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BACKGROUND

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WHO IS SHEDECIDES?

SheDecides is a global political movement driving change, fuelled by actions in communities, with young people at its heart.

We are united in our belief in the fundamental rights 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.

Concern about the impact of the Trump Administration's expanded 'global gag rule' was the early spark for the movement. However, politics and government are only one part of a broader series of barriers that must be overcome. Social norms in families, communities and societies at large are often not conducive to securing freedom and autonomy for women and girls.

Working together, we will take action so that girls and women everywhere can access the information and education to make their own choices; to enjoy their bodies; to have access to the full range of quality care that unite all parts of her sexual and reproductive life and health.

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

She Decides.



She Decides.

Day 2019

**WITHOUT
A WORLD WHERE EVERY GIRL
AND WOMAN CAN DECIDE WHAT
TO DO WITH HER BODY WITH
HER LIFE AND WITH HER FUTURE
QUESTION.**

WHAT IS SHEDECIDES DAY?

SheDecides Day takes place annually on 2 March, the date the global Movement became a reality at the first big pledging conference in 2017. It is a day of action and global solidarity, recurring annually, when a huge variety of activities of different sizes and formats take place all over the world.

SheDecides Day is a moment of energy and activity; a moment to pause and focus, to shine a spotlight on the action being taken to overcome the barriers and challenges faced by girls and women everywhere.

SheDecides Day is an opportunity to showcase our solidarity and strength by demonstrating individual and collective commitment to the rights of women and girls locally, nationally and globally to have control of their bodies, everywhere.

SheDecides Day 2019 was the most successful day of global action yet, with events taking place in continents across the globe, articles published in outlets ranging from the London's Financial Times to the Kathmandu's Himalayan Times and hundreds of thousands reached on social media.

This report seeks to capture as much of that energy and impact as possible – showcasing the global breath, diversity, reach and nature of the activities which took place and in doing so, hoping to inspire an even bigger and bolder SheDecides Day 2020.

There is room and space for everyone who wants to join together in growing the movement and pushing for a new normal: Where every girl and every woman can decide about her own body. Without question.

She Decides.

Day 2019

FLAGSHIP EVENT



FLAGSHIP EVENT

Thursday 28 February

- Press call for SheDecides Day

Friday 1 March

- SheDecides Day Flagship Event
- Welcome reception

Saturday 2 March

- Landmark event at Maitighar Mandala
- 25x25 celebrations with regional youth leaders

Following the success of the SheDecides Day 2018 Flagship event in Pretoria, South Africa, SheDecides Champions ARROW and IPPF alongside SheDecides Support Unit came together to organize a similarly ambitious event in Kathmandu, Nepal in cooperation with ARROW's local partner, the Beyond Beijing Committee.

Nepal was chosen as the location to recognize the brilliant work the government is doing to enable women to decide about their health and bodies.

Both the Deputy Prime Minister (Minister of Health and Population), HE Upendra Yadav, and the Minister for Children, Women and Senior Citizens, Tham Maya Thapa, spoke at the event.

Global, regional and national Champions and Friends gathered in Kathmandu with three main aims:

- To raise attention to the manifesto and the actions already underway in the region
- To boost awareness of SheDecides in the Asia-Pacific Region and to make future plans
- To build engagement in the region – providing inspiration and forging connections that could spark local SheDecides movements

The event welcomed around 200 participants, comprising a number of 42 SheDecides Champions, as well as an array of policymakers and change-makers from 13 focal countries within the region.

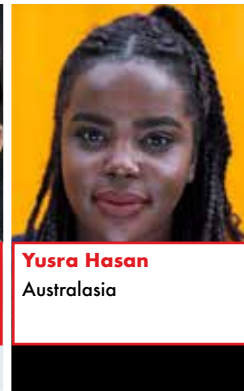
The day was broken up into:

- An opening session: moderated by local youth activist, Nirmala Gurung, from Nepal and philanthropist and development practitioner, Gogontlejang Phaladi, from Botswana. The session was opened by SheDecides Chair, Tikhala Itaye, who provided an introduction to the Movement and called on all those present to commit individually and collectively to the goals of SheDecides. Other speakers and performers included spoken word artist Shuvangi Khadka, Executive Director of ARROW Sivananthi Thanenthiran and Mina Barling, External Relations Director at IPPF
- The launch of the 25x25 ([more on page 10](#))
- Formal inauguration of the event: conducted by Nepal's Deputy Prime Minister, HE Upendra Yadav, who acknowledged the role of Nepalese women as history makers and stated that it was time for women to decide, and for men to listen
- Parallel sessions: two rounds of parallel sessions were held around the three SheDecides goals: Stand Up Speak Out, Change the Rules and Unlock Resources
- Panel event: SheDecides Support Unit Lead, Naisola Likimani, led a panel titled 'We can go further and do more'. The panel consisted of representatives from the Belgian Embassy, the Nepalese government, the Canadian High Commission, KHANA (Cambodia) and the Uganda Youth and Adolescents Health Forum
- Closing remarks: delivered by Shanta Laxmi Shrestha, Chairperson of the Beyond Beijing Committee (Nepal); Lilianne Ploumen, SheDecides Founder and Dutch Member of Parliament; and Tham Maya Thapa, Honorable Minister of Women, Children and Senior Citizens (Nepal)

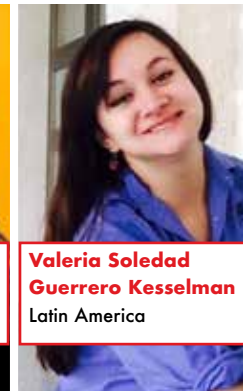




Neil Fidelle Lomibao
Asia



Yusra Hasan
Australasia



Valeria Soledad Guerrero Kesselman
Latin America



Natasha Nadya
Asia



Zahraa Dirani
Middle East



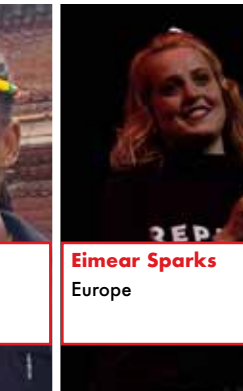
Noortje van der Plas
Europe



Pooja Singh
Asia



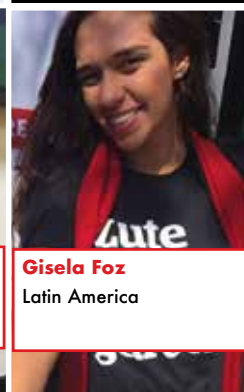
Heather Kudzai Masimba
Africa



Eimear Sparks
Europe



Ruben A. Avila Reyna
Latin America



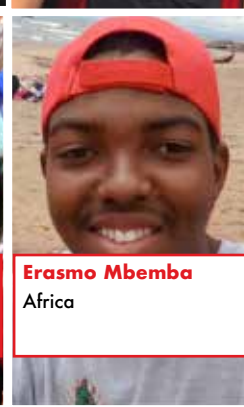
Gisela Foz
Latin America



Sabina Pokhrel
Asia



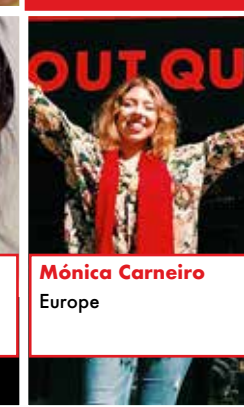
Sonam Yangden
Asia



Erasmo Mbemba
Africa



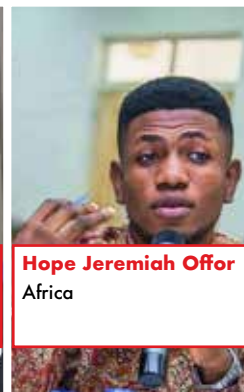
Sonali Silva
Asia



Mónica Carneiro
Europe



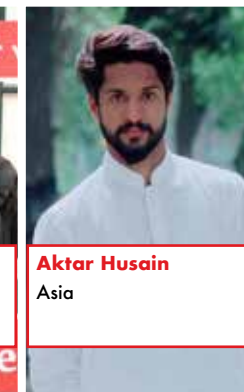
Mamello Makhele
Africa



Hope Jeremiah Ofor
Africa



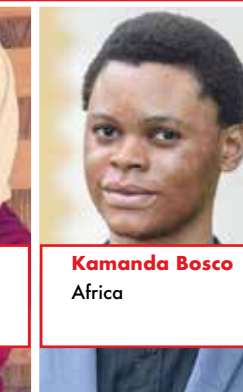
Christine Kiné Sarr
Africa



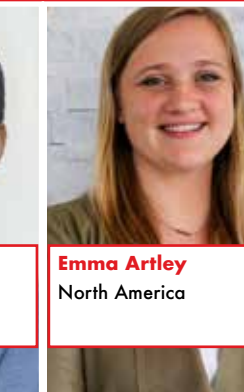
Aktar Husain
Asia



Asmaa Abdullah
Middle East



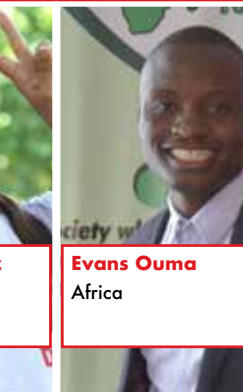
Kamanda Bosco
Africa



Emma Artley
North America



Camila Fernández
Latin America



Evans Ouma
Africa

Launching the 25x25

To mark the 25 year anniversary of the International Conference on Population and Development (ICPD) in 1994, 25 young leaders, all born in 1994, were identified from 25 different countries around the world. They are diverse individuals from the full range of communities whose united action will deliver the vision of the SheDecides manifesto. They met for the first time in Nepal and presented themselves at the Flagship Event.

The 25x25 will be working individually and together throughout the year, culminating in a presentation of their agenda at the Nairobi summit in November 2019. For more info on the 25x25: see the SheDecides website.

25X25

SheDecides.

GLOBAL ACTIVITY

Global activity: ASIA



Family Planning Association, India

Organised activities on 2 March such as:

- Special service session for women and girls at Ebbanad Village
- Awareness session at a Beedi factory at Neelam Nagar for female factory workers
- Health check-up for women and adolescents at Jushpur village

“FPA India recognises and supports equal rights for women to access sexual and reproductive healthcare.”



United Nations Population Fund, Thailand

“SheDecides Day kicks off in Kathmandu! Arunee, awarded as champion for gender equality in 2016, is the Thai delegate joining vibrant conversations on how to ensure every girl and woman enjoy their sexual and reproductive health in Asia.”



PRAVAH, India

PRAVAH celebrated by inviting people to share their stories of restoring choice and agency

“Because we need to create a safe space where young women can take charge of their lives and decide today.”



Arab Institute for Women, Lebanon

Release of Sexual and Reproductive and Health and Rights Profiles for the 22 Arab countries

Global activity: THE AMERICAS



Mexfam, Mexico

Organised activities before and on SheDecides Day including:

- Press Conference SheDecides Mexico, 1 March - Organised by Mexfam, this event focused on talking about the manifesto and activations with those interested in generating change and continuing to promote, inspire and act
- Mexfam SheDecides Day event, 2 March

“At Mexfam we want to be part of the change and we have prepared the start of two days of activities with the conference within the framework of SheDecides Day 2019.”



Celebration of the 2 year anniversary

On 7 March, the Embassy of Sweden in Washington D.C hosted a SheDecides Day event with Centre for Health and Gender Equity (CHANGE), Planned Parenthood Federation of America, Guttmacher Institute and PAI.



#Fight4Her Ohio, North America

#Fight4HER organised a SheDecides Day die-in protest at Ohio State University, to fight back against the Global Gag Rule, the Domestic Gag Rule and Ohio’s heartbeat bill. This generated coverage in ABC6OnYourSide.com and myfox28columbus.com

Global activities: EUROPE



SheDecides awareness campaign, the Netherlands

- The SheDecides Day awareness campaign in The Netherlands was a public campaign to get more Dutch young people involved in the movement
- The aim was for people to share a selfie with a SheDecides poster on social media between 2 March – 10 April



SheDecides Day Celebrations, Denmark

- Representatives from Denmark marked their celebrations of SheDecides Day through social media
- “Ensuring women & girls’ right to decide over their own bodies unleashes their personal potential & unlocks resources that benefit societies as a whole.”
– **Denmark UN, New York**



“The good thing about this organisation is that it is about empowering women and its diverse nature enables politicians from Africa and Europe to work together to address this fundamental issue.”

Lord Collins of Highbury

House of Lords Debate on SheDecides, London

- On 4 March, the House of Lords stressed the importance of SheDecides Day as an opportunity for the UK government to uphold women’s rights around the world
- The debate contributed to Rt Hon Penny Mordaunt becoming a SheDecides Champion



Untold Stories: The South Asian #MeToo Movement, Netherlands

- As part of SheDecides Day 2019, the International Institute of Social Studies showcased events from the South Asian #MeToo movement
- The installation featured the timeline of the Movement, as well as it showcased the untold stories & reflections of everyday women in South Asia

MEDIA EXPOSURE



OVERVIEW

- For media outreach on SheDecides Day 2019, we focused our efforts on targeting media in Nepal where the Flagship Event was being held. As part of this, we issued a press release to national media and produced a briefing note for journalists attending the SheDecides Day media call on 28 February. This resulted in 6 pieces of coverage with leading Nepalese press outlets, including The Himalayan Times and The Kathmandu Post
- To generate further traction, we utilised our existing relationships with journalists, which generated SheDecides Day mentions in popular British newspapers - the Daily Telegraph and Financial Times
- Bespoke press releases were widely distributed to multiple countries where key SheDecides Day activity was taking place and where SheDecides is keen to further grow the Movement. These releases also amplified the presence of a number of the SheDecides 25x25 young leaders. Pick up was limited, although this was covered by the Austrian Press Agency and Soft Power News

CATEGORY	ARTICLES	AUDIENCE REACH
PRINT & ONLINE	11	ESTIMATED OVER 624,000

THE HIMALAYAN TIMES

Date: 01/03/19

Audience: 45,003

Ad Value: N/A

URL: <https://thehimalayantimes.com/opinion/she-decides-day-speaking-out-for-sexual-rights/>

Headline: **She Decides Day: Speaking out for sexual rights**

She Decides Day: Speaking out for sexual rights

SheDecides is a movement that was sparked in response to the reinstatement and expansion of the Global Gag Rule by US President Donald Trump in 2017. That year, governments, UN agencies, donors and NGOs came together, united by a vision, that we would step up, stand up and speak up for women's and girls' rights to decide for themselves and make choices on critical life decisions: Who to love? Who to marry, when to marry or not to marry at all? Whether or not to have children, when to have children, how many children to have and how often?

Sexual and reproductive health and rights have been highly contested terrains from time immemorial. In many conservative societies, abortion is used as the 'deal-breaker' issue to deny women and girls a comprehensive range of sexual and reproductive health services. But the real target of conservative attack is the fundamental idea of sexual and reproductive autonomy, and to whittle down these fundamental freedoms to naught. These include access to contraceptive services, comprehensive sexuality education, respect and recognition of sexual and gender diversity, and setting aside of a sound public health practice, a rejection of evidence-based policymaking, and the denigration of scientific and medical expertise.

This phenomenon is apparent across countries in the region. The reverse is also true. Societies which

When we combine our voices and our strengths, and we stand together, we can help create a world where every girl and woman can decide what to do with her body, with her life and with her future



recognise and respect sexual and reproductive rights of women and girls, in particular, the right to safe abortion, tend to affirm and fulfil rights to contraceptive services, comprehensive sexuality education and sexual and gender diversity.

THE HIMALAYAN TIMES

Date: 01/03/19

Audience: 45,003

Ad Value: N/A

URL: <https://thehimalayantimes.com/kathmandu/shedecides-marking-second-anniversary/>

Headline: **'SheDecides' marking second anniversary**

'SheDecides' marking second anniversary

Kathmandu, February 28

Global Women's rights movement 'SheDecides' is marking its second anniversary by organising a flagship event here on March 1 and 2.

Organising a press meet here today, Malawian Tikhala Itaye, chairperson of 'SheDecides' movement shared that the movement would help everyone who believed that every girl and woman should decide for herself about what she did with her body free from judgment, stigma, coercion and harm.

'SheDecides' has rapidly evolved from a hashtag, to a one-day conference, into a global political movement driving change, fueled by community action and young people at its heart. The event in Kathmandu also stands as a milestone moment when the '25x25' will be revealed. '25x25' brings together 25 young advocates from 25 different countries around the world.

Each advocate was born in 1994 and has stories to tell about the changes that have happened in the 25 years after the historic International Conference on Population and Development in Cairo; together they will deliver a

vision of the changes they want to see for the next 25 years, by 2044. Itaye said, "The last two years have been extraordinary. It is remarkable that in less than two years, SheDecides vision has touched people in every country of the world. With over 120,000 friends in 183 countries, we are a powerful movement that can make real change happen."

"One of a reasons for organising the event in Nepal is that it is committed to bringing change in sexual and reproductive health rights of women," said Sivananthi Thanenthiran, chairperson of Asia-Pacific Resource and Research Centre for Women. "We had lot to learn from the policy and efforts of Nepal. Nepal is very suitable country we found to head our campaign and aware women throughout the world," she said.

Deputy Prime Minister and Minister of Health and Population Upendra Yadav and Minister of Women, Children and Senior Citizen will also attend the programme.

A version of this article appears in print on March 01, 2019 of The Himalayan Times.

THE HIMALAYAN TIMES

Date: 01/03/19

Audience: 45,003

Ad Value: N/A

URL: <https://thehimalayantimes.com/kathmandu/global-womens-rights-movement-shedecides-event-concludes-in-kathmandu/>

Headline: **Global women's rights movement SheDecides event concludes in Kathmandu**

Global women's rights movement SheDecides event concludes in Kathmandu



KATHMANDU: The flagship event of SheDecides Day 2019 concluded in Kathmandu with a firm commitment from participants to advance the movement in their home countries, and plans taking shape in Nepal to build local momentum.

Inaugurating the event, Deputy Prime Minister and Minister for Health and Population Upendra Yadav, on behalf of the government, expressed a commitment to promote sexual and reproductive health and family planning to all women, stated a press release issued today by SheDecides. DPM Yadav called on all stakeholders to stand up and speak out in every possible way they can in order to make sure a woman and a girl can decide about her body, her life and her future.

A version of this article appears in print on March 01, 2019 of The Himalayan Times.

FINANCIAL TIMES

Date: **01/03/19**

Audience: **177,196**

Ad Value: **N/A**

URL: **<https://www.ft.com/content/1f2c95dc-3b85-11e9-b856-5404d3811663>**

Headline: **Three questions**

Three questions

Naisola Likimani, the new leader of the support unit for SheDecides, a movement for the rights of girls and women to have control over their own bodies.

Why is SheDecides necessary?

We were formed two years ago to organise resources to fill the gap left by the global gag rule [banning US federal funding for organisations linked to abortion]. The impact was instant. There was a chilling effect. Everybody became very nervous, and it began to isolate abortion as an issue from the rest of the health conversation. It weakened alliances, networks, programmes and services. Over the past year, we've seen organisations cutting back programmes especially in hard-to-reach areas and among the most vulnerable and adolescents.

Why did you decide to join?

I'm from Kenya and have worked on women's rights. I feel we've made quite a bit of progress but sexual and reproductive rights remains a very contested

conversation. I wanted to bring diverse partners to the table. At issue is the right of women and girls to make choices for themselves. We lose 2 per cent of global GDP because of violence against women and girls. That involves really significant losses to the economy, and tremendous human potential lost because of early marriage and unsafe abortion.

What are your plans?

We now have a permanent team, a governance structure and we're really set to take off with an ambitious strategy. Resources have been mobilised, though we've still got a long way to go on filling the gap. We need to be rooted in the realities of people's lives, with an increase in movements in countries and locally. We are not here to create a new organisation but to amplify what is happening and generate real policy change. Our language needs to be very accessible, so we can get the message out of the bubble: the importance of the rights of women and girls to fight for themselves.

THE KATHMANDU POST

Date: **01/03/19**

Audience: **40,003**

Ad Value: **N/A**

URL: <http://kathmandupost.ekantipur.com/news/2019-03-01/seeking-change.html>

Headline: **Seeking Change**

Seeking Change

Women and girls should have autonomy over their bodies

- Shivananthi Thanenthiran, Kathmandu



Mar 1 2019-

On Friday, March 1st, 'She Decides Day' will be held in Nepal. She Decides is an international movement that was sparked in response to the Global Gag Rule. The message is clear: Women's should have complete autonomy over their own bodies. And that governments should respect, recognise, and reaffirm women's autonomy and agency in doing so.

Sexual and reproductive rights comprise of rights and fundamental freedoms about our bodies—the most personal realm each one of us possesses. Amongst these rights, a woman's right to safe abortion remains the most heavily contested and the most frequently limited right—across nations, cultures, and religions.

Taking charge of their bodies

The right to safe abortion is a highly intersectional issue that simultaneously cuts across gender equality, bodily integrity, and personal liberty. According to Nancy Northup from the Centre of Reproductive Rights, it cannot be perceived as a separate right detached on its own, but as one that helps define and clarify all other rights and contributes to the overall framework on sexual and reproductive autonomy of individuals. The denial of safe abortion services inflicts death, disability, and psychological trauma only on girls, women, and biological females. Forced pregnancy by the state denies girls and women the right to decide how many children to have, if at all, and when to have them. The state then vests its authority in deciding which pregnancies should be carried to term, and which need not be; which groups of women and girls, and for what particular reasons, may procure safe abortion services and which groups may not. Ultimately, this imposed authority over the bodies of women and girls violates personal decision-making on individual reproduction.

ARTICLES

THE HIMALAYAN TIMES

Date: **02/03/19**

Audience: **45,003**

Ad Value: **N/A**

URL: **print online**



TV TODAY NEPAL

Date: **03/03/19**

Audience: **N/A**

Ad Value: **N/A**

URL: **<https://www.youtube.com/watch?v=9pmhmks-wgl>**

Headline: **Naisola Likimani in POWERCHAT with Laxman D. Pant**



DAILY TELEGRAPH

Date: **04/03/19**

Audience: **359,110**

Ad Value: **N/A**

URL: **Print only**

Headline: **The Week in Westminster**

The Daily Telegraph

Features

The Week in Westminster

129 words

4 March 2019

The Daily Telegraph

DT

1, National

26

English

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Monday, March 4 Commons: Oral questions: Housing, Communities and Local Government (including Topical Questions); Legislation: Financial Services (Implementation of Legislation) Bill (Lords), Remaining Stages, Motion: Draft Social Security Benefits Up-rating Order 2019. Adjournment: Bus services in Greater Manchester. Westminster Hall: Debate on: That this House has considered e-petition 232220 relating to school funding

Lords: Oral questions: Sustainable funding for specialist domestic abuse services; Impact of Brexit on national museum and galleries; Action to uphold women's rights around the world, in light of the second global **SheDecides Day**. Access to medicinal cannabis on prescription. Legislation: Parking (Code of Practice) Bill, 3rd Reading, Offensive Weapons Bill, Report Stage (Day 2). Orders and regulations: Feed-in Tariffs (Closure, etc) Order 2018, Motion to Regret

Telegraph Media Group Ltd.

Document DT00000020190304af340004z

ONLINE KHABAR

Date: 04/03/19

Audience: N/A

Ad Value: N/A

URL: <http://english.onlinekhabar.com/why-25-25-year-old-youth-gathered-in-nepal-and-what-they-are-going-to-do-next.html>

Headline: **Why 25 25 year old youth gathered in Nepal and what they are to do next**

Why 25 25 year old youth gathered in Nepal and what they are to do next



When Trump assumed office in January 2017, Emma Artley, then 23, was working for the US government's international cooperation agency, USAID, for a short term. Looking forward to some exciting announcements from the new administration, Artley was shocked when the new administration reinstated and expanded the

Global Gag Rule. The president's order not only forbade the USAID from extending funds to the organisations working on the safe abortion issue, but the staffers were restricted from talking about abortion issues.

"It put some kind of ethical pressure on people working there," Artley recalls after around two years in Kathmandu, "Many of them were not satisfied because the decision made by one white man hampered the lives of thousands of women across the world."

Recently, Artley and 24 other young people, each of them aged 25, were in Kathmandu for the celebration of what SheDecides, the global movement that emerged as an immediate response to the Gag Rule, achieved in past two years.

Interestingly, these 25 people represent 25 different countries of the world; but they came to Nepal to discuss the common cause that they are fighting for. They concluded the meeting with a common vision.

AUSTRIAN PRESS AGENCY

Date: 05/03/19

Audience: N/A

Ad Value: N/A

URL: https://www.ots.at/presseaussendung/OTS_20190301_OTS0020/bayr-zum-internationalen-shedecides-tag-maedchen-und-frauen-sollen-gut-informiert-entscheidungen-treffen-koennen

Headline: **Bayr zum internationalen SheDecides Tag: Mädchen und Frauen sollen gut informiert Entscheidungen treffen können**

Bayr zum internationalen SheDecides Tag: Mädchen und Frauen sollen gut informiert Entscheidungen treffen können

Prävention ist besser als Verbot

Wien (OTS/SK) - "Wissen Mädchen und Frauen über ihren eigenen Körper Bescheid und haben Zugang zu effektiven und leistbaren Verhütungsmitteln, werden sie für sich gute Entscheidungen treffen", ist die Nationalratsabgeordnete überzeugt. „Gesetze aber auch Bürgerinitiativen, die etwa Frauen gegen deren Willen durch Schwangerschaften zwingen wollen, setzen an der falschen Stelle an. Die beste Prävention von ungeplanten Schwangerschaften sind umfassende und altersadäquate sexuelle Bildung und barrierefreier Zugang zu Verhütungsmitteln“, betont Bayr und fordert die Bundesregierung in einem ersten Schrittauf, Jugendlichen in Österreich gratis Verhütungsmittel zur Verfügung zu stellen. „Über die Entwicklungszusammenarbeit soll Österreich einen größeren Beitrag zur Familienplanung

in den Partnerländern leisten“, fordert die Nationalratsabgeordnete Ministerin Kneissl auf, weitere Schritte zur Stärkung der Frauen durch die EZA zu gehen. ****

Die weltweite Bewegung SheDecides hat sich im Jahr 2017 formiert, nachdem der US-amerikanische Präsident Donald Trump die Global Gag Rule wieder in Kraft gesetzt hat. Diese verhindert, dass NGOs außerhalb der Vereinigten Staaten mit US-amerikanischen staatlichen Mitteln ungeplante Schwangerschaften beenden oder auch nur über die Möglichkeit informieren. Die Global Gag Rule hat weitreichende negative Folgen für Mädchen und Frauen weltweit. Marie Stopes International schätzt, dass alleine durch deren gekürztes Angebot bis 2020 weltweit 1,8 Millionen ungeplante Schwangerschaften entstehen werden. (Schluss) up/mp

SOFT POWER NEWS

Date: 06/03/19

Audience: N/A

Ad Value: N/A

URL: <https://www.softpower.ug/she-decides-day-stakeholders-root-for-girls-empowerment-to-curb-teenage-pregnancies/>

Headline: **SheDecides Day: Stakeholders Root for Girls' Empowerment to Curb Teenage Pregnancies**

SheDecides Day: Stakeholders Root for Girls' Empowerment to Curb Teenage Pregnancies



Girls take part in a an awareness walk during the SheDecides Day

Government as well as civil society and advocates for sexual reproductive health have renewed their commitment to empower girls in Uganda as well as put in place mechanisms that prevent early pregnancies among teenagers.

This was during the SheDecides Festival Uganda which was held on March 2 at Kira Road Police grounds in Kampala, in commemoration of the global SheDecides

day.

The commemorations organized by Uganda youth and Adolescent Health Forum -UYAF, were marked under the theme; “Stand Up, Speak Out and Take action for Women and Girls to Freely Decide what to do with their bodies, lives and future. Without Question.”

‘SheDecides’ is a global movement that envisions a world where every girl and woman can decide what to do with her body, her life and her future. Without Question.

The movement is united in its belief and in the fundamental rights of every girl and every woman to make the decisions only she should make.

Rosemary Mpomba, while speaking on behalf of the Belgium ambassador to Uganda, Mr. Hugo Verbist said; “One in four girls between ages of 15-19 years is already pregnant or with their first child and sadly, figures are still growing.”

She said, there is need to empower girls by giving them a platform from where they can access and share information about Sexual and Reproductive Health Services.

SOCIAL MEDIA



OVERVIEW

Our approach for SheDecides Day 2019 social media focused on:

Approach

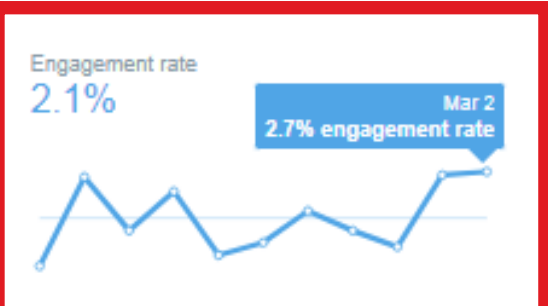
- A 10 day countdown to the Flagship Event
- Paid social media campaigns
- On the day content, which amplified both the SheDecides Day Flagship Event and global activity
- Maintaining momentum post-event
- SheDecides Day content was shared across Facebook, Twitter and Instagram

Results

- #SheDecidesDay was extremely popular across all channels and continues to be used regularly
- The 10 day countdown was a great tool to generate buzz and excitement pre-SheDecides Day 2019. Our activity alone reached nearly 500,000 people
- Facebook saw our highest numbers of reach and impressions, followed closely by Twitter. Instagram was less successful, however this was to be expected as we did fewer posts on the platform and no paid amplification
- The paid social media campaign, which consisted of 3 Facebook posts, was extremely successful and reached over 844,800 in the build up to the event and over 800,000 on the day
- As a result of our social media toolkit, several Champions amplified activity on their own accounts generating high levels of visibility

SHEDECIDES DAY SOCIAL MEDIA ACTIVITY:

TWITTER



10 day build up highlights on Twitter:

- 102,500 impressions
- 2,560 engagements



SHEDECIDES DAY SOCIAL MEDIA ACTIVITY:



- Highest number of engagements on a tweet (234)

Top Tweet earned 11.3K impressions

Today is [#SheDecidesDay](#) 2019.

Come together with over 120,000 other people who will be shouting about their commitment to a world where [#SheDecides](#).

Find out what's going on in your region: shedecides.com/shedecides-day... !

[#WithoutQuestion](#)

pic.twitter.com/yA8yTXxjL5



34 62

- Highest number of impressions tweet (11,474)



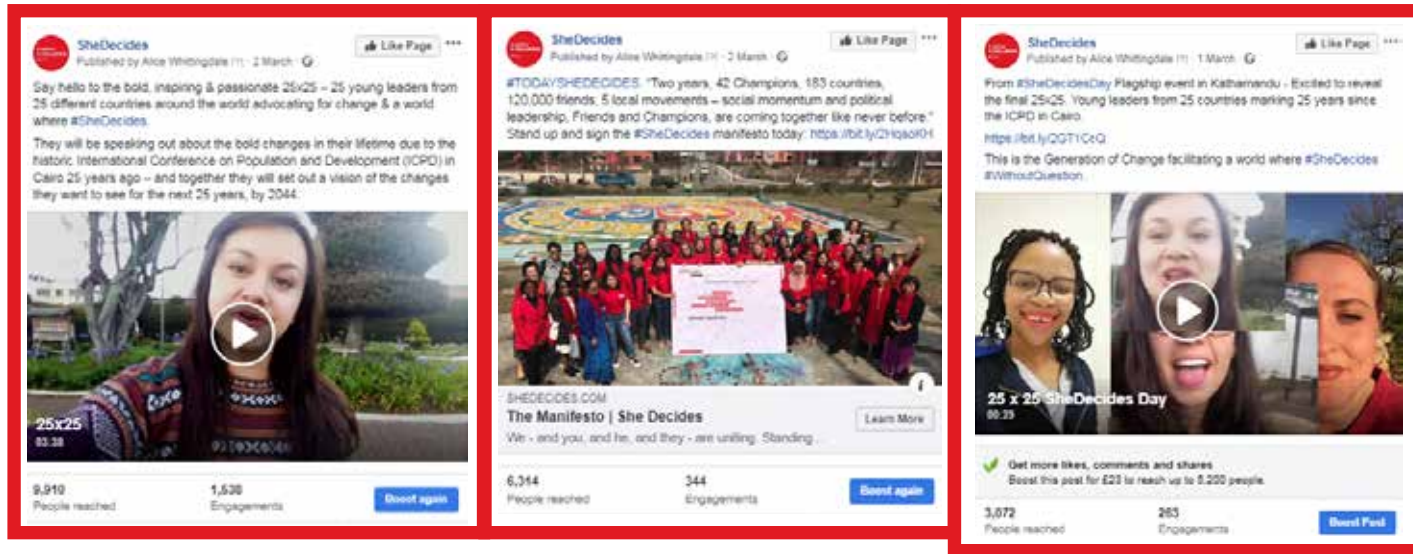
She Decides @SheDecidesGFI [#TODAYSHEDECIDES](#). "Two years, 42 Champions, 183 countries, 120,000 friends, 5 local movements – social momentum and political leadership, Friends and Champions, are coming together like never before." Stand up and sign the [#SheDecides](#) manifesto today: <https://bit.ly/2HqsoKH> pic.twitter.com/iH6yr8Rf8s

On the day highlights include:

- 21 tweets
- 1,392 engagements
- 39,741 impressions
- 213 re-tweets
- 532 likes

SHEDECIDES DAY SOCIAL MEDIA ACTIVITY:

FACEBOOK



On the day organic highlights:

- 12,996 engagements
- Top performing posts include those on the left

SHEDECIDES DAY SOCIAL MEDIA ACTIVITY:

f FACEBOOK

- Reach: 679,514
- Views: 88,168
- Engagement: 14,165

- Reach: 71,078
- Engagement 32,049

- Reach: 86,851
- Engagement 19,446



667,305 People reached | 14,165 Engagements



72,541 People reached | 32,800 Engagements

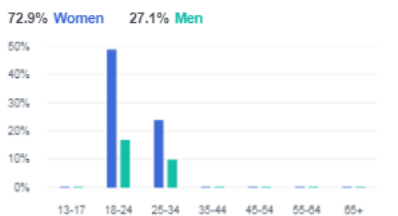


86,851 People reached | 19,446 Engagements

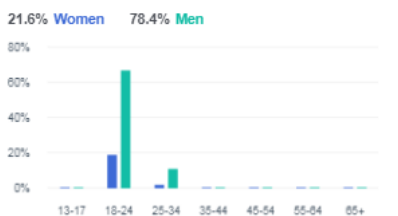
On the day paid highlights:

- 3 posts
- 12,996 engagements
- Over 800,000 people reached
- Top performing posts include those on the left

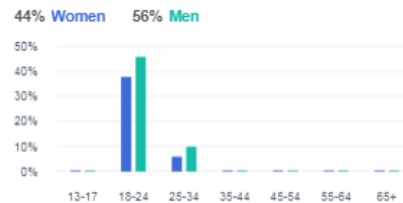
Breakdown by gender



Breakdown by gender



Breakdown by gender



SHEDECIDES DAY SOCIAL MEDIA ACTIVITY: INSTAGRAM

Most popular Instagram post
94 likes



Second most popular Instagram post
63 likes



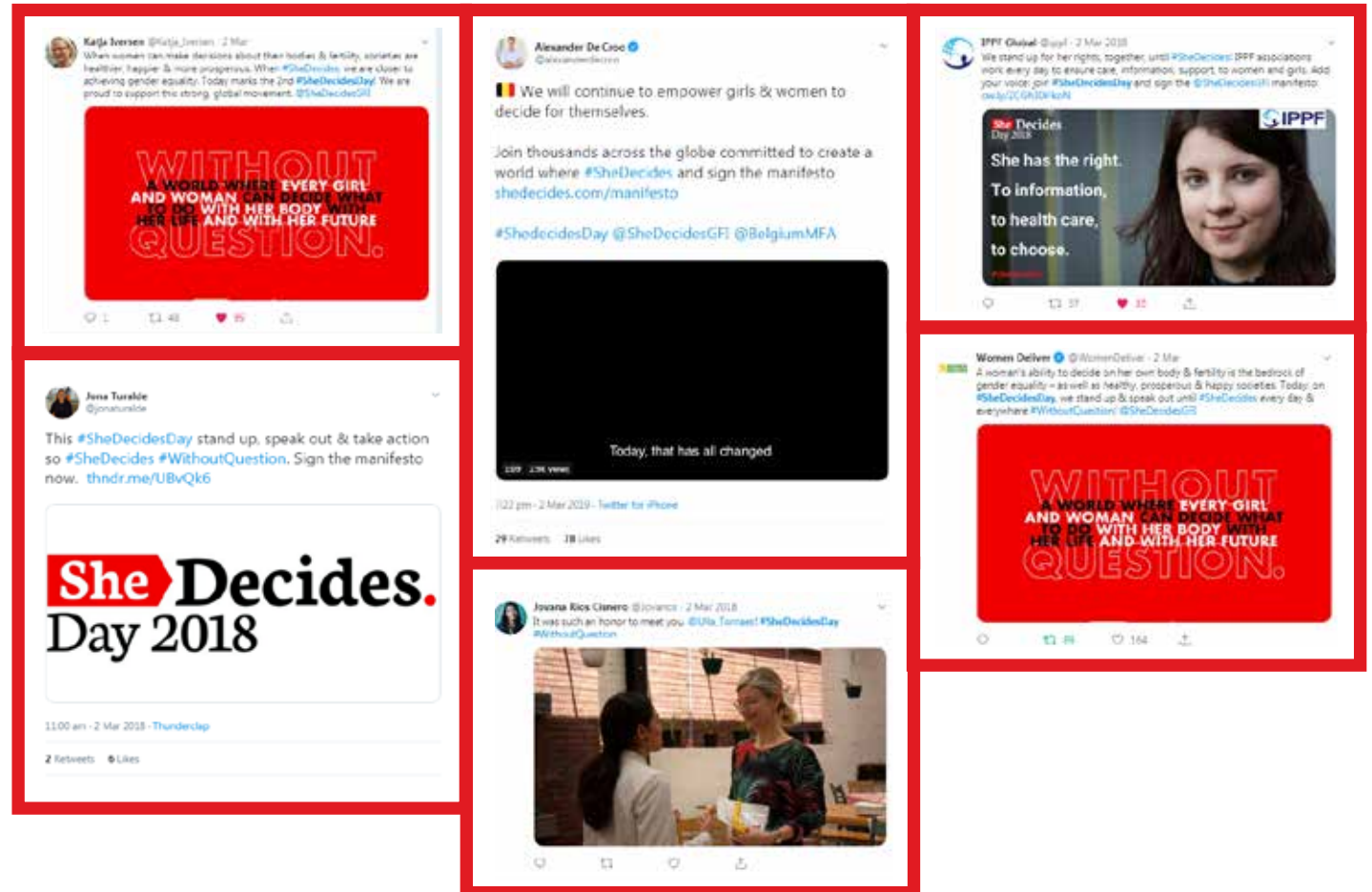
On Instagram we posted:

- 7 times
- Generated 408 likes
- Received 13 positive comments

SHEDECIDES DAY SOCIAL MEDIA ACTIVITY: CHAMPIONS ACTIVITY

There were high levels of Champion engagement and activity, which generated additional SheDecides Day visibility.

Highlights include:



SHEDECIDES DAY SOCIAL MEDIA ACTIVITY: QUOTES



United Nations Population Fund, Iran

"Today, thrilled to hear amazing stories of success when SheDecides what to do with her body, her life and her future on SheDecidesDay, we remember the promise of ICPD 1994 for sexual and reproductive health and rights for all.

Let's reenergize the movement and stand up together for a world where she makes informed and free decisions because when she doesn't, she can't create the life she deserves."



Global Citizen, Australia

"The fast-growing #MeToo and SheDecides movements are a testament to an awakening in society that women and girls are treated differently and held back in every aspect of life – in school, by governments, by health systems and in the workplace."

DIGITAL



KEY WEBSITE STATISTICS

The SheDecides website attracted significantly higher traffic and engagement during the period 10 February – 16 March (the timeframe in which the majority of SheDecides Day amplification took place through events, social media and word of mouth).

Overall, the campaign drove **2,874 new users** to the website, resulting in a **89% increase** of new user traffic and 363 manifesto sign-ups.

Country breakdown

The top 5 countries with the highest levels of traffic to the SheDecides website are:

- USA: 1,317 users (1,270 new users)
- UK: 724 users (655 new users)
- Netherlands: 457 users (417 new users)
- Kenya: 419 users (393 new users)
- Mexico: 294 users (285 new users)

Other website statistics

Other website statistics recorded during the timeframe (included below) further demonstrate the success of this amplification in driving people to the website and encouraging users to engage:

- 6,450 total website users versus an estimated 3,705 benchmarked value in a four week period prior to SheDecides Day
- 24,427 page views versus the benchmarked value of 13,750 in a four week period prior to SheDecides Day
- 9,203 sessions versus a usual session number of 5,000 in a four week period prior to SheDecides Day
- 58% bounce rate (the percentage of visitors to a website who navigate away from the site after viewing only one page) versus an estimated benchmark figure of 60% in a four week period prior to SheDecides Day

ESTIMATED ADDITIONAL TRAFFIC IN FIVE WEEKS <small>(OVER AND ABOVE NORMAL TRAFFIC)</small>		TOTAL USERS	NEW USERS	SESSIONS	PAGES/ SESSION	AVG SESSION DURATION
	ORGANIC SEARCH	500	441	1149	3.24	3.02
	Change	24%	25%	40%		
	DIRECT	931	980	1283	2.16	1.57
	Change	78%	93%	88%		
	SOCIAL	1416	1358	1658	2.25	1.34
	Change	400%	476%	415%		
	Referral	119	95	232	2.88	2.41
Change	68%	95%	232%			
Total Additional	2,96	2,874	4,322			

TOOLKIT USE

The SheDecides Day toolkit was made available in order to inspire and support Champions, Friends and local movements to create, plan and participate in SheDecides Day activities providing creative tools and files in different sizes and formats.

There are no exact figures regarding how many people downloaded the toolkit and those activities which took place offline – such as encouraging people to write to their MP, organising a social event or getting creative through performance or art – were difficult to quantify. However, what was traceable was the presence of activity closely aligned to the themes outlined in the toolkit, which were then amplified across social media in the build up to the day and on the day itself.

Examples of Champions and Friends sharing such activity across social can be seen below:

Katja Iversen
CEO of Women Deliver,
SheDecides Champion



Ulla Tørnæs
Danish Minister for Development
Cooperation, SheDecides Champion



SheDecides Malawi's
energetic flash mob on
SheDecides Day



SheDecides DRC
continuing the momentum
with their wrap up event



IMPACT



WHAT WENT WELL?


SheDecides Day 2019 was a brilliant day of global action, with activities taking place from Nepal to Nairobi, from London to Lebanon, from Australia to Amsterdam.

Highlights of the second anniversary included:

- Reaching over 600,000 via print and online articles and reaching over 800,000 on social media
- Launching the 25x25 young leaders at the flagship event in Nepal
- Activities around the world; ranging from spoken word performances to street dance rallies
- Welcoming the UK's Secretary of State for International Development as a SheDecides Champion looking forward to a SheDecides Day 2020 that is even bigger and even bolder

CONNECT

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www.shedecides.com

She  **Decides.**