

Key dates concerning the campaign

MONTH 2			
Month 2 Week 1	7 - 13 July	11 July – World Population Day (sexual & reproductive health)	
Month 2 Week 2	14 - 20 July		
Month 2 Week 3	21 - 27 July		
Month 2 Week 4	28 July - 3 August	31 July International Day of Women and Girls of African Descent (A/RES/78/323)	SA: 31 July – National Orgasm Day Malawi: 31 July – African Women's Day

MONTH 2: Myth-busting and deeper awareness of SRHR.

Month 2 Week 1: 7- 13 July

WEEK 1:

Additional post for World Population Day - 11 July :



WORLD POPULATION DAY

FB/LI/Insta:

World Population Day 2025

Today we spotlight the urgent need for **just, inclusive solutions** to global population challenges.

As our world surpasses 8.1 billion people, we must ask:

- Who has access to care?
- Who controls their reproductive choices?
- Who is left behind?

Population is not just about numbers — it's about rights, dignity, and justice.

That means:

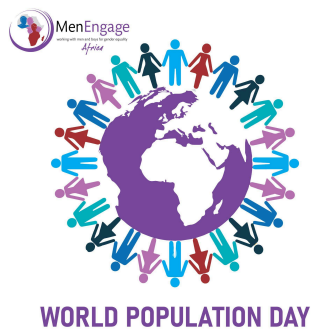
- Access to contraception and quality SRHR services
- Gender equality and education for all
- Ending forced marriage and gender-based violence
- Investing in young people and the planet

On #WorldPopulationDay, we call for **people-centred** responses that empower communities and uphold human rights — not control them.

Let's act for equity, not fear.

Learn more: <https://menengageafrica.org/act-for-srhr/>

#WorldPopulationDay2025 #ActForSRHR #SRHR4All #PopulationMatters
#ReproductiveJustice #MenEngage #SustainableDevelopment



Tweet:

It's #WorldPopulationDay2025

As our world grows, so must access to:

- ✓ Contraception
- ✓ Education
- ✓ SRHR for all

Population isn't about numbers — it's about rights.

Let's centre people, not control.

<https://menengageafrica.org/act-for-srhr/>

#ActForSRHR #SRHR4All #ReproductiveJustice #July11

Facebook Posts (x4/month):

Facebook Post - Week 1:



Sexual health means:

- ✓ Feeling safe
- ✓ Being respected
- ✓ Getting care without judgement

It's not just about avoiding illness — it's about dignity.

#ActForSRHR

[link to landing page: <https://menengageafrica.org/act-for-srhr/>]

Tweet 1 - Week 1:



You don't need to be sick to deserve care.

You deserve health, safety, and respect.

#ActForSRHR #SexualHealth

[link to landing page: <https://menengageafrica.org/act-for-srhr/>]

Tweet 2 - Week 1:



Sexual health = knowing your body, your rights, your choices.

#ActForSRHR

[link to landing page <https://menengageafrica.org/act-for-srhr/>]

Instagram Posts (x2/month):

Instagram Post - Week 1:

REEL



SEXUAL HEALTH =

Feeling safe, happy, and healthy during sex — without shame.

#SRHR4All #ActForSRHR

LinkedIn Posts (Onto Sonke Gender Justice LinkedIn) (x 4/month):

This will need to be loaded as a PDF - or as a video (reel)

LINKEDIN POST - Week 1

Post 1:



SRHR is urgent — and political.

In Malawi, unsafe abortion causes up to 18% of maternal deaths.

In Uganda, LGBTQI+ people face jail under harsh new laws.

In South Africa, over 10 000 girls under 14 gave birth last year.

In Ethiopia, around 13% of girls aged 15–19 have already begun childbearing, with rural areas hit hardest

These are not isolated problems — they are systemic failures.

#ActForSRHR is our response. Let's translate law into practice.

#SRHR4All #AccountabilityNow

[link to Stats and Figures:

<https://menengageafrica.org/news-item/srhr-the-facts-that-demand-action/>]

WEEK 2

Month 2 Week 2 - 14 - 20 July

FACEBOOK POST - Week 2

Post 2:



Too many people are told STIs = shame.

That's a myth.

Everyone deserves access to STI testing, treatment, and education.

Let's talk the truth.

#SRHR4All

[Link to: <https://menengageafrica.org/news-item/top-myths-about-srhr-in-africa/>]

Tweet 1 - Week 2:



In too many places, asking for SRHR care leads to shame or silence.

That ends now.

We're standing up for the right to health, choice, and freedom.

#ActForSRHR #SRHRisARight

[link to: <https://menengageafrica.org/news-item/srhr-is-for-every-body/>]

Tweet 2 - Week 2:



The time to act is now!

Too many people are still denied their sexual and reproductive health and rights because of silence, stigma, and inequality.

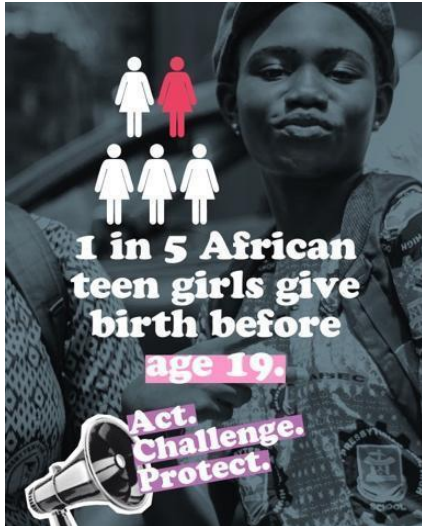
Men and boys, you have a role to play. Stand up for dignity, choice, and access to SRHR for all.

#ActForSRHR #SRHR4All

[link to: <https://menengageafrica.org/act-for-srhr/>]

INSTAGRAM POST

Post 1 - Week 2:



Post copy:

1 in 5 African women gives birth before age 19.

Why? Because access to care is blocked by shame, silence, and broken systems.

Have you ever been denied care, judged, or shamed for asking questions?

Comment below (or DM us) — your voice matters.

It's time to speak up.

It's time to #ActForSRHR

#ReproductiveRights #YouthVoices #SRHR4All #EveryBODYHasRights

LinkedIn post 2

Post 1 - Week 2:



Let's stop talking and start doing.

This campaign builds on Sonke's long-standing work to:

- ✓ Advance gender equality
- ✓ Engage men and boys as allies
- ✓ Hold institutions accountable for rights-based service delivery

Join us in shifting policies, perceptions, and power. Find out more

[link to <https://menengageafrica.org/act-for-srhr/>]

#ActForSRHR #MenCare #GenderTransformative

WEEK 3:

Month 2 Week 3: 21 - 27 July

FACEBOOK POST - Week 3



MYTH: “Only people who sleep around get STIs.”

FACT: Anyone who is sexually active — even once — can get an STI.

STIs don’t care about your relationship status.

Getting tested isn’t shameful — it’s responsible.

Your health. Your choice. Your right.

#ActForSRHR #MythBusting #STIFacts #SRHR4All

[link to: <https://menengageafrica.org/news-item/top-myths-about-srhr-in-africa/>]

Tweet 1 - Week 3:



❌ Myth: "Contraceptives cause infertility."

✅ Fact: Modern contraception is safe and fully reversible.

Everyone has the right to choose *if* and *when* to have children.

#ActForSRHR #SRHRFacts

[Link to: <https://menengageafrica.org/news-item/top-myths-about-srhr-in-africa/>]

Tweet 2 - Week 3:



Reproductive health isn't just about pregnancy.

It's about choice, safety, and care at every stage of life.



#ActForSRHR #ReproductiveHealth

[Link to: <https://menengageafrica.org/news-item/srhr-is-for-every-body/>]

Instagram Story/Reel (x1/month):

Story:

Week 3

Poll Question:

Frame 1:

Where do you get most of your info about SRHR?

- ☐ Clinic
- ☐ Social media
- ☐ Friends
- ☐ Other

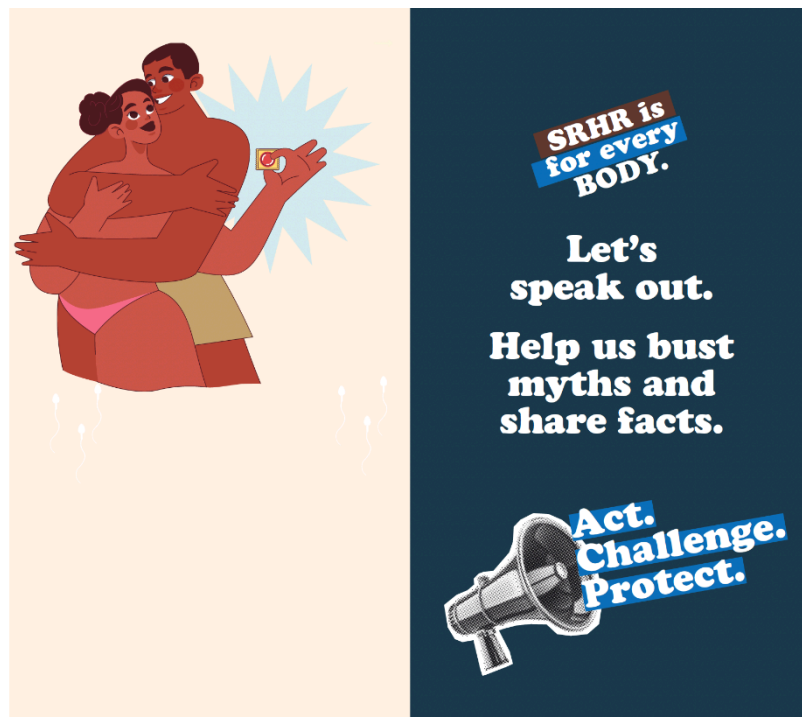
Frame 2:

Help us bust myths and share facts.

Let's #ActForSRHR together.

Load this as a story poll - Frame 1 will have the question on it - then frame 2 already has the copy on it...

NEW IMAGE:



LINKEDIN

Post 1 - Week 3:



Myth: Comprehensive sexuality education promotes early sexual activity.

Fact: Evidence shows that it helps delay sexual debut, improves knowledge, and reduces risk.

Comprehensive Sexuality Education (CSE) empowers young people to make informed, respectful choices about their bodies and relationships. It's a vital tool — not a threat.

Let's support facts, not fear.

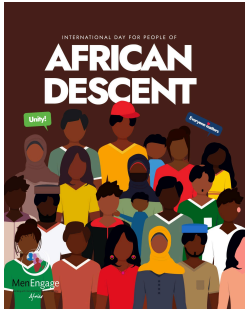
Link to: <https://menengageafrica.org/news-item/top-myths-about-srhr-in-africa/>

#SRHR4All #EvidenceForChange #ActForSRHR

Week 4:

Month 2 Week 4: 28 July - 3 August

Additional post: July 31st is International Day of Women and Girls of African Descent.



FB/LI

July 31st is International Day of Women and Girls of African Descent.

On this day in 1962, women from across Africa met in Dar es Salaam to form the **Pan-African Women's Organisation (PAWO)** — the first women-led movement on the continent dedicated to liberation, justice, and equality.

Since then, African women and girls have been at the forefront of historic movements — fighting for reproductive justice, LGBTQI+ rights, education, and an end to gender-based violence.

Today, we honour their leadership and call out the systemic inequalities that persist.

African women and girls deserve full access to opportunity, safety, and dignity.
Let's celebrate, reflect, and act for justice every day.

Learn more and join the movement: <https://menengageafrica.org/act-for-srhr/>
#InternationalDayOfWomenAndGirlsOfAfricanDescent #PanAfricanWomensDay #IAWD
#ActForSRHR #SRHR4All #GenderJustice #AfricanFeminism

Tweet:



July 31st is #InternationalDayOfWomenAndGirlsOfAfricanDescent.

We honour generations of African women who've led the fight for freedom, equality & SRHR.

Their power is unstoppable. Their rights are non-negotiable.

#PanAfricanWomensDay #IAWD #ActForSRHR #SRHR4All #AfricanFeminism

FACEBOOK Post - Week 4:

NEW IMAGE:



Why are we acting now?

Because:

- 💔 In Malawi, 1 in 5 maternal deaths are from unsafe abortions
- 🚫 In Uganda, LGBTQI+ people face jail just for being themselves
- 👧 In South Africa, over 10 000 girls under 14 gave birth last year
- 👶 In Ethiopia, around 13% of girls aged 15–19 have already begun childbearing — with rural areas hit hardest

This is a crisis. And it must change.

#ActForSRHR #SRHR4All

[Link to: <https://menengageafrica.org/news-item/srhr-the-facts-that-demand-action/>]

Tweet 1 - Week 4:



SRHR = the right to love, to say no, to decide.

It's your body.

It's your future.

It's your right.

#SexualRights #SRHR4All

[Link to: <https://menengageafrica.org/act-for-srhr/>]

Tweet 2 - Week 4:



Still think SRHR is "just for women"?

It's for men. For youth. For LGBTQI+ people. For every BODY.

Let's break the bias and build inclusion.

#VoicesForSRHR #ActForSRHR

[Link to: <https://menengageafrica.org/news-item/srhr-is-for-every-body/>]

INSTAGRAM

Post 1 - Week 4 (extra):



Did you know?

[141 000 unsafe abortions in Malawi every year](#)

[31 African countries criminalise LGBTQI+ people](#)

Over 314 000 unsafe abortions in Uganda annually, contributing to 26% of maternal deaths

13% of adolescent girls aged 15–19 in Ethiopia have begun childbearing – higher in rural areas

In South Africa, over 10 000 girls under 14 gave birth in one year

31 African countries criminalise LGBTQI+ people

These are not just numbers. They are lives, futures, and rights denied.

We're done waiting. It's time to act.

Swipe to learn more ➡ [link to full stats]

#ActForSRHR | #SRHR4All | #VoicesForSRHR

We're done waiting.

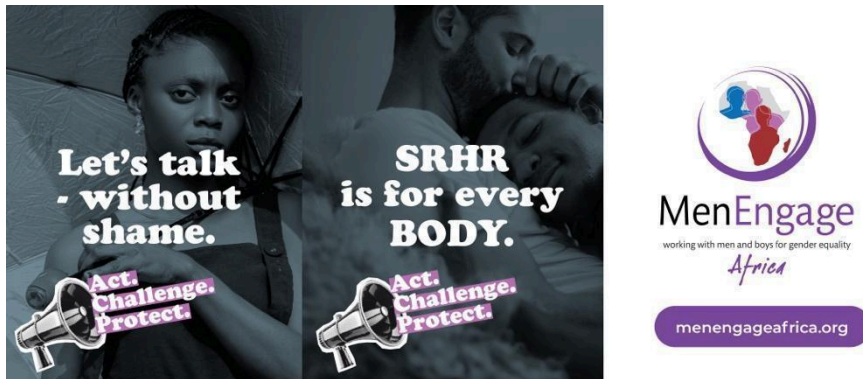
Swipe to learn more

[link to: <https://menengageafrica.org/news-item/srhr-the-facts-that-demand-action/>]

#ActForSRHR

LINKEDIN

Post 1 - Week 4:



Let's talk about SRHR — Without shame.

We're raising awareness and building solidarity across Africa.

With the #ActForSRHR campaign, we're inviting policymakers, health workers, and community leaders to shift from silence to action.

Because access is unequal. And that inequality is deadly.

[Link to: <https://menengageafrica.org/news-item/srhr-is-for-every-body/>]

#SRHRinAfrica #SonkeSpeaks #GenderJustice