

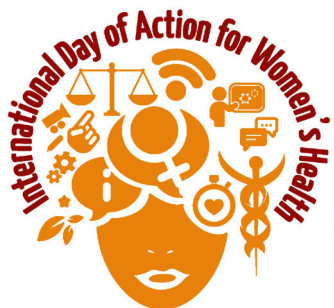
# MAY 28

INTERNATIONAL DAY  
OF ACTION FOR  
WOMEN'S HEALTH

# CAMPAIGN TOOLKIT



#SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28



28  
May

[www.May28.org](http://www.May28.org)

MAY 28

INTERNATIONAL DAY OF ACTION  
FOR WOMEN'S HEALTH

# Campaign Toolkit

## Welcome!

We are thrilled to have you join us and activists around the world as we continue to stand up and speak out for women's health!

This toolkit is designed to support organizations, advocates, and allies participating in the May 28 campaign, providing information on the many ways we can take action despite the limitations of our current situation. Everyone should feel free to get involved in whichever ways work best for them.

In solidarity,  
May28 Campaign Coordination Team



May 28 is celebrated globally as the International Day of Action for Women's Health. Since its inaugural launch in 1987, May 28 has been maintained as an annual campaign through yearly collaborative calls for action focused on a particular topic related to women's health. The range of topics throughout the years includes access to quality health care, the feminisation of poverty, access to safe and legal abortion, women and HIV/AIDS, VAW as a Global Health Emergency, and Young People's SRHR, among others.

This year, Women's Global Network for Reproductive Rights, Center for Reproductive Rights, Asian-Pacific Resource & Research Centre for Women (ARROW), MenEngage, SHE ACTS Africa, Safe Abortion Advocacy Initiative Global South Engagement (SAIGE), Philippine Safe Abortion Advocacy Network (PINSAN), South Asia Reproductive Justice and Accountability Initiative (SARJAI) jointly developed the Call for Action, **"Women's Health STILL Matters: Women's access to essential SRHR information and services remains critical in responding to COVID-19."**

## Contact us!

If you have any questions about the May 28 campaign, please get in touch via e-mail: [may28campaign@gmail.com](mailto:may28campaign@gmail.com) or visit the campaign website: [www.may28.org](http://www.may28.org).

For updates on May 28, please follow the hashtags **#SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28**.

# The 2020 Theme

## Women's Health **STILL** Matters:

Women's access to essential SRHR information and services remains critical in responding to COVID-19.

The COVID-19 pandemic brings about unprecedented challenges that threaten a decline in the developmental gains of many countries. This includes advances made in the arena of sexual and reproductive health and rights (SRHR), where progress was never easy to begin with.

This May 28, we must resist any rollback on our rights and assert: women's health still matters. We cannot let women bear more risks to their health and well-being as governments worldwide reallocate their resources and priorities to respond to COVID-19.

If anything, the current public health crisis signals a crisis in women's health as well. SRHR activists, feminists and their allies all over the world are uncovering stories and experiences of women who are now placed in precarious, even fatal situations because of additional barriers to SRH information and services brought about by the pandemic.

We must stand up for women's sexual and reproductive rights. Together let us call on our governments and the international community to recognize and respond appropriately to the following realities:

- The provision of sexual and reproductive health services, including safe abortion and gender-based violence related services, is central to ensuring the health, rights, and well-being of women and girls.
- SRH services and commodities should not be overlooked in times of crisis; women continue to require comprehensive sexual and reproductive health services.
- Risks are exacerbated for women and girls living in intersecting vulnerabilities, particularly those in contexts with fragile economic and health systems.



Now, more than ever, despite our physical distance, we must work in solidarity and continue our collective effort to oppose injustice. Our aim this year is to highlight, promote, and support the many different ways SRHR advocates and allies all over the world are currently responding to the pandemic. Through our stories and actions, we can change the conversation and demand a better, more gendered, rights-based, just and sustainable response to COVID-19.

This **#May28**, we invite members, partners, and allies worldwide to join us in calling on governments and the international community to affirm that **#WomensHealthMatters** and **#SRHRisEssential** in COVID-19 response. Let us mobilize our networks, assert sexual and reproductive rights as indivisible and inalienable from our human rights, and demand that there will be **#NoLockdownOnRights** during this pandemic.

## Speak out, Mobilize, Assert!

To learn more about this year's thematic focus, check out our [CALL FOR ACTION!](#)



# Getting Involved

There are many ways to take action this May 28 despite the limitations of our current situation. In this toolkit, you will find suggested actions on how to spread our May 28 messages. We also invite you to come up with your own creative and innovative ways to spread awareness.

We encourage you to send us information about your event or activity to [may28campaign@gmail.com](mailto:may28campaign@gmail.com) and we will share it through [www.may28.org](http://www.may28.org), on social media, and in the May 28 final report! Who knows? Your personal or community action might inspire others to do the same or more!

## Mobilizing at a Local Level

Below is a list of suggested activities that you can take part in to increase the visibility and impact of the May 28 campaign. Remember: you may only be mobilizing your immediate networks, but this can reach a wider audience when the right hashtags are used and relevant accounts tagged. Local action, global impact! If May 28 isn't an ideal date to host any online activities, feel free to undertake May 28 activities any day that week!

### Speak out!

Host online awareness-raising activities on the need for a holistic, inclusive, sustainable, and human rights-based approach to women's health, including SRHR for all women and girls in all their diversities and invite us!



### Share Herstories!

Contribute to the making of #LockdownHerstories Booklet and social media campaign. Send us your personal, collective, and community experience, actions, concerns, issues, and/or challenges during this pandemic. A story gathering tool is attached to help you collect and write your stories. You may send your contributions to [may28campaign@gmail.com](mailto:may28campaign@gmail.com).





## Mobilize

Engage partners and allies in the May 28 Campaign.

Share with us your campaign plans for May 28th by emailing [may28campaign@gmail.com](mailto:may28campaign@gmail.com). For each activity, kindly provide the title, a short description (max. 200 words), organizations/ persons involved, and the location and date of the activity. You may also include promotional material, if you have any. We will make sure to inform others about your online activities!



## Assert

Send your specific demands for women and girls to government bodies in charge of COVID-19 response. You can refer to the campaign's list of demands in our [Call for Action](#).

Send your demands through Twitter to governmental and international bodies. Find tweet examples in the Campaign below.



## Spread the word!

Download, print and distribute the Day of Action materials among your allies, partners, colleagues, and all those who support women's right to health and SRHR.

Maximize social media by posting materials, sharing our messages and tagging relevant accounts! In the next few pages, you will find suggestions for Facebook and Twitter specifically.



# Facebook

Update your profile picture by using the official May 28 frame or by uploading the logo as your profile picture. Update your cover photo while you're at it!

Post May 28 messages! You can find accompanying social media images and posters here.

Share with us how you, personally or with your community, are honoring May 28 through a Facebook status. Tag WGNRR and partners' accounts!



# Twitter

Tweet and retweet May 28 messages throughout the month! You may use any of our sample tweets found at the end of this toolkit or craft your own.

Don't forget May 28 hashtags: **#SRHRisEssential** **#WomensHealthMatters**  
**#NoLockdownonRights** **#May28**

Follow our partners on Twitter! You may also tag relevant UN agencies and the media on your tweets!

## Twitter handles from partners

@WGNRR  
@ReproRights  
@ReproRightsUN  
@wgnrr\_africa  
@ARROW\_Women  
@MenEngageAfrica  
@pinsanorg  
@safe2choose  
@bintisalhafoundation  
@salamafound  
@infolifetz  
@cwtawea  
@YAS2SRHR  
@oxfamph

## Twitter handles of UN agencies

@UNDP  
@UNFPA  
@UNFPAasia  
@UN\_Women  
@UNWomenWatch  
@UNwomenafrica

## Twitter handles of media

Interpress Service:  
@ipsnews

BBC News:  
@BBC, @BBCWorld

Al Jazeera News:  
@Aljazeera, @AJEnglish

Women's E-News:  
@Womens\_eNews



## Sample tweets

1. #COVID19 relief packages should include essential reproductive health commodities like menstrual health items, oral contraceptives, condoms, spermicide, and lubrication. #SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28
2. In the time of #COVID19, governments should ensure access to comprehensive #SRH services such as emergency contraception, post-abortion, and safe abortion services, and ensure continuity of care. #SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28
3. The lockdown period in the time of #COVID19 should not mean the disruption of services offered by #SRH clinics. #SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28
4. Pandemics like #COVID19 do not stop perpetrators from committing #GBV. Governments should ensure hotlines to report forms of violence are in place and safe houses are available and supported. #SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28
5. As we're battling #COVID19 worldwide, we also need to empower young people to access reproductive health services. #SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28
6. Comprehensive Sexual Education #CSE should still be accessible for young people during the lockdown period and ensure linkage to adolescent- and youth-friendly #SRH services should be in place. #SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28
7. #COVID19 pandemic should not stop access to healthcare services especially for PLHIVs who will need treatment services such as #ARV medication refill. #SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28
8. Tax reduction of goods and commodities during the #COVID19 pandemic should also apply to menstrual health items and contraceptives. #SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28
9. #COVID19 prevention messages should ensure correct, accessible language and age-appropriate messaging inclusive of #PWD. #SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28
10. #COVID19 pandemic entails the need for psychosocial support to all affected individuals including women representing 70% of the health & social workforce. #SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28

11. In the time of #COVID19 pandemic, human rights should be respected and protected during the lockdown period. Rather than arrests and confinements, focus on safety and health. #SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28
12. We need to ensure #COVID19 responses are non-discriminatory and responsive to the needs of women & girls, LGBTIQ+, homeless & displaced, refugees, migrants, asylum seekers, indigenous people, PWD, & other sectors. #SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28
13. #COVID19 pandemic deepens pre-existing inequalities, exposing vulnerabilities in social, political, and economic systems. #SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28
14. The rights and health of women remain central considerations as governments and other stakeholders formulate their response to #COVID19. #SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28
15. Responses to #COVID19 should recognize that sexual and reproductive health services remain essential. #SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28
16. #COVID19 does not justify the disrespect of people's rights to make decisions about their bodily autonomy and integrity. #SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28
17. Abortion is an essential health service and always a time-sensitive procedure that should not be postponed despite #COVID19. #SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28
18. Gender-responsive sexual and reproductive health services should be part of the #COVID19 response. #SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28
19. ENSURE WOMEN'S EQUAL REPRESENTATION IN ALL COVID-19 RESPONSE PLANNING AND DECISION-MAKING. #SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28
20. Women are often on the front line of response in communities. We should be supported and represented in all COVID-19 planning and decision-making. #SRHRisEssential #WomensHealthMatters #NoLockdownonRights #May28

