



Dr. Ruchitha Perera
Executive Director

“As we embark on a new year, we are proud to present our latest newsletter, themed “Boldly Beyond Boundaries: For Every Voice and Every Choice.” This theme encapsulates the core of our mission to empower individuals, women and girls amplify voices, and break barriers for reproductive rights and sexual health across Sri Lanka.

2024 has been a remarkable year for FPA Sri Lanka, marked by significant milestones in our advocacy and service delivery. We have increased our impact by 50% through our outreach programmes, providing vital information on reproductive health and family planning. Our comprehensive sexuality education (CSE) initiatives, particularly in rural and underserved communities, have helped dismantle stigmas and promote informed choices. Additionally, our policy advocacy efforts led to

meaningful dialogues with key stakeholders, bringing us closer to our vision of a society where every individual has the freedom to make informed choices about their health and future.

As we continue towards 2025, our commitment to breaking boundaries remains unwavering. We aim to expand our community outreach to Kandy, with a focus on reaching more marginalised groups and ensuring that no voice goes unheard. Through ‘Happy Life’ digital platform, we will enhance our CSE and educational campaigns and engage more youth in conversations about sexual and reproductive health. We are also excited to strengthen our partnerships with government, health sector, local organisations, and global partner donor networks to advocate for policies that support CSE and reproductive rights.

To our incredible volunteers, partners, and supporters, your dedication and hard work are the driving force behind everything we do. It is because of your passion that we are able to extend our reach and amplify the voices of those who need it most. Together, we continue to challenge norms and create pathways for a future where every individual has the right to choose their journey.

I thank my staff for your unwavering commitment, and I look forward to another year of collaboration, progress, and impact. Together, we will boldly go beyond boundaries for every voice and every choice.”

Expanding Access in the Central Province!



We recently marked a significant milestone with the signing of the lease agreement with the BOI for the opening of a new Service Delivery Point in the Palkelele Export Processing Zone (EPZ).

This new location in the Central Province will play a crucial role in bringing essential reproductive health services closer to the many young people working in the factories and to the surrounding communities. We are excited about the opportunities this expansion will create, improving access to services and enhancing the health and well-being of the people in the area.

Learning Session on FPA Sri Lanka's Monitoring & Evaluation System



On the 20th of January 2024, FPA Sri Lanka hosted an engaging learning session on its Monitoring and Evaluation (M&E) System at the FPA Sri Lanka Auditorium. This session was organized for the second intake of students from the Advanced Certificate Course in Monitoring and Evaluation at the University of Sri Jayewardenepura, following a request by the Center for Evaluation. The event aimed to provide practical insights into the application of M&E in organizational contexts and shed light on FPA Sri Lanka's M&E system, its strengths,

challenges, and its role in driving service improvements.

The session covered several key areas, including the essential components of an M&E system, data management culture, data collection and quality using electronic tools, and the use of data visualization for results-based management. It featured insightful presentations by Mr. Suchira Suranga, Director of Organizational Learning and Evaluation, Mr. Janaranga Dewasurendra, Assistant Director of Monitoring &

Evaluation, and Mr. Amal Sugath Bandara, Assistant Director of Monitoring & Evaluation.

In addition to the students, senior delegates from the Ministry of Education and the Center for Evaluation participated, enriching the discussions and fostering collaboration. This impactful event provided participants with valuable knowledge and a deeper understanding of how effective M&E systems can enhance organizational outcomes.

Training of Trainers (TOT) Programme: Enhancing SRH Knowledge and Service Delivery

The three-day Training of Trainers (TOT) programme, organized by the Outreach Unit for Service Delivery Points, was conducted from January 24th - 26th and aimed to strengthen the skills and knowledge of Service Delivery Point (SDP) staff to improve service delivery.

On Day 1, Dr. Nalin Wijsekera from the Ministry of Health delivered a comprehensive session on SRH, covering topics such as the reproductive systems, menstrual cycle, pregnancy, and common myths in sexual health, giving SDP staff the foundational knowledge necessary for



effective service delivery.

On Day 2, Dr. Chintha Rupasinghe, Director of SRH, focused on the legal guidelines for post-abortion care. Ms. Radika Gunaratne, SGBV

Consultant for the UNFPA EPZ Project, led a session on sex, gender, and sexual violence, highlighting issues like sexism and harassment, particularly in workplaces such as the apparel industry. The day



concluded with Mr. Sandun Adikari, Assistant Director/ Head of Outreach, emphasizing effective training techniques, audience engagement, and the role of feedback in improving SRH services.

The final day centered on Counselling and Psychosocial Support (MHPSS), with Ms.

Badra Udawatte, consultant at the SRH Institute of FPA, providing crucial insights into mental health support during pregnancy and postpartum. Staff practiced active listening and empathy skills and learned how to refer individuals to available support services. The programme concluded with a session on internal documentation processes, led

by Mr. Venura Giwantha and Ms. Thakshila Subhashini, focusing on accurate record-keeping for efficient service delivery. The TOT Programme successfully equipped SDP staff with essential tools and knowledge to strengthen SRH service delivery, ensuring that they can better support the communities they serve.

Enhancing Service Delivery: A 3-Day SDP Evaluation Visit

Executive Director Dr. Ruchitha Perera, along with the Outreach team and ED office staff, embarked on a 3-day visit to assess the performance and quality of Service Delivery Points (SDPs) across the country. The visit began with a review of the Koggala SDP, followed by a stop at the Moneragala SDP, where maternity kits were distributed to 44 women in celebration of International Women’s Day. Dr. Sunil Udunuwara, the Medical Officer of Maternal and Child Health (MOMCH) Moneragala, was a special guest at the event.

The final stop took place in Nuwara Eliya, where discussions were held to plan for the year ahead. This evaluation process is essential in ensuring high-quality services, improving client satisfaction, and optimizing operational effectiveness at each SDP, driving ongoing

progress and impact in FPA’s service delivery initiatives.



Strengthening Menstrual Health Awareness and Solutions Across Sri Lanka: A CAAPP Project Update



During the recent visits to the Northern Province under the Collective Action Against Period Poverty (CAAPP) project, the impactful efforts of partners Save a Life and Jaffna Social Action (JSAC) in enhancing menstrual health awareness and facilities in schools across Jaffna and Kilinochchi were witnessed.

At J/Vadamaradchy Hindu Girls' College in Jaffna, Save a Life has been addressing menstrual health, stigma, and discrimination through awareness sessions for students, parents, and teachers. They've installed incinerators for safe pad disposal and offer yoga sessions to support students during menstruation. Additionally, the Bloom

Advocates, trained in menstrual hygiene, are actively leading advocacy efforts.

In Kilinochchi, JSAC has made significant strides at K/N Paranthan Hindu Maha Vidyalayam, where they are setting up a health club, restroom, and pad bank, while promoting menstrual awareness among students, including boys, parents, and teachers.

A sanitary napkin disposal unit has also been introduced for proper waste management. At K/N Tharumapuram Central College, JSAC has taken awareness to the next level with an art competition and drama aimed at challenging stigma and myths surrounding menstruation. They've also established a health club, restroom, pad bank, and a disposal unit for safe menstrual waste management.

These efforts mark a significant step forward in combating period poverty and breaking down barriers surrounding menstrual health. The progress made so far is promising, and the lasting impact these initiatives will have on future generations is exciting.

In Vavuniya, the efforts of Sarvodaya and FOSDOO have also contributed greatly to sustainable menstrual health solutions and awareness. At the Sarvodaya Vavuniya Centre, a trainer who received training from the project last year led a session on reusable pad-making for 35 women. Sarvodaya provided toolkits and materials to facilitate the process. These women are now sharing their knowledge across Jaffna, Kilinochchi, Mullaitivu, Mannar, and Vavuniya, demonstrating the power of community-led learning and sustainable menstrual health practices.



Additionally, a monitoring visit was made to FOSDOO's office to assess their progress under the CAAPP project. One of their final activities; a menstrual hygiene and health awareness programme was held at Thandikulam Piranamandu Vidyalayam.



Sanitary Pad Incinerator





Throughout the project, various partners have worked to improve menstrual health awareness, infrastructure, and sustainable solutions across Sri Lanka. In Vavuniya, at the Humanitarian Development Organization (HDO), Mrs. P. Sinthuja, who was trained last year in reusable pad-making, is now supporting women in her village by providing them with pads and plans to train more women. In Mannar, the Iranai Iluppaik Kulam G.T.M School is seeing new toilets under construction and old ones being renovated. A student-led drama aimed at challenging menstrual myths and stigma was a powerful highlight, spreading awareness within the school.



In the Eastern Province, the Rural Economic and Community Development Organization (RECCDO) opened a Menstrual Hygiene Center at T/MU/An-Nahar Girls Maha Vidyalaya, offering sanitary napkins, a changing room, and improved toilet facilities. At Muthur Muslim Ladies College, a menstrual health awareness session was held as part of RECCDO's final CAAPP activities, ensuring continued education on menstrual hygiene.

As the CAAPP project approaches its conclusion in May 2025, these visits mark the final monitoring visits in both the Northern and Eastern Provinces. There is immense appreciation for the dedication and resilience of the partners and communities involved. Their efforts will continue to create lasting change, ensuring menstrual health and dignity for all.



Training of Peer Trainers on 'Drug Use in Sexualized Settings' in Sri Lanka



Chemsex, or sexualized drug use, is an emerging public health concern in Sri Lanka, particularly among men who have sex with men and transgender communities. To address this, The Global Fund's Regional Grant: SKPA-2, in collaboration with APCOM, Health Equity Matters, and FPA

Sri Lanka, conducted a Training of Peer Trainers (T.o.T) on 'Drug Use in Sexualized Settings'.

This intensive programme equipped 20 selected peer trainers with in-depth knowledge of chemsex, harm reduction strategies, and facilitation techniques to



cascade awareness within their communities. The training incorporated trilingual e-modules, interactive sessions, real-world case discussions, and practical facilitation skill-building to ensure a non-judgmental, culturally sensitive approach.

The TOT also field-tested community materials in Sinhala and Tamil, strengthening participants' capacity to lead future training sessions. This initiative ensures sustained knowledge-sharing and harm-reduction efforts across Sri Lanka.

HEM Team Visit FPA: Strengthening the SKPA-2 Grant and Future Strategies

A team from Health Equity Matters (HEM), the Principal Recipient (PR) of the SKPA-2 grant, visited from February 5th to 11th. The team, Felicity Young, Principal Director, Matthew Kusen, Senior Technical Advisor, Philips Loh, Senior Programme Officer, and Lou McCallum met with FPA Executive Director, Dr. Ruchitha Perera to discuss the mission's objectives: Portfolio Review and Financial Planning, Stakeholder Engagement, Deliverables, and Strategic Alignment.

A central discussion focused on aligning SKPA-2 with the Global Fund's Grant Cycle 7 (GC7) National Grant. FPA's Global Fund team updated on GC7 activities, emphasizing synergies in areas like same-sex advocacy, human



rights, gender initiatives, the Rights, Resources, and Resilience (RRR) programme, and the expansion of the Happy Life Health Centre. This alignment is seen as vital for sustaining community-driven HIV prevention efforts.

The progress of Community-Led Monitoring

(CLM) was another key topic. The CLM national team, including the Technical Working Group and CSO chairs, shared successes and challenges, focusing on how CLM findings can be better integrated into national programmes to strengthen accountability and service delivery.

Efforts to professionalize outreach work were also highlighted, particularly the development of a National Vocational Qualification (NVQ) course. This initiative, developed in collaboration with FPA's SRH Institute, aims to formalize the role of outreach workers in HIV prevention through a comprehensive reference manual and Manual of Procedures (MOP).

Capacity building for civil society organizations (CSOs) was another priority. Diversity and Solidarity in Trust (DAST), contracted by HEM, presented their progress on strengthening CSOs' organizational structures, policy development, and governance frameworks.

On February 6th, the team visited the National STD/AIDS Control Programme (NSACP), meeting with Director Dr. Vindya Kumarapeli and consultants to discuss synergies between the GC7 and SKPA-2 grants. The



meeting included updates on Integrated Biological and Behavioral Surveillance (IBBS), Human Rights and Gender recommendations, Pulse Survey, and CLM efforts.

The team also met with the Country Coordination Mechanism (CCM) Secretary, Dr. Kanthi Ariyaratna, to inform her of the upcoming programme continuation and the need for CCM support. A meeting with Dr. Sujatha Samarakoon and Mr. Shankar from the Local Finance Agency (LFA) followed at the FPA office.

On February 7th, a community consultation session at the Kingsbury Hotel gathered around 50 participants from CSOs, key population (KP) communities, and stakeholders. Participants reviewed SKPA-2 activities, focusing on successes, areas for improvement, future priorities, and key topics like Community-Led Monitoring (CLM), CSO capacity building, and National Vocational Qualification (NVQ) certification.

The visit culminated on February 10th with a collaborative session between NSACP, LFA, HEM, and SKPA teams to plan for SKPA-2 beyond its current phase. The mission successfully reviewed key takeaways and strategies for the future of the programme.



NVQ Course Development Workshop



The National Vocational Qualification (NVQ) Course, a collaborative effort between the National STD/AIDS Control Programme (NSACP), the SKPA-2 Project, and the Sexual and Reproductive Health Institute of FPA Sri Lanka, aims to enhance the skills and knowledge of outreach and social workers supporting key populations affected by HIV and STIs.

This initiative will focus on developing NVQ Level 2 and 3 courses, tailored to meet the specific needs of those working with vulnerable communities. The courses will provide critical training and capacity-building opportunities, ensuring that social workers and outreach professionals are equipped to offer effective support, education, and care to individuals in need. This collaborative effort will significantly strengthen the response to HIV and STI challenges, empowering professionals to make a lasting impact on public health outcomes.

CSE Workshops Via SDPs



RFSU Project Consultant, Ms. Desaree Soysa, visited the Service Delivery Point (SDP) staff in Puttalam and Nuwara Eliya to discuss the upcoming CSE (Comprehensive Sexuality Education) workshops that will be conducted in those Districts. These workshops, organized in collaboration with the SDP staff, aim to engage out-of-school youth from five MOH areas in Puttalam and Nuwara Eliya.

Puttalam was selected for these workshops due to the pressing need for greater awareness on reproductive health, safety from acts of violence, and other crucial life skills. As a new SDP, there is a focus on increasing youth and community engagement and empowerment in the area of sexual and reproductive health (SRH) and rights.

The Nuwara Eliya SDP has an established and trusted relationship with the community it serves. We are confident that this education initiative will inform and empower young people on these vital topics.

SRHR Education Session at the Merrill J. Fernando Center

Dr. Mihitha Basnayake, Senior Manager - Advocacy, led a session on SRHR education and good touch/bad touch awareness for parents of children with developmental disabilities at the Merrill J. Fernando (MJF) Center by MJF Charitable Foundation, Moratuwa.

The session was followed by an insightful discussion on how to tailor SRHR education to children with diverse intellectual abilities, emphasizing the need for nuanced approaches and advancements in the field. Parents raised important concerns on topics such as menstruation, masturbation, and love among persons with developmental disabilities, highlighting the urgency for inclusive and accessible SRHR education.



Artificial Intelligence as a Tool for Strengthening SRHR in Sri Lanka

Executive Director, Dr. Ruchitha Perera, authored an article titled “Artificial Intelligence as a Tool for Strengthening SRHR in Sri Lanka” and was featured in the 'SLMA Monthly' magazine of the Sri Lanka Medical Association.



Introduction

Sexual and Reproductive Health and Rights (SRHR) are fundamental to the well-being and empowerment of individuals, particularly women, girls, and marginalized communities. Significant progress has been made in promoting SRHR in Sri Lanka, but challenges persist, especially in reaching underserved populations and addressing social stigmas.

The Family Planning Association of Sri Lanka (FPASL) has been at the forefront of driving SRHR initiatives since 1953. As we move forward, the integration of artificial intelligence (AI) presents a transformative opportunity to enhance our efforts and ensure equitable healthcare access for everyone in Sri Lanka.

The SRHR Landscape in Sri Lanka

Sri Lanka has a well-structured sexual and reproductive health (SRH) system, supported by the

Government of Sri Lanka, the Ministry of Health, the National STD/AIDS Control Programme, the Family Health Bureau, and the Health Promotion Bureau, under the leadership of the Minister, Secretary, and Director General of Health Services.

However, challenges in access to SRHR services persist, particularly among key populations such as women in rural areas, LGBTQIA+ individuals, and marginalized communities. Cultural taboos, the absence of comprehensive sexuality education, and structural barriers to contraceptive access continue to hinder progress. Furthermore, deep-rooted societal stigmas surrounding reproductive rights prevent open dialogue, restricting individuals' ability to make informed and autonomous health decisions.

FPASL Contributions to SRHR

FPASL, a leader in reproductive health, has expanded access to contraceptive services and reproductive health education in Sri Lanka. By offering modern contraceptive methods and providing necessary knowledge, FPASL empowers individuals to make informed choices.

This reduces unintended pregnancies, improves maternal health, and promotes awareness of sexual and reproductive rights. FPASL also runs community outreach programmes targeting youth and marginalised groups,

breaking cultural taboos, addressing stigma, and creating safe spaces for accurate information on SRH.

These efforts ensure underserved populations, including women, adolescents, and LGBTQIA+ individuals, receive vital education and care. Advocacy is another key focus, as FPASL collaborates with policymakers, healthcare providers, and civil society to promote legal reforms that protect reproductive rights, uphold bodily autonomy, and advance gender equality.

Embracing digital platforms, FPASL provides confidential, reliable SRH information and services via mobile apps, websites, and AI-driven chatbots, ensuring access even in remote areas. Leveraging AI further can enhance service delivery, efficiency, and inclusivity.

Artificial intelligence (AI) as a Tool for Strengthening SRHR in Sri Lanka

FPASL leverages digital platforms to provide confidential and reliable SRH information and services through mobile apps, websites, and chatbots, ensuring accessibility even in remote areas. Expanding the use of AI can further enhance service delivery, efficiency, and inclusivity, transforming SRHR services in Sri Lanka by overcoming key barriers in accessibility, education, and outreach. To achieve this,

FPASL aims to implement AI-driven chatbots on WhatsApp, Facebook Messenger, and its website, offering real-time, confidential responses to SRHR queries.

These chatbots will ensure 24/7 access to culturally sensitive support on contraception, menstrual health, harm reduction counselling in post-abortion care, gender-based violence (GBV), and counselling services, while also facilitating referrals to government channels and specialised support networks. To enhance inclusivity, multilingual AI platforms in Sinhala, Tamil, and English equipped with voice-enabled features can make SRHR information more accessible, particularly for those with limited literacy.

AI-driven tele-SRH services can further support remote consultations, helping individuals in rural or conservative communities access reproductive healthcare without stigma. To ensure that AI-driven SRHR services are culturally relevant and effective, FPASL plans to incorporate community feedback in the development and deployment of these tools.

Through focus groups, surveys, and ongoing dialogue with local communities, FPASL can continually refine these solutions to ensure they are responsive to the needs of the population.

Additionally, predictive analytics can be leveraged to identify regions with high unmet SRH needs, enabling FPASL to strategically allocate resources, deploy mobile clinics, and tailor awareness campaigns based on real-time

data. AI-powered education tools, such as interactive learning apps and virtual reality (VR) simulations, can enhance SRHR knowledge among youth, creating engaging and judgment-free learning environments.

For public awareness and advocacy, AI-driven tools can optimize social media outreach by tracking trending SRHR topics, countering misinformation, and generating targeted digital campaigns that resonate with diverse demographics.

Challenges and Ethical Considerations

Ethical AI integration remains critical, requiring collaboration with policymakers and tech developers to address concerns around data privacy, bias, and inclusivity.

Additionally, training healthcare providers and community workers on AI-assisted service delivery will be essential to ensuring effective adoption. By embedding these AI solutions into its SRHR initiatives and projects, FPASL can enhance service efficiency, personalise healthcare delivery, and expand outreach to marginalised populations, ensuring equitable access to reproductive healthcare across Sri Lanka.

Conclusion

The intersection of AI and SRHR presents a promising future for reproductive health in Sri Lanka. By harnessing AI's capabilities, FPASL plans to strengthen healthcare accessibility, provide personalised reproductive

health solutions, and enhance advocacy efforts. However, responsible, and inclusive AI integration is essential to ensure that these technologies serve the most vulnerable populations equitably.

Moving forward, FPASL remains committed to leveraging innovation to uphold the reproductive rights of all individuals, ensuring a healthier and more informed society.

References

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In February, for Valentine's Day, FPA's Service Delivery Points (SDPs) hosted programmes centered around the theme of "Happy, Healthy Love." The events aimed to raise awareness about safety, respect, well-being, and the importance of addressing gender-based violence (GBV). These initiatives provided valuable information and support to promote healthier relationships. Here are some picture highlights.



At Hirdaramani Mercury Apparels, the counsellor and youth ambassador from the Seethawaka SDP led a session using music to engage young workers in discussions on healthy relationships, consent, and support systems, creating a relatable space to reflect on safety, respect, and well-being.



The Ampara SDP organized a special clinic to provide services to employees of institutions such as Ampara Savings Bank, Sanasa Insurance Office, Sarvodaya Bank, and Union Assurance.



The Koggala SDP brought vital conversations on relationships, Gender Based Violence, SRH, HIV/STIs to the EVT Campus Nursing School in Galle.

The Puttalam SDP provided support to newly married couples through psychological family counseling and expert family planning guidance.



CSE programme for students of Saliya School in Puttalam on the topic of 'Health and Love'

Empowering Youth for Happy & Healthy Relationships!



UNFPA Sri Lanka hosted an informative event at the Youth Wellness Centre of the University of Colombo titled 'Happy Healthy Love 2025', focusing on crucial topics like gender stereotypes, identifying toxic relationships, and busting myths about sexual and reproductive health (SRH). The event featured interactive activities such as quizzes, games, and drama, creating

an engaging and fun learning environment for all attendees.

FPA Sri Lanka also participated with a well-informed stall, offering products, brochures, leaflets, and resources on a variety of SRH topics and contraceptive options to help young people make informed choices about their health and relationships.



This year's International Women's Day theme, 'For ALL Women and Girls: Rights. Equality. Empowerment,' was celebrated through a range of impactful programmes organized by FPA's Medical and Outreach Unit through our centres. We also shared messages of solidarity and empowerment through our social media platforms. Here are some picture highlights from the celebrations.

Health Education and Cancer Screening Initiative



The International Women's Day programme organized by the Kotelawala Defense University (KDU) Medical Students of the 39th Intake brought together multiple partners for a powerful community awareness and cancer screening initiative. Conducted in collaboration with FPA Sri Lanka, the University Hospital KDU, the National Cancer Control Programme, and the Regional Director of Health Services Colombo in the Rathmalana MOH area, this programme aimed to empower women through education and health screenings.

Dr. Chintha Rupasinghe, Director of SRH at FPA Sri Lanka, led an insightful awareness session on family planning and sexual and reproductive health (SRH) for women, fostering a better understanding of their health rights and choices.

This programme was a great example of partnership and collaboration, bringing together key health stakeholders to ensure the well-being of women in the community.

Empowering Women's Well-being: Mental Health and Preventive Care

Mental health is essential throughout a woman's lifespan, impacting her overall well-being, relationships, and ability to navigate life's challenges. Addressing mental health concerns proactively is crucial, as physical health and mental health go hand in hand. FPA's Alokaya Counselling Centre contributed to the Women's Day programme organized by 'Circles.Life Sri Lanka' for their employees. The goal was to equip individuals to enhance their overall well-being, productivity, and ability to balance work and personal life, ultimately fostering a more fulfilling and successful life.

Dr. Chintha Suranjalee Rupasinghe, Director of SRH, led a session on Awareness and Preventive Care for Breast and Cervical Cancers. Ms. Kusumanjalee Thilakarathne, Visiting Counsellor at Alokaya, conducted a session on Mental Health and Self-care Practices.





The Kilinochchi Service Delivery Point hosted events to celebrate women and raise awareness on key health issues, with over 70 participants, including doctors, nursing officers, and PHMs. The focus was on Sexual and Reproductive Health (SRH) and Counselling, featuring a 'family planning tree' activity and a youth-led silent drama highlighting youth SRH needs.



The Wathupitiwala Service Delivery Point team organized a CSE programme at Accolade Engineering Jaela and a workplace-based mobile clinic at Hela Clothing Factory.



The Batticaloa SDP conducted a mobile clinic at the GS building in Vedeverkiramam, Thalankuda, offering vital sexual and reproductive health services, including contraceptive options and cancer screening. A special feature of the Women's Day clinic was Villu Pattu, an ancient Tamil oral tradition of musical storytelling, adding cultural significance to the event.



FPA's Head Office Clinic, the Centre for Family Health offered well-woman screenings and health tests through their mobile clinic in Godigamuwa North, Maharagama.

Enhancing Women's Well-Being: Stress Management Sessions at Cool Planet

Balancing work, family, and personal well-being can be challenging, especially for women who juggle multiple responsibilities. Recognizing this, the Alokaya Counselling Centre organized two Stress Management awareness programmes for the female staff at Cool Planet's Head Office and Nugegoda showroom, focusing on effective stress management strategies to improve work-life balance and overall well-being.

stress, we aim to promote healthier workplaces and happier lives. Stay tuned for more sessions as we continue to support women's well-being!

Ms. Hema Ranawake, Assistant Director of Alokaya, coordinated the sessions, with Ms. Dilum Silva, visiting lecturer at Alokaya, leading the discussions. Dr. Chintna Rupasinghe, Director of SRH, also graced the occasion as a special guest.

By equipping women with tools to manage



Breaking Barriers: Celebrating Women's Strength and Advocacy



The Youth Services Committee of FPA Sri Lanka held a fellowship event, a movie night, featuring 'On the Basis of Sex'; a powerful film on Ruth Bader Ginsburg's fight for gender equality.

Her journey reminds us that resilience, education, and advocacy are key to breaking barriers and creating opportunities for women and girls.

Following the film, discussions explored key themes, including Ruth Bader Ginsburg's unwavering dedication to her goals despite facing significant obstacles. Participants reflected on the crucial role of family support and partnership, particularly the encouragement she received from her husband, which enabled her to push forward. The conversation also highlighted the reality that advocacy is not always about immediate victories, it's about persistence, resilience, and laying the groundwork for long-term change.

The event was a fitting and inspiring way to reflect on the progress we've made and the work that still lies ahead!

Gynaecology & Obstetrics at Wassana Diyawara Health Camp

The Medical Unit of FPA Sri Lanka, in collaboration with the Faculty of Medicine, University of Colombo, successfully conducted a Gynecology & Obstetrics Clinic as part of the Wassana Diyawara Health Camp on 9th March 2025 at Ikkapallama Kanishta Vidyalaya, Hambantota. This initiative provided essential women's health services to underserved populations in rural Sri Lanka, where access to specialized care is often limited.

During the clinic, more than 50 PAP screenings were conducted, with a 10% gross anomaly detection rate, ensuring early diagnosis and timely intervention. Additionally, a wide range of contraceptive services were offered, including IUD insertions, Jadelle implants, injectables, and condoms, empowering individuals with greater reproductive health choices.

By bringing healthcare services closer to these underserved communities, we made a meaningful impact on women's health and well-being!



"Thank you for your support and participation in making the Gyn & Obs Clinic a success! Your help made a big difference and we truly appreciate it."

– Wassana Diyawara Organisers

Building Confidence and Resilience: Menstrual Hygiene and Mental Well-Being Programmes for Youth



As part of an ongoing partnership with Shilpa Child Development Home, a session on menstrual hygiene was conducted for the children, organized by FPA's Medical Unit and the Alokaya Counselling Centre. Alokaya, an associated partner, provides counselling services to the home.

The session, led by Dr. Chintha Rupasinghe, Director of SRH, and Ms. Hema Ranawake from the Alokaya Counselling Centre, emphasized the importance of menstrual hygiene in promoting health, dignity, and well-being. This essential knowledge helps empower young individuals to manage their health with confidence.

Navigating Stress & Relationships: The SRH Institute Empowers Young Workers



The SRH Institute also conducted two programmes on stress management and relationship development, bringing interactive learning experiences to young workers in the

manufacturing sector. At 'Next Manufacturing' in Nawagaththegama, an engaging workshop combined interactive discussions, practical demonstrations, exercises, group activities, and role play to help participants manage stress effectively and build healthier relationships. A similar session was later conducted at Ardiyagama, reinforcing the importance of mental well-being and emotional resilience in both personal and professional life.

Through these initiatives, the SRH Institute continues to promote holistic well-being, equipping individuals with the tools they need to navigate challenges with confidence and clarity.

Family Planning and Reproductive Health Training for Medical Students

Two teaching sessions on Family Planning and Reproductive Health were conducted for the 4th year medical students of General Sir John Kotelawala Defense University as part of their Public Health appointment. These sessions aimed to enhance their understanding of reproductive health issues.

Led by Dr. Chintha Rupasinghe, Director of SRH, and Ms. Nadika Fernandopulle, Deputy Director of HIV and Project Manager for the GFATM HIV Prevention Programme, the sessions provided an in-depth look at Sri Lanka's contraception methods, reproductive health services, HIV/STI prevention strategies, and the latest HIV preventive measures. The sessions also



highlighted FPA Sri Lanka's vital role in the national HIV prevention programme, in collaboration with the National STD/AIDS Control Programme, and emphasized the importance of family planning counselling in public health.



In conversation with
Mr. Thushara Bataduwaarchchi
Assistant Director – Sales

What inspired you to pursue a career in sales, especially in the contraceptive industry, and how has your passion for the field evolved over the years?

I joined FPASL as a Sales Officer in November 1999, and during my time there, I was appointed as an Assistant Area Sales Manager and later promoted to the position of Assistant Director of Sales in 2019. Initially, I was posted in the Puttalam District as a Sales Officer, and over the years, I had the opportunity to work in several districts, including Kurunegala, Colombo, Kegalle, Galle, and Kalutara.

While the contraceptive market isn't directly related to FMCG (Fast-Moving Consumer Goods) products, it is closely connected to the pharmaceutical trade. I found great inspiration in this and decided to continue pursuing a career in the contraceptive

industry. I developed a passion for the field, particularly enjoying my visits to pharmacies, doctors, and grocery stores. During this time, travel became more than just a job requirement, it turned into a personal hobby as well.

One of the factors that has greatly influenced my career has been the unity and teamwork within the sales team. Over the years, this collaboration has played a crucial role in my success and longevity in the industry.

Looking back at your journey since 1999, what have been some of the most memorable or rewarding moments in your career so far?

Since joining this institution in 1999, I have experienced many memorable and rewarding moments. From 2001 to 2015, I was honoured to be selected as one of the top marketing officers, securing 2nd runner-up for six years and 1st runner-up for another six years. In January 2009, I was recognized as a Path Breaker, an achievement I am particularly proud of.

In 2012, I was promoted to Assistant Sales Area Manager, and in 2019, I further advanced to the position of Assistant Director of Sales. Each of these milestones has been a significant part of my journey, and I am grateful for the opportunities and growth I've experienced along the way.

With your extensive experience in contraceptive sales, how have you seen the market evolve over the years?

I have witnessed significant changes in the market over the years. In the past, achieving sales targets was challenging

but somewhat straightforward, as there was less competition and fewer options available. However, over time, the market has become much more competitive, primarily due to the increased availability of free birth control in government hospitals. This has made it more difficult to sell contraceptives through private channels.

Additionally, the acceptance and use of family planning devices have dramatically increased over the years. What was once a niche product is now widely used, which is great for public health but has also intensified competition in the market. As more people gain access to contraceptives through various channels, we have had to adapt our strategies, find new ways to reach our customers, and continuously innovate to stay competitive.

What unique challenges have you faced in promoting contraceptives in the areas of Galle and Kalutara compared to other regions you've worked in?

In my experience, the competition in promoting contraceptives has been particularly strong in the Galle and Kalutara regions, compared to other areas I have worked in. Both private sector companies and government health initiatives, along with other NGOs, have had a significant impact on my sales in these regions. The presence of free contraceptive services in government health facilities and the activities of other organizations have created a highly competitive environment, making it more challenging to meet sales targets

What trends have you noticed in contraceptive sales in the last few years, and how are you adapting your approach to stay ahead of these trends?

In recent years, we've observed an increase in the sales of contraceptives such as Jadelle and IUD (Copper-T), while sales of other products like Medroxyprogesterone (Depo-Provera) have shown a downward trend. To stay ahead of these market shifts, we have implemented several promotional strategies over the years. One key approach has been organizing motivational meetings, often paired with lunch or dinner, to foster personal relationships with marketers and build stronger networks.

Additionally, we've adopted a strategy of displaying the FPA Sri Lanka nameplates in pharmacies and grocery stores, further increasing brand visibility and encouraging consumer trust. These efforts have helped us maintain a competitive edge in an evolving market.

What role do different types of retailers, such as pharmacies, groceries, and supermarkets, play in your sales efforts, and how do you build strong relationships with them in the areas you cover?

Various types of retailers, including pharmacies, grocery stores, and supermarkets, play a crucial role in my sales efforts by ensuring that the products we offer are securely stocked and readily available to customers. Their support in keeping products in stock and accessible is vital for driving sales.

To build strong relationships with these retailers, we organize regular sales representative meetings, to strengthen our partnership. Additionally, we offer incentives such as discounts, bonuses, credit limits, and flexible credit periods to make our collaboration more beneficial. Complementary arrangements and tailored support further enhance these relationships, fostering trust and long-term cooperation.

We actively promote our products to healthcare professionals through our medical delegates and by sponsoring academic sessions for medical professionals and

pharmacists. Additionally, we participate in healthcare exhibitions to enhance awareness and reach our target audience more effectively.

Looking ahead, what are your goals for the contraceptive sales market in Galle, Kalutara, and the rest of Sri Lanka? Are there any new initiatives or areas of focus for the future?

The goals for the future include expanding distribution networks for contraceptive sales in Galle, Kalutara, and other parts of Sri Lanka, improving supply chains, and forming strategic partnerships with local pharmacies and online retailers to make contraceptives more accessible through e-commerce platforms.

Looking ahead, new initiatives will focus on introducing Depo-Provera with a discount, as well as introducing new products, brands, and affordable, low-cost contraceptive options. Additionally, we plan to arrange competitions with dealers, offering local or overseas tours as incentives. We are also considering adopting conditional sales strategies to further boost our market reach and sales performance.

Enhancing Access to Contraceptive Information

The Social Marketing Programme team participated in the All-Island Private Pharmacy Owners Association – Nuwara Eliya District AGM, conducting a contraceptive update session for pharmacy owners. As key providers of reproductive health products, pharmacists play a vital role in ensuring communities have access to accurate and reliable contraceptive information.

This initiative enhances informed decision-making, expands access to quality contraceptive services, and supports better reproductive health outcomes for all.



Medicare 2025 – National Healthcare Exhibition

'Medicare 2025' organized under the patronage of the Ministry of Health, Sri Lanka, took place from February 28th to March 2nd at the BMICH.

The stall, managed by the Sales and Marketing Programme (SMP), served as an awareness platform, offering visitors valuable information on contraceptives, sexually transmitted infections (STIs), and sexual and reproductive health. This initiative aimed to raise awareness and support informed decision-making within the community.

The Youth Services Committee team was also present to connect with visitors, offering opportunities to explore volunteering and networking options. The team from the Alokaya Counselling Centre and the SRH Institute was on hand to guide attendees through our counselling services, certificate courses, and to answer any questions.

We valued connecting with the community and providing crucial resources that contribute to informed decision-making and overall well-being.



Sri Lanka's Civil Society Submits Joint Report to CEDAW

The joint report by the Women and Media Collective and thirteen civil society organizations (CSOs) was submitted to the 90th session of the UN Committee on the Elimination of Discrimination against Women (CEDAW) in January 2025. It was collaboratively written with women from national and local CSOs, including the Affected Women's Forum, Center for Poverty Analysis, Chrysalis, Community Trust Fund, Dabindu Collective, FPA Sri Lanka, Human Development Organization, International Center for Ethnic Studies, Law and Society Trust, Uva Wellassa Women Organization, Women's Education and Research Center, Women's Resource Center, Youth Advocacy Network Sri Lanka, along with independent researchers and activists.

The report responded to key questions in the list of issues and highlighted critical concerns related to Sri Lanka's ongoing financial debt and economic crisis, particularly its impact on women. FPASL, alongside other organizations, was responsible for drafting the section on women's health. The overall contribution to the report emphasized the intersection of women's bodily autonomy, economic rights, and macro-level economic policies. It covered the need to expand access to emergency contraception through state family planning services, strengthen the school curriculum and teacher training for comprehensive sexuality education (CSE), and increase uptake of vasectomy through the Family Health Bureau. Additionally, it advocated for the

decriminalization of abortion and the provision of medical abortion in line with WHO guidelines, the collection of robust data on abortion, post-abortion care, and teenage pregnancy, as well as advancing menstrual hygiene policies and services.

On March 24, a meeting was held with CSOs from across the country to share feedback from the CEDAW panel of experts on Sri Lanka's 90th CEDAW review, ensuring that civil society representatives remain informed and engaged in the ongoing advocacy efforts.





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Ms. Vishmi Prasangika
Counsellor - Monaragala SDP



Ms. Prabodani Jayalath
Counsellor - Puttalam SDP



Ms. Kavini Gayanthi
Coordinator



Dr. Melanie Goonaratne
Medical Officer



Ms. Rachitha Fernando
Medical Laboratory Technician

A Tribute to Faith and Unity

Our Multi-Faith Religious Observance Ceremony was a profound gathering celebrating different faiths and traditions. This meaningful ceremony fostered respect, understanding, and shared values across our diverse communities, reinforcing the spirit of unity and mutual respect.

This event not only honoured our past but also sought blessings for the present and future endeavours of FPA. As we move forward, we remain committed to fostering understanding and collaboration across all communities.

Here are some highlights from this special occasion, held from the 20th - 22nd March.





CSE Programme for Undergraduates

The Outreach Department conducted a Comprehensive Sexuality Education (CSE) programme for second and fourth-year undergraduates from the Department of Sociology, University of Kelaniya at the FPA Sri Lanka head office.

The session was inaugurated by Mr. Sandun B. Adikari, Assistant Director / Head of the Outreach Department, and featured key resource persons, including Dr. Chintha Rupasinghe, SRH Director of FPA Sri Lanka; Dr. Mihitha Basnayake, Senior Manager of the Advocacy Department; and Radhika Gunaratne, SGBV Consultant. The programme covered essential topics such as Foundations of Sexuality and Reproductive Health, Sexual and Reproductive Health Challenges, Sexuality, Sexual Behavior and Relationships, and Addressing Sexual Misconceptions and Abnormal Behaviors.

By engaging in discussions on these critical areas, students gained valuable insights that contribute to both their academic growth and broader societal understanding of SRH.

FPA Sri Lanka remains dedicated to equipping young people with the knowledge they need for informed decision-making.



FPA Sri Lanka New Year Celebrations: Fellowship Brunch & Awards Ceremony



The President of FPA's Board of Directors, Ms. Aruni Marcelline, along with the Senior Management team and staff members, attended the gathering. Ms. Marcelline delivered the leadership address, sharing a vision for the future of FPA and its continued impact.

The Executive Director followed, reflecting on FPA's performance and accomplishments in 2024 while outlining the plans and aspirations for 2025. The celebrations then transitioned to honouring long-serving team members, followed by the recognition of top sales personnel from the Sales and Marketing Programme.



The picture depicts the presentation of the 2025 Annual Programme and Budget (APB) by Dr. Ruchitha Perera, FPA's Executive Director, to Ms. Aruni Marcelline, President of FPA's Board of Directors.

The APB outlines the comprehensive work programme for the year in detail, with the theme 'Championing Choices, Transforming Futures' guiding the planned programmes.

SDP Awards 2024



A key highlight of the event was the inaugural Service Delivery Point (SDP) Awards, which celebrated excellence in service delivery. Nuwara Eliya SDP took 1st place, followed by Batticaloa SDP in 2nd and Wathupitiwala SDP in 3rd.

Launched to inspire and motivate, this initiative aims to drive productivity and set new service standards for communities, with performance evaluated across 18 key criteria to ensure a fair and comprehensive assessment of each SDP's contribution to FPA's mission.

Sales Awards 2023



We are thrilled to celebrate the outstanding achievements of the Social Marketing Programme team members.

Left to Right ; 2nd Runner-Up: Mr. Nuwan De Silva, 1st Runner-Up: Mr. Indika Edirisinghe, Director Marketing, Mr. Suhail Junaid, Hon. President, Ms. Aruni Marcelline, Executive Director, Dr. Ruchitha Perera, Winner: Mr. Sadeep Samarasekara.

Honouring dedication, excellence, and commitment – celebrating the remarkable achievements of our Long Service Award recipients for 25, 20, 15, and 10 years of outstanding service!



Mr. Thushara Prasanthaka
(25 Years)



Ms. Ganga Shyamalee
(20 Years)



Mr. S. H. Imtiyas
(15 Years)



Ms. Jayanthika Aluthwalage
(15 Years)



Ms. Disna Athukorala
(15 Years)



Mr. K. D. S. Ajantha
(10 Years)



Mr. W. M. Chandrasiri
(10 Years)



Mr. Suranga Withanage
(10 Years)

Breaking Bias Through Street Drama!

'Manahcerai', a compelling street drama performed at MAS Intimates Vidiyal in Kilinochchi, brought to life the struggles women face due to societal norms, media influence, and deep-rooted patriarchy.

Presented by the award-winning Semmugam Performing Group, the performance highlighted how outdated biases continue to shape perceptions, despite women's progress in many fields. Organized by FPA Sri Lanka in partnership with UNFPA Sri Lanka and MAS Intimates, this powerful production emphasized the need for collective action to challenge these barriers and create a more just and equal society.



The Family Planning Association of Sri Lanka Earns Great Place To Work® Certification

We are excited to announce that The Family Planning Association of Sri Lanka (FPASL) has earned the prestigious Great Place to Work® Certification! This achievement is a testament to our ongoing commitment to fostering a positive, inclusive, and supportive work environment.

This recognition is a direct result of the unwavering efforts of the FPASL Board and Senior Management Team in 2024, who have worked tirelessly to ensure that our employees feel as valued and important as the clients and communities we proudly serve. It underscores our dedication to creating a culture of trust, respect, and inclusivity, where employees are not only valued but also deeply engaged.

This certification strengthens our workplace culture, helping us attract and retain top talent while enhancing our reputation with partners, donors, and stakeholders. While we celebrate this significant milestone, we remain committed to continuous improvement, ensuring that FPASL remains a place where all employees can thrive and contribute meaningfully to our mission.

The Family Planning Association of Sri Lanka STRONGER TOGETHER



We're proud to share that FPA Sri Lanka is certified as a **Great Place To Work®**.
#unitedFPA



Cheers to our incredible team for fostering Excellence, Inclusion and Impact!

We want to hear your views and suggestions! Please write to: FPA Sri Lanka, 37/27, Bullers Lane, Colombo - 07, Sri Lanka.

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