



# Share-Net Thematic Meeting 'Effective SRHR messaging in changing times'

In our efforts to bring about positive change for progressive SRHR, we -advocates for SRHR- cannot ignore that opposition groups seem to become more influential and have a (negative) effect on reaching our goals. We are dumbstruck when we see Trumps actions and flabbergasted if we see what is happening in Romania. Why do people support actions that are discriminatory and oppressive? More important: how do we need to react and adapt?

As a SRHR community we should take a pro-active approach instead of focusing too much on responding to opposition's messages and actions. We need to get our own messages across loud and clear. However, sometimes there seems to be a disconnect between how we as a SRHR community talk about SRHR issues and how our messages are perceived by the wider public.

The aim of this meeting is therefore to explore ways how to better communicate our SRHR messages and increase support for our issues from different audiences. Besides sharing best practices there will be ample time in the workshops to get some practical experience in how to formulate your own messages.

Share-Net Netherlands kindly invites you to join us and actively work on moving forward. This meeting is organised by the Share-Net Netherlands Community of Practice (CoP) consisting of Rutgers, Amref Flying Doctors, AFEW, RNW Media and independent member Doortje Braeken.

## Invitation

19 November 2018

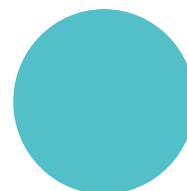
13.00 – 17.00

Humanity House  
Prinsegracht 8, 2512 GA,  
The Hague

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Please RSVP via the following [link](#).

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## Programme

- 13:00 - 13:10 **Introduction & Welcome** by Francoise Jenniskens, Share-Net Int. Coordinator
- 13:10 - 13:20 **Kick-off** by Margo Bakker, Capacity Strengthening Advocacy Officer at Rutgers
- 13:20 - 14:20 **Panel discussion: How to communicate effectively for increasing support for SRHR?**
- Emile Affolter, Senior Press Officer at Amnesty International
  - Heather Barclay, Senior Advocacy Adviser, Global Engagement at the International Planned Parenthood Federation
  - Catherine Heaney, Managing Director at DHR Communications Ireland
  - TBC
- 14.20 – 14.45 **Coffee / tea break**
- 14.45 – 16.30 **Workshop sessions: Moving forward with effective messaging**

### **Workshop 1. Reframing language: how to reach the wider public with your message?**

*Facilitation by Heather Barclay, Senior Advocacy Adviser, Global Engagement, International Planned Parenthood Federation*

How do people form their views and political attitudes on abortion, gender equality or sexuality education? How do the language and imagery used in public debate shape people's stances on those issues? How can we communicate our values and frame our issues in ways that engage people and mobilize support for progressive long-term social change? In this workshop participants are engaged in the art of reframing messages through an interactive presentation and group work.

### **Workshop 2. How to talk about sensitive topics within communities?**

*Facilitation by Doortje Braeken, Consultant SRHR, former Senior adviser adolescents, gender and rights, IPPF and Lindsay van Clief, Content Strategist, RNW Media*

*Resource person: Sara Nazzerzadeh; Chair Middle East Health Committee of WAS (World Association Sexual Health). Co-author of Sexuality Education: Wheel of Context.*

What do you need to make your messages contextually relevant? What information do you have to collect to make the content of your messages relevant for the people you want to reach? How can you make a connection between the values and social norms in the community and the realities of sexuality, sexual reproductive health and rights? One of the main characteristics of having impact, is that it is evidence-based. But robust evidence and science are not enough. We also need to bear in mind the cultural and religious norms in the countries and communities we work in, without losing the core of our rights-based messages.

### **Workshop 3. Lobby messages towards conservative governments – fight or unite?**

*Facilitation by Janine Wildschut (Director of Programmes- AFEW International). Resource persons: Anya Sarang (President-Andrey Rylkov Foundation) and Ralph du Long (Co-Chair of the EU Russia Civil Society Forum, human rights trainer and Regional Parliament member Drenthe).*

In the region of Eastern Europe and Central Asia (EECA), as well as in some Central European countries such as Poland and Hungary, the space for civil society is shrinking. This seems to be a global process, but the EECA region is specifically affected with many countries following Russia's example in restricting the legal environment for HIV-focused civil society organisations. This workshop discusses different strategies for civil society on how to cope with these restrictions. How should we react? Do we fight, or do we unite? And what are the pros and cons and our dilemmas?

16.30 – 17.00 **Wrap-up and closure**

17.00 **Networking drinks**

**Rutgers**

