26TH SEPTEMBER - 2ND OCTOBER

CHOICE WEEK

Celebrating the transformative power of reproductive choice

CAMPAIGN TOOLKIT + RESOURCES
From September 26th to October 2nd, we're celebrating Choice Week.

Over the week we'll be diving into the transformative power of reproductive choice, whilst marking two global days - World Contraception Day on September 26 and International Safe Abortion Day on September 28.

A world of opportunities opens up when people - especially women and girls - have reproductive choice. Contraception supports girls to finish school, pursue careers, and plan for their futures, and abortion care supports autonomy and saves lives every day. The Roe V Wade decision in June only highlighted this further and showed us why it’s essential we keep moving forward on reproductive rights, not backward.

The good news is that a post-Roe world does not mean a post-choice world. The global pro-choice community has expanded our efforts, building awareness of reproductive rights, challenging abortion stigma and the unnecessary legal and policy barriers that prevent timely care, and funding reproductive healthcare for equal access. Despite the upheaval in the US and the ripple effect of anti-choice activity around the world, many countries including Ethiopia, Nepal, Cambodia and many in Latin America continue to expand choice and care.

And so, in these uncertain times, we're taking a moment to celebrate the transformative power of choice, as well as our community and the brilliant work that happens every day to provide and protect choice around the world.

We invite all of our pro-choice pals to celebrate Choice Week with us, by standing for choice and showing that we need to move reproductive rights forwards, never backward.

Visit the Choice Week campaign page
3 ways you can get involved...

1. **LEARN more about choice**
   Visit our [Choice Week webpage](#) to learn all about global reproductive choice.

2. **SHARE on social media**
   Use this toolkit to help join the conversation on social media and tell the world why you #StandForChoice.

3. **FUND global abortion access**
   Support someone to access life-changing contraception or abortion care with a donation.
I’m proud to join @msichoices in celebrating Choice Week 2022

For the next 7 days, the global pro-choice community will highlight and celebrate the transformative power of reproductive choice, whilst marking two global days - World Contraception Day on September 26 and International Safe Abortion Day on September 28.

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Despite the Roe V Wade decision earlier this year, a post-Roe world does not mean a post-choice world. Together, the global pro-choice community has expanded our efforts, building awareness of reproductive rights, challenging abortion stigma and the unnecessary legal and policy barriers that prevent timely care, and funding reproductive healthcare for equal access.

And so, in these uncertain times, we’re taking a moment to celebrate our community, our efforts and the brilliant work that happens every day to provide and protect choice around the world - and I’m inviting you to join us. Here’s how:

1 - Use the hashtag #StandForChoice and share why you support, protect or provide reproductive choice.
2 - Learn more about Choice Week 2022 and how you can get involved, visit the @msichoices Choice Week page via the link in their bio.
3 - Follow @msichoices who’ll be sharing information, inspiration and insights on the transformative power of reproductive choice and all the opportunities that choice brings to individuals and communities around the world.

Together we can ensure that everyone has the right to choose!

CLICK HERE to download Choice Week images to use on social media
Example posts for Facebook/LinkedIn

Example 1

Reproductive choice and rights have been a hot topic this year and for 7 days starting on Monday/today, I’m proud to be celebrating Choice Week (hosted by @MSI Reproductive Choices).

Over the week they’ll be deep diving into the transformative power of reproductive choice and all the opportunities that choice brings, whilst marking two global days - World Contraception Day on September 26 and International Safe Abortion Day on September 28.

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Despite the Roe V Wade decision earlier this year, a post-Roe world does not mean a post-choice world. Collectively, the global pro-choice community has expanded our efforts, building awareness of reproductive rights, challenging abortion stigma and the unnecessary legal and policy barriers that prevent timely care, and funding reproductive healthcare for equal access - and this should be celebrated!

Stand and celebrate with us and @MSI Reproductive Choices (this week and beyond) and show that we need to continue moving reproductive rights forwards. Here are three ways you can get involved:

JOIN the conversation on social media using the hashtag #StandForChoice
LEARN more about the transformative power of choice on the MSI Global website: https://www.msichoices.org/get-involved/campaign-with-us/stand-for-choice/
SUPPORT people to access the care they need by supporting a local or global reproductive health provider or abortion fund. This may be in the form of a one-off or monthly donation or simply sharing information about the organisation with your community.

Example 2

It’s Choice Week 2022

A celebratory week hosted by @MSI Reproductive Choices to highlight the transformative power of reproductive choice, whilst marking two global days - World Contraception Day on September 26 and International Safe Abortion Day on September 28.

In the wake of Roe v Wade, a light has been shone on the importance of reproductive choice, and why it’s essential we keep moving forward on reproductive rights, not backward.

I’m proud to say that I #StandForChoice because [ADD YOUR REASON]

If you believe that reproductive rights should be protected and that we should all be able to access the reproductive care we need, use your voice and stand for choice. Here are three ways you can get involved:

JOIN the conversation on social media using the hashtag #StandForChoice and share why you support reproductive choice
LEARN more about the transformative power of choice via the MSI Choice Week webpage.
SUPPORT access to reproductive healthcare by making a donation to a local or global reproductive healthcare provider or abortion fund.

Together we can ensure that everyone has the right to choose!

https://www.msichoices.org/get-involved/campaign-with-us/stand-for-choice/

HASHTAGS
#StandForChoice
#ChoiceWeek22
#ProtectChoice

CLICK HERE to download Choice Week images to use on social media
Example 1

Proud to join @MSIChoices in shining a light on the transformative power of reproductive choice whilst marking #WorldContraceptionDay and #InternationalSafeAbortionDay by celebrating #ChoiceWeek22

Learn more about how you can get involved:
https://www.msichoices.org/get-involved/campaign-with-us/stand-for-choice/

Example 2

In the wake of #RoevWade, a light has been shone on the importance of reproductive choice, and why it’s essential we keep moving forward on reproductive rights, not backward.

Stand with us this #ChoiceWeek22 to celebrate and protect everyone’s right to choose!

#StandForChoice

Example 3

A post-Roe world does not mean a post-choice world!

I #StandForChoice because .......

#ChoiceWeek22

HASHTAGS

#StandForChoice
#ChoiceWeek22
#ProtectChoice

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