

SheDecides.

Annual Report **2022.**

MY BODY
MY CHOICE





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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. SheDecides brings together decision makers, leaders, champions, young people, experts and activists across the world for a common purpose – to stand up and speak out on bodily autonomy and sexual and reproductive health and rights (SRHR) for all.

Our Champions include governments, parliamentarians, civil society organisations, service providers, youth-leaders, grassroots activists, media, artists, researchers, and donors. We are a unique network of diverse changemakers from Africa, Asia, the Arab Region, Latin America and the Caribbean, Europe and North America.

SheDecides exists because we all live in a world where women, girls, and young people's rights are still denied, and where they 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 (*Source: UNFPA*). Complications in pregnancy and childbirth are among the leading causes of death of 15 to 19 year old girls globally (*Source: WHO*). Comprehensive sexuality education (CSE) which equips children and young people with knowledge, skills, attitudes and values to live a healthy and gender equal life, is being questioned or rolled back. Bodily autonomy and sexual and reproductive health and rights are under threat due to an increasingly organised opposition, deprioritisation of funding and a shrinking space for civil society and activists to defend the right to decide.

As a feminist cross-regional movement we stand stronger together to speak out and take joint action for a world where SheDecides. The SheDecides movement is supported by the SheDecides Support Unit. Representing exceptional value for money, this small team of five convenes and supports Champions to profile their issues and participate in the SheDecides movement.

The Support Unit is devoted to promoting inclusive partnerships and smart collaborations to connect Champions and allies from the SRHR movement and beyond, and provides strategic support and advice to governments, civil society, youth networks and UN entities. The Support Unit tailors communications for SheDecides champions, and creates events and opportunities for Champions and allies to make their voices heard at global level.

Foreword





Memory Zonde-Kachambwa, Chair of the Guiding Group

As a long-time feminist activist, I have spent my life fighting for SRHR. I have been cheered by supporters and jeered at by opposition. I have seen progressive laws be passed, and I have seen conservative governments try to tear them down again. Over the years I have seen youth advocates that I had the privilege of working with become leaders in the field, and I have seen younger generation rise even braver than my own.

The challenges that we face as a SRHR movement today are greater than ever before. While progress is being made in all regions, it's no exaggeration to say we are under attack. By radical religious groups, by populist governments, by misogyny and misinformation being allowed to flourish online. To tackle this and to hold the line on our most fundamental of rights, we must stand together and resist.

Our community was shaken in 2022 by the overturning of Roe v Wade in the United States. But in many countries this denial of SRHR was already a fact of life. As SheDecides, we supported activists and leaders to make sure that women, girls and young people's voices were heard, and all our human rights defended.

As Chair of SheDecides, I commit to being the first to speak out. I will always work with my fellow Champions, allies and supporters to build this collective, unified front. I will be brave and I will not shy away from demanding the world we all believe in. A world where SheDecides.

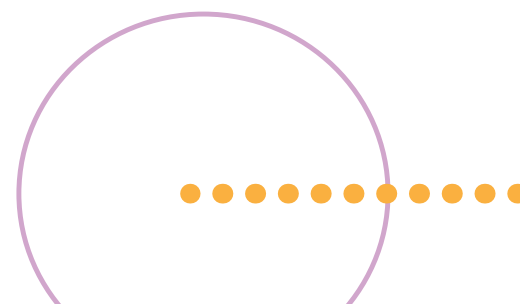


Jona Claire Turalde, Vice Chair of the Guiding Group

When I sat down to write this foreword, I reflected on the past year and a single phrase kept coming to mind: "We built a strong house". For me, 2022 was an opportunity to focus on how we can be stronger, smarter and more impactful. We opened the year bringing together leaders, advocates, service providers and young people from across our membership to collaborate and collectively agree our direction. Together, we refreshed our mission and defined a Strategic Plan that will guide our work until 2027.

We saw the impact of having a force, a political movement, that dismantles normative power structures, shifts the power to young people, not othering them but uniting with and for them. Opening doors that previously seemed elusive, shared equally-inclusive spaces where young people's voices, especially those from the global south are not only heard - but celebrated.


As outgoing Vice-Chair, I am honoured to have been able to commit my time and energy to this intergenerational movement and the work of SheDecides so that young people are provided a space to speak out and take collective action. As I hand over to Sonali Silva in 2023, I know that SheDecides will continue to be a force for change.



Executive summary.

In 2022 we demonstrated that progress is possible. We found solidarity in the movement and used the global outcry following Roe v Wade to continue standing up for abortion rights across the world. We expanded our strategic partnerships, worked with governments to renew political interest and demonstrated why, in the 21st century, fighting for SRHR and bodily autonomy still matters.

We created opportunities for SheDecides champions and allies to make their voices heard. We amplified political leadership and national best practices to drive positive change. We opened up doors between decision makers, ministers, young people, activists, UN-agencies, civil society organisations and researchers to come together for a common goal.



Fighting for SRHR and bodily autonomy still matters.

We built the collective strength of movement members and became a stronger, more interconnected and tightly coordinated SheDecides movement through welcoming:

- 4 new individual champions
- 3 new institutional champions
- 1 new governmental champion
- 4 renewed government champions
- 2 pledges of donor core support for SheDecides



We created opportunities for movement members and allies to reach new audiences through:

- 13 Spark Grants to young feminist movements
- Mobilising our 12.5K twitter followers



We convened movement members and allies and inspired them to act together through:

- Hosting the global SheDecides+5 Conference with over 240 participants from all sectors, regions and ages
- Developing the new SheDecides 5 year Strategic Plan

We supported global coordination amongst movement members for accountability for political and financial commitments through:

- Hosting 2 high-level events in UN spaces to increase political pressure for action
- Convening 60 government ministers, heads of institutions and UN agencies to discuss progress in abortion rights at the UN General Assembly



We coordinated political action amongst movement members and allies, responded to global advocacy opportunities and challenged opposition through:

- Mobilising 31 Champions to speak out about Roe v Wade
- Supporting youth activists to make recommendations on the UN Youth Office to 23 Governments

We amplified the voice and political actions of movement members and allies, and leveraged our membership's progressive stories through:

- 3 social media communications toolkits for Champion and allies, resulting in:
 - A **78%** increase in engagement rate on International Safe Abortion Day
 - **27,600** impressions on social media for SheDecides Day



Our vision and action.

The problem: Increasingly organised opposition, coupled with shrinking spaces for civil society to speak up to defend human rights, and the diversion of critical funding mean that bodily autonomy and SRHR are under threat.

Our 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 action:

We convene, unite and mobilise a diverse group of change makers from across the world to take action for the right to decide.

Our focus for 2022–2027:

SheDecides will counter opposition and contribute to advancing SRHR and bodily autonomy by convening and strengthening coordinated political action and amplifying the collective voice of movement members and allies.

Our values:

We are intersectionally feminist, inclusive, collaborative, honest and bold.

Strategic Plan 2022–2027

One of our biggest achievements in 2022 was the development of a new 5-year Strategic Plan. With the ending of the Global Gag Rule – the founding spark of the SheDecides movement – we needed to clarify the continued purpose, role and function of SheDecides. Through a series of in-depth consultations and bilateral meetings with Champions, donors, sector leaders and the Youth Accountability panel (YAP) – the vision and mission for the movement became clear. SheDecides plays a unique role as a global convener of diverse champions and allies, as a catalyst for joint political and collective action, and as an amplifier of progressive national voices in international spaces. Safe and legal abortion remains a priority for the movement, and an increased focus on young people’s SRHR and comprehensive sexuality education. With a renewed commitment to the global level and an identified value add, the Strategy defines a clearer and more targeted focus for SheDecides for a greater impact. Three pillars and six goals guide the work of the SheDecides movement:



Convene and Strengthen



Take Political Action



Amplify and Speak Out

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

Results:

Pillar 1: Convene and Strengthen

In 2022, we reinforced and expanded the SheDecides movement and forged alliances between movement members and potential new allies.

Through supporting our Champions, strengthening partnerships, hosting the SheDecides+5 conference and welcoming new Champions to the movement, we made progress towards achieving:

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.

Champion support

The SheDecides champions are the backbone of the movement and are supported by the SheDecides Support Unit to speak out in support of bodily autonomy. We do this by tracking prioritised issues and identifying where their voices will have impact, inviting them to speak on panels or in the media and ensuring that they are fully briefed when they do so. Our on-going trend analysis ensures that all Champions are up-to-date with changes in the SRHR landscape and able to engage in the issues and formats that are most relevant to them.

Prior to major international events in 2022, including the International Aids Conference, International Parliamentarian's Union, the World Health Assembly, Commission on the Status of Women, UN General Assembly and the International Family Planning Conference, we shared with our Champions a mapping of who is attending and a schedule of their events. This enabled them to connect with each other and generate cross-movement support for their work.

Champions receive formal updates on progress and trends in SRHR through quarterly newsletters; this information sharing is enhanced by bespoke bilateral support and advice.

At times I've felt more compelled to speak as an individual sharing my lived experience and other times I've felt comfortable speaking as a collective and representing the movement as a whole. For young activists that is exactly the kind of flexibility and freedom a movement should enable, as you are personally exploring how and when you want to speak out on the things that matter to you. This is what it means to be an intersectional feminist movement.



Sonali Silva, Activist, Social Media Influencer and incoming SheDecides Vice Chair

We take specific efforts to engage with our Youth Champions and leaders in ways that are accessible and relevant to them. We create spaces for them to engage on social media or provide platforms to spotlight their work; we also provide access to high profile platforms, such as Vice-Chair Jona Turalde speaking at the UN General Assembly.

Youth Champions and leaders have shared how having access to global spaces and opportunities has helped their reputation at a national level. Sonali Silva, the incoming Vice Chair of the Guiding Group has noticed how her membership in SheDecides facilitated her access to decision makers, including prompting her meeting with the youngest member of the Sri Lankan Cabinet and the Minister of Justice to discuss gender equality and protection for the LGBTQ community.

SheDecides+5

A highlight of the year was the SheDecides+5 Conference. Hosted by the Government of Belgium in May, this gathering of Champions and sector leaders was a key moment for the SRHR community.

By creating the space for Champions, activists, artists, leaders and youth across the SRHR community to come together, SheDecides curated opportunities for high-level political engagement, and advanced, technical level strategic collaboration and coordination. With the participation of UN agencies, experts and others,

Champions had the opportunity to reflect on the latest data and political context and to translate that into a clear call to action for the SheDecides community. Through fostering supportive dialogues and sharing expertise, updated analysis and recommendations, Champions shaped and influenced the direction of SheDecides, contributing to its work plan and defining its place within the SRHR ecosystem.

It also provided a platform for governments across regions to reaffirm their support for SheDecides and SRHR. Four governments – Netherlands, South Africa, Sweden and Belgium – made specific commitments to advancing the SRHR agenda, while the Governments of Sweden and Belgium committed to supporting the SheDecides Support Unit.

Youth leadership was a central part of the SheDecides+5 Conference. Five members of YAP attended SheDecides+5 and had a pre-conference planning retreat to kick off the development of the Youth Engagement Strategy. Youth allies were invited and hosted dedicated youth-led sessions, including with the Dutch Youth Ambassador and Adolescent Girls Investment Plan.

SheDecides+5 had an impact beyond the meeting. It was an opportunity for Champions to use their platforms to speak out and showcase their commitment – both individually, and collectively as part of a movement.

United in the SheDecides movement, we need to accelerate our efforts for the health and wellbeing of women and girls.

Hon Ms Liesje Schreinemacher,
Minister for Foreign Trade and
Development Cooperation,
Netherlands



■ In 2022, the SheDecides +5 high level conference was organized in Brussels. More than 200 participants, mainly young and female gender activists, spoke out about the dangerous political backlash in some countries: abortion bans, homophobia, gender discrimination and other retrograde views on gender. These activists are fighting on the ground, but they also need our support in the decision-making spheres. This is why Belgium has financially supported the SheDecides Support Unit since its creation and will continue to work with them and support the movement. ■

Minister Caroline Gennez, Minister of Development Cooperation and of Major Cities, Belgium

Spotlight: New Champions

In 2022, we welcomed 13 new Champions. Representing civil society, arts and activism and governments, the new Champions demonstrate what it means to be a SheDecides ambassador: unquestioned commitment to SRHR, a passion for working collaboratively, and a desire for a better, fairer world.

Dayna Ash, joined as an individual Champion. She is currently the Executive Director, Haven for Artists in Lebanon, brings a strong queer activist voice to SheDecides.

Enas Dajani, also an individual Champion, Founder of SLETATE in Palestine, is a social architect who normalises discussions about women's sexual and reproductive health.

Ndiilokelwa Nthengwe, an individual Champion and Co-founder of Voices for Choices and Rights Coalition, Namibia, has used their voice and experience to publish their first book "The Chronicles of a Non-Binary Black Lesbian Namibian – In Love".

Richine Masengo, serving as an individual Champion from the Democratic Republic of the Congo, has been a long-standing advocate for youth.

Maria Antonieta Alcalde, serving as an Institutional Champion as Director for **Ipas Latin America and the Caribbean**, brings to the Champions group a lifetime – begun as a youth activist for SRHR in Mexico – of commitment to realising SRHR for all.

Traci Baird joined as the Institutional Representative for **Engender Health**. Engender Health is committed to advancing SRHR and gender equality.

Roopa Dhatt has come on board as the Executive Director of **Women in Global Health**, a women-led movement demanding gender equity in global health.

We also welcomed new representatives to some of our institutional Champions, including **Stephen Omollo**, the new Executive Director of **Plan International**, and **Marieke van den Plas**, the Executive Director of **Rutgers**.

These dynamic and diverse activists and leaders are joined by new Champions from leading governments.

Minister Lindiwe Zulu from **South Africa** is the current Minister of Social Development in the 6th administration of the Government of the Republic of South Africa, a member of the National Executive Committee and Chairperson for the African National Congress's Sub-Committee on International Relations.

She is joined by **Svenja Schulz**, Federal Minister for Economic Cooperation and Development in **Germany**, **Harjit Sajjan**, Minister of International Development in the Government of **Canada**, and **Liesje Schreinemacher**, the **Dutch** Minister of Foreign Trade and Development Cooperation.

Finally, **Matilda Ernkrans**, the Minister for International Development Cooperation, **Sweden**, committed to supporting SheDecides as a Champion and ensuring that the leadership of the Swedish Government inspires action and commitment in all regions.

Results:

Pillar 2: Take Political Action

In 2022, we encouraged political action by guiding the political leadership of the Champion network and supporting those often excluded from decision-making spaces, such as young people, to gain access to global advocacy and dialogue spaces.



Through direct support to Champions, creating youth accessible spaces and hosting side events and roundtables, we made progress towards achieving:

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

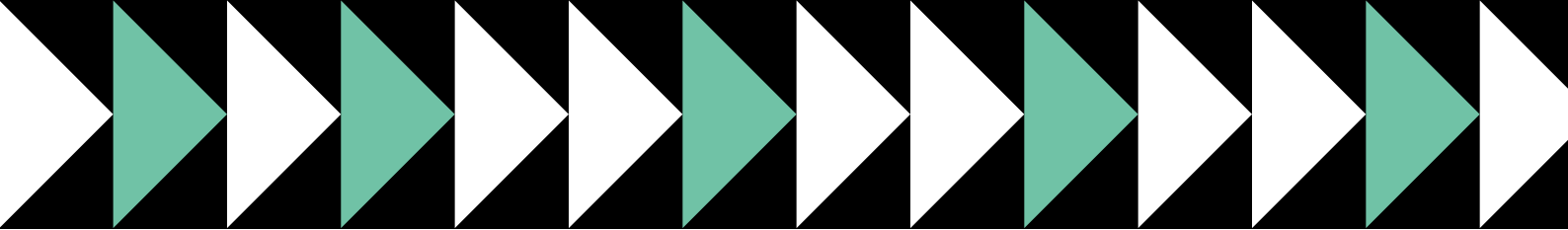
Partnerships

The backbone of the SheDecides movement is its ability to bring together governments, civil society leaders, young people and decision makers, enabling them to work collectively. In 2022 three of our main partnerships and strategic allies were: The Global Partnership Forum on CSE (coordinated by UNESCO and UNFPA), the Global Safe Abortion Dialogue (GSAD) and the inter-governmental Nexus Initiative, of which 9 governments are also SheDecides Champions.



WITHOUT QUESTION.





• • **Global Partnership Forum on Comprehensive**

Sexuality Education: As a member of the Advocacy Working Group in the Global Partnership Forum on CSE, SheDecides Support Unit provided support on political coordination, amplified messages, and tailored strategic content to broaden support for CSE. We brought the knowledge and expertise from the Partnership to our wider SheDecides network by translating technical information and CSE updates, into accessible formats. Our partnership resulted in a joint high-level roundtable dialogue event at the Transforming Education Summit in 2022. Through hosting this dialogue event together with the Nexus Initiative, SheDecides created a unique opportunity for diverse champions and allies across the world to come together, ranging from youth leaders to ministers, UN-entities and researchers – to ensure that CSE was on the political radar throughout the Summit highlighting the importance of CSE in achieving the Global Goal on Education (SDG4), and an inclusive and quality education for all by 2030. SheDecides will continue to coordinate and mobilise broader support through various activities and communication efforts together with the Partnership, and create further opportunities in 2023 for SheDecides champions to speak out in support of CSE.

Global Safe Abortion Dialogue (GSAD): As a Steering Committee member of the GSAD, the SheDecides Support Unit coordinates closely with civil society organisations (including Ipas, MSI, IPPF and Amplify Change) and governments including Sweden and Norway, and others. SheDecides complements GSAD with a bold, feminist and political voice to the highly technical and health service focused space around abortion. During the SheDecides+5 meeting, a first step was taken to map out synergies between GSAD members and SheDecides, including: how to create more space for abortion service providers and midwives to speak out as global advocates; when to take joint political action by leveraging the leadership

of progressive governmental SheDecides champions; and how to coordinate messaging and action around International Safe Abortion Day. Looking forward to 2023, we will continue our collaboration with GSAD, as well as WHO, including through hosting joint side events at Women Deliver in Rwanda and at the High-Level Meeting on Universal Health Coverage, and amplifying stories of progress and best practices shared by SheDecides champions and GSAD partners, through our political and communication support.

Cross-governmental and broader support: With renewed commitment, closely aligned priorities and cross-over with SheDecides governmental champions, the SheDecides Support Unit and the Nexus Initiative Secretariat have been working together to advance bodily autonomy and build broader political support for SRHR at global level. Having formally signed a collaboration agreement in 2019, 2022 marked the beginning after Covid-restricted times, of a closer and more strategic collaboration effort to complement our different roles and areas of action, activities and outreach. SheDecides has in this sense contributed to supporting governments with the public-facing opportunities and broader communication efforts to spotlight progressive leadership, as well as provided opportunities for civil society and youth leaders to connect with decision makers and ministers in public, high-level events. SheDecides was also invited to present our new strategy at a cross-governmental meeting in South Africa organised by the Nexus Initiative Secretariat, resulting in a renewed interest amongst governments in collaborating with SheDecides in 2023.

In 2022, we worked closely with UN Agencies such as UNFPA and UNESCO to amplify their work, and we have been an active network member of the UK SRHR Network and in civil society networks around advocacy processes including ICPD+30, Generation Equality Forums, Agenda 2030 and others. SheDecides is an associate member of the Adolescent Girls Investment Platform network.

Youth Power

Our movement has young people's voices and leadership at its centre because we believe that they must be heard at all levels – from political and legislative spaces where decisions are being made about their bodies, lives and future, to the community level where action is being taken, and back up again.

The SheDecides Youth Accountability Panel (YAP) was launched in 2021 to hold the wider SheDecides movement to account for ensuring that meaningful youth engagement and participation are a reality. In 2022, they developed a Youth Engagement Strategy 2022–2027, with three action areas:

- Leadership of the SheDecides Movement
- Representation within the SheDecides Movement
- Supporting Youth Leadership

Following its adoption by the Guiding Group in September, the YAP developed a monitoring and evaluation framework to ensure that the Strategy is measurable. The YAP will be the custodians of the Strategy and will report on progress regularly.

SheDecides Support Unit has coordinated with the YAP to build broader partnerships across the youth sector and movements, such as with Young Feminist Caucus, Choice, Youth Coalition, Young Feminist Europe, and Generation Equality Forum Youth ambassadors. With the support of the SheDecides Support Unit,

the YAP also worked behind the scenes with the UN Secretary General's Envoy on Youth to generate support for the development of a strong mandate for the UN Youth Office. Working across youth networks, they sent briefings to 23 supportive Governments. Following the adoption of the resolution, the YAP will continue to work with our youth partners and networks to ensure that the mandate of the UN Youth Office is strong, inclusive and well-resourced.

In 2022 SheDecides supported 13 groups of young feminists in the age groups 15–26 years, to implement projects related to bodily autonomy, abortion, CSE and gender-based violence. By providing small seed grants, grassroots groups implemented self-driven projects related to movement building for youth, ranging in topics from training to reduce stigma and increase knowledge, to advocacy with decision makers in; Brazil, Dominican Republic, El Salvador, Europe, Indonesia, Lebanon, Mexico, Namibia, Nepal, Northern Ireland, Poland, Portugal and Senegal.

|| An important moment in our collaboration with SheDecides over the past few months was the opportunity to meet other young feminists and stakeholders, including SheDecides's Youth Accountability Panel, in person and the SheDecides event in Brussels in May. This strengthened the links between different groups and collectives and enabled different kinds of informal exchanges between us. Furthermore, it was a space for joint planning and strategising and experience. ||

Young Feminist Europe



Spotlight: Rise up for abortion rights

Marking five years of SheDecides as a global movement, SheDecides and the Swedish Consulate in New York organised a high-level reception in the margins of the 77th UN General Assembly. Political leaders at the forefront of abortion law reform gathered to mobilise political action and 'Rise up for Abortion Rights', to counter regression and spotlight progress. The timing was critical – opposition groups were claiming wins with the roll-back of abortion rights in the United States and globally.

Attended by over 60 Government Ministers, heads of institutions, UN agencies, civil society representatives, and country delegations from 'middle-ground' governments, it was the only event held during the UN General Assembly with a dedicated focus on abortion. While acknowledging the global implications of Roe v Wade and roll-back on reproductive rights, it provided an opportunity to highlight powerful stories of change and advancement around the world. The event also sparked energy around the SheDecides global campaign and engagement of the wider movement ahead of International Safe Abortion Day on the 28th of September, which provided a spotlight on country progress.

Since 2000, over 21 countries throughout the African continent have reformed policies or passed laws to expand the legal grounds for abortion. Advances which were made possible through the determination of political leaders, health workers and feminist activists to work together to break down barriers and challenge abortion stigma.

H.E. Lindiwe Daphney Zulu, Minister of Social Development, South Africa



Spotlight: Transforming Education Summit

Working in partnership with governments alongside the Nexus Initiative, SheDecides supported the Governments of South Africa, Argentina, Canada, and Norway to co-host and convene a joint high-level event on “Enabling Inclusive, Equitable, Safe and Healthy Schools through Comprehensive Sexuality Education” in the margins of the Transforming Education Summit. This dialogue meeting was even more urgent because of the push back on the inclusion of CSE in the draft versions of the UN Secretary General’s vision for Transforming Education (the outcome document of the Summit).

Attended by Ministers and Heads of Ministries of Education from Argentina, Canada, Namibia, Norway, Rwanda, South Africa and Sweden, as well as SheDecides Champions and other governmental representatives, senior UN officials, and key youth voices from Plan International and UN Girls Education Initiative (UNGEI) representatives, the event explored how critical CSE is to transform education and equip young people with the skills they need to make informed and responsible choices. Several speakers highlighted the need to work with teachers, community and religious leaders, and parents, to ensure young people receive quality CSE in and out of schools. CSE was seen as a critical element of the right to education.

To broker relationships between young leaders and politicians, SheDecides created a platform for young leaders to present their recommendations. Speaking directly to ministers and decision makers at the roundtable, Plan International Youth representative Ms. Nataly Rivas Pincay (Ecuador) and UNGEI youth representative Ms. Fernanda Vazquez Rojas (Mexico) illustrated the importance of CSE in addressing gender-based violence and called on governments to guarantee access to education for girls, teenagers and disadvantaged young women including indigenous, afrodescendant groups.

|| In Namibia the youth are demanding CSE! Why? Because it adds value to their lives, It allows them agency to stand up and speak out for themselves, to make informed decisions about their sexual reproduction and keeping themselves healthy. It is power! ||

Ms. Sanet L. Steenkamp,
Executive Director of the Ministry of
Education, Arts and Culture, Namibia

Results:

Pillar 3: Amplify and Speak Out

In 2022 we used our collective voice and focused our platforms on speaking out for abortion rights, CSE and other issues related to bodily autonomy.

Through empowering our Champions to go public on international days and using all media channels to raise awareness of our issues, we contributed to achieving:

Goal 5: SheDecides movement members' collective voice and action is strengthened and amplified through public facing advocacy, 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.

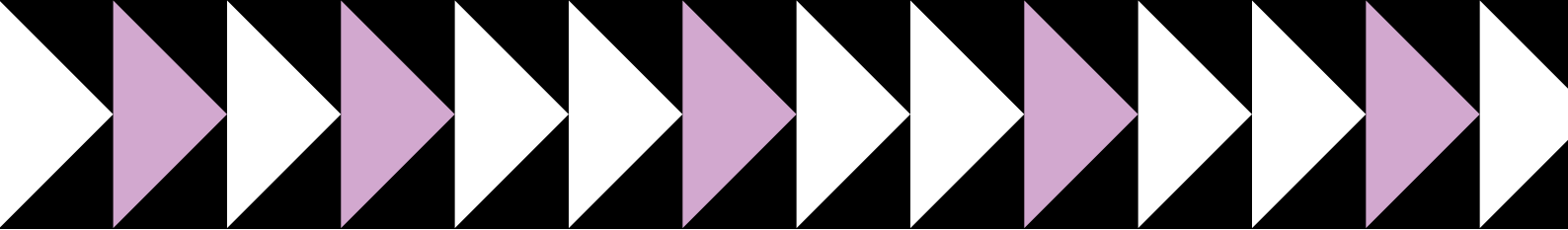
Using platforms, taking space

Throughout 2022 we used our platforms and our profile to keep public pressure on the issues that are most central to SheDecides' mission – namely abortion rights, CSE, young people's SRHR.

We used our social media platform to spotlight and elevate the work of movement members and allies by amplifying compelling stories and demonstrating progress being made. By choosing strategic moments to highlight progress and identify diverse voices that resonate with the widest audience, our reach has extended; engagement has increased on our twitter channel by approximately 25% since the beginning of the year.

To extend the reach of key messages and content, we supported Champions to speak out by creating and disseminating social media toolkits. In 2022, we focused on International Safe Abortion Day, SheDecides Day and COP27. Through reviewing the impact and use of our social media toolkits, across 2022 we have refined our approach to ensure we are best supporting Champions and delivering impact.





Spotlight: SheDecides Day

SheDecides Day takes place every year on 2 March and in 2022 we marked 5 years of collective commitment, action and progress for a world where SheDecides. Using the #SheDecidesHerFuture hashtag, we provided a platform for movement members to celebrate their work – from political commitments on SRHR to grassroots advocacy and action – and highlight how we make collective progress. A toolkit with easy-to-use, editable social posts was shared with movement members, allowing them to take part and showcase their contributions with ease. Movement members actions included:

- A video message from Belgium Prime Minister Alexander De Croo.
- A statement from Minister Svenja Schulze, Minister for Economic Cooperation and Development, Germany, announcing herself as a new SheDecides Champion.
- Launch of Institutional Champion Plan International's new report "Say it Out Loud – Sexual Wellbeing Matters" and webinar.
- Examples of progress from leading organisations including IPPF, MSI, IPAS and Plan International.

Approximately 55% of all Champions took part in SheDecides Day, resulting in an increase in social media engagement by 57% and 27,600 impressions, and delivering a unified voice for the movement.

Spotlight: Abortion is Healthcare: Champions respond to Roe v Wade

On Friday June 24th, life for millions of women and families in the United States of America changed overnight. After years of attack, the United States Supreme Court decided to reverse Roe v Wade and roll back on 50 years of the right to abortion. A catastrophic blow that changed the human rights landscape in the US, SheDecides Champions added their voice to the rising tide of anger and disgust reverberating around the world.

The Champions expressed a grave concern that, as well as devastating the lives of women and girls in the United States, the Supreme Court's decision will set a cataclysmic global precedent, emboldening anti-choice opposition groups elsewhere, and threatening the wider spectrum of hard-won human rights. Standing in solidarity with all women and girls in the United States as their freedoms are limited and their right to make the most critical of choices about their bodies, lives and futures is removed, SheDecides Champions reaffirmed that access to safe and legal abortion care is a human right. They committed to continuing to speak out and fight to protect the right to access safe, legal abortion services and abortion care.

The 31 Champions that signed this statement hailed from all sectors, all corners of the world and all age groups. But they have one thing in common – a clear understanding that restrictive abortion laws kill women, and that they must come together to work for progress.



Learning, growing, adapting.

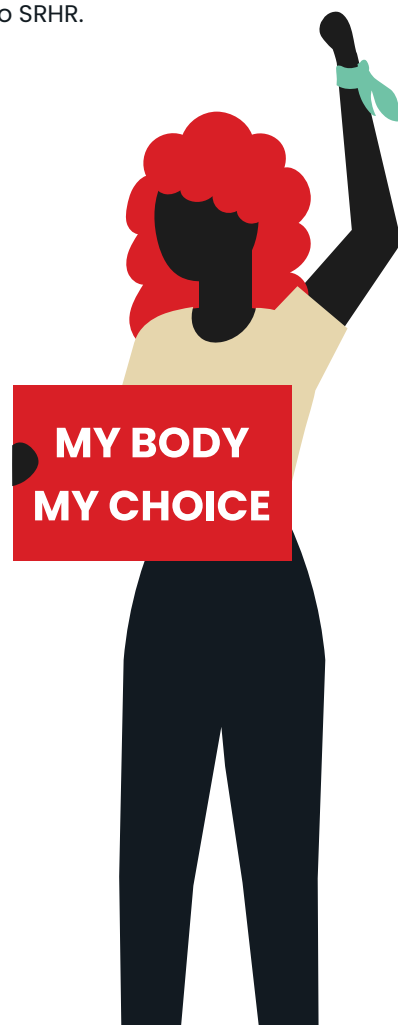
Through the Strategic Plan process, we reflected on the progress we have made over the past five years, the areas where we have seen success, and those areas where we have not been best placed to deliver impact. As a result, we have emerged from this process more focused and impact driven; 2022 marked a shift from our previous strategy and ways of working.

As a result of this process, we have decided to pull back from efforts that duplicate the work of other actors in the SRHR ecosystem, and to focus where we have a unique value add. We believe that our role as a convener of diverse leaders from across the globe and sectors, creating a platform for their advocacy, both compliments the efforts of other more technically-focused networks and enables cross-sector learning.

We have decided that we will no longer be a fund. The existing grant making mechanisms available from grassroots organizations, including feminist funds, as well as local partnerships and excellent capacity building efforts carried out by civil society organizations at national level, are better placed and more technically equipped to provide this type of support to activists. We will add value by working in partnership with those funds and grantees, and connecting them to decision-makers and global spaces.

At the global level, we will not duplicate global advocacy work carried out by others. Instead, we will focus on communicating and putting the spotlight on global commitments and accountability, amplifying national leadership towards progress, coordinating our efforts with advocates, providing space for new bold political leaders to speak up, and calling for high-level political action when SRHR are moving backwards.

By refining our role and redefining our place in the SRHR community, we will be able to increase our impact, support existing partners and amplify their work, and bring our community together around a shared vision – a world where every woman, girl and young person has access to SRHR.



BOLD POLITICAL VOICE

NETWORK TO BUILD COLLECTIVE

POWER

DRIVE ●●●
POLITICAL
CHANGE

SUPPORT NATIONAL/REGIONAL ACTIVISTS ON THE

GLOBAL STAGE

ADVOCATE FOR
ACCOUNTABILITY

COORDINATED COMMUNICATION

PLATFORM FOR
LEARNING

EXPANDING
ALLIES ●●●●

DIVERSE STAKEHOLDERS

SOLIDARITY
AND SUPPORT



2023 and beyond: A call to action.

With a refreshed strategy guiding our work, in 2023 we will continue to implement impactful and focused actions that contribute to our Theory of Change.

1

Convening and Strengthening

We partner with our Champions and allies across regions and sectors to advance common goals through convening, coordinating political action and amplifying their leadership.

In 2023, we will:

- Map Champion priorities, including thematic priorities, focus countries, and advocacy opportunities, and ensure we understand our Champions' power, reach and networks. The resulting Champion Roadmaps will inform and guide our work across all pillars.
- Recruit Champions from diverse backgrounds, organisations and regions in order to build legitimacy as a global representative and inherently political movement.
- Host learning roundtables and masterclasses for Champions, providing space to learn and share developments.
- Continue to work in partnership with The Global Partnership Forum on CSE, the Global Safe Abortion Dialogue and Nexus Initiative, and other civil society and feminist networks, as well as leading technical experts and UN-entities.
- Create opportunities for strategic networking amongst Champions and allies.

We will understand our impact through:

- Conversations with Champions and allies on how they believe SheDecides builds solidarity and facilitates connections, and how the movement helps them to achieve impact.
- The number of Champion meetings bringing together the movement to build solidarity and collective strength.
- The profile of our Champions and the activities that they are undertaking for the movement.
- The support, including masterclasses on the trends in the SRHR ecosystem, that we provide for Champions.
- The reach of our partnerships.



2

Taking political action

The SheDecides Support Unit will maximise impact and support change through coordinating political action, steered towards public-facing high-level events.

In 2023, we will:

- Influence decision makers to take more progressive positions at the Commission on the Status of Women through holding a Side Event and Reception (“Achieving Gender Equality through Comprehensive Sexuality Education” and a closed-door donor roundtable (“Unpacking the anti-gender movement”).
- Support young people and champions to influence political action and messaging at the Commission on the Status of Women and the Commission on Population and Development by hosting an intergenerational session on CSE (In partnership with the Global Partnership Forum on CSE).
- Expand knowledge and deepen connections at Women Deliver through hosting a side event (“Opposition deeper dive”) and organising sessions on CSE and Universal Health Coverage and abortion.
- Integrate SRHR issues in high-level political spaces, including through hosting ministerial level events at the UN General Assembly/SDG Summit and at the High-Level meeting on Universal Health Coverage.
- Create opportunities to celebrate collective action and feminist political leadership and policies driven by Champions.
- Map out collaborations and opportunities for joint action in support of ICPD+30 in 2024 with a focus on advancing young people’s SRHR.

We will understand our impact through:

- The number and quality of events that we organise and shape to promote SRHR, including those that celebrate progress towards achieving global commitments.
- The number of spaces that SheDecides Support Unit has created for Champions to speak or participate within and outside the SRHR world, disaggregating to track youth engagement.
- Whether youth consider their SheDecides supported or brokered engagement to be meaningful.

3

Speaking up and amplifying

SheDecides will strategically use communications and tailored key messages to reach targeted political audiences and reach new audiences.

In 2023, we will:

- Provide communication support for our Champions and allies through press releases, toolkits, social media assets.
- Focus on amplifying best practices on SRHR, bodily autonomy and abortion ahead of Women Deliver and the SDG review and High-Level Meeting on Universal Health Coverage.
- Update our messaging frameworks to ensure that it responds to the new strategic direction, addresses current trends in opposition and the SRHR ecosystem, and can be easily adopted across platforms and cultures.
- Launch a series of Champion Op Eds timed with key moments to reach new audiences.
- Continue Champion Spotlights and profiling, highlighting the work of the movement and its collective impact.
- Mark International Safe Abortion Day with a digital campaign focusing on stories and perspectives from health practitioners.
- Explore opportunities for SheDecides youth champions and allies to speak out in relation to the Global Forum For Adolescents and other avenues and spaces for joint action and coordination.
- Map out opportunities for partnership and expanded collaborations with communication departments of champions and allies, as well as new partners for creative communication and outreach.

We will understand our impact through:

- Expanding our followers and engagement across social media channels, and deepening our media reach through Op Eds.
- The number of Champion newsletters and spotlights we share.
- The number of Champions that engage with our toolkits and sign on to our position statements.
- When and how we have provided platforms to amplify young people's perspectives.
- When and how we have used creative communications to bring new audiences into the SRHR space.

Thank you!

The work of SheDecides would not be possible without the support of our Guiding Group, the principal decision-making body of SheDecides, and SheDecides Champions who are at the core of the movement and drive our engagement to keep fighting for SRHR. The SheDecides Support Unit is the engine behind the scenes and the hub for the movement to unite in collective, feminist action to advance bodily autonomy worldwide.

The generosity of our donors allows the SheDecides Support Unit to function and the movement to flourish. Many thanks to the Governments of Belgium, Sweden, France, The Netherlands and The David and Lucille Packard Foundation for their financial contributions and collaboration in 2022.

Finally, thank you to every person around the world who bravely speaks up for SRHR. A world where rights are respected and all people are free to make their own decisions about their body, life and future - will only come about when a critical mass rises up together and demands it. Thank you for being part of this movement, and for fighting for a world where SheDecides.

SheDecides.