

In 2025, as Women First Digital celebrated a decade of impact, the world shifted. AI is reshaping how people find health information. WFD used the moment to reflect on our achievements, reset, and plan for what comes next.



2025 Highlights



A refreshed organisational **roadmap** developed in May, sharpening the strategic role of each platform and their integrations and ensuring that **we are ready to implement and influence Responsible AI in abortion care.**



safe2choose website was relaunched, fully redesigned for speed, clarity, and AI-visibility — generating our first referrals from ChatGPT, Perplexity, and Copilot.



Ally-By-Your-Side launched: a step-by-step abortion companion feature providing real-time emotional support and counsellor referral.

2025 BY THE NUMBERS



2.9M
Site Sessions



61,747
Counselling
Sessions



40.5M
Social Media
Reach



12,849
Referrals to
Providers



3,940
eLearning
Certifications



94,790
Myka Chatbot
Conversations



47,507
Ally Chatbot
Conversations

Where people accessed our sites

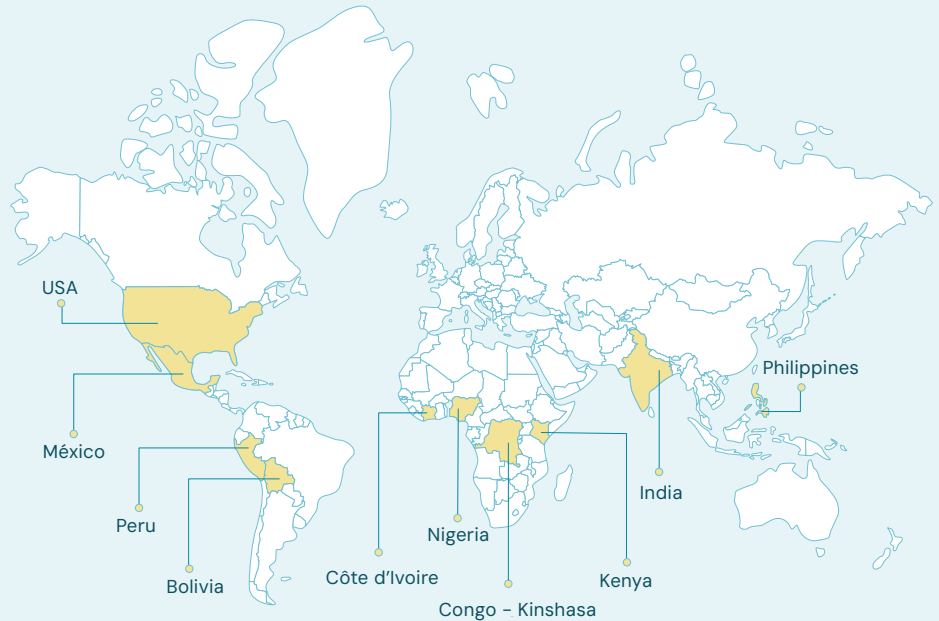
Reaching young people.

1 in 3 people who accessed our sites were under 25 years old.



TOP 10 COUNTRIES WEBSITE VISITS

1	Philippines	727,582
2	Mexico	199,060
3	India	177,988
4	United States	145,808
5	Congo	132,868
6	Côte d'Ivoire	106,511
7	Nigeria	72,183
8	Kenya	69,752
9	Bolivia	67,210
10	Peru	63,392



Looking forward to 2026

Our goal is to become the globally trusted source for stigma-free abortion and contraception information in this new AI-mediated internet. We will do this by both ensuring that our pro-choice and accurate information are surfaced by AI – reaching the increasing proportion of the world that uses these tools – and that we focus our work on where AI cannot go: being more locally grounded, bold and secure.

