

**#SMASH  
ABORTION  
STIGMA**

**Supporter Toolkit**

---

# About our #SmashAbortionStigma campaign

On **Wednesday 6<sup>th</sup> November 2019**, Marie Stopes International will be launching a new campaign – #SmashAbortionStigma – to shine a light on the widespread stigma faced by women who access safe abortion care.

Worldwide, 25% of pregnancies end in abortion. Yet despite it being a common healthcare procedure, women still face judgement and stigma as a result of making choices that are right for them.

Through the launch of the new, multi-channel campaign, #SmashAbortionStigma, we are addressing the need for open conversations on abortion by calling on people to break the silence. We'll be using our social media channels, our website, and the voices of our supporters to amplify support for choice and show women that they're supported and not alone.

**The more voices we have, the faster we can #SmashAbortionStigma, so we'd love your support with this campaign.**

You can find details on ways to get involved in this toolkit.

---

## Help us #SmashAbortionStigma by...

**Sharing our content on your social media channels**

**Creating and sharing your own #SmashAbortionStigma content**

**Creating and sharing your own #SmashAbortionStigma video**

**Spread the word amongst your own networks**

---

# Share our content on social media

**Share, like, and re-post our content on Twitter, Instagram or Facebook to help keep the conversation going!**

From Wednesday 6<sup>th</sup> November, we'll be regularly updating our social channels with new #SmashAbortionStigma content, which will include infographics, videos of support from social media influencers, and calls to action.

---

# Create and share your own #SmashAbortionStigma content

To support the campaign using your own social channels, we've put together a few example posts you could use, which you can see on the next few pages.

You can also [download relevant graphics to go alongside your posts here.](#)

Be sure to use the hashtag **#SmashAbortionStigma** and tag **@mariestopes** alongside all of your posts!

# Suggested social media posts

Copy and paste the below posts to your social channels to start sharing your support for the campaign!

Graphics can be downloaded [here](#)

I'm using my voice to help #SmashAbortionStigma and show my support for a woman's right to choose.

Do the same and join the @mariestopes campaign!

 <http://bit.ly/SmashStigmaMarieStopes>

<insert a graphic>

Worldwide, 25% of pregnancies end in abortion. 🌍

It's common but not talked about! 😊

Together, we can #SmashAbortionStigma

Join @mariestopes campaign and let's start conversations about abortion!



 <http://bit.ly/SmashStigmaMarieStopes>

<insert a graphic>

# Suggested social media posts

The @MarieStopes #SmashAbortionStigma campaign is starting conversations around abortion.

The more voices there are, the faster we can end the stigma.

Share your support and raise your voice!

→ <http://bit.ly/SmashStigmaMarieStopes>

<insert a graphic>

Stigma harms women, and it's time for it to stop ☹

Add your voice in support of choice, and let's #SmashAbortionStigma for good

Join the @mariestopes campaign!

→ <http://bit.ly/SmashStigmaMarieStopes>

<insert a graphic>

Abortion is a common and essential healthcare procedure.

Women should not be shamed for their choices.

Your voice can help champion women's rights. Share your support and help @mariestopes #SmashAbortionStigma for good!

→ <http://bit.ly/SmashStigmaMarieStopes>

<insert a graphic>

---

# Create your own #SmashAbortionStigma video

Record a short #SmashAbortionStigma video talking about why you support the campaign, why you are passionate about your pro-choice values, or a story about when you realised that you believe in a woman's right to choose.

This can be as long or short as you like and you can find a [step-by-step guide and an example video here](#). Once you've recorded it, be sure to share it on social media using the hashtag **#SmashAbortionStigma!**

Find ideas on ways to share your video on the next page.

---

# Sample posts for your own video

I'm supporting @MarieStopes's #SmashAbortionStigma campaign.

Abortion stigma silences women, so here's my #prochoicestory. The more voices there are, the faster we can #SmashAbortionStigma.

Share your own and let's keep the conversation going!

➡ <http://bit.ly/SmashStigmaMarieStopes>

Abortion stigma silences women, so here's my #prochoicestory.

The more voices there are, the faster we can #SmashAbortionStigma for good.

Share or make your own and let's keep the conversation going! @MarieStopes

Find out more here ➡ <http://bit.ly/SmashStigmaMarieStopes>

# Spread the word!

If you know individuals or partner organisations that would like to get involved in the **#SmashAbortionStigma** campaign, share this toolkit with them so they can raise their voice to help break the silence, too.

## Thank you for your support!

Find out more about the campaign at [www.mariestopes.org](http://www.mariestopes.org)  
or follow us on [Twitter](#), [Instagram](#) or [Facebook](#)