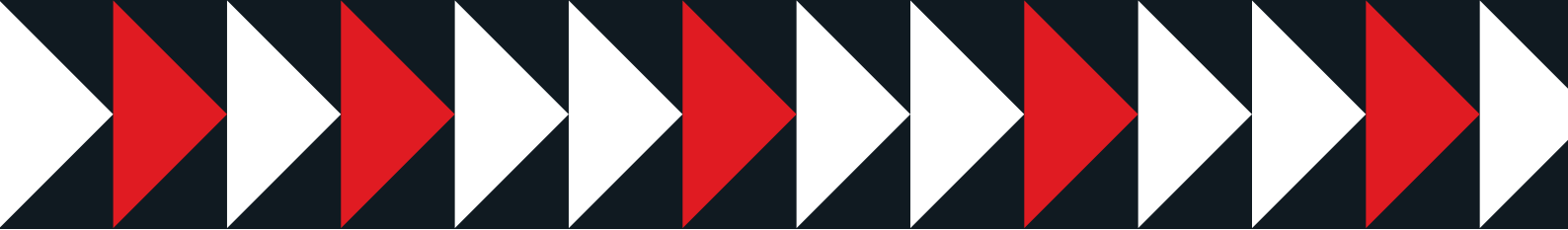


# SheDecides.

Strategic Plan **2022–2027.**



# Overview.

**Problem statement:** Bodily autonomy and sexual and reproductive health and rights are under threat due to an increasingly organized opposition, deproitization of funding and a shrinking space for civil society to speak up to defend human rights.

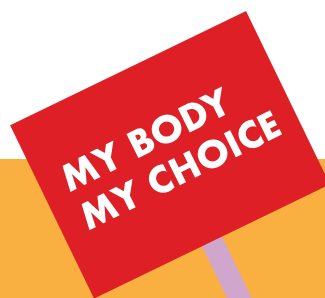
**Vision for this strategic period:** SheDecides will counter opposition and contribute to advancing sexual and reproductive health and rights and bodily autonomy by convening and strengthening coordinated political action and amplifying the collective voice of movement members and allies.

**Overall Vision:** A world where every girl, woman and young person in all their diversity can decide what to do with their body, life and future. Without question.

## Our values

We are:

- > Intersectionally feminist
- > Inclusive
- > Collaborative
- > Honest
- > Bold



# Context and background.

## What is SheDecides?

SheDecides is a global movement taking political action for a world where every woman, girl and young person in all their diversity, can decide what to do with their body, life and future.

Since 2017, our members and allies have boldly been standing up for the right to safe abortion, bodily autonomy and sexual and reproductive health and rights for all. We are a unique network of diverse change-makers from Africa, Asia, the Arab Region, Latin America and the Caribbean, Europe and North America.

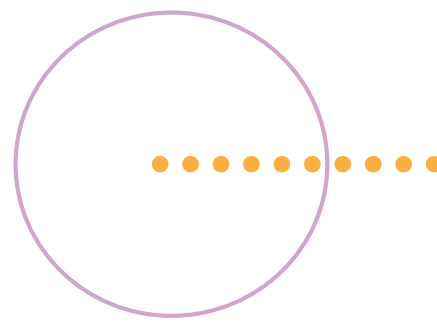
SheDecides Champions include governments, ministers, parliamentarians, civil society organizations, service providers, youth-leaders, grassroots activists, media, private sector, artists, researchers, and donors.

We galvanise global support for the right to decide. We coordinate political action, we connect national to global-level advocacy and we provide communication opportunities for Champions, movement members and allies to speak out.

Our vision for 2022–2027 is to advance sexual and reproductive health and rights (SRHR), and bodily autonomy by countering the rising tide of opposition, strengthening coordinated political action and amplifying the collective voices of our movement members and allies.

The SheDecides movement is a catalyst for collective action, greater than the sum of its parts





## Why now? Why are we needed?

While great progress has been made around the world, the human rights of women, girls, non-binary and young people in all their diversities, are still under attack. **Sexual and reproductive rights are being pushed back, made invisible, deprioritised and defunded.**

Being able to decide when and if to become pregnant is still a global challenge, and millions of people do not have a say in what happens to their bodies. Nearly a quarter of all women in the world are unable to say no to sex or to make decisions about their own health care, with nearly half of all pregnancies unintended. (Source: [UNFPA](#))

Despite being largely preventable, complications in pregnancy and childbirth are the leading killer of adolescent girls globally. Comprehensive Sexuality Education (CSE) equips children and young people with knowledge, skills, attitudes and values that empower them to realize their health, well-being and dignity. Yet this essential, health preserving education is being rolled back and young people are being denied access to the information they need to make informed choices about their bodies.

Access to safe legal abortion care is a human right. No one should be forced to carry an unwanted pregnancy to term; and no person should die due to unsafe abortion, pregnancy or childbirth. These rights are being hidden and denied, de-prioritized, de-funded, and actively attacked by a well-organized and a well-funded SRHR opposition, rooted in misogyny.

SheDecides has been fighting these attacks on abortion rights, SRHR and bodily autonomy since 2017, and will continue to do so. We work to guarantee high-level engagement, political leadership, and accountability around global commitments on bodily autonomy and SRHR for all.



**Because we know that we will only achieve gender equality when every woman and girl has the right to decide about her body, life and future. Without question.**



## What impact will we have?

SheDecides convenes, unites and mobilises a diverse group of change makers across the world, to stand up and take political action for the **right to decide**.

As a convening partner to progressive leaders across the world, SheDecides helps to shape coordinated efforts to challenge regressive policies and laws through revitalized political leadership and smart partnerships. By building a stronger, more connected and supportive movement across sectors, roles, ages and areas of expertise - we will dismantle discriminatory power structures and open up doors between decision makers, experts, youth leaders and activists, to drive positive change and advance our common goals.

Through this strategic period, we will contribute to the efforts made by allies world-wide to advance abortion rights, bodily autonomy and SRHR for all, countering opposition to the right to decide.

### By 2027, we will build:

**A stronger**, more coordinated SheDecides movement that can quickly and nimbly respond to opportunities to advance bodily autonomy and SRHR, respond collectively to threats, and demand accountability for commitments governments have made.

**A strategically** interconnected web of members and allies, including new political leaders, decision makers and young people, that act together to advance bodily autonomy and SRHR, and challenge opposition.

**A movement** that leverages its diverse membership's progressive stories that advance bodily autonomy and SRHR and push back against opposition, shifting the needle on public opinion by reaching new audiences through campaigns and by partnering with organizations beyond the SRHR sector.

**WITHOUT  
QUESTION.**





# Our vision for the next 5 years.

Our vision for 2022–2027 is to **counter opposition and contribute to advancing sexual and reproductive health and rights and bodily autonomy** by convening and strengthening coordinated political action and amplifying the collective voices of our movement members and allies.

Our new strategy builds upon our existing contributions and relationships, and shifts us in a new direction, responding to the current crisis in sexual and reproductive health and rights. In particular we aim to advance access to safe and legal abortion services, young people’s SRHR and comprehensive sexuality education for all.

**This strategy is built on three pillars:**



Woven through each goal are our three cross-cutting, overarching themes:

- **Intentionally challenging opposition**
- **Meaningfully including young people**
- **Practicing our intersectional feminist values**

## SheDecides Theory of Change

Pillar

**1**

if we convene and strengthen our movement and build linkages to important allies

Pillar

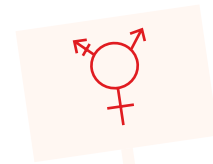
**2**

so that we (as a movement) are better able to take joint political action that can effectively demand global-level accountability for advancements towards bodily autonomy and SRHR

Pillar

**3**

then we will be better positioned to use our collective power and amplified voice to counter opposition and advance support for bodily autonomy and SRHR



## Pillar 1 Convene and Strengthen

Building collective power amongst movement members is at the core of SheDecides' vision and theory of change. The first pillar of our strategic plan focuses on reinforcing and strategically expanding the SheDecides movement, and forging alliances between movement members and new potential allies.

### Goal 1

Solidarity and collective strength is built amongst movement members so that they are able to advance bodily autonomy and SRHR and strategically counter opposition.

### Goal 2

Connections between movement members and allies are built and strengthened so that bodily autonomy and SRHR gain broader support.

## Pillar 2 Take Political Action

Pillar Two builds on movement strength by coordinating strategic political action amongst movement members and allies. SheDecides will encourage political action by supporting the political leadership of the champion network to take intentional action to advance bodily autonomy and SRHR. At the same time SheDecides will support those often excluded from decision-making spaces, such as young people, to gain access to global advocacy spaces where they can take disruptive direct action to advance their rights.

### Goal 3

Political coordination among movement members and allies has increased so that global advocacy around bodily autonomy and SRHR is more impactful.

### Goal 4

Global accountability is supported so that political and financial commitments around bodily autonomy and SRHR are advanced.

## Pillar 3 Amplify and Speak Out

If we want to change attitudes and build support for bodily autonomy, we must use communications to change hearts and minds, directly challenging discriminatory attitudes by building positive stories and spotlighting examples of progress. While SheDecides' voice is one of many, we believe we can have an impact by working through our networks and access points to reach new audiences and challenge old ways of thinking.

### Goal 5

SheDecides movement members' voice and action is strengthened and amplified through public facing communications, so that bodily autonomy and SRHR gain broader support.

### Goal 6

Creative media, content and partnership opportunities are created so that movement members and allies can speak out to new, broad global audiences and counter opposition.





# Impact.

We recognise that our impact builds upon and contributes to the existing efforts of organisations, youth networks, feminist movements and political leaders who have been working tirelessly to advance reproductive rights, bodily autonomy and gender equality – often in challenging contexts. As a global movement we strive to do more to support this diverse ecosystem of changemakers to deliver impact.

## What we will do

## What we expect to achieve

Build collective strength of movement members



A stronger, more interconnected and tightly coordinated intergenerational movement that can nimbly respond to opportunities to advance bodily autonomy and SRHR, and collectively respond to threats.

Convene movement members and allies



A strategically interconnected web of members and allies that are well-positioned to act together to advance bodily autonomy and SRHR, and challenge opposition.

Coordinate political action amongst movement members and allies



A tightly coordinated movement that is able to quickly and effectively plan and respond to global advocacy opportunities to advance bodily autonomy and SRHR and to challenge opposition as it arises.

Support global coordination amongst movement members around accountability for political and financial commitments



A coordinated SheDecides movement that can collectively encourage support and demand accountability for the commitments made by governments to advance bodily autonomy and SRHR.

Amplify the voice and political actions of movement members and allies



A movement that build progressive stories and narratives and amplifies youth voices to advance bodily autonomy and SRHR to push back against opposition.

Create opportunities for movement members and allies to reach new audiences



A movement that can shift the needle on public opinion on bodily autonomy and SRHR issues by reaching a broad global audience through innovative partnerships and public-facing campaigns.

# With thanks.

SheDecides would like to thank the Champions, movement members and allies, Guiding Group and Buzz Group representatives who participated in a range of workshops, surveys, meetings, and discussion sessions to create this Strategy. Through reflecting on our unique value added and achievements since our founding in 2017, the current political context and where support is most needed in our community, we have developed a collective vision that will contribute to the future we need to see.

A world where **SheDecides. Without question.**

# SheDecides.