Empowerment through education.

To reduce the number of unintended pregnancies and related health issues, the Your Life campaign focuses on four key principles:

Information is independence. Education empowers young people to understand their rights and responsibilities concerning sex and contraception, and ultimately enables them to take control of their own reproductive health.

Sexual education must be free from stigma, taboos, and false beliefs. Young people need



honest, clear advice without moral judgment.

Sexual health services must be youth friendly. Young people seeking treatment, contraceptives and advice should feel comfortable doing so.

These services must be freely and easily available to all sexes. Gender inequality is one of the main obstacles to improving reproductive health.

Partners supporting Your Life: The World Contraception Day Coalition.

Named after the annual highlight of the ongoing campaign activities, the World Contraception Day Coalition is comprised of international non-government organizations, as well as scientific and medical associations and is supported by Bayer.

The partners of the World Contraception Day Coalition are:

- Deutsche Stiftung Weltbevölkerung (DSW)
- EngenderHealth (EH)
- European Society of Contraception and Reproductive Health (ESC)
- Family Planning 2030 (FP2030)
- Federación Latinoamericana de Sociedades Obstetricia y Ginecología (FLASOG)
- International Planned Parenthood Federation (IPPF)
- MSI Reproductive Choices (MSI)
- Pathfinder International
- Population Services International (PSI)
- The Population Council
- Reproductive Health Supplies Coalition
- Whispa Health
- William H. Gates Sr. Institute for Population and Reproductive Health at Johns Hopkins Bloomberg School of Public Health

These partners use their expertise and their broad network of contacts to take a stand for the sexual and reproductive rights of teens and adolescents worldwide. The WCD Coalition calls on governments, community leaders, healthcare providers and educators to help young people make contraception part of their lives. It strives to provide young people with all the tools, skills, and knowledge they need to take control of their lives and build better futures for themselves.

Your Life supports:

- Every Women Every Child (EWEC), a movement committed to the United Nations' Global Strategy for Women's, Children's and Adolescents' Health



Online channels.

The campaign has a dedicated website, www.Your-Life.com, where young people can get accurate and unbiased information on contraception. The content is presented in a straightforward, interactive, and relatable way, without judgement or lectures. It seeks to address the needs and questions of a young audience, counter common myths and provide guidance and preparation for a well-informed discussion on contraceptive methods with a healthcare professional. The website also includes a section for parents, teachers, and healthcare providers. It features extensive educational material and resources that help to engage young people in a taboo-free conversation about sex and contraception.

The online presence is complemented by the Your Life social media channels on Facebook, Instagram, YouTube, and Twitter as well as the YOURLA chatbot.

World Contraception Day.

World Contraception Day (WCD) is taking place annually on September 26 and marks the annual highlight of the ongoing communication of the Your Life campaign. It is a well-established official awareness day that puts sexual rights and contraception in focus in more than 70 countries – on political, media and public levels. The project began in Central America in 2003. Several partners joined up to launch a local event promoting the use of contraceptives. The idea quickly gained popularity, and in 2007 it was transformed into the global event it is today.

Disclaimer.

Your Life/World Contraception Day content does not necessarily reflect the viewpoints of the partners of the WCD Coalition.

References.

1. Bayer Sustainability Report 2023. Available at: <https://www.bayer.com/sites/default/files/2024-03/bayer-sustainability-report-2023.pdf>