Welcome!

Welcome! We are thrilled that you are joining our network of activists taking action for access to safe and legal abortion all over the world. This toolkit is designed to support advocates and organisations participating in 28 September campaigning, providing information and resources for various different types of engagement. Join our movement and get involved!

In solidarity,
The International Campaign for Women's Right to Safe Abortion team

WHAT YOU WILL FIND IN THIS CAMPAIGN TOOLKIT:
- What is 28 September?
- The 2021 Theme
- Getting Involved
- Social Media Sample Messages

CONTACT INFORMATION

If you have any questions about the 28 September Campaign, please visit the campaign website at www.safeabortionwomensright.org or email christina@safeabortionwomensright.org
28th SEPT

28 September, International Safe Abortion Day, is the annual day of action in support of the right to safe abortion. It has been celebrated since 1990 in Latin America, and since 2011 around the world. Recent years have seen hundreds of activities in dozens of countries across all global regions. National and world leaders have begun to make statements in support of the day, and a growing number of media outlets report national and international events and write articles on the theme.

In 2018, Women’s Global Network for Reproductive Rights, International Campaign for Women’s Right to Safe Abortion, Campanía 28 de Septiembre LAC (Campanía 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.
2021 THEME

The past 16+ months have seen both successes and setbacks in the right to safe abortion in the midst of the Covid-19 pandemic. There has been progressive abortion law reform in Argentina, South Korea, Thailand, Ecuador, and South Australia, and use of telemedicine to provide abortion pills in Ireland, Britain, France, USA, Nepal and elsewhere. But the situation has gone from bad to worse in many places.

A pandemic puts the need for access to safe abortion into sharp relief, increases the risks of unsafe abortions, and reinforces the need for safe abortion to be available as essential health care. With the poorest and most marginalised women and girls worst affected, the pandemic has restricted access not only to safe abortion but also all other sexual and reproductive healthcare services, including pregnancy and delivery care. Maternal deaths have risen substantially in some places, alongside violence against women. Right-wing governments are showing increasing hostility to women’s rights. Progressive sexuality education and anything related to gender are condemned without rhyme or reason. National and local lockdowns, quarantine, travel bans and closed borders, while necessary for making people safe from Covid-19, have made access to health care of all kinds even more challenging than usual since March 2020. Abortion is time-dependent. Delayed access to safe abortion creates a risk to life and health, as does turning to unsafe abortion in a panic when nothing else is available.

Telemedicine has been endorsed as a means of providing for many critical health care needs by phone or computer, especially during a pandemic. It is being adopted for a rapidly expanding list of clinical consultations, with delivery of medications through the post or by local pharmacies. Telemedicine for arranging self-managed abortion is a safe solution for many women, both now and after the pandemic. As hospitals and other healthcare facilities are overwhelmed with caring for large numbers of Covid-19 patients, pharmacies have become an even more vital access point for medicines, healthcare services and advice. Some of these changes have emerged as positive developments during the pandemic. They will remain valuable going forward as a way to reduce unsafe abortion.

We urge everyone to develop vigorous advocacy campaigns to demonstrate to governments and health professionals the safety, efficacy and acceptability of de-medicalised approaches to abortion, including MVA and medical abortion pills provided at primary level and by telemedicine. Let’s #MakeUnsafeAbortionHistory!!

For this year’s International Safe Abortion Day, we are calling upon all countries to:

- remove laws and policies restricting access to safe abortion;
- facilitate access to safe abortion and post-abortion care for everyone who needs them;
- ensure that post-abortion care is universally available on an emergency basis, provided at community level by midwives trained in MVA and/or with pills;
- move most abortions out of secondary and tertiary hospitals into community-based, primary care, day clinics, run by trained nurses, midwives and other mid-level providers;
- allow the use of telemedicine and self-managed abortion up to 12 weeks of pregnancy, in line with WHO guidance;
- allow outpatient medical abortion in the second trimester, with social distancing in the clinic and without requiring operating theatre conditions;
- approve medical abortion pills (mifepristone and misoprostol) on national Essential Medicines Lists;
- decriminalise abortion to the extent possible – expanding legal grounds, increasing the upper time limit, removing barriers and third party approval.
GET 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.

REMEMBER TO SHARE YOUR ACTIONS WITH US! TAKE PICTURES AND SHARE THEM ON SOCIAL MEDIA USING #MakeUnsafeAbortionHistory

MOBILIZE AT ALL 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.

SUGGESTED ACTIVITIES

- Put your voice out there with stories of positive developments in safe abortion policy you would like to see maintained beyond the covid-19 pandemic.
- Encourage government approval of mifepristone and misoprostol as essential medicines (which are on the World Health Organization’s Essential Medicines list)
- If you are able to, host an awareness raising activity: organise a forum, meeting, workshop/training, or 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.
- Do research on women’s experiences of safe or unsafe abortion and post-abortion care, and/or the type, cost, quality and safety of abortion services in your country
- Do research on obstacles to safe abortion
- Organise a tweetathon or other social media campaign
- Create informational materials for women describing safe abortion methods and giving information on where to find a safe abortion, and what to do if abortion is legally restricted in your country.
- Use every possible platform to spread the word: Twitter, Facebook, Instagram, TikTok, blogs, print and digital media platforms, statements & press releases, podcasts/videos/webinars, posters, and banners.
- Visit this page to download the campaign logo, messaging, and other resources and materials. Contact us if you would like the original materials for your own translation.
- Create and circulate a petition
ENGAGE VIA SOCIAL MEDIA

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 universally accessible 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!

This year’s social media activities will be focused on our central theme ‘safe abortion is essential healthcare’ and official hashtag #MakeUnsafeAbortionHistory, with ‘looking to the ideal future’ as a key social media theme. All our official #28Sept social media activities will take place across September, with recaps of activities taking place towards the end of September and first week of October.

August’s and early September’s social media activity will be focused on reminder posts, calls to action, calls for information on other members’ activities, promoting member activities, and facilitating what other activities we will be involved in.

We will be sharing additional information on social media activities you can join in due course. Until then, why not get involved with the actions below?

DIGITAL ADVOCACY

‘@ YOUR GOVERNMENT!’ Join us on Twitter for a month of action, starting 1 September 2021, to bring access to safe abortion to your national government’s attention leading up to 28 September. Full details on how to take part are available here.

PHOTO ACTION

Help us create a buzz around this year’s hashtag #MakeUnsafeAbortionHistory - while celebrating your tireless campaigning through a selfie! Either write the hashtag on a large piece of paper, or download and print a pre-made version here. Take a photo of yourself holding up the poster, and either forward to christina@safeabortionwomensright.org or upload to your social media feeds with the tag #MakeUnsafeAbortionHistory. We will be publishing submissions on our feeds throughout September to spotlight the individuals that make up our amazing network.

Remember: banners and social media template posts will be available here for download from early September.

HASHTAGS

#MakeUnsafeAbortionHistory
#28Sept
#AbortionisHealthcare
#InternationalSafeAbortionDay
FOLLOW THE 28 SEPTEMBER WORKING GROUP

Asian-Pacific Resource & 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/

ASTRA - Central and Eastern European Network for Sexual and Reproductive Health and Rights
Twitter: @ASTRANetwork
Facebook: /astranetwork
Website: http://astra.org.pl/

CLACAI (Latin American Consortium against Unsafe Abortion)
Twitter: @InfoClacai
Facebook: /clacai
Website: clacai.org

The Eastern Europe and Central Asia Abortion Network
Instagram: @cidsr.md/
Website: https://www.avort.md/en/

INTERNATIONAL CAMPAIGN FOR WOMEN’S RIGHT TO SAFE ABORTION

International Campaign for Women's Right to Safe Abortion
Twitter: @Safe_Abortion
Facebook: /safeabortionwomensright
Instagram: @safeabortion
Website: www.safeabortion-womensright.org/

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

Right and Access for Women to Safe Abortion in the Middle East & North Africa Region Network (RAWSA MENA Network)
Twitter: @Rawsanetwork
Facebook: /rawsanetwork

Women's Global Network for Reproductive Rights (WGNRR)
Twitter: @WGNRR & @wgnrr_africa
Facebook: /WGNRR
Instagram: @_WGNRR & @wgnrr_africa
Website: www.wgnrr.org
Thank you for joining our activism this 28 September!