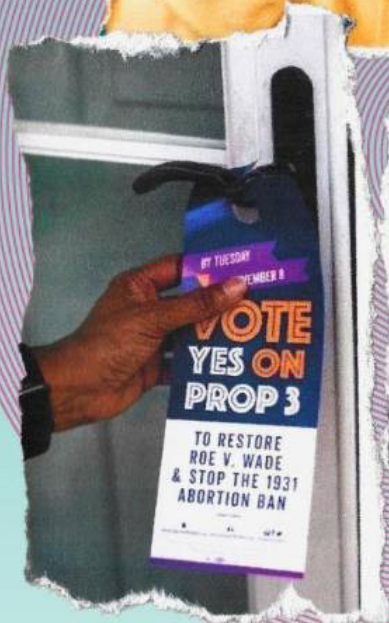
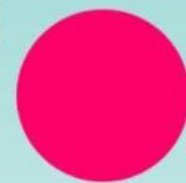


ABORTION FRAMING TOOLKIT



Source: Amnesty International



Women on Web

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GLOSSARY

ABORTION WITH PILLS

Also known as a medical abortion where pills are used to induce an abortion.

ABORTION STIGMA

See [“Chapter 7”](#)

ACCOMPANIMENT

Rooted in feminist movements where pregnant people are provided with support throughout the medical abortion process.

CONTEXT

Refers to the circumstances under which you are working that may be shaped by factors such as, country, culture, language, region, rural, urban, etc.

CISGENDER

A term used to refer to a person whose gender identity and/or gender expression aligns with the sex/gender they were assigned at birth.

FACILITY-BASED SERVICES

Services that are provided on-site and often require interactions with service providers.

FRAMING

See [“The Basics”](#)

GENDER BASED VIOLENCE

See [“Gender”](#)

INTERSECTIONALITY

Acknowledges that individuals’ multiple identities such as age, race, class, gender, nationality, language, religion, marital status, disability, culture, and employment influence the way one experiences themselves and the world and how they are viewed by the society.

MEDICAL ABORTION/ MEDICATION ABORTION

See [“Abortion with pills”](#)



NARRATIVE

See [“The Basics”](#)

NON-BINARY

Umbrella term for gender identities that are not solely male or female (identities outside the gender binary).

PATRIARCHY

A system that perpetuates inequalities between men and women and harm a diversity of people who do not conform to the traditional gender norms.

PRO-ABORTION

Any efforts that support abortion rights or access. Often used to move away from the pro-choice/ pro-life labels.

PRO-CHOICE

See [“Choice”](#)

SELF-MANAGED ABORTION

See [“Demedicalization”](#)

SURGICAL ABORTION

Process of removing the pregnancy via instrument such as vacuum aspiration by trained healthcare providers.

TELEMEDICINE

Using electronic information and communications technologies to provide and support health care from distance.

TRANS

Umbrella term referring to people whose gender identity and/ or gender expression differ from the sex/gender they were assigned at birth.

UNINTENDED CONSEQUENCES

See [“The Basics”](#)

INTRODUCTION





INTRODUCTION

WHAT IS THIS TOOLKIT FOR?

Working in the field of abortion care and advocacy will likely involve communicating about abortions, may it be with women and pregnant people, service users, policy makers, donors, media, or the general public. While there are numerous good arguments and interesting perspectives on abortion, our work calls for strategic communication.

THIS TOOLKIT AIMS TO SUPPORT YOU TO INTENTIONALLY CHOOSE AND CRAFT COMMUNICATION MATERIAL THAT IS ALIGNED TO YOUR CONTEXT, PURPOSE, AND AUDIENCE.

HOW DID THIS TOOLKIT COME ABOUT?

This toolkit is a product of the 'Positive Narrative Workshops' series under the Global Care Project (Global Consortium of Abortion and Reproductive Self-care). The design and structure of this toolkit were largely inspired by [ILGA-Europe's](#) (The International Lesbian, Gay, Bisexual, Trans and Intersex Association) Framing Equality Toolkit, accessible [here](#).

The aims of the toolkit are to inspire people and organizations working in the field of abortion, spark ideas relevant to their own work and context, and provide a practical guide for discussion and reflection in abortion communications.

HOW TO USE

This toolkit can be explored beginning to end as a step-by-step guide to help you frame your abortion communications. Each chapter covers specific aspects of framing abortion strategically so that the messages and narratives that you use are strong and represent the values of you and your audience. Reflection exercises are included within the chapters and can all be found in the Annexes section.

If you have limited time, we recommend that you jump right to “Chapter 4: 12 common perspectives on abortion” to get an overview on perspectives that are used globally in abortion communication, including examples and things to keep in mind when using them.

LIMITATIONS

When working on abortion communication it's useful to work on it as a team so that it reflects the voice of your organization and the people you intend to reach. Engaging with individuals who represent diverse perspectives and experiences can help in profiling your target audiences better. This work also requires engagement and support from colleagues, which is not always given. Ideally, allocate time together to follow the activities of this toolkit whenever useful for your work. However, buy-in from the management and the leadership team may make these processes more achievable.

Capturing many different global and local perspectives on abortion is an ongoing challenge. While the toolkit is reviewed by people worldwide, it is primarily based on literature in English and will have its limitations. **We encourage you to adapt, choose what is useful, reject what is not, add what is missing, and adjust it to your specific needs.**

ACCESSIBILITY CONSIDERATIONS

To ensure broader accessibility, we have made the toolkit available in French, Spanish and Thai. We invite you to visit our [website](#) and explore the toolkit in your preferred language.





Source: [unsplash](#)

THE BASICS

ABOUT NARRATIVES

Narratives are a collection of stories which together convey a common worldview or meaning. They shape our belief systems and become so ingrained in our lives that we might not even notice them consciously (“Narrative Change,” n.d.). In the context of abortion, some common narratives often perpetuate harmful norms that shame, blame, and isolate people, hindering them from receiving, providing, and supporting abortion. Transforming these harmful norms and offering positive narratives is an important goal when working on abortion communications. But how can we achieve this? Through strategic framing!

WHAT IS FRAMING?

Framing occurs every time we communicate. What we say and how we say it, what we emphasize, what we leave out, and how we explain a story all contribute to the act of framing, whether it be subconscious or intentional. Think of professional photographers, who choose what to focus on in their photos with a specific audience in mind. Framing in communications is no different. It plays a major role in driving social change as the way the media, advocates, and political leaders frame issues influences public perception of their world.





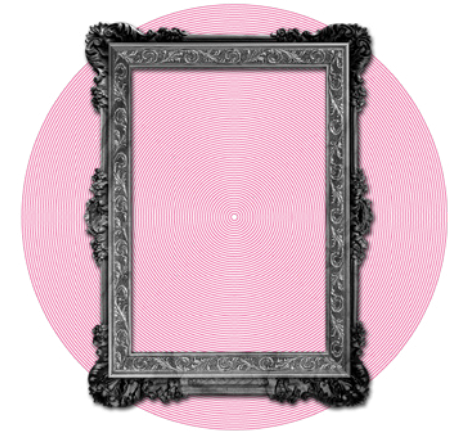
WHY SHOULD WE FRAME STRATEGICALLY?

Whether conscious of it or not, our communication is always framed. Every communication piece, social media post, press release, and educational material presents a story about our work, who is affected by it and what the society should do about it. The way we frame our messages has a significant impact on the discourses around accessing abortion care and the options that people perceive as available to them. Strategic framing allows us to intentionally shape narratives that effectively promote our goals and create a supportive environment for abortion care and advocacy. By framing strategically, we can challenge harmful norms, tackle stigma, and empower individuals to make informed decisions about their bodies.



WHAT DO I NEED TO CRAFT A FRAME?

There are a couple of elements you need to consider to craft a frame: the purpose of your specific communication piece, the broader vision of your work, the target audience you are addressing, the values that you build on, and the different perspectives and arguments around abortion that may be useful in your context. While there is no one-size-fits-all recipe for crafting frames, this toolkit guides you through these essential steps to get you prepared and inspired throughout the process.



ANTICIPATE & AVOID UNINTENDED CONSEQUENCES

Unintended consequences are positive and negative outcomes that were not intended or foreseen. When framing, we aim to anticipate any negative unintended consequences and make intentional choices around them. That is not always easy, as any frame or perspective comes with strengths, as well as weaknesses. In “Chapter 4: 12 common perspectives on abortion” you will find a “Keep in mind”-section for each perspective to help you make those decisions.

To learn more, check out IPPF’s [Movement Accelerator Digital Platform](#) which has an e-learning course on ‘Winning Narratives.’



UNDERSTANDING FRAMES

Before you begin crafting your own narrative frame, it is essential to analyse communication materials and ask specific questions that can provide insights into how they are constructed to shape public perceptions and influence attitudes towards specific issues.

To gain a deeper understanding of framing, consider the following guiding questions:

- 1 What is the focus of the communication material? What is included and what is excluded?
- 2 What problems (and solutions) are suggested by the communication material?
- 3 What feelings do the communication material provoke in the audience?
- 4 What values do the communication material promote?
- 5 What is the tone of the communication material? Is it aspirational, warm, friendly, inclusive, determined, driven, bold, authoritative, or judgmental?
- 6 What outcomes might this communication material lead to in terms of public perception or action?

Next, to illustrate the practical application framing, we will examine some examples. By dissecting these examples, we can understand how framing can impact audience perceptions.

We encourage you to apply the same format outlined above to assess your own or any communication materials of your choice. Remember to explore not only what is being said or illustrated but also the potential outcomes the message may lead to.





1. FOCUS OF THE COMMUNICATION MATERIAL

Anti-abortion protest

2. PROBLEMS AND SOLUTIONS

Emphasizes the approach to recognize the fetus as a legal person and restrict access to abortion care

3. FEELINGS PROVOKED

Alarmed, afraid, anxious, despair, distress, fear, guilt, unsettled

4. VALUES PROMOTED

Love, order, power

5. TONE OF THE MESSAGE

Determined, driven, and authoritative

6. OUTCOMES

Reinforces anti-abortion beliefs and may negatively influence audiences understanding and perception about safe abortion care.

PICTURE 1:

The image depicts an anti-abortion protest in a public space. People are seen holding placards expressing their opposition to abortion.

Is a Fetus a Person? An Anti-Abortion Strategy Says Yes.

Fetal personhood, which confers legal rights from conception, is an effort to push beyond abortion bans and classify the procedure as murder. In Georgia, it also means a \$3,000 tax credit.

Source: *New York Times*.



Anti-abortion protesters outside Glasgow hospital 'not there to hit people over head with bible'

Scottish Greens MSP Gillian Mackay, who is campaigning for buffer zones around health facilities to protect women seeking abortion services from intimidation, brands the demonstrations a "40-day gauntlet of harassment".

Source: *Sky News*.

1. FOCUS OF THE COMMUNICATION MATERIAL

Anti-abortion protest

2. PROBLEMS AND SOLUTIONS

Raises awareness of the opposition to abortion and calls for active opposition

3. FEELINGS PROVOKED

Caring, confusion, dejection, guilt, doubt, love, self-loathing, shame

4. VALUES PROMOTED

Compassion, faith, forgiveness, love, kindness

5. TONE OF THE MESSAGE

Determined, warm, and judgmental

6. OUTCOMES

Reinforces anti-abortion beliefs and may negatively influence audiences understanding and perception about safe abortion care.

PICTURE 2:

The image shows a group of anti-abortion protesters holding signs of their opposition to abortion. The messages show that the protesters care and love and want people to rethink their abortion decisions.

1. FOCUS OF THE COMMUNICATION MATERIAL

Information on how to obtain abortion pills

2. PROBLEMS AND SOLUTIONS

Highlights restricted access to safe abortion and offer pills by mail as an alternative option

3. FEELINGS PROVOKED

Calm, empathy, focused, hope, optimistic, persevering

4. VALUES PROMOTED

Belonging, confidence, hope, optimism

5. TONE OF THE MESSAGE

Friendly and warm

6. OUTCOMES

Raises awareness, encourages positive discussions on safe abortion care.

PICTURE 3:

A mobile billboard displaying information on how abortion pills can be accessed in restricted US states.



Billboards advise on how to get abortion pills in US states where procedure is banned

Mobile billboards on how to get access to pills by mail are being driven through college campuses in 14 states

Source *The Guardian*.

We will continue to gather in community and fight for our fundamental right to abortion, and to self-manage our abortions whenever, and however we want.

Roe may have fallen, but we are still here

@AbortionOnOurOwnTerms

Source: [Instagram](#).



1. FOCUS OF THE COMMUNICATION MATERIAL

Continued fight for rights to abortion and self-management of abortion pills

2. PROBLEMS AND SOLUTIONS

Positively responds to the loss of abortion rights and showcased the continued fight for abortion rights

3. FEELINGS PROVOKED

Acceptance, calm, courage, driven, hope, persevering, self-love, strong

4. VALUES PROMOTED

Dignity, resourcefulness, respect, vision, well being

5. TONE OF THE MESSAGE

Aspirational, determined, inclusive and warm

6. OUTCOMES

Inspires advocacy and encourages positive discussions on safe abortion care especially the self-management of abortion pills.

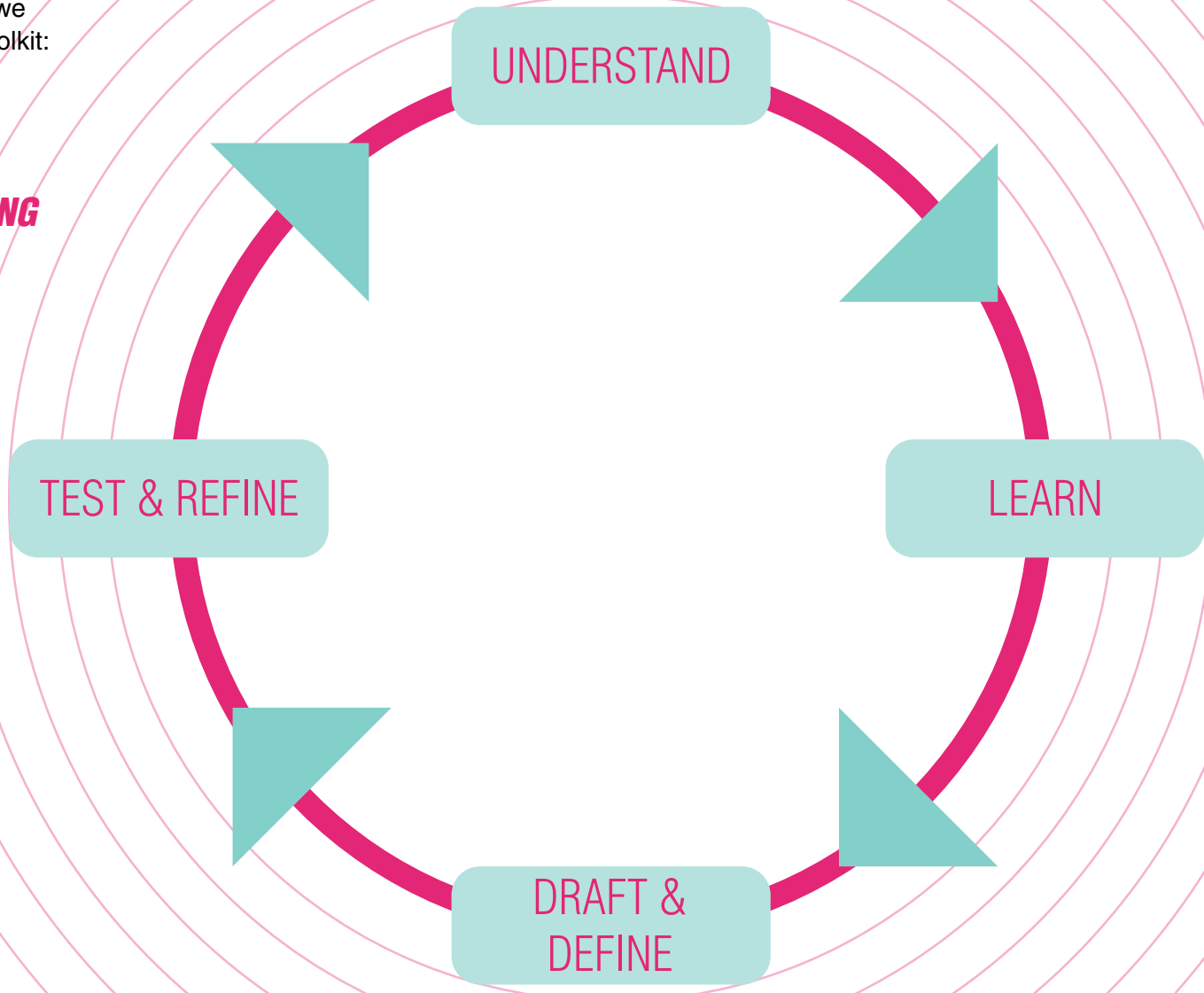
PICTURE 4:

The image depicts an activist group's stance expressing their continued support for abortion rights.

ROADMAP

Now that you have gone through some of the basics, we will guide you through the four main sections in this toolkit: the Understand, Learn, Draft and define and Test and refine phases.

REMEMBER THAT THIS PROCESS IS NOT LINEAR, YOU MAY FIND YOURSELF MOVING BETWEEN EACH OF THESE PHASES.



UNDERSTAND

To communicate strategically, you need to understand what your purpose is, know your audiences and recognise their values. This phase builds the foundation of your communication material.

CHAPTER 1: KNOW YOUR PURPOSE

CHAPTER 2: KNOW YOUR AUDIENCE

CHAPTER 3: KNOW YOUR VALUES

LEARN

Now, you will explore some of the common perspectives on abortion and identify potential pitfalls when crafting your communication material.

CHAPTER 4: 12 COMMON PERSPECTIVES ON ABORTION

CHAPTER 5: ABORTION FRAMING PITFALLS

DRAFT & DEFINE

Using the insights from the Understand and Learn phases, you will define the perspectives you want to highlight and draft your communication material.

CHAPTER 6: PREPARE YOUR FRAME

TEST & REFINE

Before you publish your communication material, critically review them for abortion stigma. Then, test your material with different people and refine it based on the feedback.

CHAPTER 7: REVIEW FOR ABORTION STIGMA

CHAPTER 8: TEST, REFINE AND PUBLISH

NOW, YOU WILL HOPEFULLY HAVE A PIECE OF ABORTION COMMUNICATION THAT IS STRATEGIC, EFFECTIVE, AND READY TO PUBLISH!



CHAPTER 1: KNOW YOUR PURPOSE



CHAPTER 1: KNOW YOUR PURPOSE

Many of us work on different tasks, projects, and broader goals all at the same time. When working on specific communication material, take a moment to clarify your purpose to frame strategically. This will help you to stay on track when crafting your frame, because it is not only about what you say, but also as much about what you leave out in favor of a simple and clear message that is easy to remember for your audience.



To better understand your purpose and align it with your organization's vision and mission, consider the following exercise:

EXERCISE 1: KNOW YOUR PURPOSE

(blank/printable version in ["ANNEX 1"](#))

Fill in the broader vision, mission or goals of your organization. You might already have documents that define these.

- empower all people to enjoy their sexual and reproductive health choices and rights free from stigma and discrimination.

Fill in the purpose of the piece of communication you are working on. Ask yourself questions such as: what do you want your audience to understand, believe, or do as a result of your message? What key message or idea do you want to convey? It should be in line with the overall organizational mission and vision, but can be more specific.

-Spread practical knowledge about the safety of using abortion pills
- Guide abortion seekers to abortion services

See ["ANNEX 1: Know your purpose"](#) template

Now, let's explore an optional exercise that can help you visualize your purpose and its connection to your organization's broader vision and mission.



OPTIONAL EXERCISE: DRAW YOUR VISION

If you are new to framing and have more time to spare, we suggest that you continue with this exercise. This imaginative, creative, and visionary activity allows you to visualise the world you want to create. It can provide valuable insights and inspirations for your communications efforts. This may require you to push your creative boundaries and we trust you can do it!

1. On a large piece of paper, draw how the world will look like when you have achieved your organizational vision and mission related to abortion care. Alternatively, you can also write about how this world looks like. If you are doing this activity individually, once complete, compare it with the larger group. Discuss about the similarities and differences and how they can be combined. Ideally you want all these thoughts to be on one page, physical or digital. **This will be the world that you are creating. This can be a living piece that you refer to when creating communication materials on abortion.**



Figure 1: Google Jamboard created during the Global Care Project's Positive Narrative Workshop

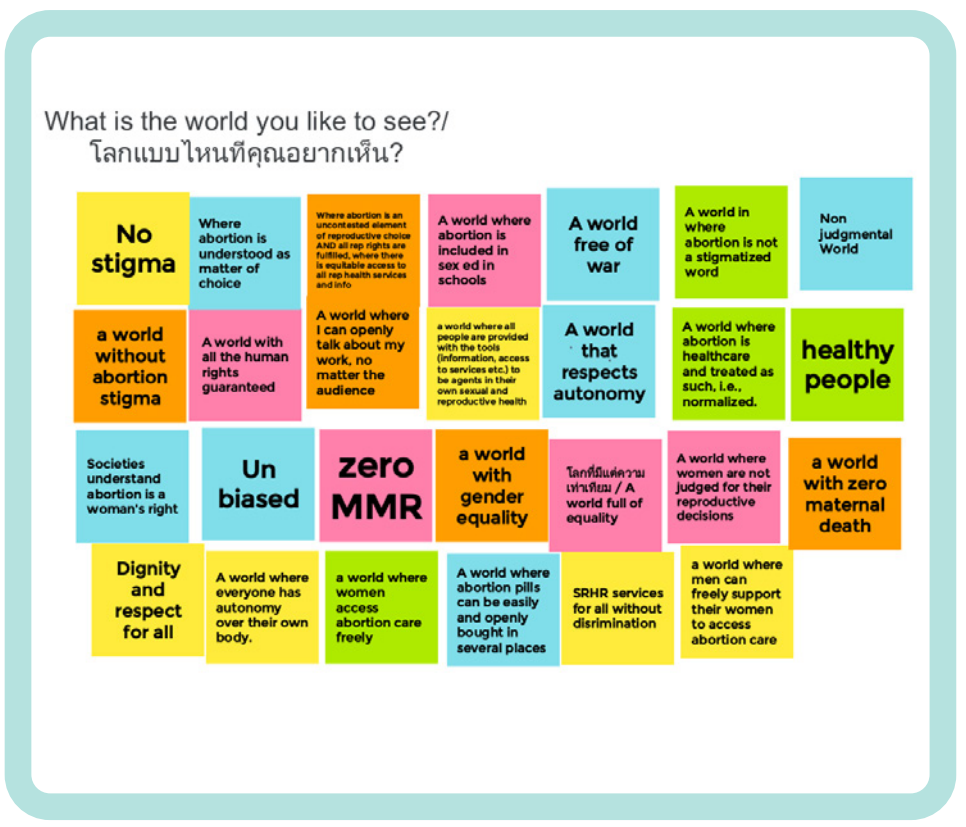


Figure 2: Google Jamboard created during the Global Care Project's Positive Narrative Workshop



2. After visualizing the world you want to create, connect with your emotions and imagine how it feels to be in that world. Close your eyes, listen to your body, and tap into your senses while you do this. Now, share your feelings with others.



Figure 3: Google Jamboard created during the Global Care Project's Positive Narrative Workshop

3. This is a powerful exercise and may need few rounds to get used to. If you are new, you may like to get an experienced facilitator to do it with you. However, if you do not have access to an experienced facilitator, do not worry! Approach this exercise with an open mind and let your creativity to flow. If you encounter any challenges, you can reach out to trusted colleagues or individuals.

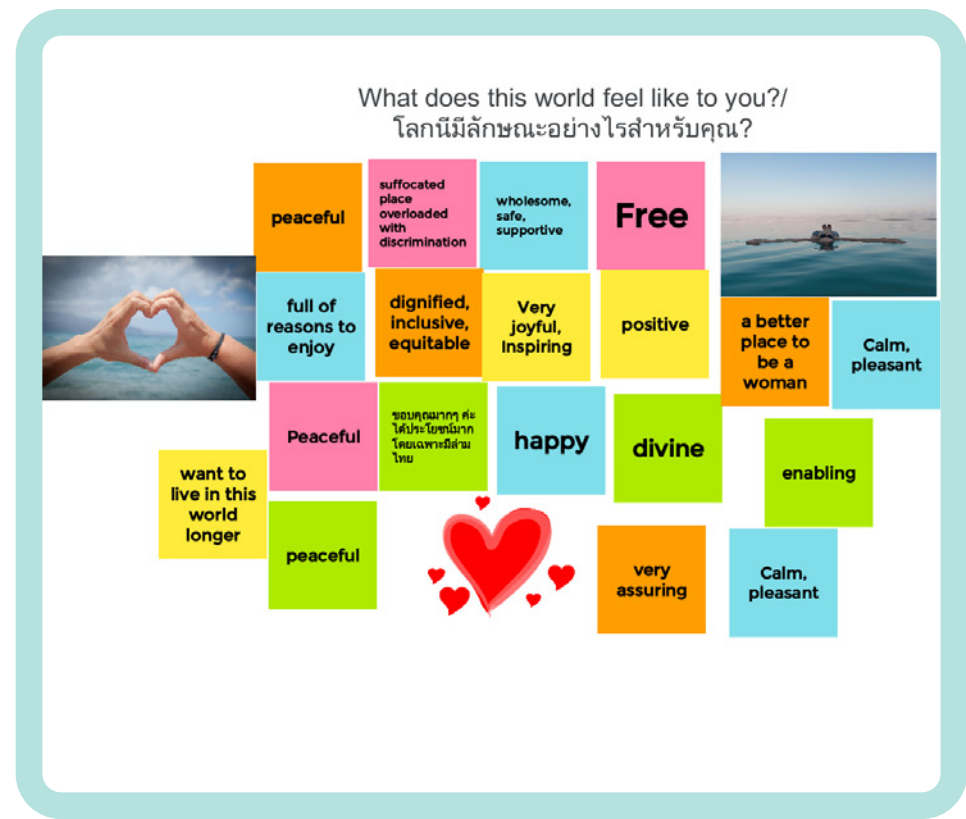


Figure 4: Google Jamboard created during the Global Care Project's Positive Narrative Workshop



CHAPTER 2: KNOW YOUR AUDIENCE



CHAPTER 2: KNOW YOUR AUDIENCE

When working on abortion communication it is crucial to understand who exactly you are addressing. Depending on the purpose you have defined in Chapter 1, your goals may be to have the audience understand and agree with the perspective that you offer, to learn, to feel empowered, or inspired to act and make a difference.

By viewing your audience as complete individuals with their own beliefs and values, you can be strategic and intentional with the messages you are choosing (International Centre for Policy Advocacy, 2018-2023b).

SEGMENTING YOUR AUDIENCE & THE PERSUADABLE MIDDLE

When thinking about your intended audience, the following concepts may help you. Especially with a polarizing topic like abortion, there is a tendency to see anyone who does not openly support our cause as the opposition. This is far from being true. Outside of our vocal supporters, there is a large segment of people who are simply not that involved, knowledgeable, or interested in the topic. They may feel nervous or are currently motivated by fears created by anti-abortion movement.

Researchers at the [Social Change Initiative](#) illustrated how this audience could look like in Figure 5:

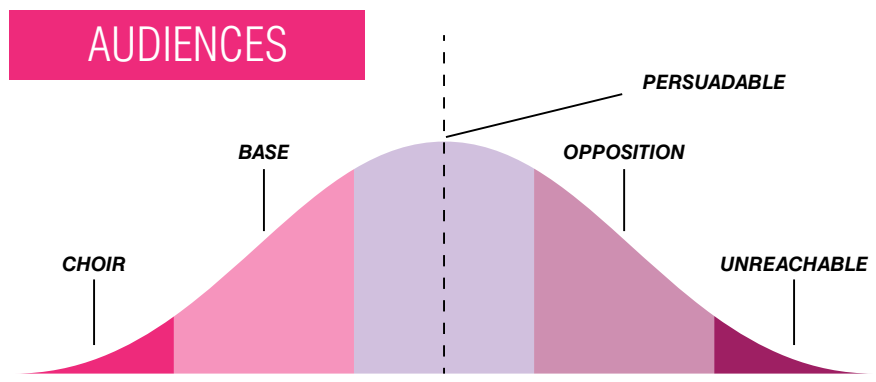


Figure 5: Audience Segmentation Chart, highlighting the importance of the persuadable middle. Source: "Narrative Change." Social Change Initiative.

Choir	People and activists who are working with you
Base	Your supporters (Note: they should not be taken for granted as they can always find other things to do)
Persuable	Also known as the persuadable middle who are the most important group as they are uncertain and conflicted about your issue
Opposition	Those who tend to disagree with what you are saying and doing but are not as unbending as the unreachable
Unreachable	The professional opposition, the hardcore activists and supporters whose identity and/or livelihood is based on opposing your values and may not be converted easily

ZOOMING INTO THE PERSUADABLE MIDDLE

WHO ARE THEY?

- Those who do not support nor oppose abortion.
- They may not be highly engaged or knowledgeable about the issue.
- They have the potential to develop a positive and pragmatic view with increased awareness and knowledge on abortion access.
- They are influenced by the opinions of mainstream media including social media.



WHY IS THAT IMPORTANT TO KNOW?

Oftentimes when crafting communication material, the messaging is tailored to either the “choir” or the “base.” We may not be reaching the persuadable middle even if we need them to help us reach our goals of changing broader values and attitudes surrounding abortion. By including the persuadable middle, we may be able to open new space for positive conversations to shift opinions and challenge harmful dominant messages.

KEEP IN MIND

While we call for the need to better engage the persuadable middle, you should not neglect other segments of the audience. It may be challenging for you or one organization to do it all. It’s best to analyze what other coalitions or allies are doing and find opportunities to collaborate. By strategizing collectively, we can avoid duplication of efforts and work more efficiently towards shared goals.



EXERCISE 2: CREATING PERSONAS

It is easier to create messages when you have a person in mind rather than leaving it abstract such as referring to your audience as the ‘persuadable middle.’

Personas are fictional characters that are used to understand the traits and personality of the audiences we are speaking to. A persona is developed from various sources by gathering common characteristics of similar people. You give them a name and draw or add a picture to kickstart your imagination. Ideally, depending on your purpose, it’s best to come up with a few personas to ensure that you are addressing a diverse audience.



When creating your audience personas, ask yourself or your team questions like:

1. WHO ARE THEY?

Define their demographic characteristic such as age, gender, and location.

2. WHAT ARE THEIR OPINIONS AND KNOWLEDGE?

Explore their existing beliefs, attitudes and level of awareness on abortion related issues.

3. WHAT ARE THEIR CONCERNS?

Identify challenges and fears or misconception they might have about abortion or accessing abortion services.

4. WHAT DRIVES THEIR OPINIONS?

Understand the factors that influence their perspectives, as well as their sources of information.



EXAMPLE: PERSONA 1



Age: 24

Gender: Woman

Language: Can read and speak English and Swahili

Occupation, education: Has a university degree and is looking for a job in advertising.

Accessibility needs: Has hearing impairment and may require captioning or sign language interpretation to access audio content.

Location: A digital nomad and lives in Nairobi.

AMANI

Figure 6: Photo by Terricks Noah. Source: [Unsplash](#)

CURRENT VIEW

What are their opinions and knowledge on abortion? What experience has shaped their attitudes and behaviors towards abortion?

Amani has heard that friends and friends of friends get abortion pills from the internet. She is doubtful about the authenticity of the pills. Amani also believes that the pills are harmful and believes that it is illegal to seek an abortion. Her religious grandmother who she adores has taught her that women are born to be mothers.

IDEAL

What change do you want to see? What behaviors do you want to cultivate? (keep this short, achievable and concrete)

We want Amani to learn about the safety and effectiveness of abortion pills and understand why people have abortions. We want her to feel more comfortable to discuss the topic with her friends.

VALUES

What are some of the values close to this person?

Family, love, community, freedom, faith

BENEFITS

Why would they want to engage in your conversation?

With the accurate information Amani could support her friends in case of an unwanted pregnancy and express the community values she holds.

CHALLENGES

Why won't they engage in your conversation?

Even though abortion pills came up in conversations with her friends, Amani feels like it's a sensitive topic to talk about openly. She is still unsure what to think about the morality of abortion and therefore prefers to say nothing.

EXAMPLE: PERSONA 2



Age: 46

Gender: Non-Binary

Language: Can read and speak English and Mandarin

Occupation, education: works as a journalist and hold a master's degree in journalism.

Accessibility needs: N/A

Location: Lives in Shanghai.

LEE CHONG

Figure 7: Photo by Terricks Noah. Source: [Unsplash](#)

CURRENT VIEW

What are their opinions and knowledge on abortion? What experience has shaped their attitudes and behaviors towards abortion?

Lee Chong has a progressive view about abortion and believes in abortion rights. He somewhat understands about the legal aspect of abortion in China and the need to access abortion care. Lee Chong thinks that that the public is polarized on abortion because they are not very knowledgeable on the issue. He is interested in covering stories related to abortion to positively shift public opinion in favor of abortion rights.

IDEAL

What change do you want to see? What behaviors do you want to cultivate? (keep this short, achievable and concrete)

We want Lee Chong to provide accurate and non-stigmatizing information on abortion to promote awareness and understanding among the public in a way that is appealing to the readers that probably hold different views on abortion than Lee Chong.

VALUES

What are some of the values close to this person?

Freedom of media, choice, social justice, gender equality.

BENEFITS

Why would they want to engage in your conversation?

With the access to accurate and non-stigmatizing information, Lee Chong can inform the public about abortion rights and influence public opinion and policy on abortion care.

CHALLENGES

Why won't they engage in your conversation?

Lee Chong may face backlash, opposition, and personal attacks from anti-abortion groups. This may discourage him from engaging in abortion-related conversation.

See [“ANNEX 2: Persona template”](#)

CHAPTER 3: KNOW YOUR VALUES



CHAPTER 3: KNOW YOUR VALUES

Values are the principles and standards we carry through our lives that guide and inform our thoughts, attitudes, and actions. They determine what is important to us such as our choice of friends, what we buy, if and how we vote, and they shape how we interact with each other and all beings in the world we live in. They are one of the many factors that influence people’s understanding and perception on a certain issue and how they act on it, such as abortion access.

This chapter is inspired directly by the Common Cause Foundation’s Handbook (2012).

THE VALUE MAP

Below is a map of the most consistently occurring human values which have been tested across many countries and cultures. While these values are categorized into ten groups, they were found to be related to each other. Values that are closer to each other are more likely to hold similar importance for individuals. Contrastingly, the further a value is from another, the less likely that the values will be seen as equally important.

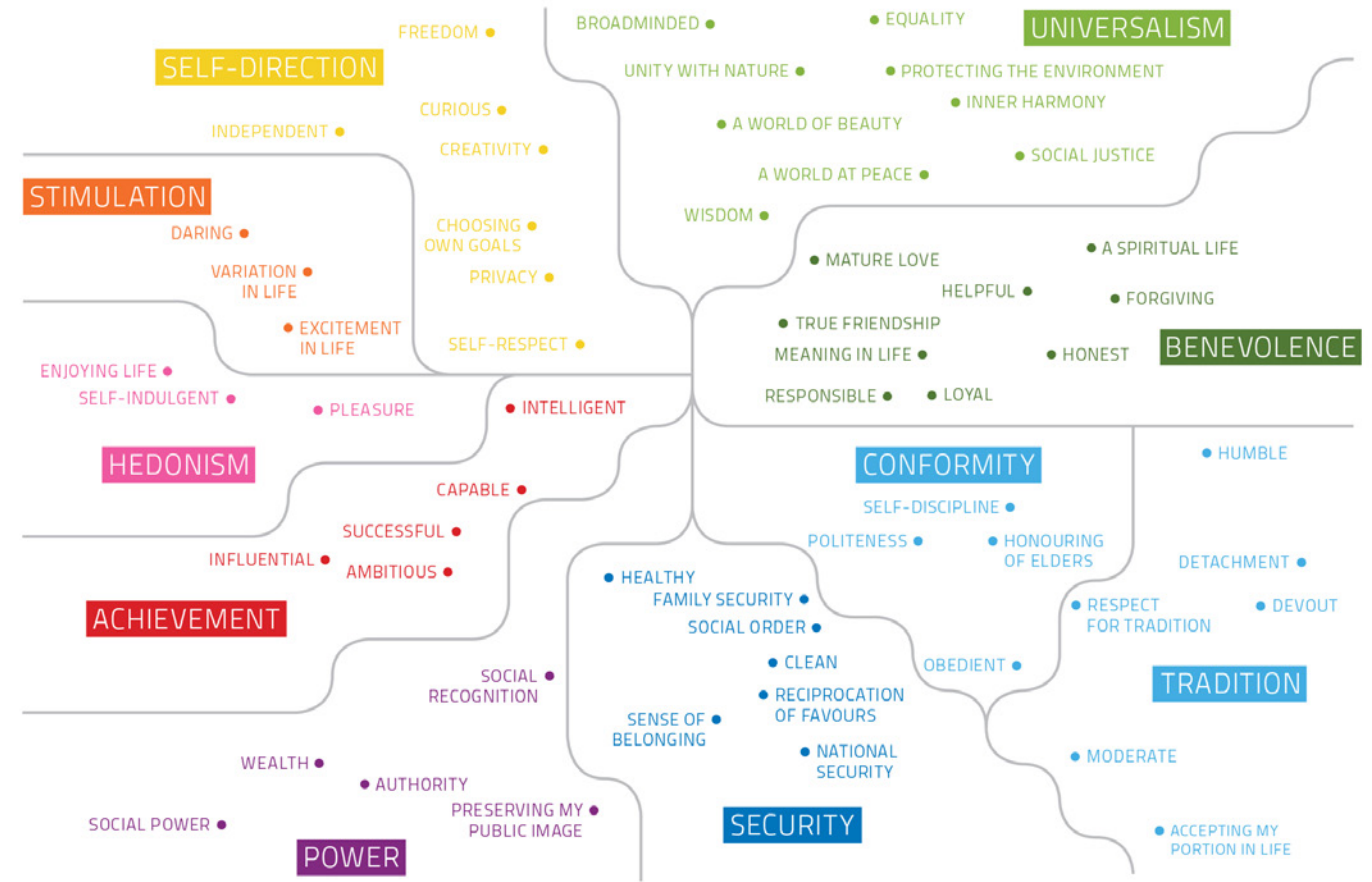
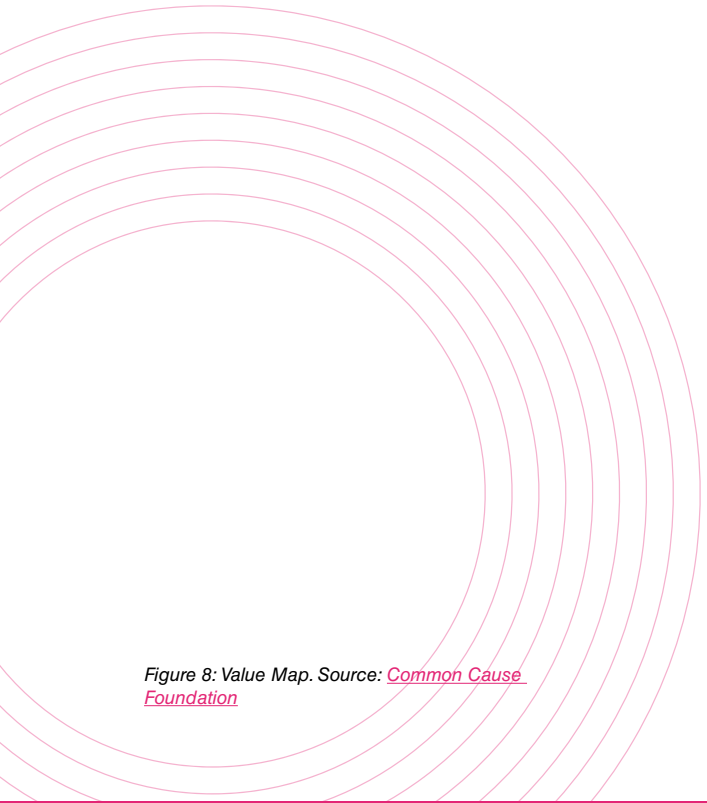


Figure 8: Value Map. Source: Common Cause Foundation

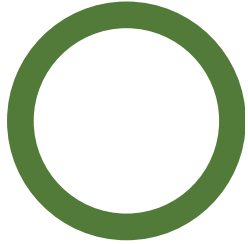


HERE IS A DESCRIPTION OF THE TEN VALUE GROUPS:



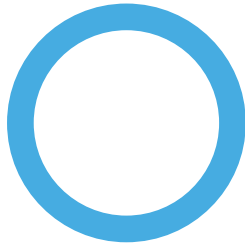
UNIVERSALISM

UNDERSTANDING, APPRECIATION, TOLERANCE AND PROTECTION FOR THE WELFARE OF ALL PEOPLE AND FOR NATURE.



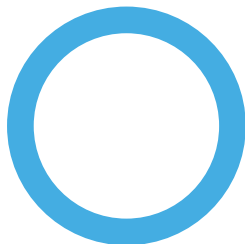
BENEVOLENCE

PRESERVATION AND ENHANCEMENT OF THE WELFARE OF PEOPLE WITH WHOM ONE IS IN FREQUENT PERSONAL CONTACT.



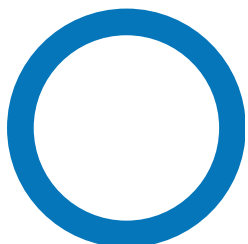
TRADITION

RESPECT, COMMITMENT AND ACCEPTANCE OF THE CUSTOMS AND IDEAS THAT TRADITIONAL CULTURE OR RELIGION PROVIDE THE SELF.



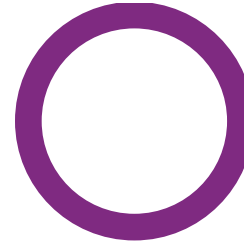
CONFORMITY

RESTRAINT OF ACTIONS, INCLINATIONS AND IMPULSES LIKELY TO UPSET OR HARM OTHERS AND VIOLATE SOCIAL EXPECTATIONS OR NORMS.



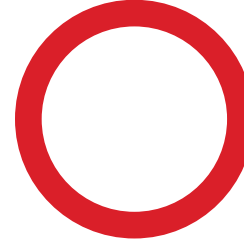
SECURITY

SAFETY, HARMONY, AND STABILITY OF SOCIETY, OF RELATIONSHIPS, AND OF SELF.



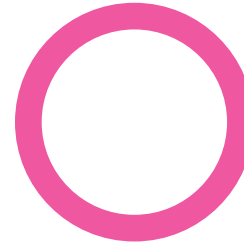
POWER

SOCIAL STATUS AND PRESTIGE, CONTROL OR DOMINANCE OVER PEOPLE AND RESOURCES.



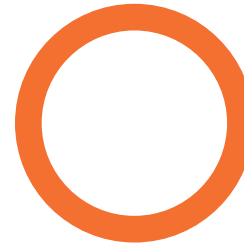
ACHIEVEMENT

PERSONAL SUCCESS THROUGH DEMONSTRATING COMPETENCE ACCORDING TO SOCIAL STANDARDS.



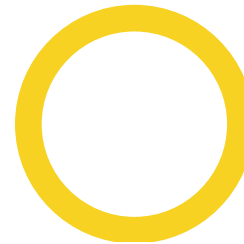
HEDONISM

PLEASURE AND SENSUOUS GRATIFICATION FOR ONESELF.



STIMULATION

EXCITEMENT, NOVELTY AND CHALLENGE IN LIFE



SELF-DIRECTION

INDEPENDENT THOUGHT AND ACTION— CHOOSING, CREATING, EXPLORING.

Figure 9: The ten main values groups. Source: [Common Cause Foundation](#)



RECOGNIZING COMPLEXITY

While it is common to see people being labelled as good or bad, pro or anti, right or left, evidence suggests that people are far more complex, holding multiple, seemingly conflicting values. The importance placed on certain values over the other can vary and different triggers can activate different values within individuals.

IMPLICATIONS FOR COMMUNICATIONS

By recognizing the complexity of values, and understanding the diverse values individuals hold, we can tailor our messages to appeal to their core values. It is essential to find common ground and appeal to shared values to bridge differences and cultivate healthy and constructive discussion.

GUIDANCE FOR VALUE-BASED COMMUNICATIONS

1

FIND COMMON VALUES

Identify values that are aligned to your topic. For example, freedom, equality, and self-respect may be values that are shared both by your organization and several of your personas. Emphasize these shared values to build connections with individuals who have differing perspectives.

2

SPEAK TO PEOPLE'S BEST SELF

Appeal to people's positive emotions and values. By appealing to common values of humanity and kindness, we can remind people that they are good with an emphasis on making changes that will make the world a better place.

3

PROMOTE RESPECTFUL DIALOGUE

Create a safe space for open and respectful dialogue where diverse values and perspectives are acknowledged and respected.



EXERCISE 3: VALUE MAPPING

Here is a step-by-step guide to recognize values and strategically leverage them when communicating about abortion. This exercise was adapted from the Common Cause Foundation’s 2012 handbook and the International Centre for Policy Advocacy’s reframing guidelines (2018-2023a), specifically the Positive Value map.

STEP 1: CLARIFY THE PURPOSE.

Recognise that the purpose of value mapping is to inform your communication, bridge difference, and promote connection and understanding on the topic.

EXAMPLE:

We want to provide practical knowledge about the safety of abortion pills, and promote connection and understanding on the topic.

STEP 2: RECOGNIZE YOUR VALUES.

Identify and circle the values that are important to you personally using Figure 4/ “ANNEX 3: Value Map.” This does not have to align with the work you do. The purpose of this step is to help you recognize values that you hold close to yourself; there is no right or wrong answer.

EXAMPLE:

As a person, I identify with the values of creativity, independence, freedom, equality, a world at peace, and a spiritual life.

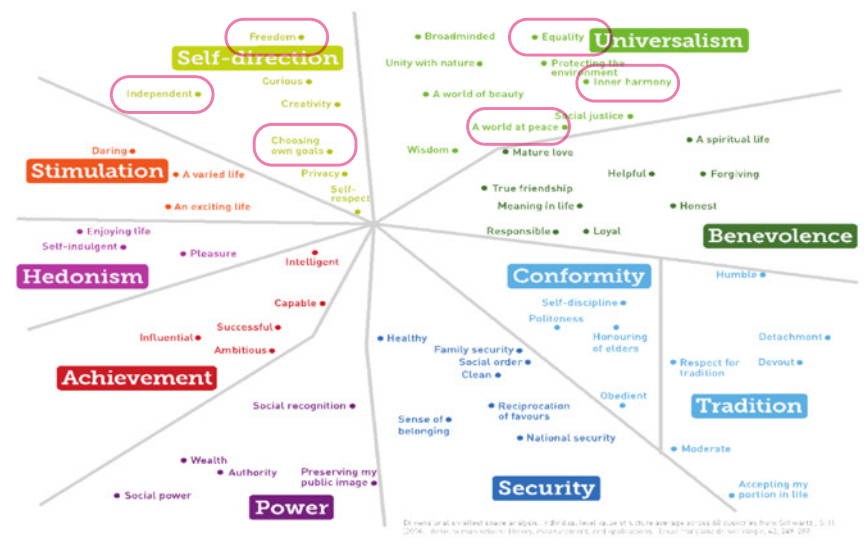


Figure 11: Map out your own values using the Schwartz Value Map.



STEP 3: RECOGNIZE VALUES IMPORTANT TO YOUR ORGANIZATION.

Use Figure 4/ Annex 3 to identify and circle values that are important to your organization. Reflect on your organization vision and mission from Exercise 1 to guide this process.

EXAMPLE:

As an organization, we recognise the values of equality, wisdom, choosing own goals, privacy, self-respect, sense of belonging, helpfulness, healthy, social justice and capability. These values guide our work in improving access to abortion care.

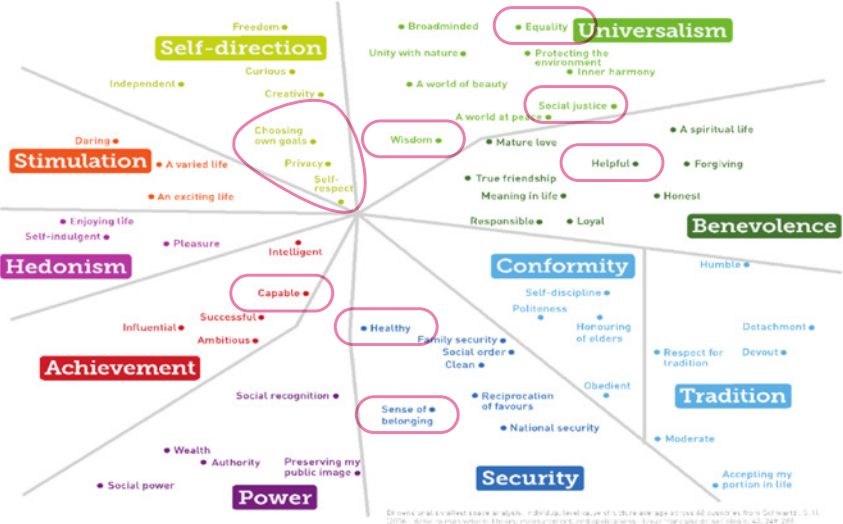


Figure 12: Map out your organization's values.

STEP 4: RECOGNIZE VALUES THAT ARE IMPORTANT TO YOUR AUDIENCE.

Consider the personas you created in the previous chapter. Identify the values that your personas hold dear to their lives. Use Figure 4 from Step 3 (also in Annex 3) to identify and circle values that are important to your audience. Use different colors or shapes to differentiate your organization's values from your audiences' values.

EXAMPLE:

The personas we created identify with values such as curiosity, self-respect, equality, social justice, true friendship, family security, honouring of elders, respect for tradition, and devotion which mostly belong in the domains of conformity, tradition, security, self-direction and universalism.

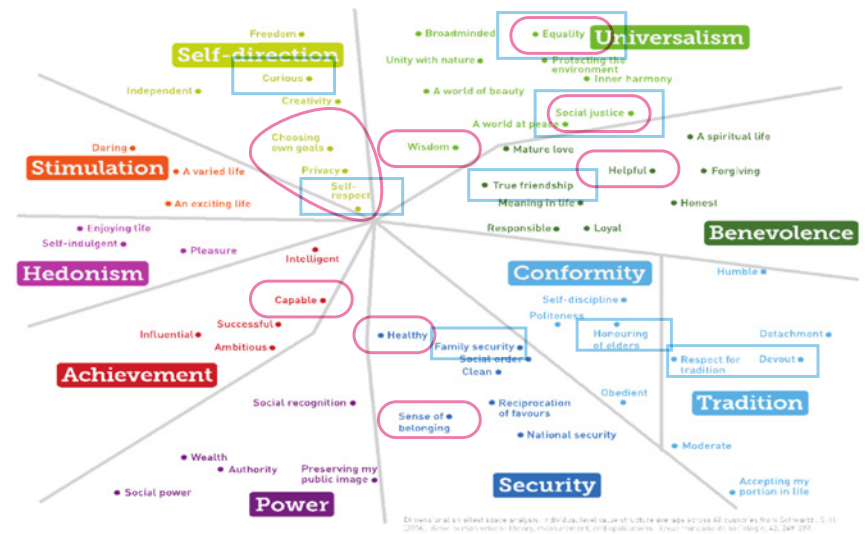


Figure 13: Mapping out the values that are important to your audience.





STEP 5: CHOOSE VALUES THAT WORK FOR YOU AND RESONATES WITH YOUR AUDIENCE.

Identify if there are any overlapping values or outliers. Remember, people usually have all kinds of values, and we want to make a strategic decision on which ones we want to activate. One way of ensuring that audiences connect and act on what we are saying is by making sure that our communications appeal to human values that are less prejudiced and more focused on community, equality, and happiness (Common Cause Foundation, 2022). These values usually fall more on the benevolence and universalism side of the map, however you might find creative ways to bridge gaps and combine different sets of values.

EXAMPLE:

Upon reviewing the identified values, we find overlaps with values such as self-respect, equality, social justice. While values such as family security, honouring of elders, respect of traditions, devotion, curiosity, and true friendship are not directly aligned, we do have values such as being healthy, sense of belonging and capable close to these values. As a way forward, our communication material can appeal to these set of values in order to promote connection and understanding on the topic.

See [“ANNEX 3: Value Map”](#)



CHAPTER 4: 12 COMMON PERSPECTIVES ON ABORTION



CHAPTER 4: 12 COMMON PERSPECTIVES ON ABORTION

This chapter will give insight into different ways to address the topic of abortion. These perspectives may be important ingredients for your framing work, either because you'll find some that are useful to include when developing your own frame, or the opposite; you'll find some that you want to avoid.



Keep in mind that this overview is a simplified representation of a diverse and global reality, and it may not fully capture the experiences of your specific context. You may find yourself gravitating in the direction of certain perspectives into which you want to dive deeper.

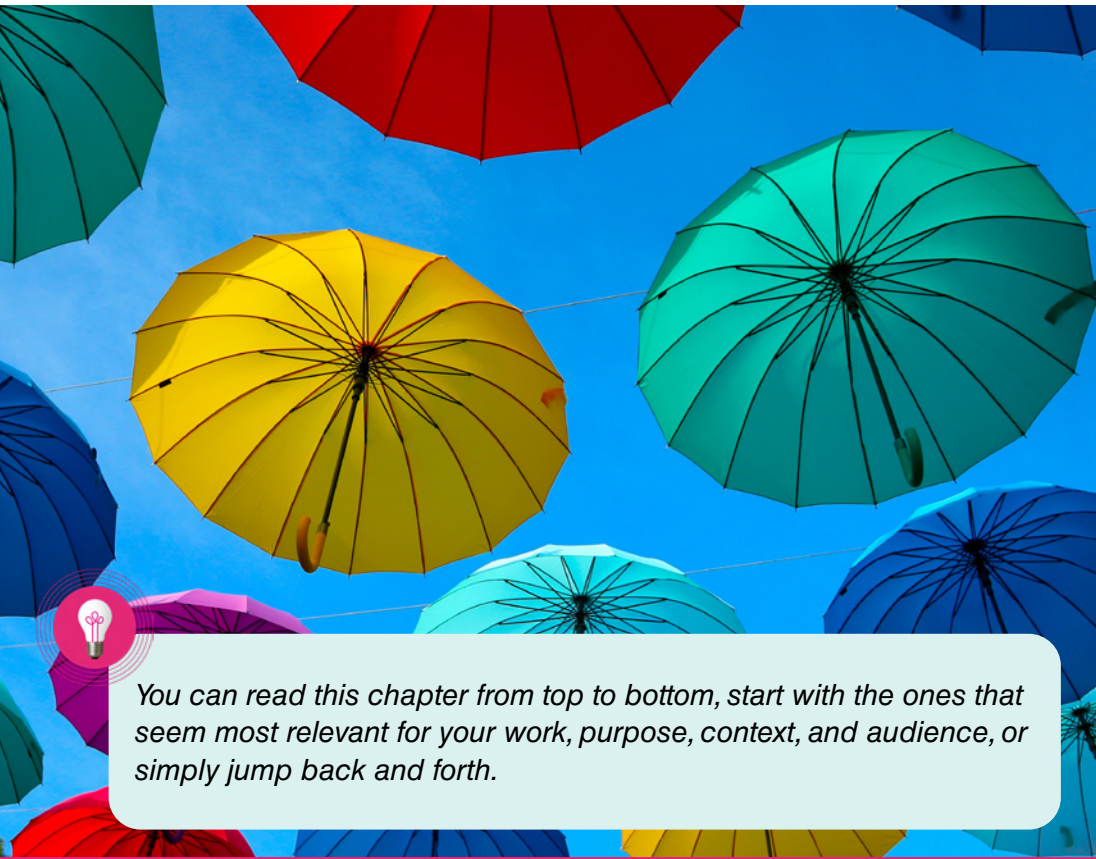
WE INVITE YOU TO BE OPEN, CURIOUS, CRITICAL, AND INCORPORATE YOUR OWN IDEAS.

EACH PERSPECTIVE WILL FOLLOW THE SAME PATTERN:

- The **introduction** provides you with definitions and key concepts associated with each perspective.
- The **common talking points** gather soundbites and arguments that are often used from this perspective. Know that these are not complete or fixed, but aim to give you some sense of direction on how this perspective may play out.
- The **list of potential values** provides you with ideas how this perspective could be paired with certain values when crafting a frame that fits your audience and purpose.
- The **examples** show you real communication material from around the world using the perspective.
- The **keep in mind** section gives you commentary on this perspective's limitations and pitfalls. This information will help you navigate the complexities and interconnectedness of the different perspectives and help you to anticipate and avoid unintended consequences.



While reading, you may want to mark the common talking points and potential values to build on that might be a fit for your communication material. You can do that intuitively and generously to make a closer selection later. This is only a starting point; there is still room to adjust these perspectives to fit your context, mix and match them to fit your needs, develop them further, or go your own ways all together.



You can read this chapter from top to bottom, start with the ones that seem most relevant for your work, purpose, context, and audience, or simply jump back and forth.

1
CHOICE

7
COLLECTIVE

2
REPRODUCTIVE JUSTICE

8
RELIGION & SPIRITUALITY

3
RIGHTS

9
GENDER

4
LAW

10
FAMILY

5
PUBLIC HEALTH

11
NATION

6
DEMEDICALIZATION

12
FUTURE AND VISION





Source: [Unsplash](#)

1. CHOICE

The choice perspective centres abortion as a decision that should be left to the individual to decide when, how and if they want to have an abortion and choose how to live their lives.



POTENTIAL VALUES TO BUILD ON:

- | | | |
|-----------------------------------|---------------------------------------|---|
| <input type="checkbox"/> autonomy | <input type="checkbox"/> freedom | <input type="checkbox"/> privacy |
| <input type="checkbox"/> dignity | <input type="checkbox"/> independence | <input type="checkbox"/> self-determination |
| <input type="checkbox"/> equality | <input type="checkbox"/> liberation | <input type="checkbox"/> wellbeing |



COMMON TALKING POINTS:

- A woman, girl, or pregnant person's body is their own.
- Women and pregnant people are capable to make their own decisions.
- Abortion is to be considered as matter of privacy and be protected from interference by the government, religious bodies, etc.



WHEN USING THIS PERSPECTIVE, KEEP IN MIND:

- This frame originated within mostly white feminist movements. Although it is widely spread, translated, and recognized in many languages, audiences without prior knowledge or firm opinions on abortion as well as audiences in other contexts may find it difficult to connect and see how it aligns to their own values.
- Presenting abortion as a choice comes with the risk of presenting it as if everyone has the same possibilities to access abortion or to choose to continue the pregnancy freely, the basis of actually having a choice. This is not the case for many people due to varying intersecting reasons such as gender, age, race, socio-economic status, nationality, class, mobility, ability & more. Find more at "Reproductive Justice"
- The choice frame tends to put the responsibility on the individual where in fact bigger issues are at play. If a person in a context with ongoing abortion stigma and access barriers has difficult or negative feelings about their abortion experience, the choice frame makes it easier to put the blame on the individual for seemingly making the wrong choice instead of addressing structural inequalities.




Source: [Shutterstock](#)



EXAMPLES

- The decision of whether or not to bear a child is central to a woman's life, wellbeing, and dignity. Whether the government makes the decision for her, she is being treated as less than a full adult human responsible for her own choice (Ruth Bader Ginsburg, former Supreme Court Justice, USA)

MY BODY
MY CHOICE



- My uterus, my rules! My body, my choice! My body, my terms! Bans off our body! Keep your beliefs off my body! Hands off my uterus! No uterus, no opinion!

Figure 14: Korean protests for abortion whose signs read "MY BODY MY CHOICE." Source [IPPF](#)

THE RIGHT TO HAVE A CHILD

BIN LEE

Source:

2. REPRODUCTIVE JUSTICE

A social movement and framework that is developed and led by socially marginalized communities, emerging from the efforts of women of colour in the United States. It values the human right to have a child, to not have a child, and to parent a child or children in safe and healthy environments (Sister Song, n.d.).

The Reproductive Justice Movement is aligned with other justice movements, such as environmental, criminal, and social justice, as well as immigrants' rights and civil rights movements, aiming to build strong coalitions when fighting for a more equitable society.



POTENTIAL VALUES TO BUILD ON:

- | | | |
|---|---|--|
| <input type="checkbox"/> accountability | <input type="checkbox"/> future generations | <input type="checkbox"/> liberation |
| <input type="checkbox"/> collective | <input type="checkbox"/> growth | <input type="checkbox"/> parenting |
| <input type="checkbox"/> community | <input type="checkbox"/> holistic approach | <input type="checkbox"/> recognition |
| <input type="checkbox"/> diversity | <input type="checkbox"/> inclusion | <input type="checkbox"/> safety |
| <input type="checkbox"/> empowerment | <input type="checkbox"/> intersectionality | <input type="checkbox"/> (social) protection |
| <input type="checkbox"/> freedom | <input type="checkbox"/> justice | |





COMMON TALKING POINTS:

- Reproductive autonomy and one's ability to exercise it is shaped by social structures, power structures of race, class, gender, heterosexism, immigration status, and religion (Jones, 2022).
- The "Choice" perspective does not capture the reality of marginalized communities that historically and to this day experience non-consensual sterilization and testing, coercion, abuse, or punishment for bearing children.
- Reproductive justice is not only about the singular event of an abortion in someone's life, but about "providing parents and caregivers with the resources, opportunities, and access they need to live the lives they choose" (Adler et al., 2022). Other issues affecting reproductive autonomy are housing security, poverty, imprisonment, black maternal mortality, discriminatory child welfare systems, and many more.
- When addressing abortion, the priority must lay on access (i.e. funding, travel, childcare) as opposed to laws and rights only.



WHEN USING THIS PERSPECTIVE, KEEP IN MIND:

- The Reproductive Justice Movement is rooted in a specific US-context and was developed partly as a direct reaction to white middle-class feminist reproductive rights and Pro-choice movements (Luna, 2011). The movements are indeed critical of each other, but their concepts do not stand in complete opposition. However, Reproductive Justice has a distinct history, and the term should not be used interchangeably with Pro-Choice or reproductive rights without further reflection. With its potential to conceptualize social structures of inequality around reproduction, Reproductive Justice is a framework that is valuable to adjust to contexts outside the US.
- Organizations and groups that are predominantly white or settler-colonial may have their own history of de-prioritizing issues that affect marginalized communities or of participating in harmful practices. They may use approaches of the reproductive justice movement but should be mindful of its history when using the term to describe their work.



Source: [IPPF](#)



EXAMPLE

VISIONING NEW FUTURES FOR REPRODUCTIVE JUSTICE



Figure 15: Figure 20: Visioning new futures for Reproductive Justice. Source: [Sister Song](#).



Source: [Local 10.com](https://www.local10.com)

3. RIGHTS

Human rights are a set of universal rights for all human beings. The Rights frame is closely connected to the “Laws” frame as rights can be made into laws and become legally protected. There are two main rights-related perspectives to keep in mind:

Abortion as a human right: The right to decide whether to continue with a pregnancy is a basic human right. This is endorsed and supported by several international consensus documents, treaties and instruments (ARROW, 2021). Key UN Human Rights Treaty Bodies affirm the right to access safe abortion services and call for the decriminalization of abortion in all circumstances, such as:

- The Committee on the Elimination of Discrimination against Women (CEDAW Committee),
- Working Group on Discrimination against Women and Girls,
- Child Rights Committee (CRC), a
- Committee on the Rights of Persons with Disabilities (CRPD),
- and many more.

Sexual and Reproductive Health and Rights (SRHR): Sexual and reproductive rights is a framework that builds on human rights that are already recognized in national laws and other relevant international documents, including the rights to life, health, freedom from torture and ill-treatment, privacy, information, education, equality and non-discrimination (United Nations Population Fund, 2004, as cited in Beinlich, 2022).

POTENTIAL VALUES TO BUILD ON:

- | | | |
|---|--------------------------------------|---|
| <input type="checkbox"/> accountability | <input type="checkbox"/> freedom | <input type="checkbox"/> non-discrimination |
| <input type="checkbox"/> advancement | <input type="checkbox"/> humanity | <input type="checkbox"/> protection |
| <input type="checkbox"/> caring | <input type="checkbox"/> integrity | <input type="checkbox"/> quality |
| <input type="checkbox"/> commonality | <input type="checkbox"/> involvement | <input type="checkbox"/> respect |
| <input type="checkbox"/> compassion | <input type="checkbox"/> justice | <input type="checkbox"/> security |
| <input type="checkbox"/> courage | <input type="checkbox"/> liberty | <input type="checkbox"/> self-respect |
| <input type="checkbox"/> diversity | <input type="checkbox"/> love | <input type="checkbox"/> strength |



COMMON TALKING POINTS:

- We hold governments and public agencies accountable...
- Country X has ratified Y and is falling short of its responsibility to...
- Denying access to health services such as abortion that mostly women require is a human rights violation and constitutes gender-based violence, torture, and/or cruel and inhuman and degrading treatment (OHCHR, 2020).
- Sexual and reproductive rights are inclusive of transgender and gender non-conforming individuals and calls for the protection of everyone's rights to access safe, timely, and stigma-free abortion care. Find more at "Gender."



WHEN USING THIS PERSPECTIVE, KEEP IN MIND:

- International rights mechanisms serve as a tool to apply pressure to governments and mostly coincide with a legal approach. The [Global Abortion Policies Database](#) lists which human rights treaties different countries have ratified. When using the Rights frame as an argument in abortion communication, make sure to do a search of the country and the treaty you would like to use. Look for background information on the implementation of the treaty as well as any exceptions the country might have formulated when signing it. The treaties listed above may be a good starting point. To learn more about Advocating for Women's Rights using International Human Rights Mechanisms and Rights Based Safe Abortion Policies check [Equality Now's guide](#) and [ARROW's advocate's guide](#)
- The UN's Human Rights Council has a process called Universal Periodic Review (UPR) where all UN member states periodically review each other and report on the actions they have taken to improve the human rights situations in their countries. You may want to be involved in or monitor the UPR cycles of your country as they serve as an opportunity to partner with governments to advocate for the inclusion and implementation of safe abortion recommendations using the human rights framework.
- Founding members of the "reproductive rights movement," and "family planning movement," have been associated with harmful population control practices rooted in racism, ableism, and classism, such as eugenics. For a more inclusive approach that puts marginalized communities at the centre, *find more at "Family" and "Reproductive Justice"*



Source: [Globe Media Asia](#)



EXAMPLES**TAKE ACTION**

I have the right to make decisions about my body and my life. So do you. Don't let others interfere. #MyBodyMyRights

SEND THIS TWEET

- "Access to medical abortion is a human right. It is safe. #Mifepristone and #misoprostol are included in WHO's global essential medicines list for #SafeAbortion care. #HealthForAll. (WHO, 2023)

Figure 16: "I have the right to make decisions about my body and life. So do you. Don't let others interfere. #MyBodyMyRights." Source: [Amnesty International](#).



Source: INTERNATIONAL CAMPAIGN FOR WOMEN'S RIGHT TO SAFE ABORTION

4. LAW

There are several ways abortion laws and policies might be chosen as a frame when talking about abortion:

Decriminalization: Removing criminal penalties for abortion in all or in some circumstances (such as rape, or if the life of the pregnant person is threatened)

Legalization: Recognizing abortion as healthcare and not a criminal offense, it may involve creating a legal framework securing the provision of abortion services (i.e., standards for medical facilities and abortion providers)

Colonialism: Abortion laws in many parts of the world were originally imposed by colonizing countries. Many postcolonial countries continue to implement colonial laws with the effect of criminalizing and restricting access to safe abortions. Working to change laws and policy may be framed as an act of decolonization.

Constitution: One line of argumentation used in several countries is to point out how restrictive abortion laws go against the country's own constitution which guarantees certain rights and freedoms, such as the right to life and liberty, privacy of individual life, equality, etc.



POTENTIAL VALUES TO BUILD ON:

- | | | |
|---|---|-------------------------------------|
| <input type="checkbox"/> accountability | <input type="checkbox"/> compassion | <input type="checkbox"/> protection |
| <input type="checkbox"/> ancestors | <input type="checkbox"/> courage | <input type="checkbox"/> respect |
| <input type="checkbox"/> celebration | <input type="checkbox"/> freedom | <input type="checkbox"/> sacredness |
| <input type="checkbox"/> collaboration | <input type="checkbox"/> future generations | <input type="checkbox"/> safety |
| <input type="checkbox"/> community | <input type="checkbox"/> knowledge | <input type="checkbox"/> security |



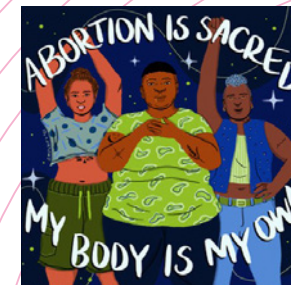
COMMON TALKING POINTS:

- Abortions have and always will be a part of the human experience, regardless of the law. Restricting access to abortions does not reduce the number of abortions – only the number of safe abortions. Let's keep our community and loved ones safe by pushing for an abortion law that ensures high quality and accessible abortion care.
- Abortion is healthcare, let's support service providers to offer standard and quality care as well as information with an appropriate legal framework.
- We advocate for the full decriminalization of abortion and for legal and accessible abortion on request everywhere. This is backed by WHO's 2022 abortion care guideline.
- Restrictive abortion laws and requirements such as criminalization, mandatory waiting periods, provision of biased counselling, third party authorization and restriction on the type of health care providers and facilities that can provide abortion services are medically not justified.
- While abortion is one of the world's oldest practices, laws criminalizing abortion are a relatively new phenomenon (Kane et al., 2013). Prior to colonization, indigenous communities used land-based practices and traditional medicines to prevent or end pregnancies. Early settler-colonists discounted and banned this reproductive knowledge, forcing those who held this knowledge to bring it 'underground' for safety ("Abortion Access and Indigenous Peoples in Canada," 2021).



WHEN USING THIS PERSPECTIVE, KEEP IN MIND:

- Reforming and securing laws are elaborate processes that often rely heavily on strong community level support, political parties and leaders who are willing to advocate for abortion access, and courts or justice systems that can grant these rights. As such, it is highly context dependent if centring laws and legal reform are useful at a given moment.
- Decriminalization and legalization alone do not guarantee improved access to abortion care, as access barriers and stigma may persist. As such, framing around laws and policies should also highlight the need to increase awareness about abortion services, training service providers, and building the medical infrastructure required for affordable, nonjudgmental abortion services.
- Adopting a decolonization frame on abortion may also be a way to support societal value change on abortion and broader Reproductive Justice issues beyond just focusing on colonial laws.
- Using arguments that mention things like "restrictive laws do not stop abortions" or "abortion rates do not increase with legalization" without additional context may perpetuate abortion stigma. It may create the false impression that the goal is to prevent or decrease the number of abortions, thus associating abortion as negative.
- Laws are never neutral. They are shaped by law-makers' knowledge, religion, and culture. Understanding the influences and biases behind laws will help in being strategic about this perspective.



Source: [AL DIA](#)

EXAMPLE



- Ni una muerte mas por aborto clandestino (Translated as: Not one more death from clandestine abortion, Argentina)

Figure 17: „Aborto Legal Seguro y Gratuito“ campaign in Argentina 2020. Source: [BFI](#).



5. PUBLIC HEALTH

The Public health perspective comes with a focus on health systems and is guided by scientific evidence. Regarding abortion, the following areas are commonly highlighted:

Abortion as essential healthcare: based on World Health Organization's (WHO) recognition of abortion as common health care. This viewpoint aims to expand choices by providing abortion care through various approaches such as facility-based services, digital health interventions (telemedicine, hotline), self-care, and accompaniment.

Quality of care: based on WHO's recommendations for quality of abortion care that includes the availability and accessibility of information; a supportive and universally accessible, affordable, and well-functioning health system, and respect for human rights within a supportive framework of law and policy (Kim et al., 2022).

Tackling health system barriers: such as lack of skilled, compassionate healthcare workers and quality medical products and equipment, provider refusal, abortion stigma, and harmful practices such as mandatory reporting and waiting period and third-party approvals which restrict and delay access to abortion care.

Harm reduction: In order to prevent harm caused by unsafe abortion methods harm reduction measures in legally restricted settings could include 1) Provision of accurate information on medical abortions & 2)

Post abortion care after an (attempted) abortion.



POTENTIAL VALUES TO BUILD ON:

- | | | |
|---------------------------------------|---|--|
| <input type="checkbox"/> authenticity | <input type="checkbox"/> justice | <input type="checkbox"/> respect |
| <input type="checkbox"/> community | <input type="checkbox"/> knowledge | <input type="checkbox"/> responsibility |
| <input type="checkbox"/> compassion | <input type="checkbox"/> love | <input type="checkbox"/> security |
| <input type="checkbox"/> freedom | <input type="checkbox"/> pragmatism | <input type="checkbox"/> (shifting) power |
| <input type="checkbox"/> happiness | <input type="checkbox"/> pride in your work | <input type="checkbox"/> solution-oriented |
| <input type="checkbox"/> involvement | <input type="checkbox"/> quality | <input type="checkbox"/> stability |



COMMON TALKING POINTS:

Abortion...

- Is a simple and common healthcare procedure. Around 73 million induced abortions take place worldwide each year. Six out of 10 (61%) of all unintended pregnancies, and 3 out of 10 (29%) of all pregnancies, end in induced abortion.
- Can be safely and effectively performed in a range of settings and by a variety of people including the pregnant person themselves.
- Regulations and harmful health system policies can result in pregnant people experiencing travel cost, loss of income, or the need to resort to unsafe abortions.

We advocate for quality abortion care which consists of:

- Recognising abortion as a public health issue to enable different types of health workers to provide the best care options for pregnant people, in line with good medical practice and their professional ethical responsibilities.
- Variety of approaches including self-management of abortion.
- Affordable services that do not cause financial hardship.
- Removal of laws and policies that cause barriers to quality abortion care such as criminalization of abortion, mandatory waiting periods, and third-party authorization.
- Training of health workers to provide safe and respectful care and to interpret laws and policies in a human right compliant way.
- Health workers not refusing care based on personal beliefs.
- People having access to accurate and non-biased information to prevent unintended pregnancies and make autonomous decisions about abortion.



WHEN USING THIS PERSPECTIVE, KEEP IN MIND:

- The over-emphasis on problems with the use of staggering numbers and shocking images can create fear and helplessness among the audience. The aim is to present problems with solutions to spark hope and envision change.



Source: [UNFPA](#)



Source: [UNFPA](#)

EXAMPLES

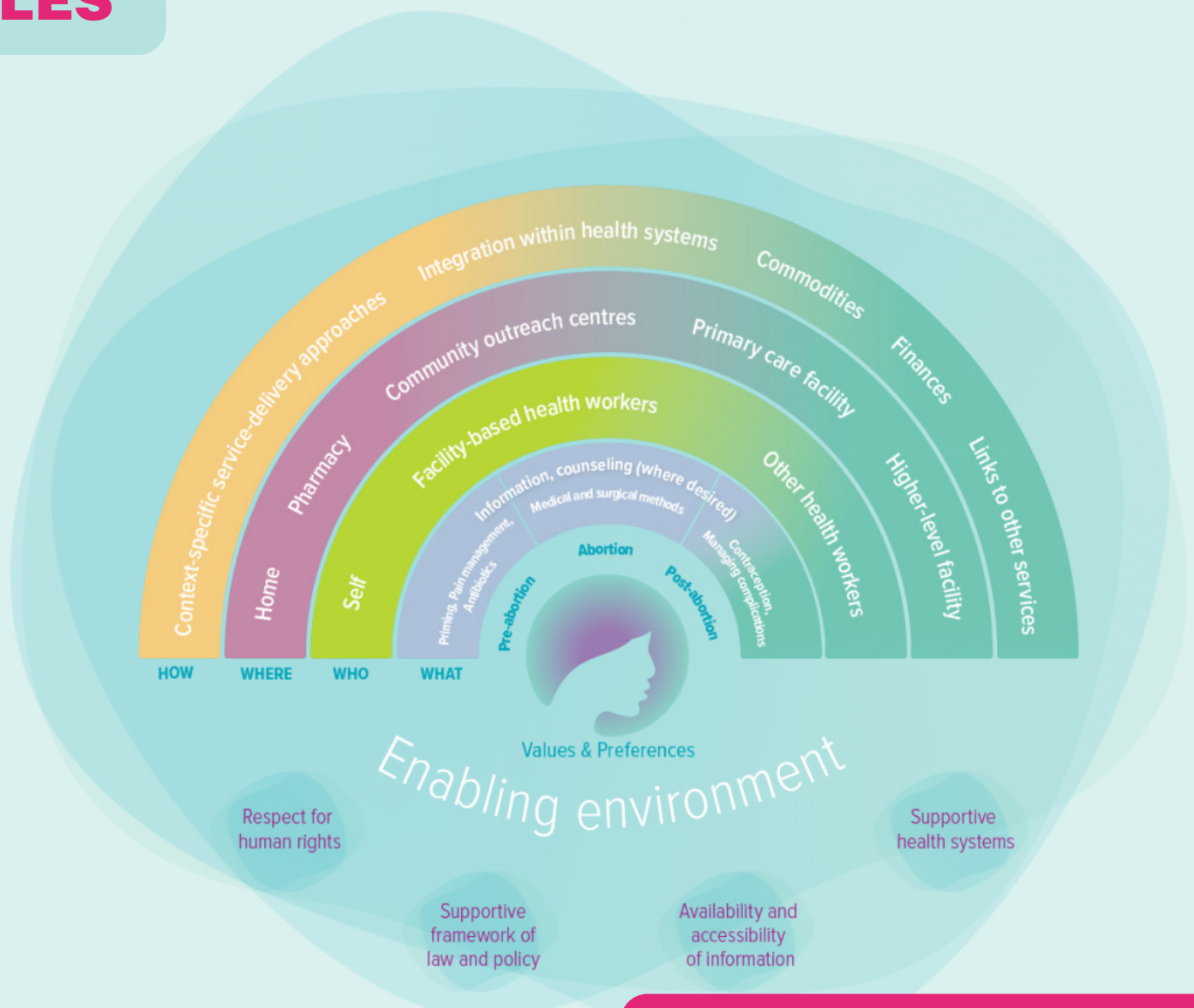


Figure 18: Abortion care guideline centred on the values and preferences of abortion seekers. Source: WHO

● 'Safe Abortion is Health Care'



6. DEMEDICALIZATION

Demedicalization:

Trend to move some medical tasks partially (or fully) out of formal health services and shifting responsibilities from doctors to other players including pregnant persons themselves who can then take a more active role in their own health. One important field of demedicalization is abortion with pills, following evidence that with the right information and access to emergency care, abortion with pills is a safe procedure to self-manage.

Self-management of abortion with pills:

Using the combination of the pills Mifepristone and Misoprostol, or Misoprostol alone, to induce an abortion and managing the abortion process partly or in whole without in-person supervision by a health care provider.



POTENTIAL VALUES TO BUILD ON:

- | | | |
|---|--|--|
| <input type="checkbox"/> adaptability | <input type="checkbox"/> confidentiality | <input type="checkbox"/> safety |
| <input type="checkbox"/> agency | <input type="checkbox"/> empowerment | <input type="checkbox"/> shared wisdom |
| <input type="checkbox"/> anti-authority | <input type="checkbox"/> pragmatism | <input type="checkbox"/> simplicity |
| <input type="checkbox"/> autonomy | <input type="checkbox"/> privacy | <input type="checkbox"/> solution-oriented |
| <input type="checkbox"/> community | <input type="checkbox"/> resourcefulness | <input type="checkbox"/> trust |





COMMON TALKING POINTS:

Self-management of abortion can be a tool...

- to reduce the number of unsafe abortions,
- to overcome access barriers of various kinds,
- to tackle the shortage of health workers/trained abortion providers,
- that is suitable for low resource settings,
- that leads to quicker termination of pregnancies.

Self-management of abortion may enable women and pregnant people to...

- reclaim control over their own bodies,
- trust that they are capable,
- reduce dependency on doctors and restrictive laws,
- care for each other in community,
- share and pass on knowledge about reproduction, bodies and pregnancy,
- centre their own preferences & needs,
- shape their own abortion experience,
- choose the setting and people around them.

Abortion pills are...

- safe and effective to use at home
- should be easily available/freely distributed/sold over the counter.



WHEN USING THIS PERSPECTIVE, KEEP IN MIND:

- When addressing health care providers this might be a topic that needs deliberate introduction. There is overwhelming evidence of the safety and power of self-managed abortion, however, it requires introspection: “What is my role in abortion care as a health care provider?”
- Although the self-management of abortion gained wider support by official institutions backed with a growing body of evidence in recent years, it is not at all a new phenomenon. Many argue that in human history abortions have always been self-managed. This may shape your framing when placing abortion either closer or further away from the medical profession, i.e. choosing a frame that does not presume that doctors should or always had the position to control peoples’ abortion practices
- “Self”-management, “self”-care has a focus on the “self” and the individual in the wording, while even when self-managing an abortion, usually many actors are involved. You may want to reflect on the wording and language used especially when working on self-management of abortion. Find more at [“Collective”](#).
- It is important to note that demedicalization does not mean completely removing abortion from the realm of medicine. The goal is to provide pregnant people with more autonomy and power to make decisions on their health and at the same time ensuring access to feminist, person-centred care when needed. Approach this perspective in a way that strikes balance between empowering individuals and providing comprehensive and supportive healthcare options.



EXAMPLES

- “Radical trust in abortion pills and the people who use them” (Women on Web, International)

- “Hey Jane is healthcare, on your own terms. Safe, private abortion care — no clinic visit needed. We’ll be by your side: Our innovative Complete Clare model means you get medical, emotional, and anonymous community support—all in one.” (Hey Jane, USA)

- “For select health services, incorporating self-care can be an innovative strategy to strengthen primary health care, increase universal health coverage and help ensure continuity of health services which may otherwise be disrupted due to health emergencies.” [WHO recommendations on self care interventions](#)



Figure 19: Two individuals are engaged in a discussion about self-managed medical abortion. We Testify [[Instagram Post](#)]



7. COLLECTIVE

The collective frame looks at abortions including self-managed abortions as a collective act. Many actors come together to enable and support abortion access (Berro Pizzarossa & Nandagiri, 2021). In abortion communication, the collective frame offers a perspective that may tackle feelings of isolation, experiences of abortion stigma, and may help to unite as a broader abortion movement.

Actors: feminist groups, accompaniment networks, abortion hotlines, doulas, friends, partners, family, community health workers, midwives and nurses, websites sharing abortion information, clinic escorts, pharmacists, sex-workers groups, trans and queer community members, people who share information through word of mouth and online spaces (social media accounts, forums), IT experts, and many others.



POTENTIAL VALUES TO BUILD ON:

- | | | |
|--|-------------------------------------|--|
| <input type="checkbox"/> appreciation | <input type="checkbox"/> diversity | <input type="checkbox"/> learning |
| <input type="checkbox"/> caring | <input type="checkbox"/> family | <input type="checkbox"/> love |
| <input type="checkbox"/> change | <input type="checkbox"/> friendship | <input type="checkbox"/> relationship |
| <input type="checkbox"/> communication | <input type="checkbox"/> gratitude | <input type="checkbox"/> respect |
| <input type="checkbox"/> compassion | <input type="checkbox"/> home | <input type="checkbox"/> sorority/sisterhood |
| <input type="checkbox"/> connection | <input type="checkbox"/> kindness | <input type="checkbox"/> strength |
| <input type="checkbox"/> courage | <input type="checkbox"/> knowledge | <input type="checkbox"/> wisdom |



COMMON TALKING POINTS:

- 1 in 3 women and people that can get pregnant will have at least one abortion during their lifetime. You are not alone. We are here to support and guide you through your abortion experience.
- Someone you love has had an abortion.
- From the moment someone is looking for information until post-abortion care women and pregnant people should never feel alone. Let's keep building and strengthen the diverse network of support.
- Partners, friends, men, boys, and trusted family members may be an important source of support when accessing abortion.
- Talking about your abortions publicly or with your community and friends is powerful. Let's learn from each other and care for each other.
- We appreciate and thank all abortion providers and people that support abortion access. We stand behind you and support you.



WHEN USING THIS PERSPECTIVE, KEEP IN MIND:

- A person seeking an abortion may feel isolated and alone and may have no access to collective forms of care. When using the collective perspective, make sure to validate these feelings.
- It can be challenging for people to unite in solidarity because of valid concerns about potential retaliation, such as imprisonment, assault and even assassination. Targeting individuals is easier than targeting a collective. However, individuals can find strength by embracing an ethic of mutual aid and care. To learn more about how visibility can act as a form of protection against retaliation see [Front Line Defenders](#).



EXAMPLES



#AbortoLibreDeCulpas

L.A.
MONSE.
NAVAS

- Por un aborto feminista, amoroso y acompañado (Translated as: For a feminist, loving and accompanied abortion, Mexico)

**Soñamos con un
aborto libre de
culpas, feminista
y amoroso.**

Las Comadres
del Ecuador
099 974 4708

Red
Ecuatoriana
de Fe

- “For as long as people have been having babies, they have been having abortions, in every culture, on every continent in every time. [...] Throughout, midwives aided and attended those who chose to terminate pregnancies, using knowledge refined over generations to be safe” (Khalid, 2022)

Figure 20: ‘Guilt-free abortions’ and We dream of a guilt-free, feminist and lovely abortions’. Source: [Redfe](#)



8. RELIGION & SPIRITUALITY

Many of us who have, provide, or support abortions are religious and/or spiritual. Religion forms one's belief systems and may shape how we understand life, origin, nature, and the purpose of existence, including our perception of abortion. Many people turn to religion for support and comfort during difficult times (Ipas, 2018).

In contexts where religion holds a strong influence, finding common ground with faith-based leaders who can teach acceptance and love may be crucial in enabling access to healthcare services and countering harmful assumptions, stereotypes, and misinformation that can hinder people from seeking and receiving care (MSI, n.d.-a; MSI, n.d.-b).



POTENTIAL VALUES TO BUILD ON:

- | | | |
|--------------------------------------|-----------------------------------|---------------------------------------|
| <input type="checkbox"/> caring | <input type="checkbox"/> goodness | <input type="checkbox"/> peace |
| <input type="checkbox"/> compassion | <input type="checkbox"/> grace | <input type="checkbox"/> protection |
| <input type="checkbox"/> connection | <input type="checkbox"/> guidance | <input type="checkbox"/> renewal |
| <input type="checkbox"/> conscience | <input type="checkbox"/> humanity | <input type="checkbox"/> spiritualism |
| <input type="checkbox"/> faith | <input type="checkbox"/> kindness | <input type="checkbox"/> steward |
| <input type="checkbox"/> family | <input type="checkbox"/> learning | <input type="checkbox"/> wellbeing |
| <input type="checkbox"/> forgiveness | <input type="checkbox"/> love | <input type="checkbox"/> wisdom |





COMMON TALKING POINTS:

- Depending on the religion/school of thought of a religion, offer pro-abortion interpretations of religious scripture, which in some cases have already been dominant in the past or elsewhere.
- Religious and spiritual leaders and communities aim to protect and promote the health of their families, women, and children, which can be supported through access to contraception, family planning, and abortion.
- Religious and spiritual people are not homogenous. They can be religious and spiritual and at the same time supportive of abortion access.
- With compassion and kindness religious and spiritual communities can help people in times of need, accept those who had abortions and support them to heal and move on within their community.
- Questions of abortion and morality are personal and between one and God.
- The usage of plants in abortion process are part of spiritual/ ancestral knowledge.



WHEN USING THIS PERSPECTIVE, KEEP IN MIND:

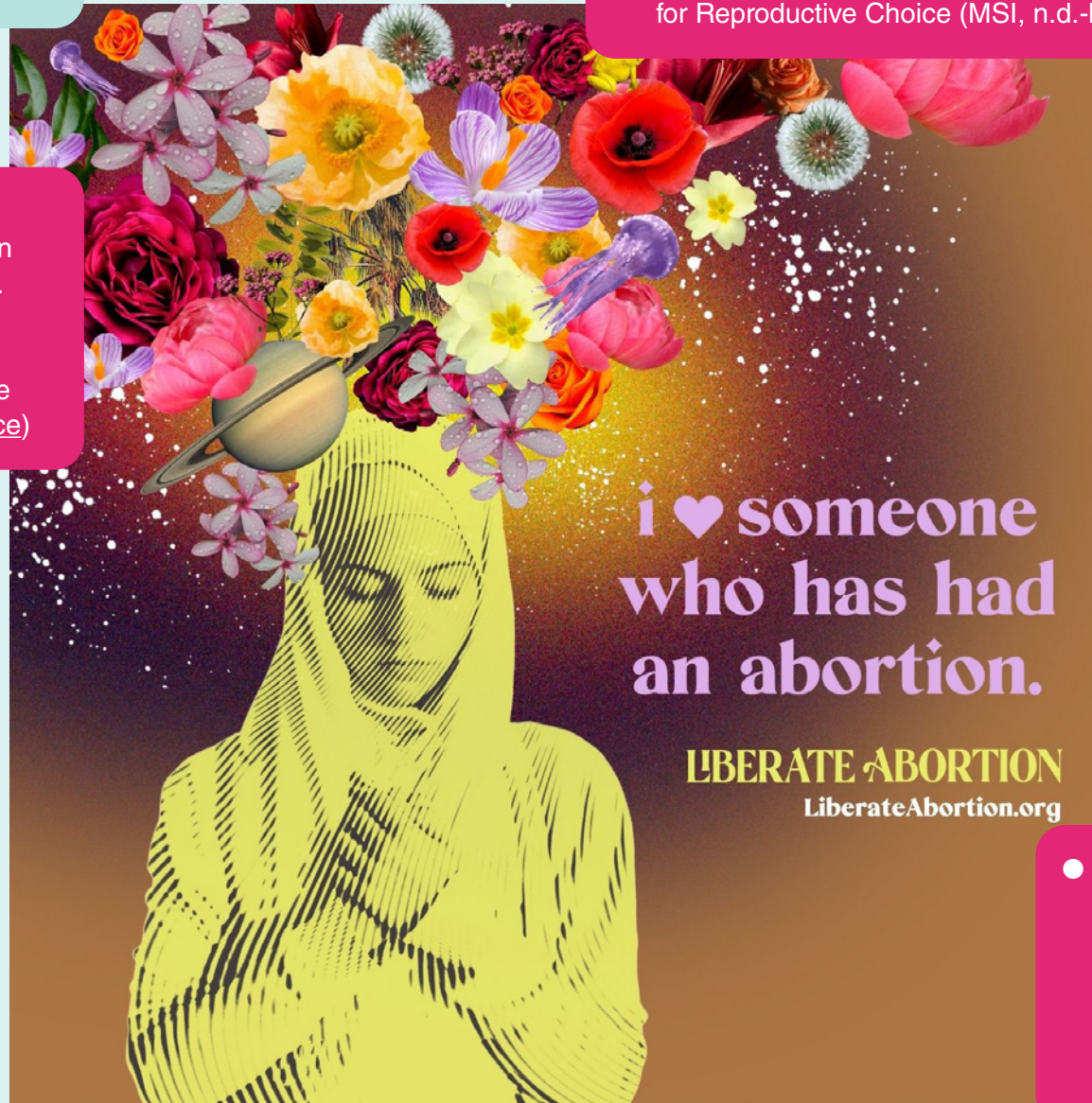
- There are different ways of addressing the religious perspective when framing. Sometimes it might be the right choice to reject any religious interpretation and discussions on the morality of abortions and opting for a different perspective. For others, it is important to not alienate religion entirely from their framing, as there exists a greater nuance in people's opinions which includes room for productive conversations. In some contexts, the pro-abortion religion perspective might even be the most prominent.
- Many religious communities disapprove of abortions. Members that have, provide or support abortions within those communities may face abortion-related stigma, which is negative and shaming treatment of any person or group which stems from the dominant understanding that abortion is wrong and/or morally unacceptable within a community or society (Ipas, 2018; Frohwirth et al. 2018). While religious arguments are often used to justify anti-abortion efforts, religion can also be a powerful tool to tackle abortion-related stigma.
- It is essential to acknowledge that many people have experienced harm, stigma, and exclusion through religious communities when it comes to abortion. Some people affected choose to resolve their feelings within their communities, for others it might lead to doubt or even quitting the community.
- Not all attitudes or beliefs on abortion are necessarily based on religious scripture but may be shaped by the wider socio-political context and political forces at play. Certain regressive or authoritarian political forces may spread falsehoods that strategically depict abortion as anti-religious to serve their own agenda (MCI, n.d.-b).



EXAMPLES

- Catholics support abortion access... Protecting abortion access is a Catholic value... Abortion is a moral choice. Faith Values Conscience... Pro-Choice Catholics are the majority ([Catholics for Choice](#))

- “There’s a lot of folks who are pro-choice or support reproductive dignity and freedom because of their faith and not in spite of it” Rev. Katey Zeh, Baptist Minister, CEO of the Religious Coalition for Reproductive Choice (MSI, n.d.-b).



- Love. Dua. Support. We believe that Allah (swt) loves us all in abundance and that we should be able to draw on Islam before, during and after our abortions, as we draw on Islam in all aspects of our life ([Ad'iyah](#))

Figure 21: I love someone who has had an abortion. Source: [Liberate Abortion](#).



9. GENDER

The topics of gender and abortion are socially and culturally intertwined, and as gender may shape our view on reproduction, pregnancies, and bodies. Here are three ways of how it may come up in work and messaging on abortion:

Abortion care for transgender and non-binary people:

Transgender and non-binary people get pregnant and have abortions too and often face extra challenges when trying to access non-discriminatory and gender-appropriate abortion care. (see the manual for [“Trans-Inclusive Abortion Services”](#))

Gender based violence (GBV):

Umbrella term referring to harmful acts perpetrated against a person based on gender, which is often rooted in unequal power and often overlaps with other intersectional identities. There are several ways GBV may affect one’s need and access to abortion care.

Gender-transformative approaches:

An approach on how to sustainably transform unequal power dynamics and relations to achieve gender equality. It can be used to evaluate abortion practices. (See [“Gender transformative approaches \(GTA\)”](#))



POTENTIAL VALUES TO BUILD ON:

- | | | |
|--------------------------------------|---|---|
| <input type="checkbox"/> change | <input type="checkbox"/> future generations | <input type="checkbox"/> parenting |
| <input type="checkbox"/> dignity | <input type="checkbox"/> health | <input type="checkbox"/> respect |
| <input type="checkbox"/> empowerment | <input type="checkbox"/> hope | <input type="checkbox"/> safety |
| <input type="checkbox"/> equality | <input type="checkbox"/> inclusivity | <input type="checkbox"/> security |
| <input type="checkbox"/> family | <input type="checkbox"/> love | <input type="checkbox"/> transformation |
| <input type="checkbox"/> freedom | <input type="checkbox"/> nature | |



COMMON TALKING POINTS:

- Not all who get pregnant are women. Trans men and non-binary people deserve safe access to abortion tailored to their needs.
- Denying access to safe abortion care including post-abortion care and forced continuation of pregnancy is a form of GBV.
- GBV increases risk of unwanted pregnancies and survivors require specialised care that includes access to safe abortion care.
- We need to challenge power imbalances between those seeking abortion and other actors. That may be between abortion providers and pregnant women and people. That may be by dropping any third-party consent practices around abortion (I.e. parental or spousal consent)
- For true gender equality, we need access to safe abortion care.



WHEN USING THIS PERSPECTIVE, KEEP IN MIND:

- The gender perspective displayed here is an oversimplification of debates within feminist academic and activist communities. Certain groups within these communities have clashed over the inclusion of trans people and non-women when presenting abortion. Trans exclusionary feminists argue that the neutralization of women from abortion discussion is a form of gender based violence, while trans perspectives highlight the fact that not every cis woman has a uterus or can get pregnant, and many non-binary and trans people menstruate, and have abortions. It is important to carefully research and frame your communications to be inclusive and thoughtful. One approach is to add terms instead of removing them, such as using “women, girls and people who can get pregnant” instead of just using “pregnant people” or “women” alone.



Why Queer People Should Care About Abortion Access

Abortion access is not just an issue for straight cis women





10. FAMILY

The family frame encompasses any communication that uses the concept of family as a focal point, either in the field of health care interventions, or in local contexts where family values are strong.

Family planning:

Broadly refers to any efforts or techniques that support the ability to make choices around pregnancy, parenting, spacing between children, or number of children. However, you will encounter it mostly in the context of the so called “family planning movement,” which today has shifted towards the broader concept of SRHR. Find more at “Rights.”

Abortion and motherhood:

Rather than viewing motherhood and abortion as conflicting concepts, abortion can be portrayed as a way to support mothering, parenting, and raising families, as this is the lived experience for many of those with children choosing abortion. At the same time, for some, choosing abortion can be a crucial way to reject societal, familial, or gendered pressures to have children and become mothers or parents at all. Or it may open the opportunity of choosing parenthood out of desire while rejecting “compulsory motherhood.”



POTENTIAL VALUES TO BUILD ON:

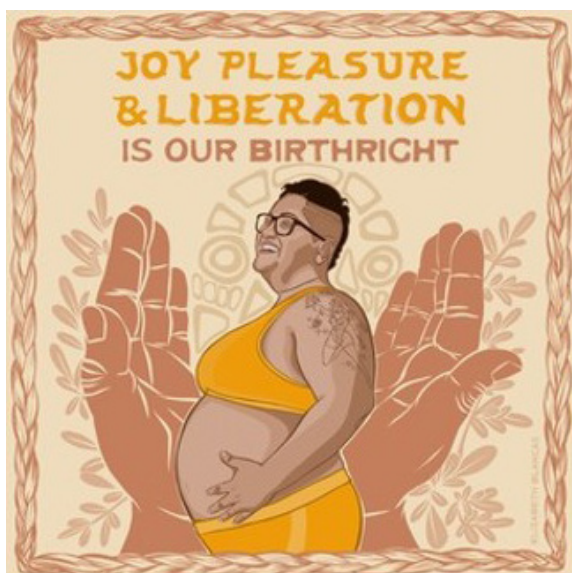
- | | | |
|-------------------------------------|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> affection | <input type="checkbox"/> family | <input type="checkbox"/> love |
| <input type="checkbox"/> caring | <input type="checkbox"/> happiness | <input type="checkbox"/> relationship |
| <input type="checkbox"/> connection | <input type="checkbox"/> harmony | <input type="checkbox"/> respect |
| <input type="checkbox"/> diversity | <input type="checkbox"/> involvement | |





COMMON TALKING POINTS:

- More than half of those having abortions already have children.
- Access to abortion supports mothers by increasing their safety and ability to make decisions that may be best for themselves and their families.
- People seeking abortions report that one of their reasons for seeking an abortion is that a new child would negatively affect their ability to care for their current children (Rioux et al., 2022).
- Many cases of unintended pregnancies due to lack of access to contraceptives information and services lead to maternal mortality and morbidity and unsafe abortion.
- We challenge and foster exchange around societal gendered norms that dictate what a good woman/girl/ mother constitutes. They are often harmful, isolating and may stigmatise those that have abortions.



Source: [AL DIA](#)



WHEN USING THIS PERSPECTIVE, KEEP IN MIND:

- You will find that the family planning part of this perspective overlaps with the Public Health, Choice and Rights frameworks, as they have similar origin. At the same time, Reproductive Justice approaches put an emphasis on families rejecting a single focus on abortion.
- The nuclear family is often illustrated as the heteronormative, traditional family consisting of a father, mother, son, and daughter. It is important to acknowledge that families are diverse and can be configured in many ways.
- Family is central to many people's lives, and focusing on the care and wellbeing of families can be a powerful frame to connect to audiences' values and find common ground on abortion.
- Building frames around the concept of motherhood is a balancing act of addressing those who value motherhood as an important part of their life without perpetuating ideas that might be harmful to those who do not. Ideally, depict a variety of lived realities.



EXAMPLES

- Ni llamado biológico ni mandato social, la maternidad será deseada (Translated as: “neither a biological calling, nor a social mandate, maternity will be something that is desired”, Mexico)

Specem gud pikinini blong kat gud helt oltaem

-Priventem yu blong kat pikinini we yu no plan from

-Usum Famili Planning Method

- Abortion is one of the most important forms of subversion. If a woman can choose not to be a mother, by terminating a pregnancy, then she stands up against any emotional argument that can be used to restrict her in the name of ‘family’ or ‘motherhood (Asia Safe Abortion Partnership)

"Advocating for sexual reproductive health & rights for all"

Vanuatu Family Health Association
Emile Mercet Street, PMB 9065
Port Vila, Vanuatu
Tel: (+678) 22140
Fax: (+678) 24627
e-mail: vfha@vanuatu.com.vu
Find us on Facebook

Australian Aid

family planning
vanuatu

IPPF International Planned Parenthood Federation

Vanuatu Family Health Association
Sarakata Area, P.O. BOX 173
Luganville, (Santo), Vanuatu
Tel: (+678) 36129
e-mail: vfha@vanuatu.com.vu
Find us on Facebook

Figure 23: Space your children for good health. Source: [Vanuatu Family Health Association](#).



11. NATION

As abortion is often tied to larger reproductive interests, issues, and concerns, it may be framed on a country or nation level.

Identity and Ethos:

Builds on the idea of a shared common identity and shared values and is based on ideas of nation states and sometimes ethnicity. This framing calls its audience to unite aiming to generate mass support on a particular issue, such as abortion access.

Economic:

Addresses the financial ramifications of abortion on the country level and its effect on the people. Emphasizes that the decriminalisation of abortion contributes to female labor force participation and empowers women economically, while denying abortion pushes women and pregnant people further into poverty, perpetuating intergenerational poverty.

Social issues:

Topics in the public discourse that are shaped by strong beliefs, opinions, and viewpoints. They may reflect current events or represent longstanding problems or disagreements. In regard to reproduction, baby dumping, teenage pregnancies, or incest may be seen as major social issues a nation is facing. Access to abortion is often advocated as one of the solutions alongside access to contraceptives and comprehensive sexual education.

POTENTIAL VALUES TO BUILD ON:

- | | | |
|---|-------------------------------------|---|
| <input type="checkbox"/> accountability | <input type="checkbox"/> fairness | <input type="checkbox"/> patriotism |
| <input type="checkbox"/> belonging | <input type="checkbox"/> family | <input type="checkbox"/> responsibility |
| <input type="checkbox"/> compassion | <input type="checkbox"/> loyalty | <input type="checkbox"/> support |
| <input type="checkbox"/> duty | <input type="checkbox"/> nationhood | |



COMMON TALKING POINTS:

- People deserve to be looked after and to receive care in their own country.
- This is a nation/country that cares and protects its citizens and is there for them when they are in a situation of need.
- Treating complications of unsafe abortions is often significantly higher than the cost of safe abortion care, offering a more cost-effective solution.
- Under restrictive abortion laws the inequity of care increases between people of different socio-economic statuses. Especially those with less economic resources may be more willing to try unsafe abortion options (Beavin et al., 2019).
- Forcing someone to continue an unplanned pregnancy without access to abortion care may contribute to social issues such as baby dumping and domestic violence in our society.



WHEN USING THIS PERSPECTIVE, KEEP IN MIND:

- The concept of a nation and shared identity is often built through the rejection and exclusion of the “other,” creating a narrative of us vs them. While this frame can unite those who identify themselves as a citizen of a country, it may be divisive and often goes along with racialized, ableist, classist arguments of who should reproduce and who not. Find more at “Reproductive Justice”.
- Adopting such a frame might be a strategic decision for short-term mobilization and upcoming policy change, but may not be useful to destigmatize abortions, improve access, and achieve long-term justice (O’Shaughnessy, 2021).
- The movement fighting for safe and just abortion access is diverse and requires strong coalitions. Make sure that you are not putting members of your broader coalition at risk. Critically consider the strengths and risks of using framing around nation or the use of more conservative arguments, even if only temporarily.
- Ideas around nationhood are very context dependent. In many cases nation borders have been imposed from the outside, and centering the nation in abortion communications may not be a great fit.
- While economic and monetary calculations and arguments are logically strong, research has shown that people become less concerned about social issues after considering money. This maybe a perspective that you can use with a specific set of audiences such as policy makers and not so much with the wider public (Vohs, 2015).
- When framing a topic as a “social issue” it usually means addressing it as a major problem that needs solving. While that may be the case, it can counteract efforts to normalize abortion as standard health care or possibly increase stigmatizing viewpoints.

Source: [UN Women](#)



EXAMPLE



**Together
for
Yes.**

The National Campaign
to Remove the Eighth
Amendment

Thank you.

On 25th May 2018, 1,429,981 people said Yes to a more compassionate Ireland where a woman can make her own decisions in pregnancy and access abortion if she needs it here in her own country.

Figure 24: Together for Yes. The National Campaign to Remove the Eighth Amendment. Source: [Together for Yes](#).



12. FUTURE AND VISION

Abortion communication often revolves around problems like mortality, morbidity, the negative affect of abortion stigma, abortion as a crisis, the abuse of human rights, sad stories, etc. The future and vision frame does the opposite and starts from a point of envisioning how a different reality could look and feel like.

THE FUTURE AND VISION NARRATIVE FRAME MAY BE HELPFUL TO:

- Strengthen the abortion movement by providing a compass, encouragement, hope, and help to stay grounded despite setbacks.
- Make abortion as a topic more accessible to future advocates and supporters motivating them to contribute to the change.
- Focus on the vision, mission, and goals we find important instead of getting lost in a ping pong match countering narratives that come from anti-abortion movements.
- Come up with ideas, solutions, and strategies for change

Find more at [“Optional exercise: Draw your vision”](#)



POTENTIAL VALUES TO BUILD ON:

- | | | |
|--------------------------------------|--------------------------------------|---|
| <input type="checkbox"/> change | <input type="checkbox"/> hope | <input type="checkbox"/> sense of direction |
| <input type="checkbox"/> creativity | <input type="checkbox"/> imagination | <input type="checkbox"/> success |
| <input type="checkbox"/> envisioning | <input type="checkbox"/> inspiration | <input type="checkbox"/> utopia |
| <input type="checkbox"/> freedom | <input type="checkbox"/> renewal | |





COMMON TALKING POINTS:

- In an ideal world...
- The world that I imagine gives me freedom, security and so much hope...
- We want a future with...
- The world we are envisioning gives...



WHEN USING THIS PERSPECTIVE, KEEP IN MIND:

- All people carry some form of stigma, doubts, and thoughts around abortion within our bodies. When trying to envision a different future, overcoming existing negative and dominant narratives needs practice, time, and effort.



Source: [supportingabortions4ever](https://www.supportingabortions4ever.com)



EXAMPLES

- Abortion pills for future use: You can request abortion pills in advance and take them as soon as you discover you are pregnant (Women on Web)

Abortion Future NOW

- “We should work such that one day we can grow misoprostol in our kitchen gardens. It is a plant after all, and our region is rich in plant diversity!” Suchitra Dalvie, Asia Safe Abortion Partnership (ASAP)

LIBERATE ABORTION
LiberateAbortion.org

Figure 25: Abortion Future NOW. Source: [Liberate Abortion](#)

CASE STUDY: IRELAND

Let's have a look at a famous example of campaigning for legal change of abortion law: Ireland in 2018



Figure 26: Women celebrate the result of the referendum on liberalizing abortion law, in Ireland. Source: CNN.

1. BACKGROUND

Due to the enactment of the Eighth Amendment of the Irish Constitution in 1983, abortion was highly restricted in Ireland for decades resulting in a near-absolute prohibition of abortion. This posed significant barriers to pregnant people and pushed some to travel to other countries, such as England, to access abortion care. On the 25th of May 2018, after years of organizing and several tragic cases gaining public attention, the Irish people voted with a strikingly clear outcome of 66.4% (Yes) to repeal the 8th Amendment, paving the way for new abortion legislation.

2. CAMPAIGN FOCUS AND SLOGAN

The “Together for Yes”-Campaign, a joint effort of all major players in favour of legal access to abortion in Ireland, focused on the “three C’s”: care, compassion, and change.

“Sometimes a private matter needs public support”

“Yes for Care”

“Yes for Women’s life”

3. HOW WAS ABORTION FRAMED

Several perspectives were strategically used, as outlined by Catherine O'Shaughnessy (2021) including:

- **CHOICE AND COMPASSION**

Abortion was portrayed as a private and personal decision for women. The emphasis was on caring for women in need and promoting compassion. The experiences of those seeking abortions due to fetal abnormalities were highlighted to evoke public understanding and empathy.

- **RIGHTS AND LAW**

Abortion was framed as a fundamental human right, emphasizing women's autonomy in making decisions about their own bodies. The removal of restrictive abortion laws was advocated by telling heart-breaking stories of those effected by the law.

- **FAMILY, FUTURE, AND NATION:**

The campaign stressed the importance of care and compassion for women and their families in making decision about their reproductive health. It called out how Ireland as a country and nation is failing its own people forcing them to travel. It highlighted a vision of a future where access to safe and legal abortion is available in Ireland.

4. LESSONS LEARNED

The Irish campaign demonstrated the power of strategic framing in effecting change. By reframing abortion as a matter of personal choice, human rights, public health and using values such as care and compassion, the campaign was able to shift public opinion and create support for the repeal of restrictive abortion laws.

5. SOMETHING TO THINK ABOUT

Every framing decision will have strengths, costs, and compromises to consider when deciding what to centre and what to leave out. Sometimes these compromises are made to reach a concrete goal, such as broad voter support in a referendum, while having broader visions and tasks of access and anti-stigma work still ahead. Some examples:

The Irish campaign strategically called for care and compassion by focusing on stories of suffering, tragedy and crisis, there are critics that this can reinforce the notion of abortion as an inherently difficult and emotional leaving. It leaves out the many stories of people that experience their abortions within a much broader range of emotions.

Additionally, the campaign spoke exclusively of 'women', risking the erasure of experiences and reproductive injustices against trans and gender non-conforming people.

- **WHAT ARE YOUR THOUGHTS ON THE IRISH CAMPAIGN?**
- **WHAT IS POWERFUL?**
- **ARE THERE LESSONS TO LEARN FOR YOUR OWN CONTEXT?**
- **WHAT DO YOU THINK ABOUT UNINTENDED CONSEQUENCES THE IRISH FRAMING MIGHT HAVE HAD?**

EXERCISE 4: THE PERSPECTIVES IN YOUR CONTEXT

Now that you have read the different ways to address abortion, let's dive deeper into exploring the different perspectives in your context.

STEP 1: YOUR PAST COMMUNICATION MATERIAL

Reflect on your past communication materials on abortion and consider the below:

- Are there perspectives that you have used in the past?
- What perspectives still serve your purpose, target audience, and values effectively?
- Is there anything that you would like to drop moving forward?

STEP 2: WHAT OTHERS ARE DOING IN YOUR CONTEXT?

Examine what other organizations working in your field in your context are doing and the perspectives that they use. Consider the following points:

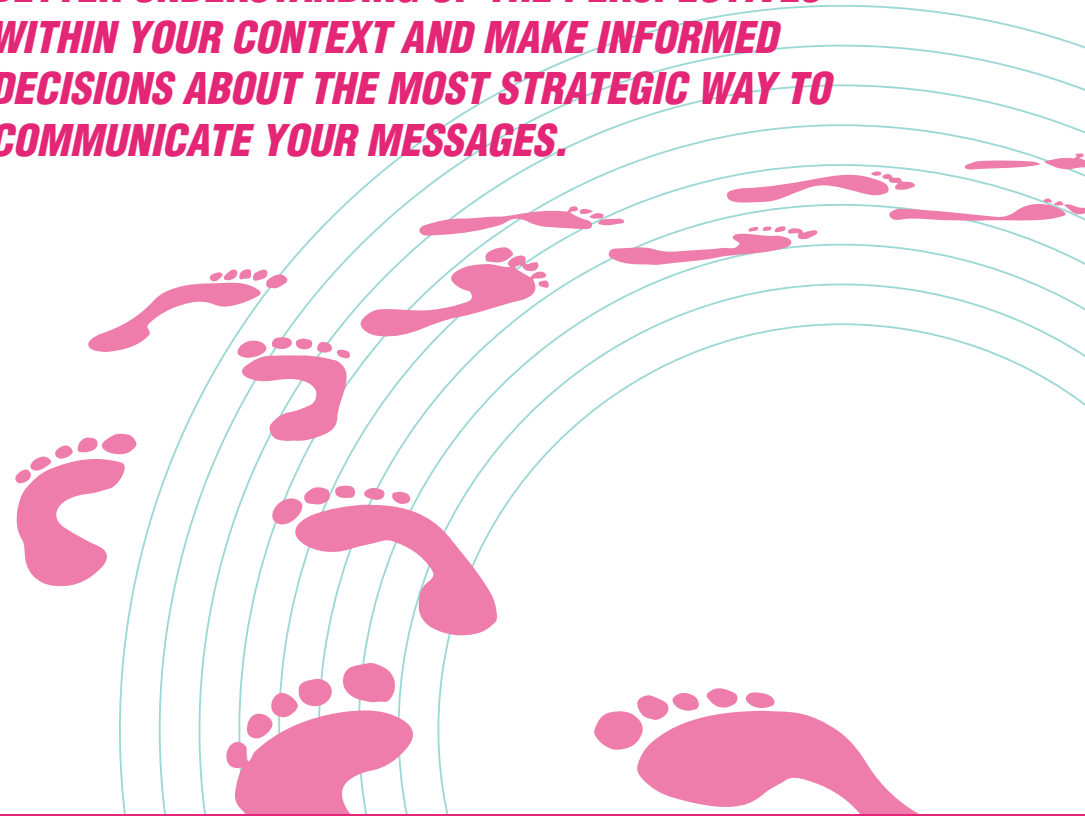
- Which perspectives are commonly used by organizations working in your field?
- What are the unintended consequences of using those perspectives?
- Who in your context would agree with those perspectives? Who would disagree?
- Have there been changes, trends or important events over time that have influenced perception on abortion? Any interesting observations?

STEP 3: HOW YOU CAN GO FORWARD?

Based on your evaluation and assessment, determine how you can proceed with your communication. Consider the following points:

- What perspectives are already used in your context that are in line with your purpose and target audience? Which parts do you want to amplify?
- Which new perspectives did you discover that might be a fit for your context, purpose, and target audience? What potential do you see in it? What could be the unintended consequences?

BY ENGAGING IN THIS EXERCISE, YOU WILL GAIN A BETTER UNDERSTANDING OF THE PERSPECTIVES WITHIN YOUR CONTEXT AND MAKE INFORMED DECISIONS ABOUT THE MOST STRATEGIC WAY TO COMMUNICATE YOUR MESSAGES.





EXAMPLE

STEP 1: YOUR PAST COMMUNICATION MATERIAL

In the past, we have primarily focused on the public health and rights perspectives. While spreading accurate information is still important to us, we are now considering to put the rights perspective a little to the side, as there are currently no legal changes or campaigns ahead. Other perspectives might be more suitable to evoke feelings of support within our audience.

STEP 2: WHAT OTHERS ARE DOING IN YOUR CONTEXT?

Other organizations emphasize the perspectives of rights, gender, and reproductive justice. In recent years, there is an increasing focus on the intersection of family, and abortion rights.

STEP 3: HOW YOU CAN GO FORWARD?

1. Continue using the public health (and rights) perspectives with the inclusion of values such as compassion, curiosity, and belonging. This direction could resonate with our personas and give the information a more personal feel
2. Incorporate the family and collective perspectives.

One potential unintended consequence is the potential marginalization of audiences who do not conform to traditional family and cultural values. We can address this by acknowledging that there are many ways families can be configured and ensuring that our communication material make all individuals feel represented and respected.

CHAPTER 5: ABORTION FRAMING PITFALLS



CHAPTER 5: ABORTION FRAMING PITFALLS

Let's have a look at six common pitfalls and how to avoid them when working on your abortion communication.



1. YOU ARE NOT YOUR AUDIENCE

The arguments that are most convincing and strong to you, that might even be the reason you do the work you do, are often not the same arguments that are important to your audience. **Instead, take the time to map out your audience.**

2. KEEPING IT HIGH LEVEL.

Focusing your communication strategies solely on policymakers and elected officials creates a gap in social advocacy. Legislation changes may be part of the solution, but it needs to be accompanied by public acceptance. And when an issue is on the public's agenda, it is highly likely to be addressed by the elected officials. **Therefore, ensure that you include a broad base of the public into the conversation.**

3. NOT SPEAKING TO ONE'S BEST SELF.

Often time we assume the audience to be unknowledgeable, uncaring, and easily led by false and harmful narratives. This sometimes results in the creation of messages that are condescending and disrespectful towards our audiences. Remember, even when people do not agree with our cause, many of them share our motivations and values and want to do the best they can. **Therefore, respect audiences' thinking by acknowledging it without reinforcing it, and speak based on common values such as love, compassion, humanity, and kindness.**

CHECK OUT FRAMEWORK INSTITUTE'S [FRAMING 101](#) FOR MORE RESOURCES.



4. FACT MATTERS, ONLY IF ITS FRAMED WELL.

Offering just the facts in the form of data and statistics assumes that people will see in them what we want them to see, which is false. Often time, people rely on their existing assumptions to make sense of the information we present. To shift thinking, make sure to frame your facts with context, values and/or discussions of solutions. **Build people's understanding of an issue by pre-interpreting the facts in a way that resonates with them.**

5. COUNTERING OPPOSING NARRATIVES VS AMPLIFYING YOUR OWN NARRATIVES.

One of the commonly used tactics in activism is to directly challenge other people's opinions and views, especially when it's an opposing argument. These tactics alone are often unhelpful. This especially applies to correcting misunderstanding by "myth busting." When we do this, we end up repeating and strengthening the very ideas we want to challenge. **Instead, stick to your own message. Focus on what's most important for people to know.**

6. OVER-EMPHASIS ON PROBLEMS

It can be easy to feel doomed and gloomy about what is happening, but giving people hope and the ability to envision solutions can make a world of difference. This is known as positive messaging. **It's important to show the problems, but it's also good to help people think about a better future.**

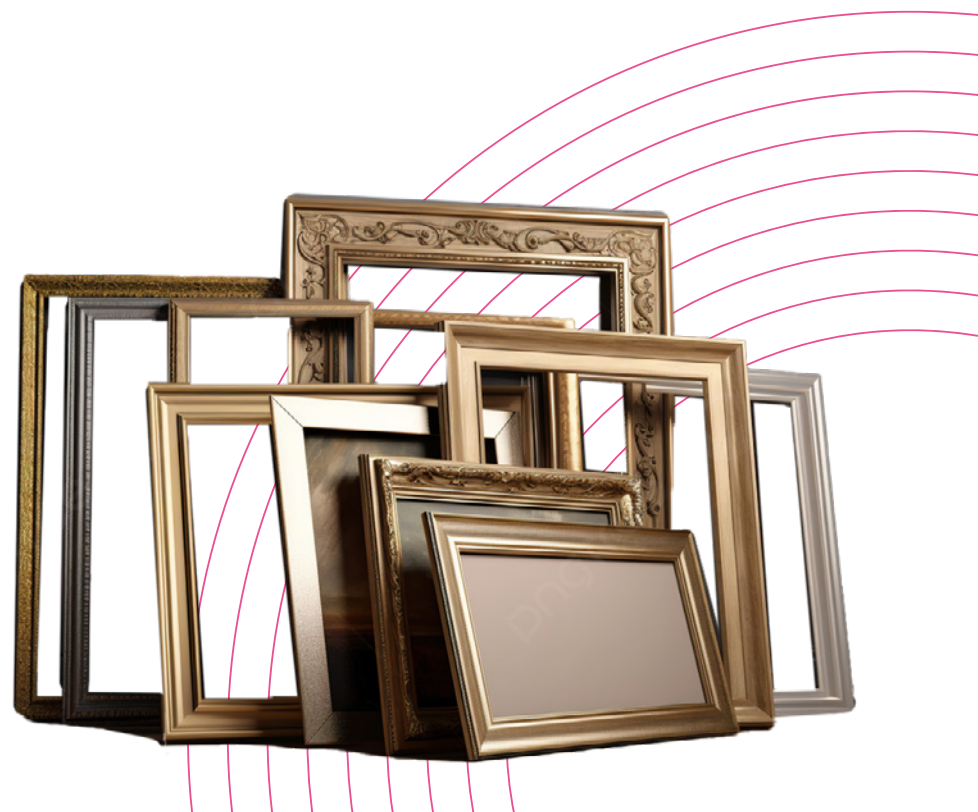
CHAPTER 6: PREPARE YOUR FRAME





CHAPTER 6: PREPARE YOUR FRAME

Collect all the ideas, analysis, and notes from previous chapters to prepare your framing. If you can, keep it short and simple and see this as a sorting process. Think about what has come into your communication strategy. And equally important, what stays out, even if it is convincing, important, or interesting.



EXERCISE 5: PREPARE YOUR FRAME

DEFINE THE PURPOSE OF YOUR PIECE OF COMMUNICATION:

Spread practical knowledge about the safety of using abortion pills.

DESCRIBE YOUR INTENDED AUDIENCE:

Persona 1: Amani, 24 years old, cis woman, reads and speaks English and Swahili and a person of faith. Currently believes that abortion is harmful, unsafe, and illegal. Loves her family, community, and freedom. Is reluctant to talk openly about abortion and prefers to say nothing.

Persona 2: ...
Persona 3: ...

PERSPECTIVES:

Collect, choose, and play around with perspectives that seem to match your purpose, your audience and most of all, your context. This process is not strict, it can be a mix and match according to your needs. Feel free to wander off the different perspectives that we offered in this toolkit.

Consider this step as a creative process setting the mood. You can also start to add some soundbites and arguments that you consider including.

Collective and family perspectives.

- Learn from each other.
- Be there for those important to us in times of need.
- Be close and honest with family members and get more comfortable to involve them in sensitive discussions.

VALUES:

Add 3-4 values that you would like to shape your material. Consider the values of your target audience, but also which emphasis you want to set as an organization.

Friendship, knowledge, caring, involvement.

FEELINGS:

Add how you want the audience to feel when engaging with your communication. This will guide your messaging and tone.

Positively surprised, curious, connected.

NOTES:

Add any concerns, things to keep in mind, best practices, pitfalls, and general thoughts that you have or that might be relevant for your specific piece of communication.

- This is a very new perspective for our organization, we should find ways to test it among our community and see how it is perceived.
- Should we address anything related to religion/faith? Or is it on our "leave out" list in order to have a simple and clear message?



ARE YOU READY?

THE NEXT STEP IS TO JUMP IN THE WATER AND START TRYING. GOOD LUCK AND ENJOY THE PROCESS OF DRAFTING, WRITING, BRAINSTORMING, DISCUSSING, AND TESTING WHATEVER KIND OF ABORTION COMMUNICATION YOU ARE WORKING ON! WE SHALL SEE YOU ON THE OTHER SIDE.

See ["ANNEX 4: Prepare your frame template"](#)



CHAPTER 7: REVIEW FOR ABORTION STIGMA



CHAPTER 7: REVIEW FOR ABORTION STIGMA

Abortion stigma is defined as the negative and shaming treatment of any person or group of people associated with abortion. It comes with several negative consequences such as silence, fear, and barriers to access safe abortion services and abortion related information. Because of abortion stigma, many people not only have limited information about abortion, but what they do know is often inaccurate, incomplete, or tainted by negative judgements, myths, and misconceptions (Ipas, 2018).

Abortion stigma is context dependent. It may play out in all different ways. Here is one of many examples:

- A person that has learned or experienced that abortion is to be considered negative, a last resort, their own fault, and needs a second or third abortion will be more likely to feel ashamed and hesitant to go to the same doctor or health care facility to seek safe services.

Even as people working in the field, we all carry abortion stigma within us, sometimes subtle and without even noticing. To learn more about abortion stigma check out this toolkit:

- [Ipas's Abortion stigma ends here: A toolkit for understanding and action](#)

When drafting and publishing content on abortion, stigma requires our special attention. Take the piece of communication you have created and have a critical look at it. The leading question here is:

AM I PUTTING ANY BLAME, SHAME, OR JUDGEMENT ON A PERSON?

For concrete guidance we recommend comparing your piece of information with the content of this IPPF guide: [How to talk about abortion: A guide to stigma-free messaging](#). To catch stigmatizing language and images in your piece of communication see the table on page 15 and page 19 of the guide. Additionally, [this](#) is an amazing site where you can source images to complement your content.



REMEMBER

Tackling stigma requires continuous effort. We recommend that you regularly review and update your communication materials to align with the evolving understanding and best practices around tackling abortion stigma. By actively challenging and tackling abortion stigma, we can cultivate a supportive environment for individuals seeking, providing, and supporting abortion care and contribute to the positive and supportive narratives around abortion access and sexual and reproductive health rights.



CHAPTER 8: TEST, REFINE AND PUBLISH.

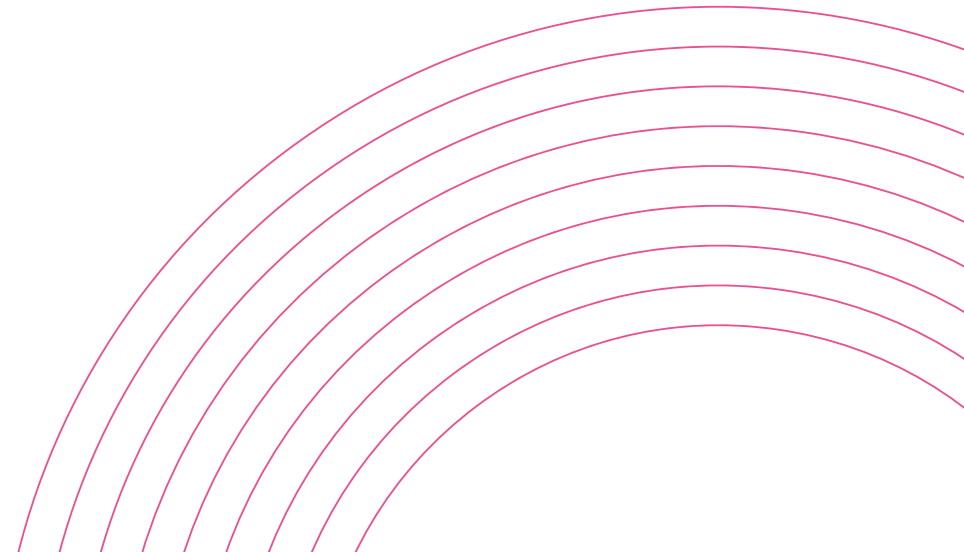




CHAPTER 8: TEST, REFINE AND PUBLISH.

Now that your frame is ready, you need to test it to see how it works in the real world. Remember, you are not your audience, so seeing how people outside of your team respond to what you are saying is instrumental and an irreplaceable process in framing development. The way you speak about abortion also varies according to the context you work in. If you are working in restrictive settings or your organization is new to the field, you may want to “test waters” before publishing.

There are many ways to test your frame: interviews, focus group discussions, and surveys. It really depends on how much budget, resources, and time you have. Any testing is better than no testing! At the very least, try testing your frame with a few people who have not been involved in your framing process.



EXERCISE 6: TEST AND REFINE

STEP 1: IDENTIFY PEOPLE TO PARTICIPATE IN THE TESTING.

Identify at least three people to test your messages. It is best if this can be someone outside of your team, for example a random member of the public.

STEP 2: SHOW THEM YOUR MESSAGES.

Share your messages with the participants and allow them to engage with the content.

STEP 3: ASK QUESTIONS TO ASSESS WHETHER YOUR MESSAGES MEET THE OUTCOME YOU WANTED TO ACHIEVE

Pose these questions to your participants and assess if your messages meet the desired outcome:

- How do they feel when they see your messages?
- What thoughts do the messages evoke?
- Can they see hope and solution to the problem we are presenting?
- Would they be motivated to take action based on these messages? If yes, what actions would they take. If no, what are the reasons?

STEP 4: ADDRESS ANY CONCERNS

Based on the insights gathered in Step 3, identify any pressing issues that need to be addressed. Make the necessary adjustments and refine your message.

STEP 5: ITERATE AND FINALISE

You can test as many times as you like until you get it right. Look back at 'Your purpose' and the 'World you are envisioning' to check if your messages are achieving its intended outcome. If needed, make final fixes. Once ready, you can send your product to the world!



ANNEXES



Picture:

Name:

Age:

Gender:

Language:

Occupation, education:

Accessibility needs:

Location:

Current view: What are their opinions and knowledge on abortion? What experience has shaped their attitudes and behaviors towards abortion?

Ideal: What change do you want to see? What behaviors do you want to cultivate?
(keep this short, achievable and concrete)

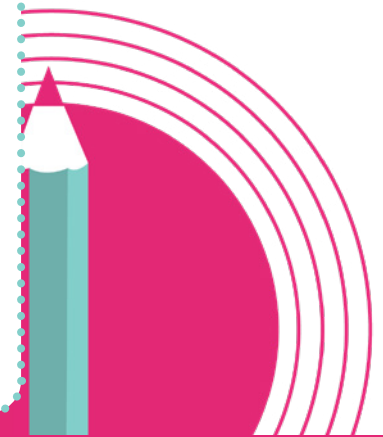
Values: What are some of the values close to this person?

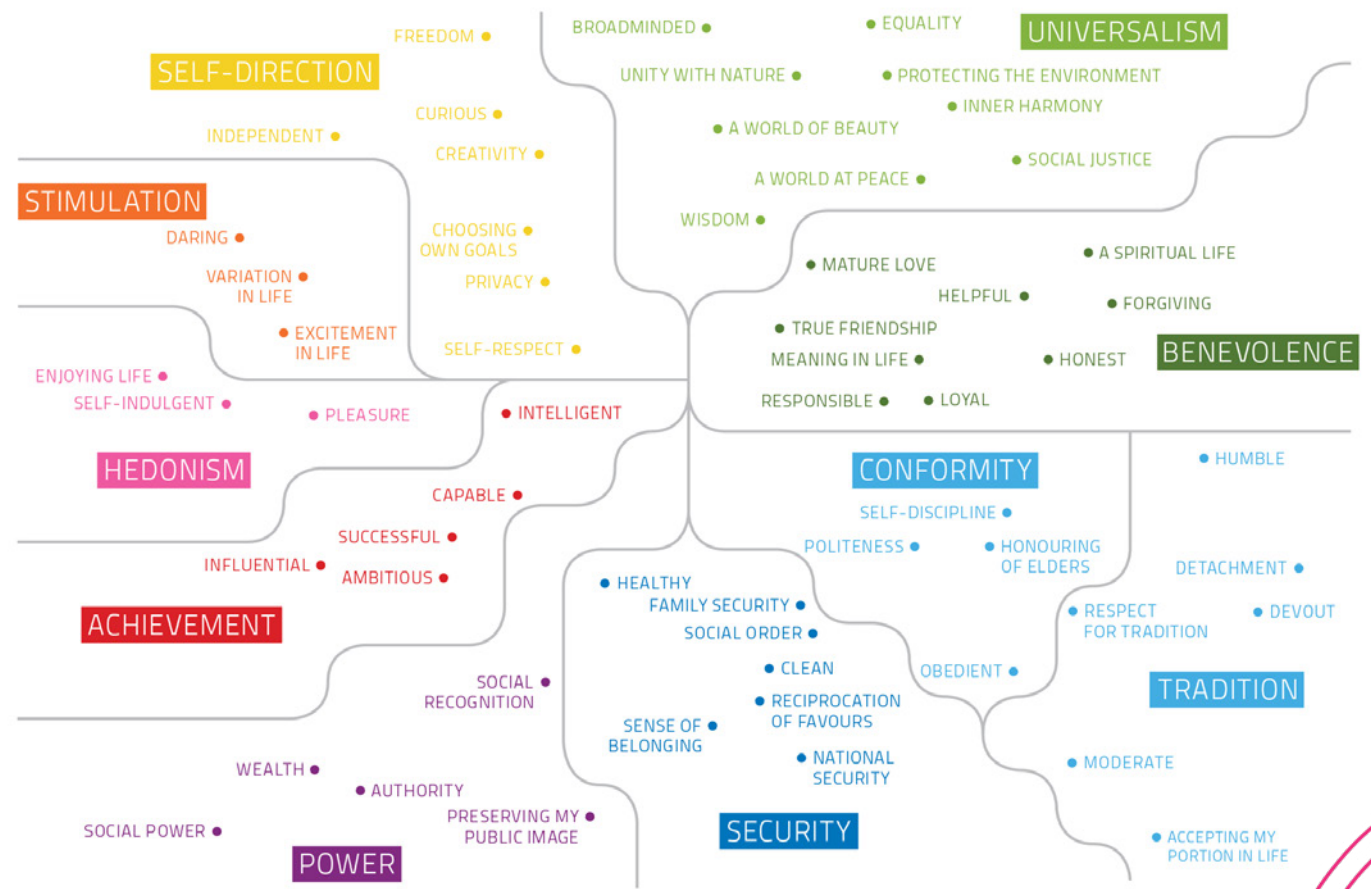
Benefits: Why would they want to engage in your conversation?

Challenges: Why won't they engage in your conversation?

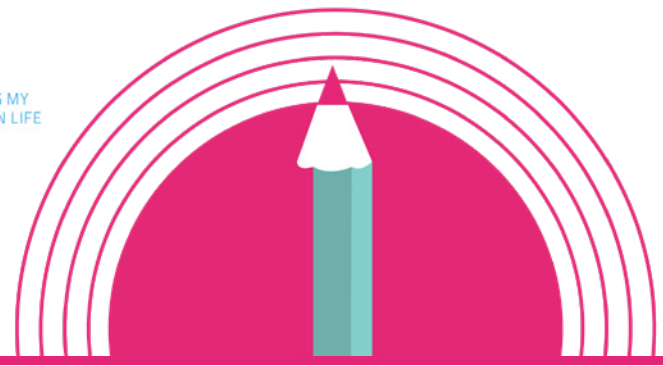


ANNEX 2: PERSONA TEMPLATE





ANNEX 3: VALUE MAP



Define the purpose of your piece of communication:

Describe your intended audience:

Perspectives: Collect, choose, and play around with perspectives that seem to match your purpose, your audience and most of all, your context. This process is not strict, it can be a mix and match according to your needs. Feel free to wander off the different perspectives that we offered in this toolkit.

Consider this step as a creative process setting the mood. You can also start to add some soundbites and arguments that you consider including.

Values: Add 3-4 values that you would like to shape your material. Consider the values of your target audience, but also which emphasis you want to set as an organization.

Feelings: Add how you want the audience to feel. This will guide your messaging and tone.

Notes: Add any concerns, keep in minds, best practices, pitfalls, and general thoughts that you have or that might be relevant for your specific piece of communication.



ANNEX 4: PREPARE YOUR FRAME TEMPLATE



RESOURCES, REFERENCES, ACKNOWLEDGEMENT



UNDERSTANDING NARRATIVE CHANGE

- [IPPF Movement Accelerator Platform](#)
- [Oxfam Narrative Power and Collective Action – Part 1 & 2](#)
- [Social Change Initiative: Narrative Change](#)

FRAMING 101

- [Framing Equality Toolkit](#)
- [ICPA Reframing guidelines](#)

HUMAN VALUES

- [The Common Cause Handbook](#)

GENDER TRANSFORMATIVE APPROACHES (GTA)

- [Rutger's Introduction to GTA](#)
- [Rutger's GTA and safe abortion: A Training Booklet for Providers](#)

ABORTION STIGMA

- [Ipas's Abortion stigma ends here: A toolkit for understanding and action](#)
- [IPPF's How to talk about abortion: A guide to stigma-free messaging](#)
- [THE GREATS \(Image bank\)](#)

OTHER RESOURCES

- [ARROW: Rights-Based Safe Abortion Policies, Programmes and Services](#)
- [Equality Now: A Guide to Advocating for Women's Rights using International Human Rights Mechanisms](#)
- [Measuring Narrative Change](#)
- [Trans-Inclusive Abortion Services: A manual for providers on operationalizing trans-inclusive policies and practices in an abortion setting](#)

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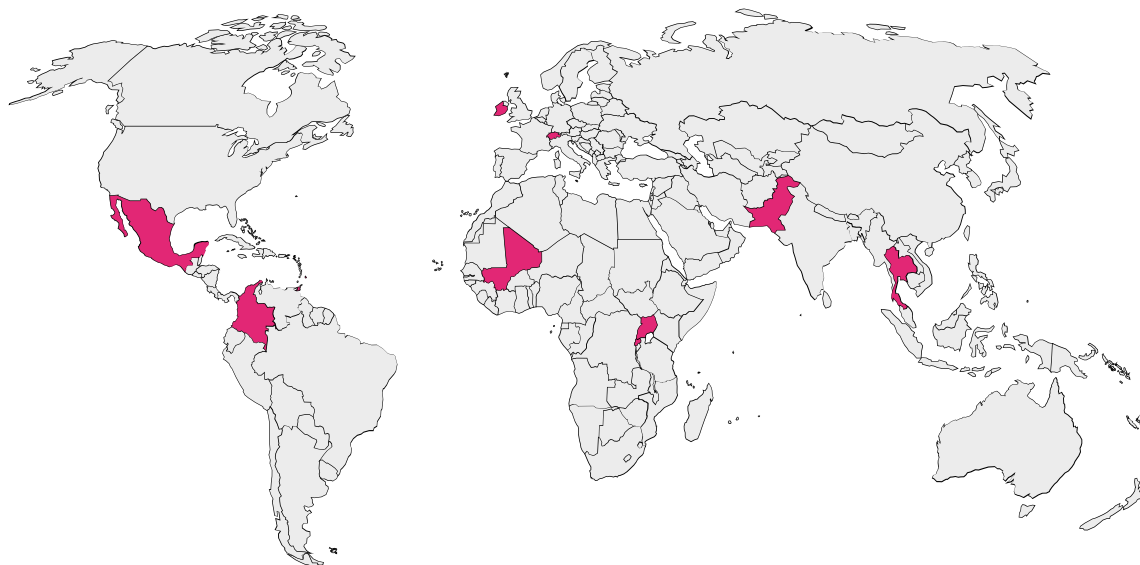
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