

She Decides.

THE VISION

A world where every girl and woman can decide what to do with her body, with her life and with her future. Without question.

The vision of the movement is the *SheDecides* [manifesto](#) – signed by everyone who decides to take action as a Friend or Champion of *SheDecides*. It is a powerful statement of what the movement demands and expects.

The *SheDecides* movement disrupts the power imbalances that for too long have stopped girls and women from deciding. Energised by evidence-based outrage, we are a conspiracy of hope.

THE MOVEMENT

SheDecides is a global political movement driving change – fuelled by actions in communities, with young people at its heart. Political change works hand-in-hand with social change to create a “new normal”. Political change engages all parts of society – not only governments and parliamentarians.

The *SheDecides* movement connects people who have often not worked together before. Leaders and advocates from many different countries and backgrounds who have been at the forefront of influential efforts in areas such as abortion rights, gender equality, and HIV. They bring their diverse talents and knowledge to achieve the vision of the manifesto. A world where *SheDecides*. Without question.

We are united in our belief in the fundamental right of every girl and every woman to make the decisions only she should make. We fight for every right. We don't shy away from abortion, comprehensive sexuality education, or other issues that are often avoided or neglected.

SheDecides amplifies existing voices and lifts up new voices – particularly young people, who are already leading the way to a better future. People most affected by the issues are at the centre of the movement.

THE SPARK

The impact of the Global Gag Rule was the initial impetus for the movement. However, even before the Global Gag Rule was reinstated and expanded in 2017, many essential services were drastically underfunded in many countries. The situation is now far worse, especially for access to safe abortion and comprehensive sexuality education.

And the *SheDecides* movement responds to many other challenges that stand in the way of progress for women and girls.

Deep political opposition stands in the way of policy change in many countries – calling for a new approach to change political dynamics and improve the climate for policy reform.

Beyond politics and government, social norms in families, communities and societies at large are often not conducive to securing freedom and autonomy for women and girls. This calls for new ways of thinking and talking about the issues that can change individual attitudes and behaviours, along with institutional practices. The chilling effect of the Global Gag Rule makes it even harder to stand up for the rights of girls and women to decide.

THE AMBITION

The evidence is clear: when she decides about her body the world is better, stronger and safer. Respecting her rights improves her health, life and future – and those of her family, community and society.

Working together, we will advance the fundamental right of girls and women everywhere to enjoy their bodies, make their own choices, and have access to comprehensive sexuality education and the full range of quality care that unite all parts of her sexual and reproductive life and health: privacy, sexuality, gender identity, choosing partners, pleasure, marriage, children – and integrated services covering contraception, pregnancy, abortion, infertility, STIs, HIV, cancers and violence¹. We see a world where forced marriages, child marriages, female genital cutting & mutilation, and all forms of violence against women and girls are things of the past.

HOW WE DRIVE CHANGE

The *SheDecides* movement is **igniting energy** and **bringing people together** – breaking down barriers between long-time activists and emerging leaders, between artists and service providers, between policy makers and young leaders, within and across countries and regions. Champions work together to shape priorities and activities that deliver change globally and at local level – amplifying the work and impact of friends and allies.

Young people are central to co-creating and leading the movement. The up-and-coming generation plays an increasingly influential role in the politics of many countries, and their engagement will sustain the momentum of the movement for years to come.

We work together to **spark and sustain** the global and local movements by creating new connections and igniting conversations among people who have never worked together before, bringing together people from different generations and sectors. We engage diverse Champions from government, varied civil society groups, youth-led organisations, the arts, academia, media, faith communities, private sector, traditional leaders and other fields. We unite a growing number of political leaders and young people, bringing unique and powerful influence and energy.

THE GOALS

In our distinct societies and cultures we unite, working together globally, regionally and locally in new ways, and using new language to disrupt old ways of thinking. We will accelerate progress by changing social norms, changing laws and policies, and unlocking resources. We will play our part in reaching the 2030 Sustainable Development Goals. Together we achieve ambitious goals that would be difficult to achieve on our own.

1. Stand Up. Speak Out.

Our goal is to **change narratives** in order to **change norms** that stand in the way of the freedom, rights and dignity of women and girls.

Two words – *SheDecides* – and our manifesto frame critical issues in fresh, positive language that is meaningful to people all over the world. It disrupts dominant narratives that oppress women and girls.

Through 2021, together we will make progress in changing narratives that change norms by:

- Increasing the number of Champions and Friends joining the movement by signing the manifesto and taking actions that promote the goals of the *SheDecides* agenda – access to safe abortion and all other decisions about our bodies – and using *SheDecides* content in their communications.
- Providing ministers, parliamentarians, individuals and organisations that drive the conversation with tools, information, stories of change, with encouragement to use *SheDecides* concepts and language – and less jargon – in their public communications and policy debates.
- Engaging social influencers to drive political and cultural conversations on *SheDecides* issues using new language.
- Driving media coverage of *SheDecides* issues that use and reference *SheDecides* messages and priorities.

¹ This definition reflects the 2018 Guttmacher Lancet Commission report: Accelerate Progress—Sexual and Reproductive Health and Rights for All: report of the Guttmacher-Lancet Commission (Starrs et al. 2018).

2. Change the Rules.

Our goal is to **change laws, policies and procedures** so that they actually support the freedom, rights and dignity of women and girls – and to hold governments **accountable for implementing them** and respecting her rights to take the decisions only she should take.

Together we advance laws and policies, and we make visible the changes that are happening – and the distance to go. We speak out and encourage each other to go further and to do more. The personal is political. In solidarity, we take action so that people understand and demand the rights and services they are entitled to.

Through 2021, working together we will make progress in changing laws, policies and procedures by:

- Uniting groups and people committed to making change to set their own priorities that reflect their realities, and facilitating collective action to advance change.
- Taking the complete agenda of the manifesto as our guide to prepare scorecards, synthesis reports and other advocacy tools – all grounded in evidence and data already collected by others and presented in ways that can make change happen.
- Support Champions to work with others – like “The Nexus”, which works with UN processes – to make change in international negotiations and discussions.

3. Unlock resources.

Our goal is to unlock the resources necessary for women and girls all over the world to exercise all of their rights and access all of the services they need.

The problem is not lack of evidence: the value of these demands and expectations is known, as is the cost of meeting them. But the resources are not available because not enough priority is given to these services and rights, and because political ideologies stand in the way. We call upon governments to meet their responsibilities to dedicate more resources for this work, at home and in other places, and to invest in the well-being of the women and girls they serve or should consider obligated to support. We also aim to inspire more investment from foundations, businesses and others with resources to contribute.

Through 2021, working together we will make progress in unlocking resources by:

- Advocating for increasing resources and political commitment from the widest range of donors, to provide a reliable pipeline of funds, aligned to growing need and going beyond election cycles and trends in giving.
- Increasing and maintaining peer pressure among governments and other donors that pledged to realise the vision of a world where *SheDecides*.
- Advocating for the inclusion of all essential services needed by women and girls, including access to safe abortion, in government and private systems to achieve universal health coverage.
- Ensuring better use of existing resources, including by supporting efforts to make sure that:
 - The Global Gag Rule is not over-interpreted, including its direct and indirect consequences for civil society groups, and
 - services are integrated, so that essential care, support and education are funded in ways that best serve women and girls.
- Linking with those who track budgets to come up with systems that better capture how much money is spent on the essential services.

Sign the manifesto, join the movement and find out more:
www.shedecides.com

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