



MEDIA ADVOCACY STARTUP KIT

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Introduction



About the Organisation

We are a youth-led organization catalyzing social change by engaging young people on critical sexual and reproductive health and rights issues affecting women and girls.

We amplify the voices of young people to speak on Human Rights, through targeted advocacy to key players.



About the Kit

The goal of this kit is to provide media personnel with resources and information to aid advocacy towards improving safe abortion access and reporting using a solutions journalism approach that critically informs the public on positive stories to address social issues.

The toolkit will also serve as a guide in understanding reporting in the development sector as it relates access to safe abortion and creating a discourse within the journalism sector to influence policies.

We hope you find the information in this kit as well as the subsequent updates useful and informative.



How to Use this Kit

This kit provides guidance on how to develop a strong media advocacy campaign for programmes related to safe abortion access. It will give an overview on the importance of the media, as well as provide specific guidelines and tools to aid the media advocacy.

We hope this kit will help you use your media platform to advocate safe abortion access for women and girls in Nigeria

SECTION 1



Importance of Media Advocacy in Overall Advocacy

The portrayal of abortion in the media can sway public perception in a major way and even influence policy. You, as a journalist, can use the media to gather support from the public and raise awareness on safe abortion access and the consequences of unsafe abortion.

The media can be used to help people understand the different reasons why women need an abortion, pass across accurate information about abortion and motivate people towards reducing abortion stigma.



Applying the 5Ws and 1H Approach

Using the writer's question technique when reporting stories to support safe access to abortion can be critical in ensuring the positive response to your stories on abortion. Each of the questions should have a factual answer which is why it is important to back up stories with established data, lived experiences, human angle stories and documented evidence to

drive interest and action. In doing this, the following should be considered:

- Who
- What
- When
- Where
- Why and
- How

These questions need to be answered when designing and implementing a media advocacy on safe access to abortion. It enables the target audience get a clearer picture and better understanding of the issue, in this case, safe access to abortion.



Apply the Solutions Journalism Approach

In getting your audience interested in your media advocacy and to actually drive change, you, as a journalist should ensure that your reporting focuses on the responses to social issues as well as the challenges themselves.

Just like we have stated about messaging, your reports should project what works or what can be done to improve the situation rather than on negative stories that tend to portray hopelessness. However, there has to be careful analysis of the response to the social problem so as to powerfully engage your audience to actively support the process of improving the situation.

SECTION 2



Ways to Get Involved

Here are some ways you can use your platform to spread public awareness on the consequences of unsafe abortion.



Step 1: Use the Right Language

Here are some of the words, phrases or sentences you should not use in abortion messaging:

- Abortion is illegal in Nigeria.
- Abortionist
- Unborn baby
- Working to prevent pregnancies or abortions
- Abort a child
- Get rid of a pregnancy
- Pro-life

Here are words or phrases you can use instead:

- Abortion is legally restricted in Nigeria.
- Healthcare provider
- Foetus (above 10 weeks gestation) or Embryo (up to 10 weeks gestation)
- Working to prevent unplanned pregnancies or unsafe abortions
- End a pregnancy
- Decide to end a pregnancy
- Anti-choice



Step 2: Use the Right Imagery:

- Imagery described here should not be used in abortion messaging:
- Heavily pregnant women
- Foetuses or foetuses detached from bodies
- People showing strong negative emotions or distress
- Explicit Imagery





In comparison, you may use these images instead:

- Healthy girls and women
- Healthcare professionals or medical abortion pills
- Women advocating for their reproductive rights



Step 3: Tell your story

Have you encountered any successes or challenges in putting out SRHR-related content whether in print or electronic media? Putting out your story will help others - especially journalists - know what approaches or steps to adopt, adapt or avoid in SRHR messaging and abortion reportage.

Reach out to us via hello@yncsd.org to share your story! You can also reach out to us via our social media with the handle     @yncsd



Step 4: Publish articles or host SRHR and pro-choice advocates.

Check out our series of blog posts for ways that you can continue in your advocacy.

Even better, we're just an email away to help you with any form of technical assistance you might need.



Step 5: Focus on Critical Messages

- You may choose to advocate for safe abortion by reporting on critical safe abortion issues.
- Consider the following as news-worthy content:
- The possible consequences of restrictive abortion laws such as forcing women to turn to life-threatening options.
- Emphasize abortion as basic healthcare
- Reasons why women may choose to have an abortion
- The diversity of abortion experiences from a varied audience
- Stories of health professionals who are providing safe abortion services to save women.
- Positive stories of women who, because of a safe abortion, were able to continue on a career or academic path.



Step 6: Get involved and stay in touch

How can you get involved? By committing to steps 1, 2, 3, 4 and 5. From time to time, we will also put out [resources](#) on our website (Resources), so you can do an occasional check for updates. We will also have other activities such as webinars, podcasts and focus-group discussions and we are always happy to have you as a guest.

Most importantly follow our social media handles for the most recent updates.

SECTION 3

Resources

The resources section will be updated quarterly and the toolkit will be sent to you after every update. This section will always contain useful information and data that can help with abortion reportage and media advocacy.

1. [Webinar on Improving Abortion Reportage in the Media](#)
2. [Podcast - Values Clarification and Attitude Transformation in Abortion Advocacy](#)
3. [Delta State Data Analysis on Unsafe Abortion and its Consequences](#)
4. [Lagos State Data Analysis on Unsafe Abortion and its Consequences](#)
5. [Knowledge Assessment and Analysis from Media Personnel Training on SRHR Reportage](#)
6. [Abortion Fact Sheet to Support Access to Safe Abortion Services](#)
7. "Normalising Abortion: Exploring Non - Negative Language Around Abortion"
<https://www.tandfonline.com/doi/full/10.1080/13691058.2019.1679395>

Need more support?

Reach out to us via email at hello@yncsd.org
We're available to provide any technical support to you.

WWW.YNCSD.ORG