

Press Pack:

SheDecides International Safe Abortion Day

International Safe Abortion Day is a powerful moment to focus global attention on efforts to promote the right of girls and women to decide about their bodies. Reach out and alert local and national media to crowd in supporters and make the most noise possible.

1. Contact your local media

Are you hosting an event or making a commitment to achieve safe abortion access for all? If so, reach out and alert local and national media by sending them a press release amplifying your activity and spreading the word. You should also consider inviting journalists along to your event (including virtual ones), making sure to give them enough notice in advance.

You can use this template press release as a starting point.

Template Press Release:

[Insert group/organisation's name] spreads the word on International Safe Abortion Day 2020 with [insert activity]

[Insert date and location]: [Insert your group/organisation's name] will [insert time e.g. today, tomorrow, next week, yesterday] [insert activity] in support of a woman's right to access safe abortion as part of SheDecides' #WhyAbortionWhyNow campaign. The campaign has been launched in solidarity with International Safe Abortion Day 2020, which takes place on 28 September.

[Insert further detail on the activity – e.g. number/type of participants, organisations involved, location, theme, issues discussed, outcomes, what are you calling for]

This [insert activity] was organised to shine a spotlight on the adverse effect of the Covid-19 pandemic on a woman's right to access abortion services in [insert country] and across the world. Despite already facing significant barriers prior to the crisis, many women have had to contend with further restricted access to safe abortion services and resources due to [insert reason]. Standing up for her right to decide has never been so urgent.

In [insert country], [insert relevant country specific updates and data on how abortion services have been impacted].

Standing in unity with the International Campaign for Women's Access to Safe Abortion, #WhyAbortionWhyNow encourages friends and supporters of the SheDecides movement across the world to take action and ignite a global campaign of momentum and dialogue using art and creative expression.

[insert name and job titles], said "[insert quote.]"

ENDS

Notes to editors

For more information and interviews, please contact [INSERT YOUR FULL NAME, EMAIL ADDRESS AND PHONE NUMBER]

About [SheDecides](#)

SheDecides was launched at the start of 2017 as an urgent reaction to the reinstatement and expansion of the Mexico City Policy, commonly known as the Global Gag Rule. It has rapidly evolved from a hashtag, to a one-day conference into a global, political movement driving change, fuelled by community action, and with young people at its heart. SheDecides is guided by the vision as articulated in the SheDecides [Manifesto](#): A new normal where girls and women decide about their bodies, their lives, their futures. Without question.

This includes her right to privacy, gender identity, choosing partners, pleasure, marriage, children – and integrated services covering contraception, pregnancy, abortion, infertility, STIs, HIV, cancers and violence. Since March 2017, the term SheDecides has become an urgent rallying cry leading to the formation of a global movement, now generating national and regional movements to mobilise all those who define themselves as Friends of SheDecides to maintain the momentum. It has over a hundred thousand citizens and organisations in 183 countries, with local movements launching around the world. SheDecides breaks down traditional silos, builds on the work of others and brings in the energy of many new voices.

2. Share your story: Write an Op-Ed or Blog

Time to get vocal! Write an Op-Ed for an international, national or local newspaper – either as a single author or as a joint article with other activists, to highlight why abortion matters and why it matters now. Be sure to clearly outline why others must also take action.

Or if you prefer, send the SheDecides Support Unit a blog to share on the SheDecides website! Share your views by emailing blogs@shedecides.com

Tips for Writing Opinion Pieces (Op-eds)

Op-eds are articles written by an individual expressing an opinion or sentiment, published in international, national or local newspapers and online platforms. These can be written by a single author, such as the leader of an organisation, or by a group of activists.

Op-ed Tips:

To ensure the best chance of getting your opinion piece published, you should:

- Research which journalists are most likely to be interested in your article
- Highlight why abortion matters and how the Covid-19 pandemic has affected abortion services in your area/country
- Clearly outline why others must take action
- Include inspiring and motivational language, but keep sentences concise and easy to follow
- Reference hard-hitting and contextual statistics

Op-ed Structure:

An op-ed should loosely follow this structure and consist of several paragraphs:

- Introduction – use this to get the reader's attention and state your argument
- Outline the issue and develop your argument
- Provide context on the issue
- Discuss action you are taking
- Outline solutions
- Conclusion – finish with a powerful ending that encourages others to take action

The majority of publications will specify a word limit, but on average op-eds are **500-700 words**.

Tips for Writing Blogs

The best blogs connect to current events, should say something new and interesting, and should let your personality come through - readers like to feel a connection with the writer.

Blog Tips:

- Never assume your readers have prior knowledge. Weave in essential background, but keep it simple. For example, if you're writing about bodily autonomy and mention the 'ICPD' you'll need to say what that is.
- Tone of voice - keep it colourful and chatty. Imagine you are talking with friends over lunch. You wouldn't speak in chronological order - you'd start by telling them what was most interesting.
- Cut the jargon. Use the everyday language you use to talk to family and friends.
- The most important part is the first paragraph. If you haven't captured the reader's interest by the end of the first paragraph, you'll lose them.
- Headlines should be short, catchy and highly clickable as this may be the only thing that readers see on search engines or social media. Ask yourself: if I saw this headline, would I want to click on it? The maximum length for headlines should be 66 characters, including spaces.
- Keep the sentences and paragraphs short. Readers are likely to give up if they see long sentences and paragraphs.
- Consider using subheadings. They can highlight key points and can provide breathing space within the blog.
- Be specific, use concrete examples and the latest data. Anecdotes can bring an abstract subject alive.
- Blogs should not exceed 700 words