

#WomensHealthMatters #EndInequalityPandemic
#SRHRisEssential

2021

INTERNATIONAL DAY OF ACTION FOR WOMEN'S HEALTH REPORT





CAMPAIGN BACKGROUND

May 28 is observed globally as the International Day of Action for Women’s Health. Since its inaugural launch in 1987, May 28 has been recognized 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 feminization 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.

CONTENTS

EXECUTIVE SUMMARY.....	2
PARTNERS.....	3
ACTIONS	
Occupy Online.....	4
May 28 Campaign Online.....	7
Making Demands.....	9
Taking the Mic.....	10
Going Back to Community.....	11
Around the World in One Day.....	13
Spotlight: Youth Campaigns.....	15
ABORTION IS ESSENTIAL!.....	17
SNEAK PEAK: INTERNATIONAL SAFE ABORTION DAY THEME.....	20
THE WORK CONTINUES.....	21

EXECUTIVE SUMMARY

This year's campaign set the stage for discussing women's health against a backdrop of global inequality exacerbated by an ongoing public health crisis. More than a year since COVID-19 had reached global pandemic proportions, many countries continue to experience disruptions in the delivery of essential services, and, in particular, sexual and reproductive health services. In contexts where public healthcare systems are dismal and vaccines remain inaccessible, new surges, strains, and variants of the virus threaten to keep health systems, overwhelmed and recovery out of sight, putting women at risk of long-term negative impacts to their health, autonomy, and rights.

Hence, this year's Call for Action, "Women's Health Matters: Ending the Inequality Pandemic and Ensuring SRHR remains essential!"

As with previous campaign reports, this year's report aims to capture the number, range, and geographical spread of actions taken during the May 28 campaign, but more importantly to document the hard work of women's health and rights activists all over the world for turning out such an amazing and widely-supported campaign!

Despite limitations brought about by our current situation, sexual and reproductive health and rights (SRHR) and women's rights organizations and advocates everywhere have responded creatively and innovatively to be able to deliver on the call for action. This year, campaigners heeded the call to make a stand and take action in various ways - from webinars and zoom discussions to tweet-a-thons and chats to community gatherings and radio shows to online rallies and widespread sharing of SRHR information!

Advocates and allies have also been very active in sharing May 28 campaign materials and messages that were made available on the www.may28.org website. The expanded online toolkit included profile photo frames, cover photos, campaign posters, social media cards, and sample tweets and messages. Check out how campaigners have adapted, translated, and customized these materials further down the pages of this report.

This year, more than fifty actions coordinated by local, regional, and international organizations were documented. Proof of the success of these actions are the commitments made by government leaders, media landings, and more than seven million impressions made online, where most of these actions have taken place.

To quote this year's call for action, COVID-19 may have impacted all of us, but women's health and overall well-being, particularly of those in the Global South, have been disproportionately affected. The May 28 campaign showed once again how, despite the extraordinary challenging times, we remain steadfast in our feminist solidarity to tell our stories, make a stand and take action to #EndInequalityPandemic and demand that #WomensHealthMatters and #SRHRisEssential.

PARTNERS

This year's campaign was jointly coordinated by Women's Global Network for Reproductive Rights (WGNRR), Asia Pacific Alliance for Sexual and Reproductive Health and Rights (APA), Asian-Pacific Resource & Research Centre for Women (ARROW), Center for Reproductive Rights (CRR), International Planned Parenthood Foundation East and Southeast Asia and Oceania Region (IPPF ESEAOR), International Campaign for Women's Right to Safe Abortion, Japanese Organization for International Cooperation in Family Planning (JOICFP), Philippine Safe Abortion Advocacy Network (PINSAN), Resurj, Safe Abortion Advocacy Initiative Global South Engagement (SAIGE), SHE ACTS Africa and WGNRR Africa.

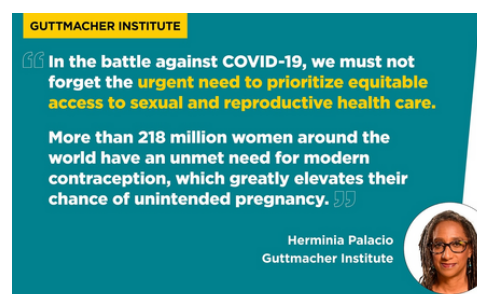
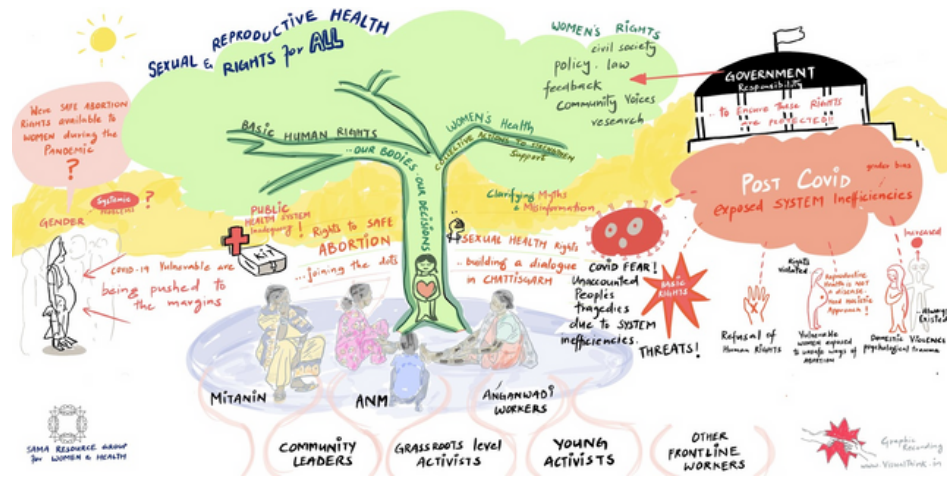


ACTIONS: OCCUPY ONLINE



This year's May 28 campaign made **7 million impressions** online. This was possible thanks to everyone who occupied online spaces with May 28 activities, materials, and messages!

Many organizations joined us, shared the Call for Action, or adapted it in their own materials!





Governments also observed May 28 and took part by releasing statements and surveys. The City Government of Madrid even organized several activities around the Day of Action.



Today, May 28, as the world commemorates the International Day of Action for Women's Health, the Commission on Human Rights (CHR) gives the spotlight to how the Covid-19 pandemic has disproportionately affected women, their health and overall well-being. While the pandemic has affected all of us, this public health crisis has magnified and exacerbated the longstanding gender inequalities in our society.



These achievements would not have been possible without campaigners who have been raising awareness not just on May 28 but for days and weeks before the Day of Action, hosting webinars, and sharing our messages in different languages!



Mwambao Media and Kuza Livelihood projects in Kenya organized a week-long awareness-thon which ran livestreams and tweet-a-thons in the week leading up to May 28! Around 10 organizations were mobilised to be featured in the webinars and tweet series!





Organizations like Japanese Organization for International Cooperation in Family Planning (JOICFP), Samsara in Indonesia, and WFAC in Cameroon translated May 28 in their country languages!



NGO ジョイセフ @NGO_JOICFP · 1d ...

【5/28は👩‍🦰女性の健康のためのアクション国際デー👩‍🦰】

1987年「国際女性の健康会議」で始まったこの国際デー

世界の女性の健康を守るため、ジョイセフもアクションを起こします😊

may28.org

[#WomensHealthMatters](#)

[#EndInequalityPandemic](#)

[#SRHRisEssential](#) [#May28](#) @ESEAOR_IPPF



#WfacAt12 @WfacCmr · 1d ...

Replying to @WfacCmr

Célébre la JISF durant toute cette semaine en nous retweetant ou en commentant sur ton experience!

N'oublies pas de checker le site de [#May28](#) pour plus d'info !

[#NotreSanteNosDroits](#)



Perkumpulan Samsara @info_sa... · 4d ...

Mengecek kembali dan menghapus ketimpangan dalam masyarakat merupakan langkah yang tidak bisa dilewatkan dalam mempersiapkan, mitigasi dan menanggapi krisis kesehatan. Ikuti kampanye [#May28](#) untuk [#EndInequalityPandemic](#).

[#WomensHealthMatters](#) [#SRHRisEssential](#)



#WfacAt12 @WfacCmr · 1d ...

Replying to @WfacCmr

Cette semaine mène à la Journée Internationale de la Santé de la Femme le 28 Mai !

La JISF informe sur le bien-être des femmes dans le monde en célébrant les progrès & pointant les problèmes qui persistent. Avec la pandémie du [#Covid19](#) la JISF est plus importante à ce jour.



MAY 28 CAMPAIGN ONLINE

Check out the impressions, mentions and key words triggered by the May 28 hashtags!

#WomensHealthMatters

Total Impressions
2.3 M

Number of mentions
1.7K

#SRHRisEssential

Total Impressions
1.7 M

Number of mentions
1.5K

#May28

Total Impressions
1.2 M

Number of mentions
773

#EndInequalityPandemic

Total Impressions
1.5 M

Number of mentions
1.3K

#InternationalDayofActionforWomensHealth

Total Impressions
388K

Number of mentions
330

may28

#May28 2021 Call for Action

https://www.youtube.com/watch?v=rKfH_glcpM&t=2s



#May28 Demands Part 1

<https://www.youtube.com/watch?v=TONMFLKvH-M>



#May28 Demands Part 2

<https://www.youtube.com/watch?v=foomkxk8ofg>

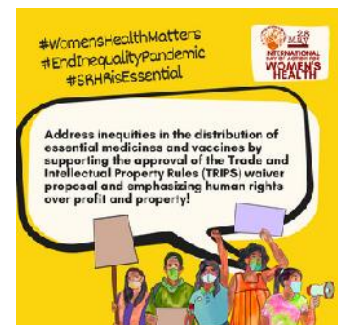
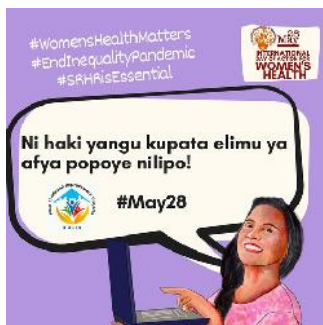
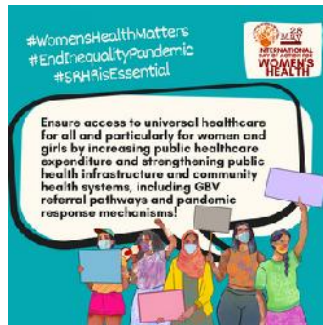


ACTIONS MAKING DEMANDS



Some of our most important May 28 messages were converted into a list of ten demands highlighted in this year's Call for Action! These demands were adopted by campaigners and used to engage decision-makers in governments and institutions.

Check out some of the May 28 demands in various languages:



Organizations like the Philippine Safe Abortion Advocacy Network, Center for Women's Resources, and GIWYN Nigeria brought out placards and took to the online space to rally their own demands!



ACTIONS: TAKING THE MIC



Some campaigners took their demands to the media and were featured on TV and radio. Some also guested on community radio shows! As the pandemic deepens the digital divide between those with and without access to digital technology and connectivity, traditional media and community radio can be effective in bridging the gap and reaching populations that would not have been reached through social media.



SHARP89FM Ozamiz was live — at Sharp 89 FM.
May 28 at 4:23 PM · Ozamiz · 📍
2021 INTL DAY OF ACTION FOR WOMEN'S HEALTH

Eye the woman
The impact of Sexual and Gender Based Violence on Women's Health

Join us this
Saturday, 29th May
@
11:05a.m
On
Eko 89.7 FM
INTERNATIONAL DAY OF ACTION
FOR WOMEN'S HEALTH



Bose Ironsi
Executive Director
Women's Rights and Health Project



ACTIONS: GOING BACK TO COMMUNITY



The pandemic has made it difficult for many organizations to reach the communities they work with and vice-versa. But advocates remain persistent, using their creativity to make sure SRHR information and linkage to services are brought to communities despite the current context.

In Uganda, Community Health Rights Network (Coherinet) promoted Aunt KAKI SRHR toll-free helpline by setting up booths in communities and helped women receive reliable and accurate SRHR information.



In Haiti, feminist organization, Marijàn organized a menstrual hygiene training and distributed menstrual hygiene kits to 30 girls to observe the Day of Action for Women's Health as well as Menstrual Hygiene Day!





In Nigeria, Women's Rights and Health Project (WRAHP), managers of IRETI Resource Centre in Lagos organized a community radio show on May 29. The IRETI Centre which was established in April 2020 has responded to 295 cases of sexual and gender-based violence.



In the Philippines, SHE project network organizations, Mayon Integrated Development Alternatives and Services (MIDAS) and National Rural Women Coalition (PKKK) continue to bring SRHR to rural communities while navigating quarantine and mobility restrictions amid the pandemic. In response to lack of aid, organizations and individuals have put up community pantries where people could donate or collect food. Some pantries also started to share sexual and reproductive health information (i.e. hotlines for free HIV testing and gender-based violence support) and commodities, such as condoms and napkins, including the safety pantry that was launched by Family Planning Organization of the Philippines (FPOP).



Camarines Sur – ongoing

Cubao, Gensan,
Surigao, etc
May 28, Friday



ACTIONS:

AROUND THE WORLD IN ONE DAY

Check out some of the activities in our World Map of May 28 Campaign!

In El Salvador, Activistas Feministas, Defensoras de Derechos Humanos and Organizaciones de Mujeres marched life and health and women and girls!



In Spain, La Xarxa de Dones per la Salut and Ca la Dona are hosted "Maternar Amb Plaer I Amb Drets (Motherhood with pleasure and rights)" happening offline and online.



In India, the White Ribbon Alliance held a virtual national dissemination meeting for the "Hamari Awaz Suno! (Listen to Our Voices)" Campaign.



In Nepal, the Women's Rehabilitation Centre is hosting a virtual program on "Situation of Women's Health and COVID-19."



In the Philippines, advocates put a spotlight on the urgent women's health situation in the country, Philippine Safe Abortion Advocacy Network and WGNRR in an online rally on May 28.



In Argentina, the country's Abortion Rights Campaign chapter in Rosario is hosting a conversation via Zoom to celebrate 16 years of the campaign!



In Uganda, the Community Health Rights Network hosted a tweeth-a-thon on Unwanted Pregnancies during COVID-19.



In Tanzania, WGNRR Africa and Young Advocates for SRHR - Africa organized an online strategy meeting on menstrual health!



In Kenya, around 20 SRHR organizations mobilized online and shared their challenges, success and recommendations on Women's Health in an afternoon tweet-a-thon!



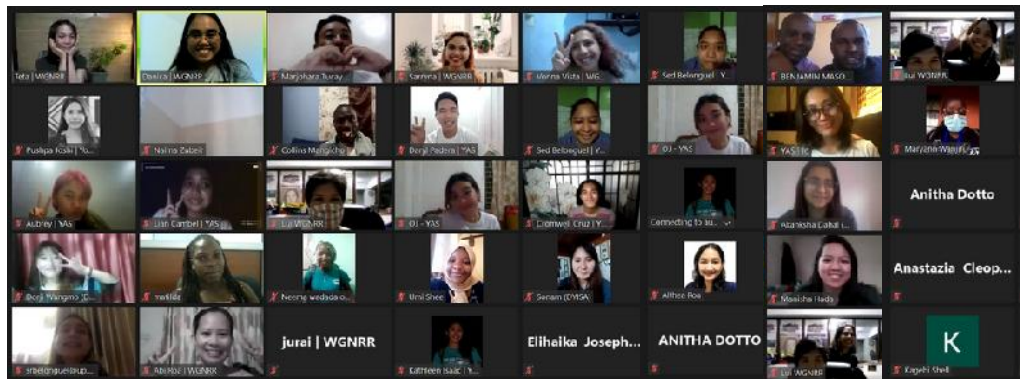
SPOTLIGHT: YOUTH CAMPAIGNS



To help support young people in campaigning last May 28, WGNRR also organized a workshop entitled, “Learning How: #WomensHealthMatters Campaign Workshop for Young People” on May 24-25. The workshop resulted in several youth-led campaigns by the following organizations:

- Young Advocates for SRHR (Philippines)
- Kuza Livelihood Improvement Projects (Kenya)
- Reaching the Unreached Tanzania
- Youth-led SRHR Nepal
- Youth Advocacy Network Sri Lanka
- Wadada Solutions on GBV (Tanzania)

Check out photos from their activities below:



YAS
poster making
contest

YAS is inviting young artists to take on the YPinQ poster making contest with the theme:
#SRHRisEssential: To be Free, To be Healthy, To be Me

Tell us why sexual and reproductive health and rights are essential for you as a young person.

WGNRR
YAS

THE SPARK
புத்தாக்க ஊடகப் போட்டி!

SAVE THE DATE ஜூன் 11-25, 2021

நீங்கள் தயாரா?

Young Advocates for SRHR posted a video to the playlist UY! Podcast.

20 May

UY! Podcast Episode 3 - May 28 and Young People in Quarantine

Nagbabalik ang "UY Podcast" para sa Episode 3!

Tara at samahan niyo kaming pag-usapan ang May 28 International Day of Action for Women's Health, at ang mga dapat na abangan na mga activities na magaganap sa YAS kagaya ng #YoungPeopleInQuarantine Challenge na dapat abangan!

May mga YPinQ Challengers din na sasali sa ating chikahin to share about their experience joining our challenge last year!

May special performance pa mula sa YPinQ Challenger! Hmm bet mo yon? 🤔👉

Tune in na sa "UY! Podcast" here on the Young

See less

46 1 comment 696 vie

youthchangerskenya

28 JUNE

#Endinequalitypandemic

Gender INEQUALITY

With Moderator Josephine Odhiambo 1:00pm-2:00pm Live Facebook Stream

Panelists Jerop Limo, Lucy nyoro, Nelly Madegwa

PREVENTION, RESPONSE, PROTECTION, AND ACCOUNTABILITY MECHANISMS TO ADDRESS GENDER-BASED VIOLENCE SHOULD BE SURVIVOR-CENTERED.



WGNRR YoSHAN

youthchangerskenya

Gender EQUALITY

“Women and men have a right to equal treatment and opportunities in political, economic, cultural and social spheres.”

- Jerop Limo AYARHEP Nairobi.

#Endinequalitypandemic

Young People should continue to have access to Comprehensive Sexuality Education and linkage to adolescent and youth-friendly sexual and reproductive services!

WGNRR YoSHAN

Yo SHAN was live. Published by ZOOM June 23 at 5:01 PM

YoSHAN in collaboration with Unfolding SRHR and Women's Global Network for Reproductive Rights (WGNRR) presents Guff4youth on women's health including safe abortion rights. We are talking about diverse issues within women's health.




ABORTION IS ESSENTIAL!



Access to safe and legal abortion is crucial to fulfilling women's rights to health and bodily autonomy. Still, many governments continue to criminalize abortion and restrict access. Last May 28, a lot of us also came together to assert our rights to access safe and legal abortion!

Safe abortion activists, YANAA and WGNRR initiated a tweet series, "5 reasons why telemedicine abortion is important", which received 100 retweets and 150 likes across Twitter channels!

5 REASONS WHY TELEMEDICINE ABORTION IS IMPORTANT

1. It allows people with unassisted pregnancies to self-manage their abortion, asserting their right to reproductive and bodily autonomy at home or in a setting of their choice.

2. It reduces barriers to accessing abortion care, especially in areas and pandemic contexts, or where in-person clinic visits are not possible because of travel restrictions, privacy concerns, social distancing, or lack of available abortion services.

3. In some contexts, abortion with pills sent by post has reduced the strain on already stretched healthcare systems, and makes task sharing between healthcare workers more widely possible.

4. Telemedicine abortion can make abortion more accessible, earlier, in settings where in-person, in-clinic abortion services aren't readily available or reachable. Support and advice from healthcare staff can be managed via telecommunication safely.

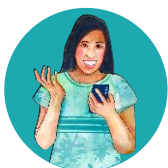
5. Telemedicine abortion can also reduce dependence on unsafe methods of abortion. Plus, it can allow for a wider range of healthcare professionals to safely offer abortion with pills. Young people might be more likely to seek out safe abortion methods where a reduced chance of encountering stigma is, or is perceived, as more likely.

INTERNATIONAL DAY OF ACTION FOR WOMEN'S HEALTH MAY 28

WGNRR
WOMEN'S GROUP FOR NARRATIVE REPRODUCTIVE RIGHTS

H.P.

yanaa
YOUNG ACTIVIST NETWORK FOR



And Hidden Pockets continued the conversation on telemedicine abortion in a tweet-a-thon with IPPF South Asia Region and Family Planning Association of India on May 28.

JOIN OUR TWEETATHON

Date: 28/05/2021
Time: 5 PM IST

INTERNATIONAL DAY OF ACTION FOR WOMEN'S HEALTH

IPPF
South Asia Region

H.P.

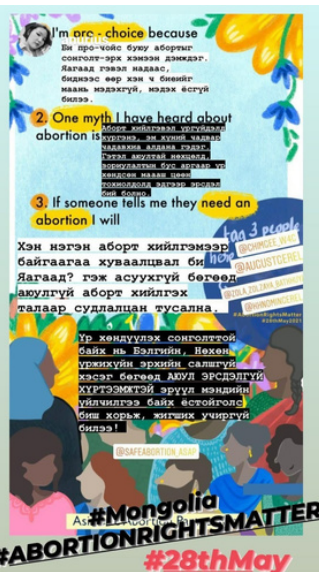
FPA India
Family Planning Association of India



Organizations in Latin America such as How to Use Abortion Pill and Medical Students for Choice - Peru also organized Instagram Lives on Medical Abortion.

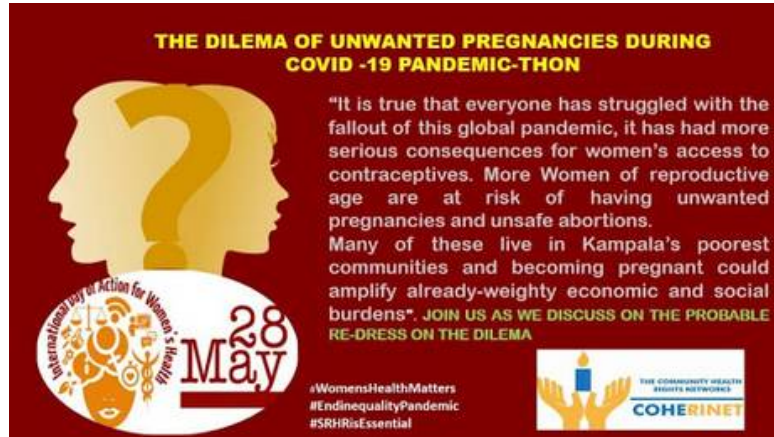


Meanwhile, Asia Safe Abortion Partnership (ASAP) mobilized advocates to join an Instagram Story Challenge using the hashtag #AbortionRightsMatter on May 28! More than 30 organizations and individuals participated in the challenge!





ARROW and SAIGE, Coherinet and Pratigya Campaign developed social media cards on the right to safe abortion!



WGNRR and PINSAN organized a media workshop on the decriminalization of abortion campaign. On the same day, news articles were written and published about the campaign! Talk about a win!



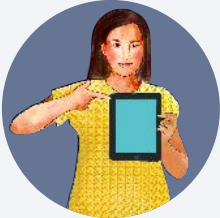
Women's rights orgs urge authorities to decriminalize abortion

By KAELA MALIG, GMA News

Published May 25, 2021 9:18pm

Women's rights organizations urged legislators to decriminalize abortion as women continue to die from unsafe abortion complications.

SNEAK PEAK: INTERNATIONAL SAFE ABORTION DAY THEME



This year's #InternationalSafeAbortionDay theme is...

SAFE ABORTION IS ESSENTIAL HEALTHCARE.
#MakeUnsafeAbortionHistory

On September 28, join advocates advocate in mobilizing online to show governments the safety, efficacy & acceptability of de-medicalized abortion, including MVA & with pills via telemedicine.

For updates on International Safe Abortion Day, go to september28.org. #Sept28 #28S

INTERNATIONAL
SAFE ABORTION
DAY. 2021

SAFE ABORTION
IS ESSENTIAL
HEALTHCARE.

#MakeUnsafeAbortion
HISTORY

INTERNATIONAL
CAMPAIGN
FOR WOMEN'S
RIGHT TO SAFE
ABORTION

#SEP28

THE WORK CONTINUES!

The #May28 campaign was a huge success!

Campaigners all over the world have joined the May 28 campaign to demand an end to the inequality pandemic and ensuring SRHR remains essential despite COVID-19.

But the work continues to transform our calls into reality! Sustain the message of the May 28 campaign by continuing to speak to #EndInequalityPandemic and documenting and calling out the systemic neglect and denial of SRHR of women, girls, and marginalized communities. #WomensHealthMatters #SRHRisEssential

Organizing activities around May 28 calls? Ideas for collaboration? Email us at may28campaign@gmail.com! For updates, go to www.may28.org.

