

**SheDecides.**

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**Annual Report 2024.**

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*Ela Urquijo, Youth Networker, ACRO, at the ICPD30 Youth Dialogue in Benin.*

# Foreword.

**2024 was a pivotal year. It was the midpoint of the Agenda 2030 Sustainable Development Goals and the 30th anniversary of the International Conference on Population and Development (ICPD). Turning the ICPD from words to action has been the focus of our movement for the last generation and tireless advocacy has resulted in much progress – and better lives – for many. The Sustainable Development Goals, agreed in 2015, re-energised the focus on health and gender equality, including sexual and reproductive health and rights (SRHR) for all. But as we stand here at the end of 2024, we see that the progress has been incremental but may be under threat.**

The increased power of groups that oppose gender equality and bodily autonomy are gaining ground and many governments world-wide are falling under their sway. This year, over 4 billion people went to the polls in more than 80 countries. Whilst we celebrate historic developments with Mexico's first female President being elected, we also witnessed many other governments shift toward conservative, populist positions. This shift was echoed with the November elections in the United States, which saw the re-election of Donald Trump to the presidency, as well as the Republican Party winning control of the House and Senate, suggesting troubled waters to come.

Looking ahead, our work faces mounting challenges, including declining overseas development assistance, and the resurgence of harmful policies like the Global Gag Rule. These restrictions on abortion care and other essential sexual and reproductive health services violate human rights and impede access to life-saving care worldwide. SRHR for young people – our focus this year, and a foundation to achieving sustainable development is still lagging behind.



# But giving up is not an option.

We will do everything we can to make SRHR a reality for all, to translate the global commitments on health and gender equality into reality. As we look forward to 2025, this is the spirit that we will take with us. The Beijing+30 Review is a platform for us to stand up to anti-rights and anti-gender groups, and we will continue to advocate for the full implementation of Sustainable Development Goals. We will never lose sight that a better world is possible. We won't be limited by the playbook of those who oppose us. We will write our own stories and define the world we want to see. We will rise up to set the agenda and advance. We will resist the rollback. We will do this because we can, because we must. Because we're stronger together. Because SheDecides.

Participants of SheDecides co-hosted concurrent session at the ICPD30 Youth Dialogue stand in front of a pro-choice banner.



H.E. Véronique Tognifodé Mewanou, Minister of Social Affairs and Microfinance, Government of Benin, speaks at SheDecides high-level event on the sidelines of the ICPD30 Youth Dialogue.

# We are **SheDecides**.

We are a global political movement of leaders who are standing up for a world where every woman, girl and young person – in all their diversity – can decide what to do with their body, life and future.

We are a well-connected, coordinated movement of diverse stakeholders and networks, including state and non-state actors. We count governments, civil society organisations, youth leaders, service providers, research organisations, donors, activists and the media amongst our Champions, united in their commitment to jointly advance bodily autonomy and sexual and reproductive health and rights (SRHR).

Our Champions are across Africa, Asia, the Arab Region, Latin America and the Caribbean, Europe and North America.

**We stand stronger together so **SheDecides**.**

## Resisting the rollback on SRHR

With the rise in opposition to SRHR around the globe, it is our duty to speak out in defence of these rights and highlight the progress that has been made.

We use our platforms and our voice to call out misinformation, shine a spotlight on the gains made and to profile those Champions that are standing up and being counted.

*Speakers at the SheDecides UNGA high-level Power To Decide convening: Ambassador for Human Rights Isabelle Rome – France, Karin Nilsson – SheDecides Executive Director, Dr. Anu Kumar, President and CEO of IPAS, Dr Agnes Callamard, Secretary General, Amnesty International, Johanna Gonzalez from Red de Jóvenes por el Derecho al Aborto en Latinoamérica y el Caribe, Roving Ambassador for Gender Affairs and Global Feminist Policy, Colombia, Jean-Bernard Parenteau, Director General for Health and Nutrition, Global Affairs Canada*



# Vision and Action.

## The problem:

Increasingly organised opposition, shrinking spaces for civil society, rise in the anti-gender, anti-rights movements, decreased financial and political support for SRHR. Bodily autonomy and SRHR are under threat.

## Our action:

We convene, unite and mobilise a diverse group of change makers from across the world to take action for the right to decide. We counter rollback of rights and advance progress. We challenge regressive narratives. We resist policies and laws that restrict rights. We stand together, always.

In 2022-2027 SheDecides will counter opposition and advance SRHR and bodily autonomy through coordinated political action and amplifying the collective voice of movement members and allies.

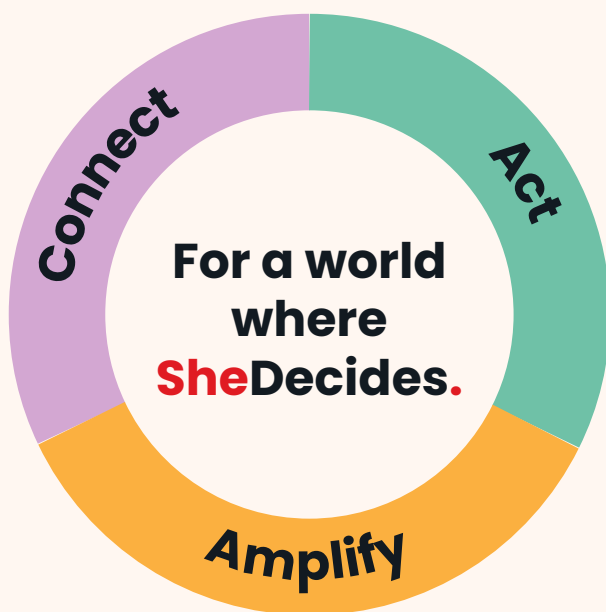
## Our vision:

A world where every girl, woman and young person – in all their diversity – can decide what to do with their body, life and future. Without question.

## Our values:

- Intersectionally feminist
- Inclusive
- Collaborative
- Honest
- Bold

## How we work:



- Strategic coordination  
Sharing knowledge  
Smart collaborations
- Driving political action  
Joint global advocacy  
High-level events
- Strategic communications  
Media campaigns  
Storytelling, spotlight progress



# SheDecides in 2024 – Executive Summary.

In 2024, we stood up, spoke out and took joint political action to strengthen the support for SRHR and gender equality. We amplified the powerful voices of SheDecides Champions and allies through innovative campaigns and well coordinated global engagement focused on **youth SRHR** and **abortion rights**. Through behind-the-scenes strategic diplomacy, strategic gatherings, creating media and high level events, we ensured that our diverse voices from across the world were heard. **Together we push forward for the right to decide.**

# We built our **solidarity and collective strength**, and became a stronger, more interconnected and tightly coordinated SheDecides movement by:

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Welcoming 2 new Governmental Champions, 1 new Youth Champion, 1 new Organisational Champion, strengthening our legitimacy and reach of our collective voice.



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Hosting 3 Masterclasses: on anti-rights groups, strategic litigation and the risks of a reintroduction of the Global Gag Rule, building expertise and understanding of the current ecosystem.

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Launching the Youth Advisory Panel, ensuring that the movement's focus on youth SRHR is inclusive and meaningful.



# We built **connections** across the SheDecides movement and beyond, working to build broader support for SRHR by:

Bringing in important human rights allies into SRHR spaces, including at a high-level reception at the UN General Assembly, as well as through our masterclasses on opposition.

Cultivated strategic partnerships across sectors, including gender equality, media, and arts, to maximize our impact on SRHR and reach.

*Dr Agnes Callamard, Secretary General, Amnesty International, speaks at SheDecides UNGA high-level rally "Power To Decide".*



# We supported global political coordination amongst movement members to positively impact advocacy for SRHR and bodily autonomy by:

Organising 3 high-level events on youth SRHR and abortion rights at ICPD+30 Youth Dialogue, the Global Safe Abortion Dialogue and on the margins of the UN General Assembly.

Substantially contributing to a youth-focused Ministerial roundtable at the Commission on Population and Development, and the Global Safe Abortion Dialogues.



Speakers at the SheDecides co-organised concurrent session at the ICPD+30 Youth Dialogue: Méola Yahouedeou, Vera Syrakvash, Ela Urquijo, Sijan Gelal.

Facilitating a youth-led strategic workshop at CPD at the Canadian Mission to the UN on Youth SRHR ahead of Summit of the Future with youth organisations.

# We supported **accountability efforts** around political and financial commitments for bodily autonomy and SRHR through:

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Creating visibility and policy dialogue spaces for SheDecides Champions, and supporting joint events for political accountability on the implementation of the global commitments on health, gender equality and youth SRHR in relation to ICPD+30 and the Global Youth Forum in Benin, CPD, Beijing Platform for Action (CSW) and Agenda 2030.



*H.E. Ambassador Joris Jurriëns speaks at the #YouthDecides high-level reception, hosted in partnership with the Government of the Netherlands*



# We amplified the voice and political actions of movement members and allies, and leveraged our membership's progressive stories through:



Sijan Gelal, YUWA Nepal, at the #YouthDecides high-level event at the ICPD+30 Youth Dialogue



Galvanizing strong political support with a joint statement on Youth SRHR signed by 12 Governments, 14 Ministers and over 40 leading gender equality, youth and health organisations from around the world, timed for CPD.



In a powerful display of solidarity, SheDecides convened 10 Governments and 40 leading voices in SRHR to sign the Safe Abortion Statement during the UN General Assembly and ahead of the US election. The International Safe Abortion Day statement showcased political support for safe abortion and underscored the importance of abortion rights as human rights.



Shared with decision-makers youth demands through the "It Starts With Us" campaign, highlighting the critical role youth SRHR plays in achieving health for all.



Highlighted the growing medical support for abortion rights in an oped featured in Al Jazeera authored by FIGO and the Government of Nepal, ahead of the US election

# We created opportunities for **movement members and allies** to reach new audiences through:

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Launching the first ever Abortion Archives, capturing the collective memory of our movement and reaching out to new audiences, including governments who are not part of SheDecides and key stakeholders in the arts and media.



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Participating in four global gatherings of feminist, gender equality, faith-based and media-focused partners.

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Securing 23 speaking slots for Champions, including 11 for youth Champions across high-level decision making spaces and international conferences.

# Results Pillar 1: Convene and strengthen.

**In 2024, we resisted opposition through strengthening SheDecides movement members and creating alliances with partners beyond our movement.**

SheDecides brought actors together from across United Nations entities, governments, civil society and youth networks to advance sexual and reproductive health and rights globally, making progress towards achieving:

**Goal 1:** Solidarity and collective strength is built amongst movement members so that they are able to advance bodily autonomy and SRHR and strategically counter opposition.

**Goal 2:** Connections between movement members and allies are built and strengthened so that bodily autonomy and SRHR gain broader support.



*Guests arrive for the SheDecides "Power To Decide" rally at UNGA*



# Strengthening our movement.

The Champions are the driving force of our movement. It is their knowledge and passion that inspires others to take a stand, speak out and push for change. The SheDecides Support Unit (SDSU) works behind the scenes to guide Champions' engagement, building knowledge of critical developments, connecting expert key stakeholders and identifying synergies between champions and allies. In 2024, we did this through regular coordination with our Champions, exchanging information, ensuring alignment and agreeing strategic prioritisation in a rapidly moving political landscape.

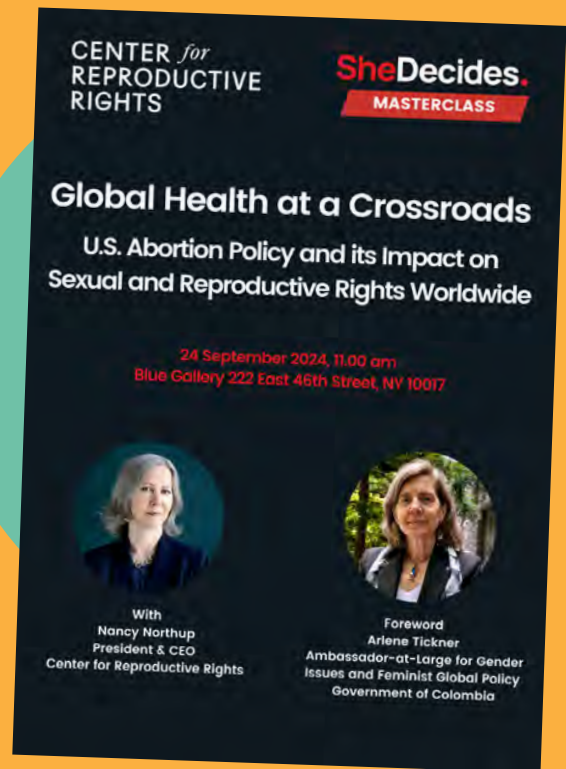
To convene and strengthen our network, we organised two all-Champion meetings to ensure consistency in messaging and priorities, and we curated a series of Masterclasses to share intelligence and deepen knowledge. We reached out to new stakeholders and audiences, building broader support for SRHR.

On March 5th SheDecides hosted an All-Champions Meeting, creating an opportunity for Champions to explore how to accelerate progress on youth SRHR as a thematic priority for the year, ahead of the ICPD+30 process, the Global Youth Dialogue and the Summit of the Future. The meeting was led by youth experts who framed the discussion and demonstrated the impact that focusing on youth engagement and youth SRHR can have on realising SRHR for all.

The second Champions gathering, held after the US election, addressed the urgent need to counter the growing influence of populist and anti-SRHR movements. Providing a space to respond to the gravity of the moment, participants strategised with the critical question: "What will this mean for SRHR?".



The 2024 Masterclasses provided Champions with the opportunity to deep dive into the current political climate and address rising opposition. Led by world class thought leaders, they covered strategies to challenge regression, how to counter anti-gender movements, and the impact of US abortion policy on SRHR worldwide. Tailored to specific moments and responding to the political mood, Masterclasses spoke to a real need across the Champions movement: to have the tools and expertise to act in a timely and strategic manner. In partnering with ODI Global, SheDecides' Champions got the latest intelligence on the strategies being used by anti-feminist and anti-democratic groups, and insights on articulating an effective collective counter-response. Recognising the strategic impact of challenging attacks on abortion through the legal system, the Masterclass held during the Global Safe Abortion Dialogues gave advocates increased knowledge of one of the methods that can be successfully used to guarantee rights.



By investing in reproductive health services, removing legal barriers, and challenging harmful social norms, we can create a world where all women and girls have the freedom to live their lives without fear.

**Youth Advisory Panel**

SheDecides.

GLOBAL  
**SAFE ABORTION** 2024  
DIALOGUE

At the UN General Assembly, SheDecides, in partnership with the Center for Reproductive Rights, hosted the first-ever in-person Masterclass, with members of the public joining Champions to explore the recent developments in access to SRHR in the United States, and the possible impact of a reintroduction of the Global Gag Rule.

Throughout all of this, the Youth Advisory Panel – a dedicated youth-owned space within the SheDecides movement – played a crucial role in providing guidance to the SDSU to ensure that they retained a focus on meaningful and inclusive youth participation. It includes representatives of SheDecides Youth Champions, including Choice for Youth and Sexuality, International Planned Parenthood Federation, Youth Coalition; International Federation of Medical Students' Association; Plan International, AfriYAN and Sonali Silva, Co-Chair of the SheDecides Guiding Group. Throughout 2024, their expertise and perspectives were central to the design and delivery of SheDecides' strategies, and especially those that focused on the advancement of SRHR for young people worldwide.





*SheDecides participates at the AWID conference in December 2024*

## And reaching beyond.

While SRHR Champions are the backbone of the SheDecides, we recognise the importance of connecting with the broader gender equality and human rights movements. In 2024, we prioritised making connections at global gatherings hosted by partners outside our sector and brought the SRHR perspective to events such as the Thomson Reuters Foundation Trust Conference, the 15th Association for Women's Rights in Development (AWID) International Forum, the Reykjavik Global Forum, the Abortion and Faith Global Network and the OECD DAC GenderNet expert meeting.

SheDecides also strengthened collaborations through co-hosting a closed-door roundtable entitled "Delivering on the ICPD Promise for Adolescents & Youth" with Plan International, Adolescents Girls Investment Plan and the United Nations Girls' Education Initiative, in the margins of the CPD. We continued to partner with UN agencies (UNFPA, WHO, UNWOMEN and UNESCO), and participated actively on the SRHR

workstream of the Partnership for Maternal, Newborn and Child Health, as well as through the advocacy working group of the Global Partnership on Comprehensive Sexuality Education.

As part of our aim to connect more with the broader human rights movement, we were honoured to welcome the Secretary General of Amnesty International to speak at our UN General Assembly abortion rights event. We supported young people beyond SheDecides to share their voice and views in videos and events across the year.



# Welcoming new Champions.

Recognising that together we are stronger, in 2024 we expanded the SheDecides movement by welcoming 4 new Champions. Representing governments, non-governmental organisations and youth movements, our new Champions join a network of over 50 organisations who are using their voice and power to speak out for unconditional access to sexual and reproductive health and rights as part of a better, fairer world.

- **Government of Sierra Leone**, represented by Minister Chernor Bah, Minister of Information and Civic Education, recognising their unwavering work on gender equality and in tackling misinformation.
- **The Government of Colombia**, represented by Arlene B. Tickner, Roving Ambassador for Gender Affairs and Global Feminist Policy, recognising their 2022 decriminalisation of abortion up to 24 weeks.

- **CHOICE for Youth and Sexuality**, an ambitious and bold youth-led organisation that advocates for the sexual and reproductive health and rights of young people worldwide and strengthens youth leadership.
- **Center for Reproductive Rights**, A leading global legal advocacy organisation dedicated to advancing reproductive rights and using strategic litigation to advance SRHR worldwide.



*The Choice for Youth and Sexuality team*

**“We believe that all young people should have the power to decide over their sexual, reproductive and love lives, and working with SheDecides opens up new avenues for innovation and exploration!”**

**CHOICE For Youth & Sexuality**

**“We want to ensure that all women have decision-making power and agency over their bodies – as the essential starting point for equality, emancipation and peace.”**

SheDecides Champion **Arlene B. Tickner**,  
Roving Ambassador for Gender Affairs and  
Global Feminist Policy, Government of Colombia

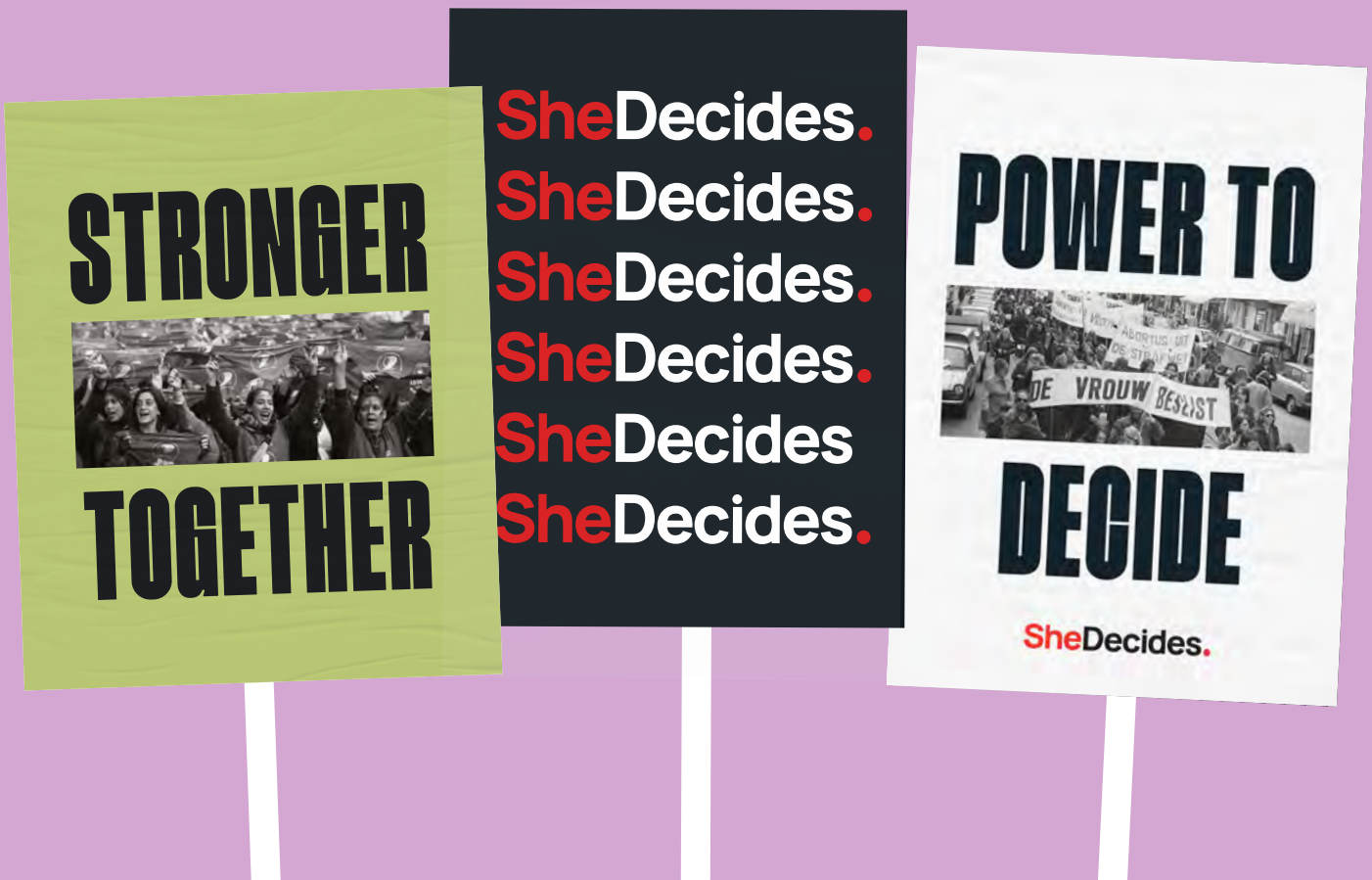
# Results Pillar 2: Take political action.

Through building relationships and curating spaces for action, SheDecides fosters and strengthens collective action between Champions and beyond. In 2024, we participated as an expert and trusted partner in decision-making spaces. Our intergenerational strategic convenings brought together leaders from across the movement, showcasing their support and prioritised commitment to uphold SRHR in face of growing opposition.

Through direct support to Champions, creating youth accessible spaces and hosting side events and strategic round tables, we made progress towards achieving:

**Goal 3:** Political coordination among movement members and allies has increased so that global advocacy around bodily autonomy and SRHR is more impactful.

**Goal 4:** Global coordination around accountability is supported so that political and financial commitments around bodily autonomy and SRHR are advanced.







*SheDecides hosts the Power To Decide high-level rally on the sidelines of UNGA*

## Behind-the-scenes diplomacy.

A huge part of the success of SheDecides is the support and dialogue between the SheDecides Support Unit (SDSU), Champions and strategic allies and decision makers. As a trusted partner, the SDSU has regular meetings with Champions, governments, UN agencies and partner networks including Nexus, the Global Safe Abortion Dialogue community, the Gender Equality and SRHR Action Coalitions, the Global Partnership Forum for Comprehensive Sexuality Education, the Adolescent Girls Investment Plan, the UK SRHR Network, PMNCH, Newborn and Child Health, the International Safe Abortion Day Communications Group and opposition monitoring partnerships.

Within these spaces, we share intelligence, talking points and briefings, and create linkages between sectors. This politically astute, timely advice supports Champions to take action in the most influential way and to maximise the unique value-add of the SheDecides movement. The swift and well-informed coordination guides the strong SheDecides engagement in spaces such as the UN General Assembly, the Summit of the Future and the Youth Action Day, the Commission on the Status of Women (CSW), the Commission on Population and Development (CPD), and others.

# Creating spaces for political action.

Driving political change is at the centre of SheDecides' DNA and in 2024 we created a range of spaces for Champions to advocate for young people's SRHR, to demand action for abortion rights and fight against regression and rollback.

The ICPD+30 Global Youth Dialogue in Benin provided a platform for SheDecides to make the public case for investment in youth SRHR. The "Generation Choice: Together for Bodily Autonomy!" concurrent session, co-hosted with Ipas Francophone region, Rutgers, Le Centre ODAS, Alliance des Jeunes Champions pour l'Avortement Sécurisé en Afrique Francophone, Forum National de la Jeunesse Cameroon (FONAJ), YUWA and the Government of the Netherlands created space for youth leaders and advocates to share personal reflections on the challenges young people face in accessing safe abortion services.

*SheDecides Champion Vera Syrakvash moderates the SheDecides co-organised concurrent session on abortion rights at the ICPD+30 Youth Dialogue*



Shaping a future where #YouthDecides: Looking back at SheDecides' joint efforts to advance youth SRHR in 2024

We prioritise youth participation wherever SheDecides is represented. We create opportunities so that young people can speak out in decision making spaces.

The leadership of the Government of Benin, which legalised safe abortion in 2022, provided an inspiration to those still struggling with criminalisation and clandestine health care.

SheDecides hosted a closed-door roundtable in the margins of the CPD in partnership with the Government of Canada to strategise in advance of the Summit of the Future. Working closely with youth-led organisations, the UN Major Group on Children and Youth Working group, and youth representatives from government delegations, allowed Champions and youth leaders to share intel, reflect on the priority areas for action and develop a coordinated approach to advancing Youth SRHR at the Summit of the Future.



Youth activists were further supported to network and advocate through the SheDecides convened, Government of the Netherlands hosted, #YouthDecides Reception. Welcomed by the Ambassador of the Netherlands to Benin, guests included representatives from Governments, UN entities, NGOs, youth groups and youth activists. Her Excellency Véronique Tognifodé Mewanou, Minister of Social Affairs and Microfinance for the Government of Benin recognised the impact of young people: “I would like to applaud the young people and all the work being done to promote the SRHR of women and young people. Youth is capable and dynamic; we are proud to have you by our side in this struggle. These are your causes and so your participation is key.”



*Méola Yahouedeou, Association Béninoise pour la Promotion de la Famille (ABPF) speaks at the #YouthDecides high-level event at the ICPD+30 Global Youth Dialogue*

“The Government of Netherlands is one of the founders of SheDecides, because we believe that a strong political platform connecting leaders, experts and activists from across the world – is the best way to push forward against the rollback of rights. We know that when we come together and stand up for the same goal, the future will be better.”

H.E. Ambassador Joris Jurriëns,  
Government of the Netherlands

Taking the successes and learnings from the ICPD+30 Global Youth Dialogue and magnifying the reach of youth leadership, SheDecides successfully advocated for a dedicated youth session on safe abortion at the Global Safe Abortion Dialogue 2024. Coordinating with Amplify Change and Rutgers, the session entitled “Génération Choix - Des mouvements de jeunes pour le droit à l’avortement sécurisé!” put a spotlight on young people advancing abortion rights in innovative and courageous ways.

As Tamara Abracinskas from the Youth Network for Abortion Rights in Latin America and the Caribbean stated, “The movement for abortion rights, like feminism, is intergenerational. It is nurtured by diverse experiences and voices, and young people. We are all fighting for the same cause: legal and safe abortion for everyone. We cannot stop—we must push forward, no matter how hard it gets.” The space provided a platform to exchange expertise, develop strategies to change narratives and end stigma, and highlighted the power of cross-regional youth networks to advance reproductive rights.



Building on this engagement, SheDecides also coordinated and moderated the abortion session within the 2024 Global Safe Abortion Dialogue programme that included Ministerial voices and leading experts within the UN, including the Governments of Norway and Sierra Leone as well as UNFPA and WHO. Across this coordinated Champion and youth-led engagement, SheDecides brought governments and CSOs together, creating connections and identifying common approaches, resulting in further reach and impact. It was clear to everyone in the room that reproductive rights are fundamental human rights, and access to safe abortion is essential for achieving gender equality; denying anyone the right to control their own body is a direct attack on their freedom and dignity.

This theme was further reinforced throughout SheDecides' engagement at the United Nations General Assembly. Partnering with MSI and others, we supported the MSI hosted "Choose Choice" side event that encouraged leaders to act by

making ambitious commitments to secure reproductive rights, uplift reproductive choice on the global agenda and galvanise further action. Taking place on the eve of the Summit of the Future, this event recognised that 2024 was a critical year - the midpoint of Agenda 2030 and the 30th anniversary of the ICPD - and where more commitment and more action is needed to achieve these landmark goals.

**"Abortion is still restrictive in many countries, and even where it's legal, healthcare providers often face arrest or backlash. Many hospitals aren't equipped to provide abortion care, and there's often no established referral system. Without these systems in place, safe abortion access becomes even harder."**

Yahan Xu, a youth advocate from the International Federation of Medical Students Associations (IFMSA).





*Isabelle Rome, Ambassador for Human Rights and former Minister of gender equality - France, speaks at the SheDecides high-level Power To Decide convening at UNGA.*

Coinciding with the 79th UN General Assembly, SheDecides organised a high-level “Together for Safe Abortion” rally focused on celebration, solidarity and reflection. This timely political convening brought together Champions, allies and new partners from across the globe, who gathered to celebrate legislative wins, gain strength and build solidarity. But also to draw inspiration from an exclusive preview of POWER TO DECIDE, the first pop-up exhibition of the Abortion Archives, a unique initiative by SheDecides celebrating the history of abortion rights worldwide.

The high-level reception brought together Ambassadors Arlene Tickner from the Government of Colombia and Isabelle Rome from the Government of France to celebrate their countries’ most recent advances on abortion rights as well as the feminist government of Canada represented by the Director General of Global Affairs Canada who highlighted the need for continued investment in safe abortion provision and care.

Johanna Gonzalez, an Argentinian youth activist reminded guests of the inextricable link between youth activism and abortion access; the Secretary General of Amnesty International honed in on the link between abortion and human rights and the central

role of frontline activists and medical workers who are most under threat from attacks from the regressive forces. To conclude, the President and CEO of IPAS made an impassioned reminder to stay strong and remember the long road travelled. Karin Nilsson, SheDecides Executive Director emphasised the importance of collective solidarity and the urgency for joint action to make sure that all women, girls and young people in all their diversity have the right to safe abortion and the power to decide about their bodies, lives and futures.

**“In 2024, France became the only country to explicitly enshrine the guaranteed freedom to have an abortion in its Constitution in all circumstances. Thanks to a remarkable collective effort, we are giving the highest level of protection ever to the rights of women and girls to control their own bodies.”**

Isabelle Rome, Ambassador for Human Rights, Government of France

**“I want to emphasize that youth have been and continue to be the transformative power in this fight. Our presence, our activism, and the momentum we bring to the movement are undeniable.”**

Johanna González,  
Red de Jóvenes por el Derecho al Aborto en LAC



# Results Pillar 3: Amplify and speak out.

In 2024, we used our power and our positions to raise our voices in support of abortion rights, youth SRHR and other issues related to bodily autonomy.

Through developing campaigns, supporting champions to jointly speak out online and using media to raise awareness of our issues, we contributed to achieving:

**Goal 5:** SheDecides movement members' collective voice and action is strengthened and amplified through public facing communications, so that bodily autonomy and SRHR gain broader support.

**Goal 6:** Creative media, content and partnership opportunities are created so that movement members and allies can speak out to new, broad global audiences and counter opposition.

**WE ARE  
THE NOW.**

SheDecides.



Diana Keza, SheDecides Youth Advisory Panel, participates in SheDecides zine making workshop at the ICPD+30 Global Youth Dialogue in Benin





## SheDecides Campaign: It Starts With Youth SRHR.

The 2024 focus on keeping youth SRHR on the political agenda across all of our engagements was buoyed up by a global communications focus that centred youth voices and young people's SRHR priorities. Integrating the advice and guidance of the Youth Advisory Panel, the It Starts With Youth SRHR campaign recognised that young people are vital catalysts behind the incredible progress that is being made across the globe, and that they hold many of the solutions to the most intractable SRHR challenges.





To harness these voices the youth-focused campaign bridged the worlds of advocacy and activism. Side events and meetings at the ICPD30 Global Youth Dialogue, CPD, Global Safe Abortion Dialogue and Summit for the Future provided the political space to raise these issues, while the campaign brought the need for action to the fore. Two zine-making workshops provided a platform for young people to merge activism with art, culminating in a youth SRHR zine that showcased their crucial issues and viewpoints. A blog series and newsletter highlighted best practices, progress and advocacy demands. Videos of Champions and allies added support to the campaign and illustrated that youth SRHR is an intergenerational issue and that we will not achieve the ICPD agenda as long as youth are left behind.

As part of the Youth SRHR campaign, 60 SheDecides champions, including twelve governments, called for greater prioritisation and investments to support young people's SRHR. The statement was launched at CPD in New York and showcased the political support for youth SRHR at a time of political pushback.



## Joint statement calling on investment in youth SRHR

**Signed by**

**60 Champions**

**12 Governments**



# Building collective voice: Champions take a stand.

SheDecides amplifies the voices of its Champions through strategic media outreach and content creation. By amplifying the perspectives of leading experts and showcasing real-world examples of progress, we contribute to shifting public discourse and building momentum for the SRHR movement.

Across 2024, SheDecides Champions used their voices to push for progress. To mark International Safe Abortion Day, Champions from all regions issued a [joint statement in support of safe abortion](#). Timed to coincide with UNGA and ahead of the US elections, the statement called on governments and world leaders to protect abortion care as essential health care, remove barriers, stop misinformation and work with care providers and community leaders to combat abortion-related stigma. Champions demanded a vision for a new world: “The foundation of a fair and gender equal world for all is the right to decide about our own bodies. When we

have control over our bodies, we have the power to determine our well-being, shape our future, and live life on our own terms.”

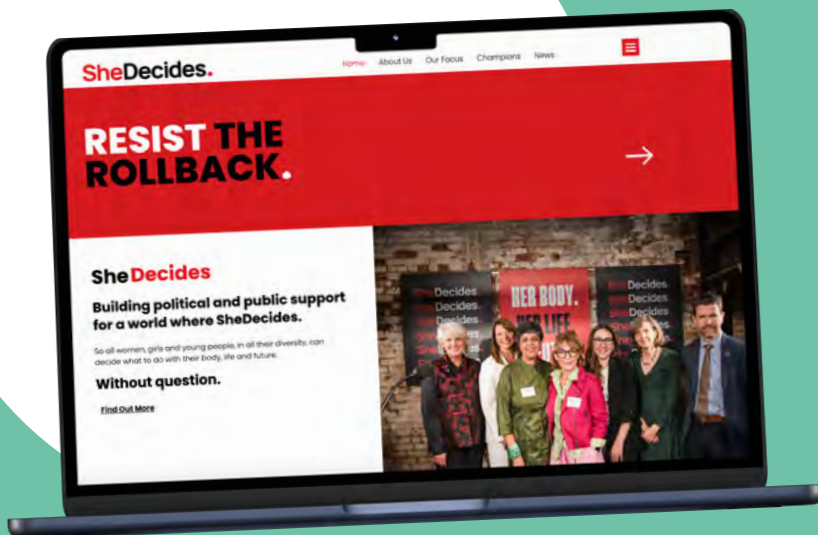
Additionally, SheDecides secured an [op-ed in Al Jazeera](#) where Dr. Laura Gil (Chair of FIGO Committee on Safe Abortion) and Dr. Sangeeta Mishra (Director General of Nepal’s Department of Health Services) highlighted growing medical support for safe abortion. However, Dr. Gil and Dr. Mishra acknowledged that much remains to be done: “The evidence is clear – safe abortion saves women’s lives. While we welcome the progress so far, more governments must stop politicising women’s bodies and instead take the guidance of leading medical authorities.”



SheDecides successfully produced and shared 13 blogs, 2 videos and 5 newsletters throughout the year, covering a range of critical SRHR topics, including youth SRHR, the impact of the Global Gag Rule and spotlights on safe abortion efforts in West Africa.

Across all of our platforms – SheDecides’ website, X, LinkedIn and Instagram – we have focused on expanding our audiences and using compelling and engaging content to increase the profile of SRHR and inspire action. We have used our social media platform to spotlight and elevate the work of movement members and allies by amplifying compelling stories and demonstrating progress being made. We have invested in finding creative ways of reaching out to a broader audience through blogs, op-eds, videos and zines. By choosing strategic moments to highlight progress and identify diverse voices that resonate with the widest audience, our reach has extended. These impactful communications efforts, made possible through strategic investments in media outreach and content

creation, directly contribute to achieving SheDecides’ mission of building a stronger, more impactful global movement for SRHR. Our voices countered the negative narrative of opposition, celebrating the progress made and shining a spotlight where further action is needed.

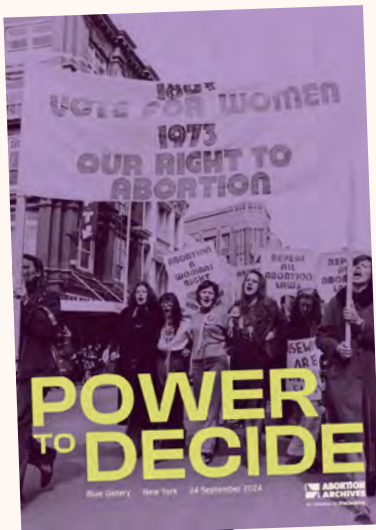


# Spotlights.

## Our stories, our power: Abortion Archives.

Our stories are our power, and the photos, objects, documents, films and icons that capture our stories hold our history. Understanding our legacy and exploring connections is central to working collectively to advance progress. SheDecides has launched a new way of telling stories, building collective memory and celebrating the vibrant history of the abortion movement worldwide: the [Abortion Archives](#). It is designed to preserve and activate collections of documents, photography, film and storytelling from activists, journalists, artists and political leaders worldwide. It explores the movement's struggles, strategies and achievements in a simple and engaging way, in both physical and digital spaces.

By the movement and for the movement, this collection showcases where the struggle for safe abortion takes place: in the home, on the streets, in hospitals and healthcare services, in civil society organisations, and in government. It celebrates collective victories and struggles, strengthening the global movement for abortion rights.



*A guest at the inaugural Power To Decide exhibition at UNGA*

For civil rights and human rights movements, where histories are often contested or erased, exhibitions serve as vital archives. They ensure that stories of resistance, triumph, and loss are not forgotten but instead woven into the fabric of collective memory.

The Archives were launched with the POWER TO DECIDE pop-up exhibition held at the high-level "Together for Safe Abortion" reception on the margins of UNGA79. The archival exhibition captured pivotal moments in the global movement for safe and legal abortion from 1970 to 2024. Bringing together a powerful collection of photographs, posters, and artefacts, the exhibition explored the interconnected narratives of abortion rights advocacy through time and across diverse territories. This initial exploration includes over 6 decades of photography and artifacts from 25 countries in 5 continents, including contributions from 38 SheDecides Champions and Allies.

 **ABORTION  
ARCHIVES**





Mariana Brandeburgo collects the Power Together Award at the Global Reykjavik Global Forum on behalf of SheDecides

## Honoured with the Power Together Award.

In recognition of the role that the SheDecides movement plays in connecting leaders, joining forces to make great change, and working to advance society for everyone, SheDecides received the Power, Together Award from the Reykjavik Global Forum.

Composed of a community of women leaders from all sectors: politics, business, civil society, academia, tech, science, the arts, media, and more, the Reykjavik Global Forum recognised the contributions that SheDecides has made in using its collective power to speak out against opposition and the rollback of rights, and for being a driving force for SRHR.

**“SheDecides is dedicated to building a world where everyone has the power to make their own choices about their body. Your diverse global movement is a driving force for bodily autonomy and sexual and reproductive health and rights for all. By speaking out against opposition and resisting the rollback of rights globally, SheDecides is a catalyst for collective action and change.”**

Reykjavik Global Forum

# Diversity, Equity and Inclusion.

Internally, the SheDecides Support Unit is critically reassessing and deepening its commitment to diversity, equity, and inclusion (DEI). At the core of our intersectional feminist framework is the imperative to disrupt entrenched power dynamics and address the colonial legacies and power asymmetries that persist within a global movement like SheDecides, which includes both donor governments and the leading SRHR experts within international development cooperation. We recognise the ongoing impact of these structures and are committed to ensuring that our work remains deeply critical, acknowledging that our approaches are imperfect and reflecting on the complex realities of our interconnected struggles.

As articulated in our 2024 SheDecides Diversity, Equity, and Inclusion Guide, we are conducting a thorough review of our internal structures and values, engaging in targeted capacity-building initiatives, and revising our operational processes. DEI is now embedded across our vendor contracting procedures and event planning, alongside the establishment of Anti-Oppression Principles to anchor our vision. Across all of our external activities we prioritise ensuring diverse representation across geography, sector, ages and areas of expertise amongst our movement members. We are also intentionally diversifying our Champions network and strengthening our engagement in feminist and cross-movement spaces.



# Our 2025 plan for action.

## **Pillar 1:** **Convene and strengthen.**

The SheDecides Support Unit builds partnerships with Champions and Allies across regions and sectors to advance common goals through convening, coordinating political action and amplifying their leadership.

### **In 2025, we will:**

- Create convening opportunities for SheDecides Champions to strategise for impact, especially ahead of key moments.
- Host learning roundtables and masterclasses for Champions.
- Strengthen the ability of the SheDecides movement to push back against opposition.
- Increase outreach and collaboration with new Champions and allies, including leaders and decision makers in Africa, Latin America and Asia.
- Continue to work in partnership with and beyond the sexual and reproductive health and rights movement, with new partners in the human rights, democracy, gender equality, academia and research, education, faith and religion, arts-culture and media sectors.
- Strengthen SheDecides as an intergenerational movement and continue to deliver the SheDecides Youth Engagement Strategy with guidance from the [Youth Advisory Panel](#).



## Pillar 2: Take political action.

The SheDecides Support Unit will maximise impact and support change through coordinating political action, steered towards public-facing high-level events.

### In 2025, we will:

- Coordinate a collective response to political rollback with particular attention to the return to a Republican Presidency in the United States of America.
- Create opportunities for joint political action in support of advancing young people's sexual and reproductive health and rights, in partnership with young people and the Global Partnership on CSE.
- Integrate sexual and reproductive health and rights issues in high-level policy and decision-making spaces, including at Beijing+30, CSW, CPD, World Health Assembly, Agenda 2030/SDG follow up, Financing For Development and the UN General Assembly.
- Support political leadership at ministerial high-level events at the UN, countering backlash and celebrating global advances and spotlighting progress driven by diverse leaders and decision makers from across the world.
- Convening governmental strategy roundtables together with strategic partners.
- Leverage our network to coordinate political action on abortion with the Global Safe Abortion Dialogue, including at CSW and the International Conference on Family Planning.
- Celebrate collective action, feminist political leadership and progressive development cooperation policies driven by Champions and allies, including in global fora such as Feminist Foreign Policy hosted by the Government of France in 2025, and the International Conference on Family Planning hosted by the Government of Colombia.

## **Pillar 3:**

# **Speak up and amplify.**

The SheDecides Support Unit will strategically use communications and tailored key messages to reach targeted political audiences and new audiences.

### **In 2025, we will:**

- Spotlight the work of the movement and shine a light on the political leadership driving progress on SRHR and bodily autonomy.
- Generate support for SRHR through coordinating Champions' public engagement at key moments and providing the guidance needed to ensure timely and powerful communications.
- Provide communication support for our Champions and allies through press releases, toolkits, social media assets and op-eds.
- Open hearts and change minds, creating a stronger basis of public support through new creative and innovative forms of communication, partnerships and collaborations.
- Continue growing our collective memory and developing our radical imagination through expanding and activating the Abortion Archives.
- Create opportunities for SheDecides youth champions and allies to speak out on youth sexual and reproductive health and rights.

Spotlight best practices, innovation and advances in safe abortion access, including across West Africa.

# With thanks.

The work of SheDecides would not be possible without the support of our Guiding Group and SheDecides Champions who are at the core of the movement and drive our engagement to keep fighting for sexual and reproductive health and rights. The SheDecides Support Unit is the engine behind the scenes and the hub for the movement to unite in collective, feminist action to advance bodily autonomy worldwide. Many thanks go to the Youth Advisory Panel for their commitment to supporting SheDecides to strengthen the youth perspective in our intergenerational movement.

The generosity of our donors allows the SheDecides Support Unit to function and the movement to flourish. Many thanks to the David and Lucille Packard Foundation, the Governments of Belgium, Canada, France, Germany, Luxembourg, the Netherlands, Sweden, The United Kingdom and Rutgers/ The Dutch Postcode Lottery, for their financial contributions and collaboration in 2024.

**Finally, thank you to every Champion and ally around the world who bravely speaks up for sexual and reproductive health and rights. A world where rights are respected and all people are free to make their own decisions about their body, life and future will only come about when a critical mass rises up together and demands it. Thank you for being part of this movement, and for fighting for a world where **SheDecides.****



# SheDecides Champions.

## Governments

-  Government of Belgium
-  Government of Canada
-  Government of Colombia
-  Government of Finland
-  Government of France
-  Government of Germany
-  Government of Luxembourg
-  Government of Nepal
-  Government of Norway
-  Government of Sierra Leone
-  Government of South Africa
-  Government of the Netherlands
-  Government of Sweden

## Individual Allies

- Enas Dajani - Palestine
- Goedele Liekens - Belgium
- Jona Turalde - Philippines
- Lilianne Ploumen - Netherlands
- Bernard Haufiku - Namibia
- Lina Abirafeh - Lebanon
- Mabel van Orange - Netherlands
- Sonali Silva - Sri Lanka
- Vera Syrakvash - Belarus
- Patrick Mwesigye - Uganda/Canada

## Civil Society

- Amnesty International Argentina
- Arrow
- ASAP - Asia Safe Abortion Partnership
- Centre for Reproductive Rights
- Cuso International
- Engender Health
- FEMNET
- FIGO
- Frontline AIDS
- Girls Not Brides
- International Confederation of Midwives (ICM)
- IPAS
- IPPF
- MSI Reproductive Choices
- Population Council
- Rutgers
- Women in Global Health
- Women's Link
- Voices for Choices (VCRC)
- Global Fund for Women

## Donors

- Buffet Foundation
- CIFF
- Packard Foundation

## Arts and Media

- MTV Staying Alive Foundation
- Create 2030
- Haven for Artists

## Youth Focused

- Youth Coalition for SRHR
- IFMSA
- Choice for Youth and Sexuality
- Plan International