



## Theme: EMBRACE EQUITY

Hashtags #: #EmbraceEquity #Nigerianwoman #lisdell #RMNCAHNchampion #RMNCAHNadvocate #genderequity #SPAGproject etc

### BACKGROUND

IWD 2023's campaign theme: **"EMBRACE EQUITY"**, aims to get the world talking about why "equal opportunities are no longer enough."

A focus on gender equity needs to be part of every society's DNA; but it is critical to understand the difference between equity and equality.

Equity is not just something we say, and it is not just something we write about. It is something we need to think about, know, and embrace. It should be what we believe in, unconditionally. Equity means creating an inclusive world.

We as women know that our strength lies not only in our words but in the actions of our beliefs, initiatives, religion, causes, government – its laws, policies and programs, our stance on issues affecting us, our families, societies, and future.

As primary caregivers, women tend to lag in all areas of life. Thus, it rests on women to ensure that there is equity and equal representation at all levels for women.

LISDEL, in keeping true to its vision of "a continuous state of wellbeing enshrined in the tenets of human capital development, with strategic emphasis on health, education, agriculture, and economic growth – where policy follows an integrated approach to major institutional reform and national development" enables functional areas of partnership with the Federal Ministry of Women Affairs and Social Development, respective Legislative committees and other partners, in establishing systems to promote civic, political, social, and economic participation of women, thereby stimulating women's growth, development and empowerment through activities that promote literacy and health programs for women. This strategy creates a channel of review of/or facilitating legislation that work together to ultimately provide a decent and affordable quality of life for women and Nigerians.

The International Women's Day (IWD2023) which is held yearly on the 8th of March will be commemorated by LISDEL with a series of activities.

<https://www.internationalwomensday.com/theme>  
<https://www.lisdell.org>

## **SCOPE**

Being included, and a sense of belonging, feels right.

When we embrace equity, we embrace diversity, and we embrace inclusion.

We embrace equity to forge harmony and unity, and to help drive success for all.

Nigerian women in all spheres of life, in every sector, of every race, belief, religion, orientation, national and in diaspora should be encouraged to come together, stand up and champion the cause of embracing equity by creating an inclusive world for women.

Active participation from the male gender (He for She), ensures that women do not go alone on this journey to embracing equity.

The family unit and society at large participating in the IWD2023 campaign, will foster open discussions, create awareness, sensitivity and improve legislative actions on improving programs, policies, and laws on issues around gender, particularly women.

## **METHODOLOGY**

We can all truly embrace equity.

We can all play a part. Each one of us can actively support and embrace equity within our own sphere of influence.

We can all:

1. Share the passion: encourage and rally friends, family, colleagues, and community.
2. Challenge gender stereotypes.
3. Call out discrimination.
4. Draw attention to bias.
5. Seek out inclusion.

Collective activism is what drives change. From grassroots action to wide-scale momentum, we can all embrace equity.

## **ACTIVITIES**

Forging gender equity isn't limited to women solely fighting the good fight. Allies are incredibly important for the social, economic, cultural, and political advancement of women.

1. Take a selfie and tag: #IWD2023, #EmbraceEquity, #genderequity, #Nigerianwoman, #lisdell, #RMNCAHNchampion, #RMNCAHNadvocate, #SPAGproject etc.
2. Create a max. 50 secs video beginning with:

<https://www.internationalwomensday.com/theme>

<https://www.lisdell.org>

*“Happy International Women’s Day! I embrace equity, diversity, and inclusion! Join me and millions of women around the world to forge harmony and unity and drive success for all”! #IWD2023, #EmbraceEquity, #genderequity, #Nigerianwoman, #lisdell, #RMNCAHNchampion, #RMNCAHNadvocate, #SPAGproject* (then finish off with who you are, what you do and why gender equity is important).

3. Upload and share video to your social media handles and tag #IWD2023, #EmbraceEquity, etc. (add more hashtags).
4. You can also send your video to Communications (Eruemolor: eruemolor@lisdell.org) to upload to LISDEL’s social media handles.
5. Tweet, share, like and retweet posts (yours and others) to continue the momentum.