



#IRESISTWEPERSIST
2017
CAMPAIGN TOOLKIT



**RESIST AND PERSIST: Our bodies, our abortions,
our rights!**

FIGHTING ROLLBACKS AND RESTRICTIONS ON ABORTION VIA COLLECTIVE & INDIVIDUAL ACTION

September 28: International Safe abortion Day 2017

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INTRODUCTION



Welcome! We are thrilled to have you on board in joining activists around the world speaking out for access to safe and legal abortion! This toolkit is designed to support organizations and advocates participating in the September 28 Campaign, providing information on different means of engagement at local and community levels, and through social media. Feel free to get involved in whichever way(s) works best for you!

In solidarity,

Women's Global Network for Reproductive Rights

CONTACT DETAILS



If you have any questions about the September 28 Campaign, please get in touch by e-mail: sept28global@wgnrr.org or visit the campaign website: www.september28.org

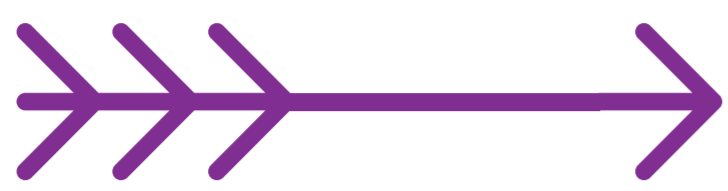
For updates on September 28, please follow WGNRR:

- Newsletter
- Facebook: <https://www.facebook.com/WGNRR>
- Twitter: @WGNRR

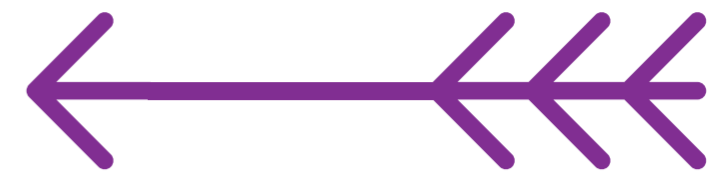
ABOUT SEPTEMBER 28



September 28 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. September 28 has been a regional campaign for the decriminalization of abortion in Latin America and the Caribbean for nearly thirty years, before being taken on by SRHR activists all over the world as a Global Day of Action in 2011. WGNRR organizes September 28 annual campaigning activities in collaboration with its members, partners, and allies around the world, and as a member of the International Campaign for Women's Right to Safe Abortion.



THE 2017 THEME



RESIST AND PERSIST:

Our bodies, our abortions, our rights!

Fighting rollbacks and restrictions on abortion via collective & individual action

#IresistWepersist

We have been witnessing a number of alarming rollbacks regarding sexual and reproductive health and rights (SRHR), not least of which is the reinstatement and expansion of the **Global Gag Rule**. These rollbacks, on top of already existing restrictions, pose very real threats to our communities, endangering the health and lives and violating the human rights of millions of individuals worldwide.

But while the current geopolitical context is often discouraging, the landscape for ensuring SRHR, particularly access to abortion, has never been easy - there have always been challenges. And while there have always been threats to fully realizing SRHR, there have also been and continue to be amazing and powerful forms of collective resistance, fuelled by brave individuals and local organisations opposing injustices in a myriad of ways.

Given the challenging political context, it is imperative that we tap into both past and present forms of ongoing collective resistance, reminding ourselves of important achievements in the abortion advocacy movements, and the power of collective organizing and mobilizing, propelled by local and individual actions. Our aim this year is to thus highlight, promote, and support the many different ways activists are currently individually and collectively challenging the status quo and resisting in diverse contexts, thereby inspiring activists, allies and collectives to continue their important abortion advocacy.

If anything, the current global context is a reminder of the "long-game," vigilant, and intersectional nature of fighting for SRHR, and of ensuring transformative social change. As such, for this year's September 28, we at WGNRR invite our members, partners, and allies worldwide to join us in resisting at individual and collective levels, and persisting in our fight towards ensuring universal access to safe and legal abortion!

#IResistWePersist

To learn more about this year's thematic focus, click below:



GETTING INVOLVED



There are so many ways you can take action this September 28! In this toolkit, you will find suggestions on how to spread September 28 messaging, either by launching community actions and mobilizing at a local level, engaging through social media, and/or by using September 28 materials. For illustrations and inspiration from past worldwide September 28 activities and reports, please visit

<http://www.september28.org/past-actions/>



REMEMBER TO SHARE YOUR ACTIONS OF RESISTANCE WITH US! TAKE PICTURES AND SHARE THEM ON SOCIAL MEDIA USING #Sept28 #IResistWePersist

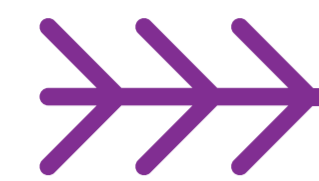
We encourage you to send us information about your event or activity to sept28global@wgnrr.org and we will share it through www.september28.org/, social media and in the September 28 final report!

MOBILIZING AT A LOCAL LEVEL



Below you will find a list of possible activities that you can take part in both collectively and individually to increase the visibility and impact of this September 28 resistance movement. We also invite you to come up with your own innovative and creative ways of resisting and raising awareness about the Global Day of Action! If the Day of Action itself isn't an ideal date to undertake an action in your community, feel free to undertake September 28 activities any day that week!

1. JOIN THE CACEROLAZO FOR ABORTION RIGHTS!



They may try and gag us but we won't be silenced. Join the Cacerolazo resistance at 1pm in your time zone, and join us in making noise against the Global Gag Rule. Gag yourself with a piece of fabric as a reference to the Global Gag Rule, while using a pot or pan to make noise and demonstrate your resistance to any attempted restrictions on abortion services. Organize a march or sit-in with your network of reproductive justice allies, or upload a video/photo of yourself making noise with #IResistWePersist to social media. Wear the color black to symbolize coordination and unity with the movement.



2. ORGANIZE A COMMUNITY RESISTANCE EVENT!



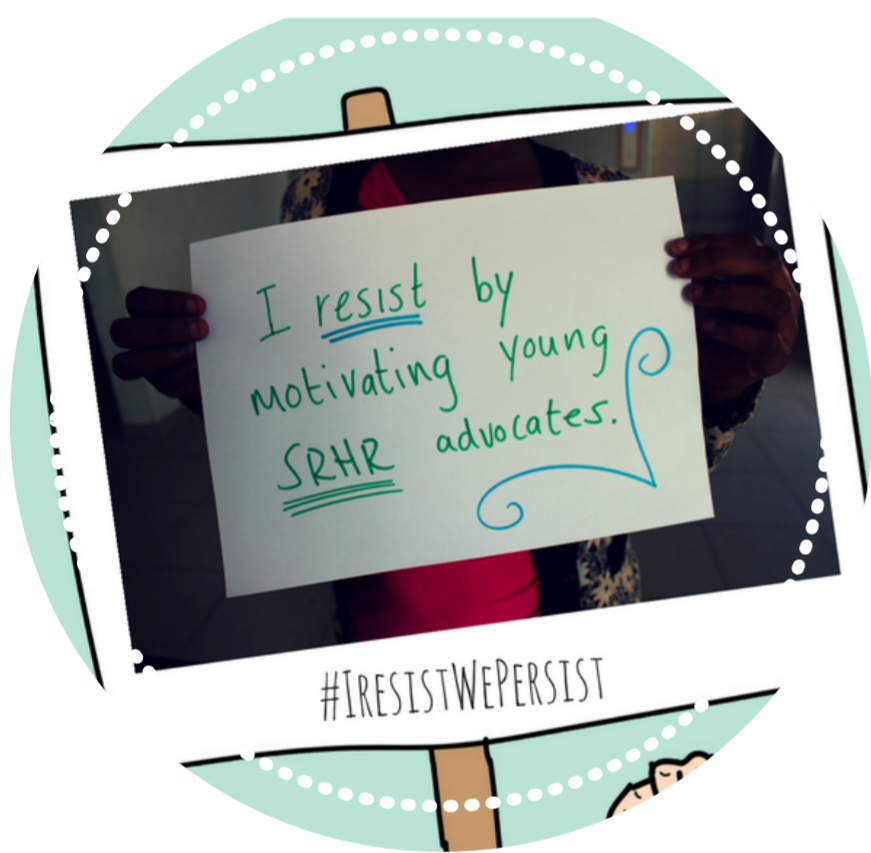
Organize/Host a community discussion to talk about rollbacks such as the Global Gag Rule, and their impact on local SRH services. You can also use the WGNRR-IPAS comic series: "Resist and Persist: A Short Global Booklet on Abortion Advocacy Achievements," to learn more about historic and ongoing forms of resistance undertaken by SRHR activists worldwide and start a conversation about what kind of strategies could be implemented in your communities. We encourage you to include cultural performances and/or screenings, as well as to invite relevant stakeholders such as local health officials and policy makers, to increase SRH service delivery in the absence of international support.

THE INDIVIDUAL MATTERS

3. SHOW HOW YOU RESIST & PERSIST!



Share with us the small and different ways in which you resist by sending us a message written by YOU! We will create a big, virtual hub of resistance where we can see the extent of resistance happening globally in numbers and so we can also share and learn from different experiences of resistance from all over the world. Use the hashtag **#IresistWepersist** to share on social media or email us directly on sept28global@wgnrr.org



4. COLOURING THE RESISTANCE! SRHR COLOURING BOOK!



Download the colouring book from the materials section on the www.september28.org website and take some time to colour exciting slogans and images, including some inspired by young feminist artist Frizz Kidd! Display your colorful images in your work space, home and/or social media and continue to raise awareness! And share online using **#IresistWePersist** !



5. SPREAD THE RESISTANCE!



Help us share the #IResistWePersist illustrations and our graphic novel, "Resist & Persist: A Short Booklet of Global Abortion Activist Achievements", showcasing diverse forms of resistance! Learn more about inspiring examples of resistance undertaken by partners, in challenging the status quo and promoting access to safe and legal abortion across different contexts! Share online and in print! (You will find the booklet in the materials section of the www.september28.org website!)

6. ENGAGING VIA SOCIAL MEDIA! #IRESISTWEPERSIST



Join the 3 hour twitter rally (10am to 1pm your timezone) promoting the messaging and hashtag of the campaign! Check out some useful hashtags and tweet messages below!

ENGAGE VIA SOCIAL MEDIA

Use the following handles and messaging throughout the month of September and on September 28 to promote the messaging of the campaign!

HASHTAGS

MAIN: **#IResistWePersist**

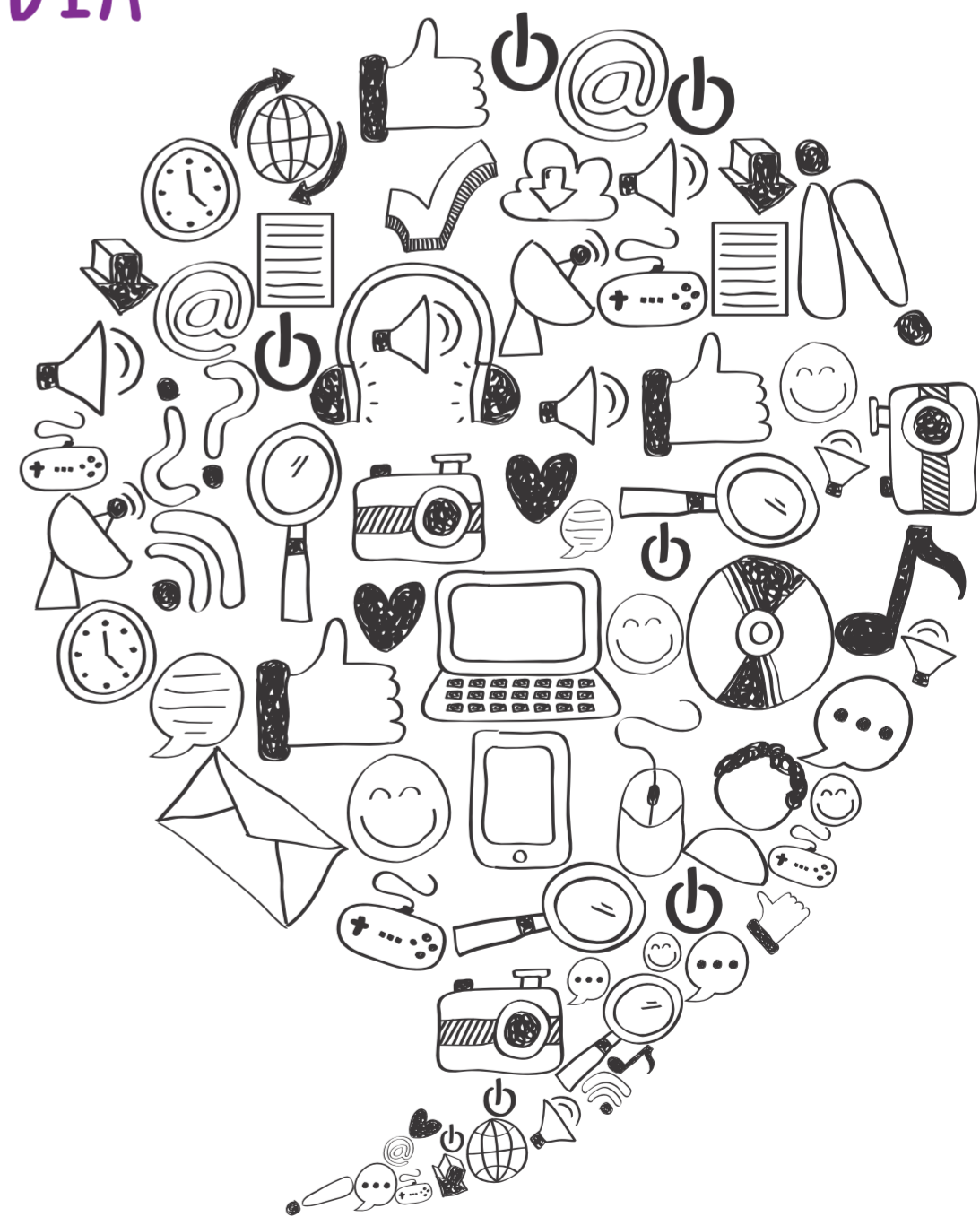
SECONDARY: **#Sept28**

WGNRR PLATFORMS

Twitter: @WGNRR Facebook:

www.facebook.com/WGNRR

WGNRR WEBSITE www.wgnrr.org



THE RESISTANCE IS STRONG ONLINE!



OTHER HASHTAGS TO FOLLOW:

#Leavingnoonebehind
#SheDecides
#UnGritoGlobal
#AbortoLegal
#AbortTheStigma

#shiftstigma
#TrumpGlobalGag
#NimuertasNipresas
#MeuCorpoMinhasRegras

MEDIA TO TAG

The Guardian: @guardian
@GuardianWorld
Inter Press Service: @ipsnews,
@ipsnoticias
BBC World: @BBCWorld, @BBCMundo
Al Jazeera: @AlJazeera, @AJEnglish
Women's E-News: @Womens_eNews
The Associated Press: @AP
CNN International: @cnni
Reuters Top News: @Reuters
Wall Street Journal: @WSJ
AFP news agency: @AFP
Broadly: @broadly
Vice: @VICE
New York Times: @nytimes
Slate: @Slate
Teen Vogue: @TeenVogue
Mic: @mic
Rewire: @Rewire_News
The Atlantic: @TheAtlantic
Bustle: @bustle
Huffington Post: @HuffPost

Thomson Reuters Fdn:

@TR_Foundation Cimacnoticias:

@Cimacnoticias

None on Record @NoneonRecord

Feminism in India: @FeminismInIndia

Buzzfeed: @BuzzFeed

@BuzzFeedNews

TWITTER HANDLES FROM PARTNERS

@Safe_Abortion

@abortionpil

@AbortoPORlaVIDA

@AdvocatesTweets

@asapasia

@AsiaPacAlliance

@ASTRANetwork

@ASTRAYouth

@awaregirls

@AWID

@balancejoven

@CLPPtweets

@CRR

@CHANGE

@decidirlibres

THE RESISTANCE IS STRONG ONLINE



@EligeRed
@federapl
@FondoMaria
@GrevedeMulheres
@HERA_mkd
@Hidden_Pockets
@ifmsa
@InfoClacai
@inroadsGlobe
@IPAS
@IPPF
@IPPF_WHR
@LoveMattersHQ
@lovemafrika
@mesaporlvida
@MujerySaludUru
@NaCSafeAbortion
@PathfinderInt
@pinsanorg
@PopDevProgram
@ReproRights
@ReproChoiceAu
@RESURJ
@RNW
@RSMLAC
@SeaChangeProg
@SexRightsAfrica
@Sept28abortion

@SheDecides
@Shirkat_Gah
@spectra_rw
@_SRJC
@tarshingo
@TICAH_KE
@Unaporlas17
@UdrugaPariter
@WomenOnWaves
@WomenHelpOrg
@YouAct
@youth_coalition

UN AGENCIES TO TAG

UN Secretary General Antonio Guterres:
@secgen
UN General Assembly President Peter Thomson: @UN_PGA
UN Development Program: @UNDP
UNESCO: @UNESCO
UNFPA: @UNFPA
UNFPA Deputy Executive Director Natalia Kanem: @Atayeshe
UN Women: @UNWOMEN; @ONUMujeres
UN Women Executive Director PhumzileMlambo-Ngcuka:
@phumzileunwomen UN Women Africa:
@UNwomenAfrica

TWITTER: THE HASHTAGS OF THE RESISTANCE

Tweet and retweet September 28 messages throughout the month of September!

#IResistWePersist use this primary hashtag when:

- You want to call on leaders, advocates and general audiences to defend reproductive rights and protect reproductive rights funding
- You want to share your own abortion advocacy story where you as an individual or collective have made advancements in your local area
- You want to share your reasons why you support access to safe and legal abortion
- You want to share how you resist and persist in big and small ways

#Sept28 use this hashtag when:

- You tweet about September 28 activities, actions, and/or share messages on safe and legal abortion.

#LeavingNooneBehind: use this hashtag when:

- You want to call on the United Nations, its agencies, and ministries of health around the world to commit increased funding and human resources to global public health, including sexual and reproductive health and rights – and safe abortion – as part of the Sustainable Development Goals.

#SheDecides use this hashtag when:

- You want to encourage global support for the #SheDecides Manifesto and show support for the She Decides movement.

SAMPLE MESSAGES



To support the campaign, use these sample tweets during the whole month of September and especially on September 28. **Please remember to tag your government officials, important national and local news handles and social media influencers to make the #IresistWePersist hashtag go viral!**

Join us! Support activists challenging the status quo and resisting in diverse contexts! [#IresistWePersist](#) [#Sept28](#)

How do you resist and persist? Share your resistance poster with us!
[#IresistWePersist](#)

This [#Sept28](#) I will resist & persist by challenging abortion stigma in my daily conversations [#IresistWePersist](#)

This [#Sept28](#) I will resist & persist by writing to my local government and demanding access to safe abortion! [#IresistWePersist](#)

I resist & persist by volunteering at my local abortion clinic [#IresistWePersist](#)

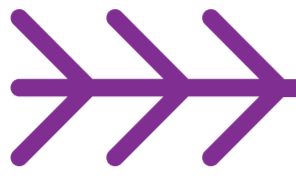
I resist & persist by challenging gender stereotypes in my everyday conversations [#IresistWepersist](#)

We resist & persist by organizing focus groups in our communities to discuss [#abortionstigma](#) [#IresistWePersist](#)

I resist & persist by sharing my abortion story and working against [#abortionstigma](#) [#IresistWePersist](#)

We resist & persist by calling on policymakers to uphold their SRHR commitments incl. access to [#safeabortion](#) [#IresistWepersist](#)

SAMPLE MESSAGES



I resist & persist by reminding my colleagues to focus on self-care & holistic security #IResistWePersist

We're fighting rollbacks and restrictions through individual and collective action this #Sept28 #IResistWePersist

This #Sept28 we will not surrender, we will prevail for reproductive justice! #IResistWePersist

Follow the #SheDecides movement and sign the #Manifesto <https://www.shedecides.com/the-movement/> remember that when #IResistWePersist

My resistance fuels our persistence. Stand together for reproductive justice. #Sept28 #IResistWePersist

When I resist, we persist. We are stronger together in the fight for access to safe and legal abortion. #Sept28 #IResistWePersist

Leave the decision to have an abortion in the hands of pregnant women, girls, trans men and gender non conforming people. #Sept28 #SheDecides

The #GlobalGagRule is projected to cause 2.1 million unsafe abortions. #Sept28 #IResistWePersist

It's time for our governments to uphold commitments for our #SRHR Let's stand together this #Sept28 #IResistWePersist

We demand funding be reinstated to the @UNFPA to protect women's rights. #Sept28 #IResistWePersist

SAMPLE MESSAGES



Universal access to safe & legal abortion is what we need on [#Sept28](#), no compromises [#IResistWePersist](#)

Access to contraceptives, abortion services & comprehensive sexuality education is what we want! [#IResistWePersist](#)

No more rollbacks, we want reproductive justice this [#Sept28](#) [#IResistWePersist](#)

We choose our futures, we decide our stories [#Sept28](#) [#IResistWePersist](#)
[#SheDecides](#)

1 in 4 women worldwide will have an abortion by age 45. It should be safe and legal. [#SheDecides](#) [#Sept28](#) [#IResistWePersist](#)

SRHR –including incl. access to safe abortion – must be part of the [#SDGs](#).
[#Leavingnoonebehind](#) [#Sept28](#)

How can governments achieve [#SDGs](#) without fulfilling ALL human rights?
Access to safe and legal abortion is a human right [#Leavingnoonebehind](#)
[#Sept28](#)

If govts are committed to [#leavingnoonebehind](#) they must guarantee access to safe and legal abortion! [#Sept28](#)

We will resist & persist until every woman and girl enjoys complete bodily autonomy! [#SheDecides](#) [#Sept28](#) [#IResistWePersist](#)

[#SRHR](#) rollbacks disproportionately affect marginalized groups. We want justice, we want human rights for all! [#Sept28](#) [#IResistWePersist](#)

SOCIAL MEDIA IMAGES



Show your support for September 28 by updating your cover photo and profile picture! (Click on the images to download)

You can find the images in Spanish and French on the www.september28.org website.



PROFILE PICTURE/ POSTER



COVER PICTURE/BANNER

Follow our Facebook posts where we will be sharing resistance illustrations and share them with your friends!

To download posters and social media images, please go to www.september28.org/visual-resources/

FACEBOOK MESSAGES



Post messages using #Sept28 and #IResistWePersist!

You can upload the September 28 logo together with your message!

The September 28 logo is available in French, Spanish and English.

To download the September 28 logo, please go to www.september28.org/visual-resources/

You can also share the September 28 social media images with your friends! You will be able to find them in the materials section of the september28.org website!

Suggested Messages:

This #Sept28, join us/me in fighting rollbacks and restrictions on #SRHR worldwide, by resisting and persisting. Let's continue fighting systemic inequalities, patriarchal norms, gender stereotypes and abortion stigma! Join the resistance at individual and collective levels, and persist in the fight towards ensuring universal access to safe and legal abortion!
#IresistWePersist

Why do we resist and persist? When individuals are able to access safe abortion, along with comprehensive sexuality education and a range of contraceptives, the social good outcomes are numerous – including plummeting maternal mortality and morbidity, and significantly reduced rates of STIs and teenage pregnancy. Other positive ripple effects include an increase in women and girls' ability to continue education; increased gender equity and women's empowerment; and reduced intergenerational transfers of poverty, among many other integral benefits. To learn more visit www.september28.org

THANK YOU FOR RESISTING & PERSISTING!



Thanks for participating!

Please write to us if you have any comments or queries and do share your September 28 plans with us by writing to sept28global@wgnrr.org so that we can include it on the september28.org website and September 28 Report!

Let's make our voices heard and let us show that we are a movement of millions!

Diverse Actions, Different Places, One Demand: Safe and Legal Abortion NOW!