

From Knowledge To Action

CRAFTING MESSAGES FOR IMPACT

Share-Net
International





Messaging is at the core of advocacy



What do you want to achieve?

What evidence do I have? What information has been presented to me?

What stands out? OR what is missing?

What do I want to do about it?

How can I do it?

PRIMARY MESSAGE



What is a primary message?

A singular core statement which communicates what you want, why its needed, and how can it be done.

Statement + evidence + call to action

The statement is the central idea in the message. The evidence supports the statement with (easily understood) facts and/or figures. The action desired is what you want your audiences to do.

Summarise and present your message in 3-4 sharp sentences. This will help you to deliver your message in the most effective manner.



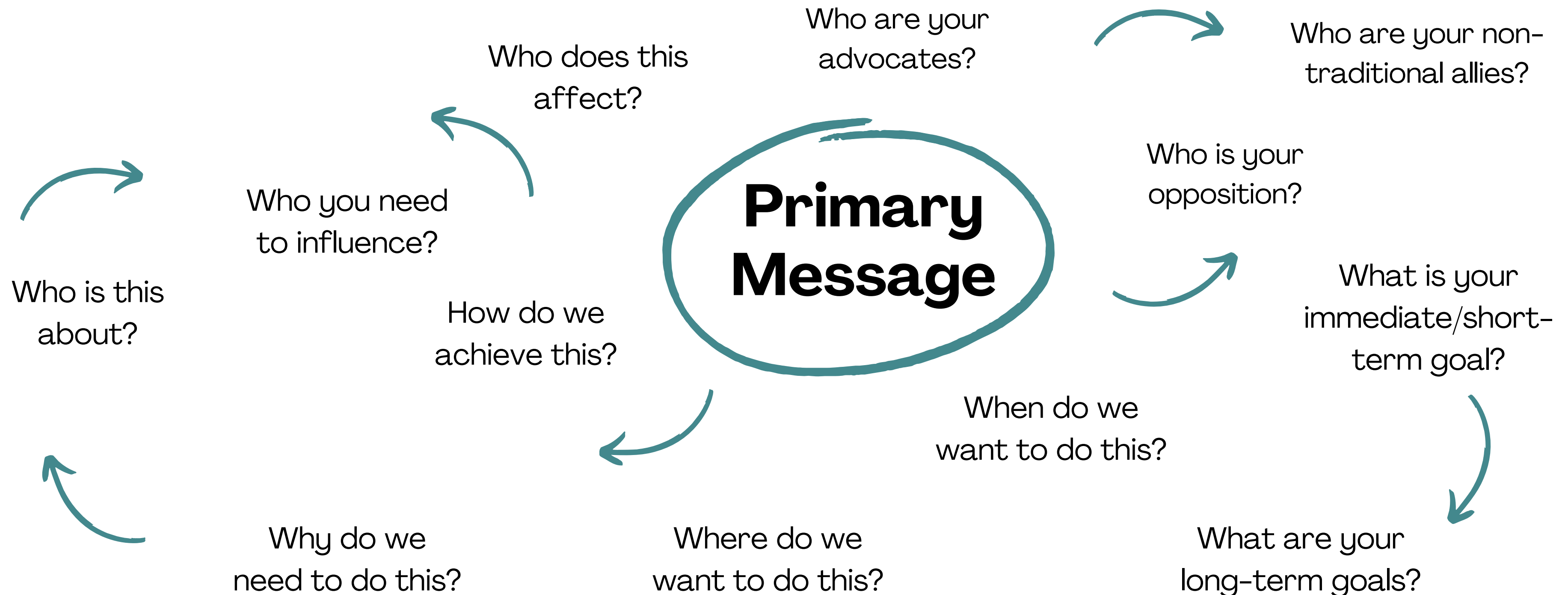
Example of a primary message:

Many different kinds of people seek abortions, including those with diverse gender identities and sexual orientations. But policy language mostly portrays abortion seekers as cis-women in heterosexual marriages.

To make safe abortion access and healthcare truly comprehensive, we must expand our idea of who abortion seekers are and not ignore the diversity of their experiences and needs.

Statement + evidence + call to action

You can workshop your primary message by thinking of all the questions below. Your primary message does not have to answer all of them but it can help you fine-tune your message and further develop key messages.





What is a key message?

- Catchy
- Simple
- To the point
- Inspiring

A bite-sized, core piece of information you want your audience to hear, understand, remember, and take action on.

Key messages can **give depth or expand on your primary message** by giving it a specific focus AND become **entry points** for diverse stakeholders to engage with your primary message.



Primary Message:

Pregnant people seeking abortions come from a variety of demographics, including diverse gender identities and sexual orientations. But policy language primarily identifies abortion seekers as cis-women in heterosexual marriages.

To make safe abortion access and healthcare truly comprehensive, we need to expand our idea of who abortion seekers are and not ignore the diversity of their experiences and needs.

Key Messages

- Advocating for safe abortion access means advocating for human rights.
- Its not only women who can get pregnant - abortion seekers come from all gender identities.
- Saying pregnant people instead of pregnant women takes zero extra time but gives immeasurable security and comfort #InclusiveLanguageSavesLives
- Hey doctors - let go of your assumptions and let abortion seekers self-identify!



How can we use key messaging during Women Deliver?

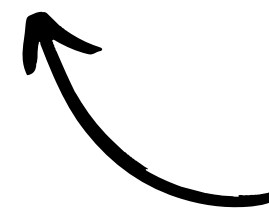
Disruptive Dialogue

Asking questions at sessions that shines the light and forces acknowledgement of an issue you feel is being ignored or not being talked about enough.



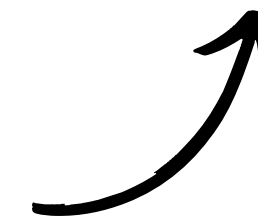
Expanding Movements

Take your messages online or to spaces already talking about an issue, and add on it by providing fresh perspectives or new evidence!



Building Momentum

Support and strengthen an existing conversation and movement by sharing your expertise and providing more in-depth information.





You can use our guide to start developing your messages - but don't restrict yourself by following it to-the-tee.

Use your own advocacy experiences and communication style to experiment and really make it your own!

Get in touch if you have any feedback and tag us if you use this guide to create your own advocacy messages!

info@share-netinternational.org

This guide was developed to support the Co-Creation Session at -

THINKING OUTSIDE THE DOCS:

NON-HEALTH SECTOR LINKAGES IN EDUCATION, ECONOMIC EMPOWERMENT, CLIMATE CHANGE & FAMILY PLANNING / SEXUAL AND REPRODUCTIVE HEALTH

AN UNOFFICIAL SIDE-EVENT AT WOMEN DELIVER 2023

BY WHO/IBP NETWORK AND SHARE-NET INTERNATIONAL

16TH JULY 2023
KIGALI, RWANDA

