September 28
Global Day of Action for Access to Safe and Legal Abortion

Campaign Toolkit

September 28 Global Day of Action for Access to Safe and Legal Abortion forms part of the campaign activities undertaken by International Campaign for Women's Right to Safe Abortion, that aims to build an international movement to promote universal access to safe, legal abortion as a women’s health and human rights issue. As part of the International Campaign Advisory Group, WGNRR leads the coordination of September 28 annual campaigning activities, conducted by Campaign and WGNRR members, as well as allies around the world. September 28 has been a regional campaign for decriminalisation of abortion in Latin America and Caribbean for nearly twenty years before being taken on by SRHR activists all over the world as a Global Day of Action for Access to Safe and Legal Abortion in 2011.
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INTRODUCTION

Welcome! We are thrilled to have you on board in joining activists around the world speaking out for safe and legal abortion! This toolkit is designed for organizations and activists taking part 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) are best for you!

In solidarity,
The WGNRR Team

CONTACT INFORMATION

If you have questions about the September 28 Campaign, please get in touch with WGNRR’s Campaigns Officer Irina Otmakhova–sept28global@wgnrr.org.

If you have questions about engagement of organisations and activists in your region, please contact WGNRR’s Regional Officers:

Africa: Nondo Ejano – nondo@wgnrr.org
Asia-Pacific: Marevic Parcon – marevic@wgnrr.org
Latin America and the Caribbean: Vanessa Coria - vanessa@wgnrr.org
North America: Lara Cousins – lara@wgnrr.org
Europe: Aiste Dackauskaite – aiste@wgnrr.org

Want to get more updates on September 28? Sign up for our newsletter, follow WGNRR on Twitter or like us on Facebook!

ABOUT SEPTEMBER 28

September 28 is a Global Day of Action wherein activists all over the world speak out in defence of the right to safe and legal abortion free from stigma and discrimination. Originally being a Day of Action for Decriminalization of Abortion in Latin America and the Caribbean, September 28 was taken global by WGNRR after a 2010 consultation meeting with LAC partners. The International Campaign for Women’s Right to Safe Abortion, launched in 2012, agreed to support and promote September 28th Day of action amongst its supporters and to coordinate and report on activities.

The Global Day of Action found immediate resonance with and support from regional SRHR networks, international organisations and community based-groups worldwide. The collective mobilisation efforts translated into hundreds of events marking September 28 Global Day of Action in more than seventy countries in just the past two years.

Currently the September 28 Global Day of Action is being promoted by several partner networks and international organizations at regional and global levels, all of whom are supporters of the International Campaign for Women’s Right to Safe Abortion. As part of the Advisory Group, WGNRR leads the coordination of September 28 annual campaigning activities, working closely with other members of the International Campaign, and WGNRR members and allies around the world.
The 2014 Theme

While in the past few years we used a broad approach in developing the Call for Action for September 28, focusing on access to safe and legal abortion in general, this year it was agreed to specifically focus on addressing abortion stigma as one of the main obstacles towards ensuring the availability and accessibility of comprehensive abortion services.

The stigma surrounding abortion is complex and pervasive, as well as produced, reproduced and reinforced at individual, community, institutional, cultural, and legal levels. Abortion stigma plays a critical role in the social, medical, and legal marginalization of abortion care worldwide,\(^1\) shaming and silencing individuals seeking abortion, individuals who have had an abortion, and healthcare providers in this line of work, thereby serving as a major contributor to unsafe abortions, and subjecting countless persons to grave human rights violations.

As such, in highlighting and unpacking abortion stigma in this year’s September 28 Global Day of Action, it is our hope that activists worldwide will join us in calling for a world free from abortion stigma, holding government leaders accountable to their existing commitments on access to safe and legal abortion, and advocating for the inclusion of safe and legal abortion in the Post-2015 Agenda.

GETTING INVOLVED

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


Mobilizing at the local level

Below you will find a list of possible activities that you can undertake to increase the visibility and impact of September 28. However we encourage you to come up with your own innovative and creative ways to raise awareness about the Global Day of Action!

1. **Grab media attention!**
   1.1. **Media stunt**

   Attract media attention to the issues surrounding abortion in your country by organizing a stunt to illustrate your statement/message. Timing is very important so it would be best to time the action when no major event is happening (e.g. perhaps the morning or early afternoon), so that there will be less competition for media attention. You may want to send out media alerts ahead of time about the planned media stunt. If press representatives are not able to attend, be your own press by taking photos, drafting a press release and circulating it to different media outlets!

   1.2. **Press conferences/briefings**

   Organize a press conference to talk about abortion stigma in your country, or release a statement or a briefing in support of increasing access to safe and legal abortion.

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\(^1\)IPAS, *Abortion Stigma*, retrieved 15 August 2015.
1.3. Press release

If you don’t have time or the resources for press conferences or media stunts, you can simply send out a press release addressing abortion issues, and the importance of ensuring access to safe and legal abortion and fighting abortion stigma.

2. Take it out to the public!

Speak out and raise awareness about the need for safe and legal abortion by organising an activity with/for your community.

You can issue statements, organize forums, meetings, or roundtable discussions, conduct workshops or trainings, hold cultural events such as film screening or art competition, put on street plays, demonstrations, performances, flash mobs, protest rallies, produce and disseminate your own quick message media such as button, badges, stickers, posters, graffiti, T-shirts, bandanas, etc. Get creative! 😊

3. Blog about September 28 topics

Share your thoughts on abortion stigma, as well as why and how it must be addressed. In addition you can blog on topics such as:

- The interlinkages between ensuring access to abortion and achieving women’s empowerment.
- The consequences of States’ failures to ensure access to safe and legal abortion.
- The importance of including access to safe and legal abortion in the Post-2015 Agenda.

Please share your blog with us! Send a link to your blog to sept28global@wgnrr.org and we will share it on our Facebook and Twitter pages as well as on the September 28 website.

4. Advocate!

Take action to promote and advance access to safe and legal abortion in your country!

Create a petition or send an appeal/letter to your government demanding the removal of barriers to safe and legal abortion, and/or the repeal of laws that criminalize and prohibit abortion.

Research and record cases of human rights violations stemming from the inaccessibility of safe and legal abortion in your country, and use them in lobbying your government for change.

Sign and share widely the September 28 Manifesto. Disseminate the Manifesto through social media, post it on your website and circulate it to your networks. You can also use the Manifesto as basis for your own local activities, actions, and demands!

REMEMBER TO SHARE YOUR INITIATIVES WITH WGNRR!!!

TAKE PICTURES AND SHARE THEM ON SOCIAL MEDIA USING

#Sept28, #abortionstigma

Also, send the information of 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!
Engaging through Social Media

1. Virtual mural

Last year activists and advocates shared selfies explaining why abortion should be safe and legal in their countries. Out of their submissions we created a beautiful Virtual Mural (image on the right).

This year we’re continuing the initiative through the Virtual Mural 2.0\(^2\) and encourage you to speak out for a world free of abortion stigma!

How can you contribute to the Virtual Mural?

- Make a 30-45 second video sharing your vision of a world without abortion stigma and/or your reasons for speaking out against abortion stigma! Contact us at info@endabortionstigma.org to get the instructions on how to submit your video. We will add the September 28 campaign logo to your video together with your credits. The videos will be made available on September 28 website and circulated as part of the September 28 campaign.

- Take a selfie with a placard or a piece of paper with the sentence “I’m speaking out against #abortion stigma because….”, stating why you’re standing up for a world free of abortion stigma. Please add your name and country. You can also translate the sentence into your own language. Then email the selfies to sept28global@wgnrr.org. All photo contributions will be a part of a collage, or a virtual mural. Selfies will also be posted on September 28 website and WGNRR Facebook page.

- If you don’t want to take a selfie but still wish to let your views on abortion stigma be known, complete the sentence “I’m speaking out against #AbortionStigma because…” and submit it via September 28 website (http://www.september28.org/world-free-of-abortionstigma/) (Option 3).

Sample sentences for the Virtual Mural

These sentences are only samples to get you inspired. We encourage you to come up with your own creative submissions to the Virtual Mural!

“I am speaking out against #AbortionStigma because safe abortion saves lives!”

“I am speaking out against #AbortionStigma because access to safe & legal abortion is my human right!”

“I am speaking out against #AbortionStigma because it prevents access to safe & legal abortion.”

\(^2\) The September 28 Virtual Mural 2014 is undertaken in partnership with Inroads http://endabortionstigma.org/
2. **Twitter**

Tweet and retweet September 28 messages daily!

1.1. **Use September 28 hashtags**

    **#Sept28**: use this hashtag every time you tweet about September 28 activities, actions and/or share messages on safe and legal abortion and abortion stigma.

    **#abortionstigma**: use this hashtag together with **#Sept28** when tweeting about abortion stigma and its detrimental effect on abortion access.

1.2. **Use sample tweets**

Use these tweets during the whole month starting NOW!

**On Abortion Stigma**

    **#AbortionStigma** plays a central role in creating & upholding social, medical, & legal barriers to safe & legal abortion **#Sept28**

    **#AbortionStigma** shames & silences providers and individuals seeking abortions, increasing #s of unsafe abortions **#Sept28**

    **#AbortionStigma** is pervasive and endangers women's health & lives. **#Sept28**


Women have the right to make free & informed choices in their sexual & reproductive lives. Speak out against **AbortionStigma**! [http://www.september28.org/world-free-of-abortionstigma/](http://www.september28.org/world-free-of-abortionstigma/)

Legal restrictions reinforce and perpetuate **#AbortionStigma** **#Sept28**

**Stigma** is one of the main barriers to ensuring access to safe & legal abortion. Speak out against **AbortionStigma** NOW! **#Sept28**

Because of **#AbortionStigma** women resort to unsafe abortion even in countries where abortion is legal **#Sept28**


**#AbortionStigma** is directly related to the increasing attacks on women’s right to make their own choices. **#Sept28**

Access to safe & legal abortion is a **humanright**. This Sept#28 speak out against **abortionstigma**! [http://www.september28.org/world-free-of-abortionstigma/](http://www.september28.org/world-free-of-abortionstigma/)

**#AbortionStigma** is detrimental to women’s mental health, not abortion. **#Sept28**

Because of **#AbortionStigma**, women seeking abortions, allied human rights defenders & abortion providers are vilified & attacked **#Sept28**
On Abortion in General

Govts must end the discrimination against women and girls & ensure access to safe & legal abortion as their #HumanRight #Sept28

Approx. 47,000 women die each year due to unsafe abortion #Sept28

Five million women are hospitalised each year for treatment of unsafe abortion-related complications #Sept28

Govts that deny access to safe & legal abortion endorse & tolerate institutional violence against women #Sept28 http://www.september28.org/manifesto/

The criminalisation of abortion forces women to carry unwanted pregnancies which equals to torture, inhumane and cruel treatment #Sept28

Women & girls who have had an abortion are often stigmatized, criminalized and many have lost their freedom #Sept28 http://www.feministas.org/las-17-el-salvador-libertad-para.html

Young, poor & unmarried women are disproportionately affected by the criminalization of abortion #Sept28

Unsafe abortion is a social justice issue intertwined with economic, ethnic, racial, immigration status, & class factors #Sept28

In the #Post2015 Agenda govs must ensure access to abortion that is safe, legal, affordable, of high-quality, and youth-friendly! #Sept28

1.3. Address tweets to key policy and decision makers and media

Demand commitment to ensuring access to safe and legal abortion from global, regional and national policy and decision makers! You can find a list of Twitter handles of policy and decision makers, in the ANNEX 1.

Make your actions and demands known to the media! Spread the word about September 28! Address tweets to national, regional and international media outlets. List of media Twitter handles can be found in ANNEX 2.

3. Facebook

3.1. Update your cover photo

Show your support for September 28 by updating your cover photo. You can choose from two designs. The images are available in English, Spanish, and French.

The Abortion Stigma cover image
3.2. Post September 28 messages

Post messages using #Sept28 and #AbortionStigma! You can upload the September 28 logo together with your message! September 28 logo is available in French, Spanish and English.

Sample messages

On September 28, the Global Day of Action for Access to Safe and Legal Abortion, sexual and reproductive rights activists call on governments around the world to end the discrimination against women and girls, demanding access to safe and legal abortion services as their human right. #Sept28 http://www.september28.org/manifesto/

Our bodies, our future! Governments must provide the right to safe and legal abortion. This right must be recognised now AND enshrined within the new development agenda! #Post2015 #Sept28 http://www.september28.org/manifesto/

When a country bans or criminalizes abortion, it doesn’t stop the practice – rather it increases the number of unsafe abortions. #AbortionStigma, moreover, contributes to abortion’s social, medical and legal marginalization. Speak out against #AbortionStigma! #Sept28 http://www.september28.org/world-free-of-abortionstigma/

#Abortionstigma often forces women to turn to untrained, unsafe providers, increasing the likelihood of complications and injuries, even death. Speak out against #AbortionStigma! #Sept28 http://www.september28.org/world-free-of-abortionstigma/

Young, poor, unmarried & other women living in vulnerable situations are disproportionately affected by the criminalization of abortion. When they terminate a pregnancy they do it in much higher risk situations than women who are able to access and afford private healthcare services, making unsafe abortion an issue of social injustice deeply intertwined with economic, ethnic, racial,
4. **Join the September 28 Thunderclap!**

Join and invite your friends to support the September 28 Thunderclap - let’s land #Sept28 in the top trending topics in social media!

Thunderclap is a social media tool that allows us to heighten and synchronize #Sept28 social media messaging. In order for Thunderclap to work, our #Sept28 thunderclap message (please see below) needs to be supported by at least 100 people. If we reach the target number of supporters or exceed it, Thunderclap will release #Sept28 messages from all of those supporters at the same time, on the designated date & time – September 28, 2014 through social media channels (Facebook, Twitter, Tumblr).

**Sept28 Thunderclap message:**

*Govts must speak out against #abortionstigma and include safe & legal abortion in the #Post2015 Agenda! Sign on NOW: [http://www.september28.org/manifesto/](http://www.september28.org/manifesto/)*

To support the Thunderclap message, go to September 28 Thunderclap page [http://thndr.it/VHQXFR](http://thndr.it/VHQXFR) and select support either via Facebook, Twitter or Tumblr. You can support the Thunderclap message through each of your social media accounts. So if you have Facebook, Twitter and Tumblr accounts, you can support the September 28 Thunderclap message 3 times! And please don’t forget to mobilize your friends and allies to support the September 28 Thunderclap!

**Disseminating September 28 Campaign materials**

**Share September 28 Campaign video and print materials**

WGNRR created a six-minute video on the September 28 Global Day of Action. Download and widely share this video on social media and with your networks. You can even show the clips as an icebreaker or as part of the program in your events. The videos are translated into English, French and Spanish.

YOUTUBE (faster download)  
- English  
- Spanish  
- French  

VIMEO (higher quality)  
- English  
- Spanish  
- French
Campaign materials and resources in English, Spanish, French

To download campaign posters, logos, stickers, please go to www.september28.org/visual-resources/
ANNEX 1

Twitter handles of Policy and Decision makers

UN
UN Secretary General Ban Ki-moon: @secgen
UN General Assembly President John W. Ashe: @UN_PGA
UN Development Program: @UNDP
  UNDP Administrator Helen Clark: @HelenClarkUNDP
UNFPA: @UNFPA
  UNFPA Executive Director Babatunde Osotimehin: @BabatundeUNFPA
  UNFPA Deputy Executive Director Anne-Birgitte Albrectsen: @ABAlbrectsen
UN Women: @UNWOMEN; @ONUMujeres
  UN Women Executive Director Phumzile Mlambo-Ngcuka: @phumzileunwomen
UN Women Africa: @UNwomenAfrica
United Nations Office for the Coordination of Humanitarian Affairs: @UNOCHA

Permanent missions to the UN

Latin America & the Caribbean

Argentina: @ArgentinaUN  Colombia: @ColombiaONU
Belize: @BelizeMissionUN  Ecuador: @MisionEcuONUNY
Brazil: @MREbrasil  Guatemala: @GuatemalaONU
Chile: @ChileONU  Mexico: @MexONU

Africa

African Union: @AUobsUN  Rwanda: @RwandaUN
Cote d’Ivoire: @CotedIvoire_UN  Uganda: @UgandaMissionNY
Eritrea: @Eritrea_UN  Zambia: @ZambiaUN
Ethiopia: @Ethiopia_UN

Europe

European Union: @EUatUN  Luxembourg: @LuxembourgUN
Cyprus: @CyprusUN  Netherlands: @nlatun
Denmark: @DenmarkUN  Norway: @NorwayUN
Finland: @FinlandUN  Spain: @spainUN
Germany: @GermanyUN  Sweden: @SwedenUN
Ireland: @IrishMissionUN  Switzerland: @swiss_UN
Italy: @ItMissionUNNY  UK: @UKUN_NewYork
Liechtenstein: @LiechtensteinUN

Eastern Europe/ Central Asia
Albania: @AlbaniaUN
Azerbaijan: @AZmissionUNHQ
Belarus: @Belarus_OSCE

Georgia: @GeorgiaUN
Lithuania: @LithuaniaUNNY
Slovenia: @SLOtoUN

Middle East & North Africa

Israel: @IsraeilinUN
Bahrain: @BahrainMsny
Lebanon: @LebanonUN

Palestine: @Palestine_UN
UAE: @UAEMissionToUN

Asia & the Pacific

Afghanistan: @AfghanMissionUN
Australia: @AustraliaUN
Nepal: @DurgaPrabhat

Pakistan: @PakistanUN
New Zealand: @NZUN

North America:

Canada: @CanadaUN
USA: @USU

Regional Unions

African Union: @_AfricanUnion

European Union (EU)
  European Commission (EC): @EU_Commission
  European Parliament: @Europarl_EN
  Council of Europe: @coe

Union of South American Nations: @soyunasur
ANNEX 2

Media Twitter handles

Global

Inter Press Service: @ipsnews, @ipsnoticias  
Al Jazeera: @AJazeera, @AJEnglish  
BBC World: @BBCWorld, @BBCMundo  
Women’s E-News: @Womens_eNews

Latin America & the Caribbean

Página 12 (Argentina): @pagina_12  
Agencia NotieSe (Mexico): @Agencia_NotieSe  
La Razón - Bolivia: @LaRazon_Bolivia  
La Jornada (Mexico): @LaJornadaOnline  
Acento.com.do (Dominican Republic):  
Diario La Nación (Paraguay): @lanaciopy  
@AcentoDiario  
Jamaica Observer (Jamaica): @JamaicaObserver  
CIMAC Noticias (Mexico): @CIMACnoticias

Asia & the Pacific

dna (India): @dna  
Tehelka (India): @Tehelka  
Rappler (Philippines): @rapplerdotcom

Africa

BBC Africa: @BBCAfrica  
Think Africa Press: @ThinkAfricaFeed  
Inter Press Service Africa: @ipsafrica  
All Africa: @AllAfrica

Europe

European Voice: @EuropeanVoiceEV  
Le Monde (France): @lemondefr  
The Guardian (UK): @LizFordGuardian

Middle East and North Africa

Egypt Independent (Egypt): @EgyIndependent  
Al Arabiya News: @AlArabiya_Eng

US and Canada

Al Jazeera America: @ajam  
The Huffington Post: @HuffingtonPost  
The Nation: @TheNation  
The Daily Beast: @thedailybeast  
Jezebel: @Jezebel  
RH Reality Check: @rhrealitycheck