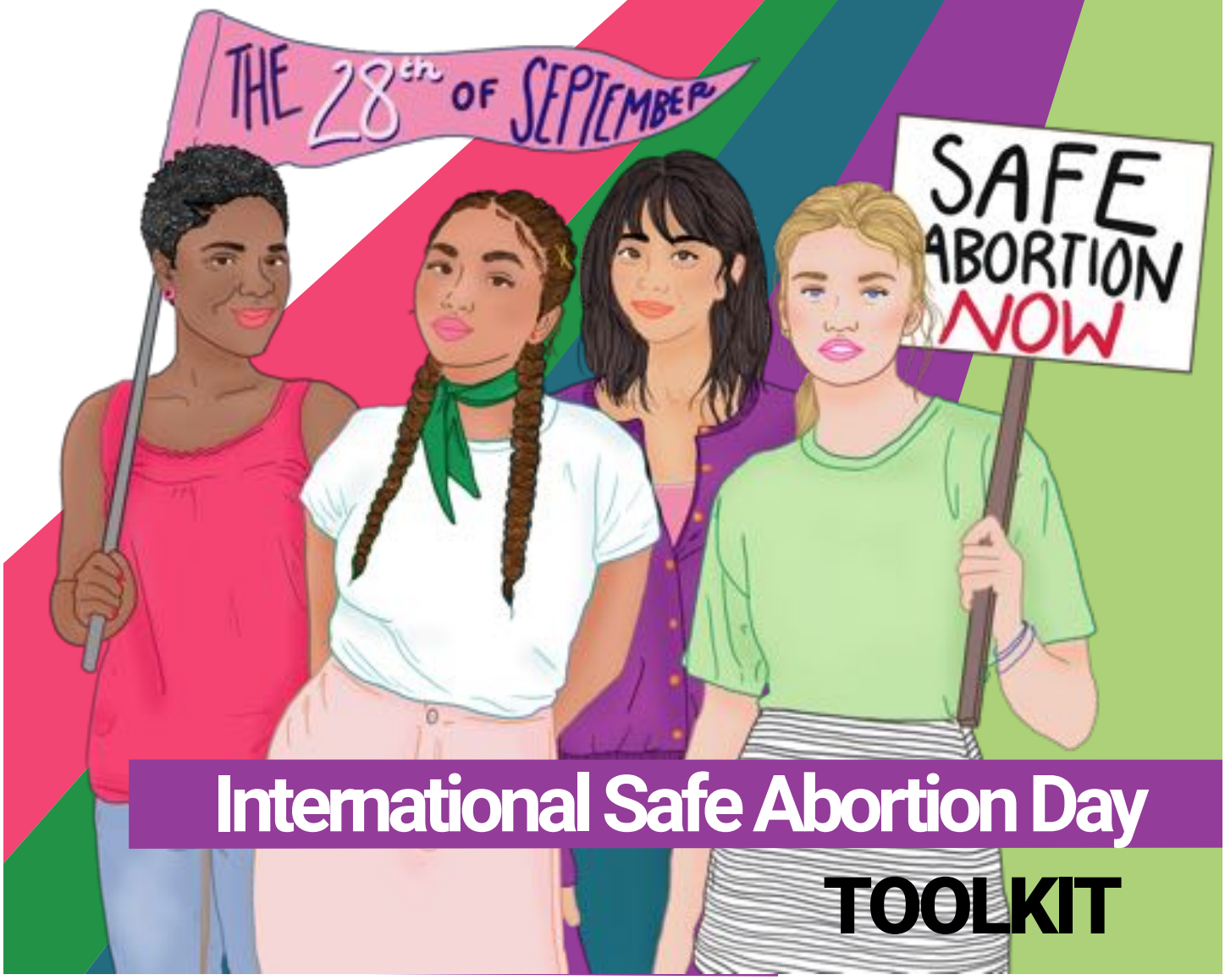
Abortion **is healthcare**

#MyAbortionMyHealth

My right to decide!



28 SEPTEMBER
INTERNATIONAL SAFE ABORTION DAY
ABORTION IS HEALTHCARE

International Safe Abortion Day

TOOLKIT

INTRODUCTION

Welcome!

We are thrilled to have you on board in joining activists around the world speaking out and taking action for access to safe and legal abortion! This toolkit is designed to support advocates and organisations participating in the 28 September Campaign, providing information on different means of engagement at local and regional levels, and through social media.

Feel free to get involved in whichever way(s) works best for you!

In solidarity,
The 28 September Campaign Working Group

WHAT YOU WILL FIND IN THIS CAMPAIGN TOOLKIT:

- What is 28 September?
- The 2019 Theme
- Getting Involved: Mobilising at local and regional levels with suggested activities; engaging through social media; and reaching out to partners and the media
- Social Media Sample Messages

CONTACT INFORMATION

If you have any questions about the 28 September Campaign, please visit the campaign website at **www.september28.org** or email us at **info@september28.org.**

WHAT IS 28 SEPTEMBER?

28 September is International Safe Abortion Day, a global day of action for safe and legal abortion. It is part of campaigning and advocacy activities undertaken to build an international movement for universal access to safe and legal abortion, from a human rights and reproductive justice approach.

28 September has been a regional campaign for the decriminalization of abortion in Latin America and the Caribbean since 1990, and in 2011 SRHR activists from all over the world have taken on 28 September as a Global Day of Action for Access to Safe and Legal Abortion.

In 2018, Women's Global Network for Reproductive Rights, International Campaign for Women's Right to Safe Abortion, Campaña 28 de Septiembre LAC (Campaña Nacional por el Aborto Legal, Seguro y Gratuito-Argentina), Asia Pacific Resource and Research Centre for Women (ARROW), and Asia Safe Abortion Partnership (ASAP), with the support of many other partners, jointly launched International Safe Abortion Day as the official day for 28 September campaigning activities.

THE 2019 THEME

Theme: Abortion is Healthcare
Tagline: My Right to Decide!
Hashtag: #MyAbortionMyHealth

Access to safe abortion is an essential part of women's lives and health, and right to bodily autonomy. With 25 million unsafe abortions every year globally, and thousands of women and girls dying, unsafe abortion is still a serious public health problem, 25 years after the International Conference on Population and Development (ICPD) Programme of Action committed governments to making unsafe abortion history.

This year, national leaders who are responsible for global and national health, healthcare systems, and the provision of healthcare are participating in international meetings addressing healthcare, sustainable development, and sexual and reproductive health and rights at the Universal Health Coverage meeting, the Sustainable Development Goals meeting, and the International Conference on Population and Development+25.

As activists, we must call on our leaders to support universal access to safe abortion as life-saving healthcare for anyone with an unwanted pregnancy. Leaders must also endorse and uphold the right to safe abortion as healthcare and make safe abortion accessible, available, and affordable through the healthcare systems in our countries. If health services in our countries met the need for safe abortions, there would be almost no injuries and women's lives would be saved.

To learn more about this year's thematic focus, checkout our Call to Action at www.september28.org

GETTING INVOLVED

There are many ways you can take action this 28 September! In this toolkit, you will find suggestions on how to spread 28 September messaging, either by launching community actions or mobilizing at local and regional levels, engaging through social media, and by using 28 September materials.

MOBILISING AT LOCAL AND REGIONAL LEVELS

Below you will find a list of possible activities that you can participate in to increase the visibility and impact of the 28 September movement. We also invite you to come up with your own innovative and creative ways of raising awareness about how abortion is healthcare and International Safe Abortion Day! If the Day of Action itself isn't an ideal date to undertake an action in your community, feel free to undertake 28 September activities any day that week!

REMEMBER TO SHARE YOUR ACTIONS WITH US!

TAKE PICTURES AND SHARE THEM ON SOCIAL MEDIA USING

#MyAbortionMyHealth

SUGGESTED ACTIVITIES

- Join our Tweet-a-thon on Friday, 27 September! Since 28 September 2019 is on a Saturday, our Tweet-a-thon will take place the day before for maximum reach, but please keep tweeting on 28 September as well!
- Join the "Abortion is healthcare" run.
  This year we want to sweat our rights into the streets. We're encouraging people to organise a "Abortion is Healthcare" walk, run, or for the really ambitious ones… a marathon!
- Put your voice out there with stories of how "Abortion is Healthcare." This year we will be sharing 28 stories of abortion providers and the healthcare they provide. Let us know if you would like to tell us your own story!
- Host an awareness raising activity.
  Organise a forum, meeting, workshop/training, cultural event to discuss strategies and challenges to have abortion recognised as healthcare in your communities, talk about the role that media and community leaders play in this, and what you can do to change the discourse around abortion.
- Write to your leaders calling for the right to safe abortion as part of universal health coverage and an essential part of healthcare.
- Use every possible platform to spread the word: Twitter, Facebook, Instagram, blogs, print and digital media platforms, statements; press releases, podcasts/videos/webinars, posters, and banners.
- Visit www.september28.org to download the campaign logo, campaign toolkit, and other campaign resources and materials. Contact us if you would like the original materials for your own translation.

TIPS FOR LOCAL & COMMUNITY LEVEL ADVOCACY

TACTICS TO REACH GOVERNMENT OFFICIALS

- Arrange meetings with elected officials.
- Write them a letter describing the campaign and then try to follow up in person.
- Distribute concise background documentation on the importance of access to safe and legal abortion and why abortion is healthcare.
- Write petitions and gather signatures in your community and deliver them to your representative.

TACTICS TO REACH MEDIA

- Choose the right communication tool! We suggest you use press releases, write Op-Eds for your local newspaper, organize press conferences, and write readers letters.
- Use positive language and emphasize how it is a social good, why it is a public health issue and a human right. Remember to use facts and credible sources!
- Make sure you send out information about abortion and healthcare or about 28 September in advance!
- Localize the issue and focus on why it's important for you and your community.
- Pay specific attention to the human interest and bring out some stories if possible and making sure you don't put people at risk.

ENGAGE VIA SOCIAL MEDIA!

#MyAbortionMyHealth

Social media is a key platform for the production and debate of new content, ideas, and discourses. In some cases, conversations about abortion on social media can take a negative turn and end up reinforcing stigma and reproducing stereotypes: let's change the narrative and talk about how abortion is healthcare that should be afforded to all who need it. Use the following handles and messaging throughout the month of September and on 28 September to promote the messaging of the campaign!

HASHTAGS MAIN

#MyAbortionMyHealth

SECONDARY:

#28SEPT

Remember: You can download our social media image kit that includes banners, posters, and logo at www.september28.org.

PLATFORMS

ASIA PACIFIC RESOURCE AND RESEARCH CENTRE FOR WOMEN (ARROW)

Twitter: @ ARROW_Women
Facebook: /ARROW.Women
Instagram: @ ARROW.Women
Website: https://arrow.org.my

ASIA SAFE ABORTION PARTNERSHIP (ASAP)

Twitter: @asapasia
Facebook: /AsiaSafeAbortionPartnership
Instagram: @ safeabortion_asap
Website: http://asap-asia.org/

CAMPAÑA NACIONAL POR EL DERECHO AL ABORTO LEGAL SEGURO Y GRATUITO (ARGENTINA)

Twitter: @CampAbortoLegal
Facebook: / CampAbortoLegal
Instagram: @campabortolegal
Website: http://www.abortolegal.com.ar

INTERNATIONAL CAMPAIGN FOR WOMEN'S RIGHT TO SAFE ABORTION

Twitter: @Safe_Abortion
Facebook: /safeabortionwomensright
Instagram: @safeabortion
Website: www.safeabortionwomensright.org/

IPAS AFRICA ALLIANCE

Twitter: @IpasOrg
Facebook: /ipas.org
Instagram: @ ipasorg
Website: https://www.ipas.org/where-we-work/africa-alliance

WOMEN'S GLOBAL NETWORK FOR REPRODUCTIVE RIGHTS (WGNRR):

Twitter: @WGNRR
Facebook: /WGNRR
Instagram: @_WGNRR
Website: www.wgnrr.org

PARTNERS

Engage in online conversations about abortion and follow our wonderful partners! We are a huge community working towards the same goal:

ACCESS TO SAFE AND LEGAL ABORTION NOW!

@Nimechanuka @actioncanadashr @safe2choose @PathfinderInt @ReproRights @RNW @ReproRights @AWID @IPPF @federapl @inroadsGlobe @PopDevProgram @CLPPtweets @IPPF_WHR @EligeRed @AbortoPORlaVIDA @Unaporlas17 @RSMLAC @NaCSafeAbortion @YouAct @abortionpil @tarshingo @WomenOnWaves @WomenHelpOrg @SeaChangeProg @ReproChoiceAu @mesaporlavida @youth_coalition @balancejoven @ASTRANetwork @ASTRAYouth @ReproRights @AdvocatesTweets @awaregirls @InfoClacai @decidirlibres @RESURJ @equidadmx

MEDIA

The media is a key player in the shaping of discourse around abortion as well! Let's tag them and invite them to talk about abortion, about how it saves lives and it is a fundamental public health issue. Know any of your local media twitter accounts? TAG THEM IN YOUR CONVERSATIONS TOO!

@Guardian @ipsnews, @ipsnoticias @BBCWorld, @BBCMundo @AlJazeera, @AJEnglish @Womens_eNews @cnni @ipsnews @EuropeanVoiceEV @lemondefr @BBCWorld @BBCAfrica @BBCAfricaHYS @Hewete @lizfordGuardian @JessicaValenti @lou_reuters @mbesheer @andersoncooper @MHarrisPerry @TheNation @AndyTowle @Jezebel @columnlynch @BuzzFeed

SOCIAL MEDIA SAMPLE MESSAGES

- Abortion is part of women's lives! #MyAbortionMyHealth #28Sept
- Safe abortion is necessary for gender equality! #MyAbortionMyHealth #28Sept
- Abortion with pills is now on the WHO Essential Medicines List! #MyAbortionMyHealth #28Sept
- 25% of all pregnancies end in an induced abortion! #MyAbortionMyHealth #28Sept
- Globally, 25 million abortions each year are unsafe! #MyAbortionMyHealth #28Sept
- When access to safe abortion is universal, unsafe abortions will become history. #MyAbortionMyHealth #28Sept
- Abortion is Healthcare!!! #MyAbortionMyHealth!!! My Right to Decide!!!
- Let's make International Safe Abortion Day an official UN day! #MyAbortionMyHealth #28Sept
- What do we want? Safe Abortion!! When do we want it?? NOW! #MyAbortionMyHealth #28Sept
- 25 million women and girls are still having unsafe abortions every year, and thousands of them are dying. #MyAbortionMyHealth #28Sept
- Unsafe abortion is still a serious public health problem, 25 years after governments promised to make them safe. #MyAbortionMyHealth #28Sept
- Universal health coverage must include universal access to safe abortion care. #MyAbortionMyHealth #28Sept
- If national health services would meet the need for safe abortions, harm and deaths from unsafe abortion would almost disappear. #MyAbortionMyHealth #28Sept
- We need to train nurses, midwives and pharmacists in the provision of safe abortion methods. #MyAbortionMyHealth #28Sept
- When abortion is healthcare, unsafe abortions will become history. #MyAbortionMyHealth #28Sept

OTHER KEY MESSAGES

Message #1

Three International Meetings on healthcare in 2019

This year three upcoming international meetings are addressing healthcare, sustainable development, and sexual and reproductive health and rights:

- *Universal Health Coverage*
- *Sustainable Development Goals*
- *International Conference on Population and Development+25*

Message #2

Unsafe Abortion

25 million women and girls are still having unsafe abortions every year, and thousands of them dying. We need to remind them that unsafe abortion is still a serious public health problem, 25 years after the ICPD Programme of Action committed governments to making unsafe abortion history.

Message #3

Training providers and students

If health services would meet the need for safe abortions, there would be almost no injuries or deaths. Schools for doctors, midwives, nurses and pharmacists should be training their students in the provision of safe abortions and safe abortion methods. And if they knew how to treat the complications of unsafe abortion for women who have been refused access to safe care, women's health and well-being would improve greatly.

Message #4

Safe Abortion Methods

The World Health Organization (WHO) recommends three methods of safe abortion, depending on how far along the pregnancy is. These are: medical abortion (MA), vacuum aspiration (VA), and dilatation and evacuation (D & E). Safe abortion methods, including with pills, are in the WHO Essential Medicines List. Medical abortion is the use of mifepristone and misoprostol pills, or misoprostol pills alone, to induce an abortion. This method can be used up to 24 weeks of pregnancy, but different doses and regimens apply, depending on the duration of pregnancy. The combination of mifepristone + misoprostol in the right doses causes a complete abortion in 96-98% of cases. Mifepristone is only available in about 60 countries; however, misoprostol is available in almost all countries because it has other medical uses in addition to abortion.

STATISTICS TO SHARE ON SOCIAL MEDIA

25% of all pregnancies worldwide ended in an induced abortion.

5-13% of maternal deaths are attributable to unsafe abortion, most in the poorest countries.

25mil abortions each year are unsafe.

7mil women and girls end up in hospital needing treatment for complications of unsafe abortions

(WHO data, 2018).

Thank you for supporting
28 September and International
Safe Abortion day. With your support,
we will spark many more conversations
about how abortion is healthcare!