



THE SHAME DIES HERE...

SOCIAL MEDIA CAMPAIGN TOOLKIT

 www.3wkenya.org

 @3wkenya



Global Day of Action to Destigmatize Abortion

1. Introduction

This toolkit is designed to guide the Global Day of Action to Destigmatize Abortion campaign, with a focus on building public support for LBQT persons, raising awareness among LBQT members, and influencing policies to combat abortion stigma. The campaign will run across multiple social media platforms with scheduled daily posts at 9 AM, 1 PM, and 5 PM, leading up to an online webinar on March 28 to address biphobia and transphobia in abortion stigma.

2. Campaign Goals

- Normalize conversations around abortion in LBQT spaces.
- Debunk myths and misinformation about abortion, particularly in relation to queer identities.
- Encourage allyship from policymakers and healthcare providers to support inclusive SRHR policies.
- Share real stories and advocacy messages from queer persons who have had or supported safe abortion.

3. Target Audience

- LBQT individuals may face stigma or lack information about their reproductive health rights.
- Allies and advocates who support queer-inclusive SRHR policies.
- Swayable audiences who hold misconceptions about abortion and LBQT identities.
- Policy influencers who can push for inclusive and stigma-free reproductive healthcare.

4. Content Strategy

a. Content Types

- Video (2 mins): Supporting your partner after an abortion.
- Poem (Audiovisual): Expressing LBQT abortion experiences.
- Blog Post: Addressing abortion stigma in LBQT communities.
- Infographic: Abortion stigma and its effects on LBQT persons.
- Cartoon: Breaking stereotypes about abortion and queer identities.
- Advocate Messages: Statements from queer persons on why abortion should be destigmatized.

b. Posting Schedule (March 24-28)

March 24th

9 am Morning Post

Content : [🌐 Mina and Rojeans Story.mov](#)

Caption: Abortion stigma occurs both before an abortion and after an abortion and sometimes its internal or perceived but by surrounding yourself with a loving partner and a support system we can end the shame on abortion stories.

Check out the story of Mina and Rojean and how they were able to overcome abortion stigma and still have a beautiful relationship. #bisexualhealthawarenessmonth #destigmatiseabortion #AbortionWithoutStigma #SRHRForAll #piasisi

Platform: Instagram, Facebook, Tiktok, Youtube

12-noon Champions Voice

Link to Image: [Jays Voice](#)



Caption: ❤️ Abortion is a normal part of reproductive healthcare. 1 in 3 women will have an abortion in their lifetime. This number is even higher when considering all individuals who can become pregnant. #bisexualhealthawarenessmonth #destigmatiseabortion #AbortionWithoutStigma #SRHRForAll #piasisi

Platform: Instagram, Facebook, Twitter

Evening: Perceived Stigma Defined

Content:  [ANTICIPATED ABORTION STIGMA.png](#)

Caption: Anticipated stigma is basically the “uh-oh” moment in your head when you imagine people judging you, even if they haven’t actually done or said anything yet. Think of it like borrowing trouble from the future! It’s like when a young woman worries that her family would be furious or disown her if they found out she was considering an abortion—she’s already playing out worst-case scenarios in her mind without any proof that it’ll happen. It’s that mental game of “What if?” on repeat. And honestly, it can feel like you’re carrying around a judgey peanut gallery in your head, even when everyone’s lips are zipped. Sometimes the stigma we expect can feel just as heavy as the real thing!

**#bisexualhealthawarenessmonth #destigmatiseabortion #AbortionWithoutStigma
#SRHRForAll #piasisi**

Platform: Instagram, Facebook, Twitter, Whatsapp Status

March 25th

9 am : TRANSMEN NEED ABORTIONS

Content:  [ABORTION STIGMA FOR TRANSPERSONS.PNG](#)

Caption: Trans men and nonbinary people need access to abortion care too, but stigma and barriers often make it tough. A 2015 survey showed that 33% of trans folks faced discrimination from healthcare providers, and 29% were denied care outright. This lack of inclusive environments causes delays, health risks, and emotional strain. To change this, we need inclusive policies, gender-affirming training for providers, and an end to stigma. Everyone deserves safe, respectful care—let’s make it happen! 🌈

**🌟 #mencangetpregnanttoo #destigmatiseabortion #AbortionWithoutStigma #SRHRForAll
#piasisi**

Platform: Instagram, Facebook, Twitter, Whatsapp Status

12-noon Champions Voice

Link to image : [Beenies Voice](#)



Being trans and needing access to abortion care shouldn't feel like running an obstacle course of stigma and judgment. People seem to forget that reproductive rights are for everyone who can get pregnant, not just a select group. Abortion stigma hits hard when you're trans—it's not just about the choice to terminate a pregnancy, it's about being misgendered, dismissed, or judged for simply seeking care

#destigmatiseabortion #AbortionWithoutStigma #SRHRForAll #piasisi

Platform: Instagram, Facebook, Twitter

5pm Evening Post: Our work

[What 3w is doing about abortion stigma](#)

Caption: Abortion care is healthcare, full stop. It should be accessible and affirming for all bodies, not tied up in outdated ideas of who needs it. The fight against stigma isn't just a fight for reproductive rights; it's a fight for trans rights, dignity, and respect **#destigmatiseabortion #AbortionWithoutStigma #SRHRForAll #piasisi**

Platform: Instagram, Facebook, Twitter, Whatsapp Status

March 26

9 am Morning Post Question Everything

Link: **[Asking Questions Video by Sellah](#)**

Caption: Abortion is often viewed through just one lens, but there's so much more to explore. From myths and misconceptions to understanding how LGBTQ+ individuals may need abortion care, and the varying rules across countries, it's a complex topic. Our ideas of right and wrong can make discussions tougher, but it's worth digging deeper to challenge one-sided narratives. This March, let's embrace more than one story—because there's always more than just "one type of margarine" in any conversation. 🌈🌟 #piasisi #singlestories #shamedieshere

Platform: Instagram,Facebook,Tiktok,Youtube

12 noon : Champions Voice



Link to image : [Rojeans Voice](#)

Caption: Breaking down those barriers and stigma, one voice at a time, leads to a future where everyone gets the healthcare they deserve #piasisi

Platform: Instagram,Facebook, Twitter,Whatsapp Status

5pm Evening Post Cartoon



Link to Image : [🌐 Copy of abortion stories png.PNG](#)

Caption:Step one to busting stigma: break the silence. It all starts with conversations.

Keeping abortion hush-hush only adds to the false narrative that it's rare or strange—and that stigma grows stronger in the shadows. Let's flip the script by speaking up and owning our truths! Shame loses its power when stories are shared in safe spaces. If you feel ready to share your abortion story, we're here to listen—no judgment, just support.

Talking about abortion is a step toward freedom, justice, and equality. Let's keep the conversation going! 🌈🌟

#EndTheStigma #QueerAndProud #AbortionIsHealthcare

Platform: Instagram,Facebook, Twitter,Whatsapp Status

March 27

9 am Morning Poem

Content : Link to Video [🌐 Unspoken Voices Talia.mp4](#)

Caption: Why we need to end the shame now is because every abortion story is unique every struggle specific to an individuals experience listen to this piece from one of our champions so you can see what we are talking about #queerstigma #intersectionality #7toomany

Platform: Instagram,Facebook,Tiktok,Youtube

12 noon Champions Voice



Link to Image: [Alalas Voice](#)

Caption: Autonomy means owning your body, your choices, and your future. In relation to abortion, it's about having the freedom to make decisions about your reproductive health without judgment or interference. It's your body, your rules, your power. 💪🌈
#ReproductiveJustice #BodilyAutonomy #AbortionIsHealthcare

Platform: Instagram,Facebook, Twitter,Whatsapp Status

5pm Evening Blog Post

Caption: Today lets read a little, have you checked our our latest blog post on how stigma hurts us? What are you waiting for head on over to our website the link is on our bio for an insightful read. #piasisi #march28

Link To blogpost : [🌐 The Shame Dies Here! - Women Working With Women](#)



Platform: Instagram, Facebook, Twitter, Whatsapp Status

March 28th

8am morning Poster For the Day

Post: [🌐 Destigmatize Abortions.png](#)

Caption: Together, we're breaking barriers and building a world where abortion care is accessible with love, support, and dignity for all. 💜🌍 #GlobalDayOfAction #piasisi #EndAbortionStigma #ReproductiveJustice

Platform: Instagram, Facebook, Twitter

We post all the graphics from the champions voices

[🌐 Nonbinary voices.png](#)

[Alalas voice](#)

[🌐 Lesbian Voices.png](#)

[Beenies Voice](#)

[🌐 Bisexual Voices.png](#)

[champions voice.png](#)

[Shame dies here.png](#)

Evening 😊 Final Post Cycle of stigma



Link to Image: [Abortion Stigma cycles.PNG](#)

Caption: The shame DIES HERE.The Shame Dies Now! #piasisi

Platform: Instagram,Facebook, Twitter

7. Monitoring & Evaluation

- Track engagement: Identify which content generates the most discussion and interactions.
- Monitor sentiment: Assess audience perception shifts through comments and reactions.
- Collect data: Analyze follower growth, story shares, and webinar participation.
- Gather feedback: Use polls and Q&As to understand audience learnings and questions.

8. Engagement & Community Building

- Encourage personal stories: Invite LBQT persons to share their experiences anonymously.
- Challenge misinformation: Use fact-based responses to counter myths in the comments.
- Collaborate with influencers: Work with LBQT activists, artists, and healthcare providers to amplify messaging.
- Moderate discussions effectively: Ensure a safe, respectful space for engagement.

9. Conclusion

This campaign aims to empower LBQT persons, normalize abortion conversations, and push for inclusive policies. By fostering bold, relatable, and community-driven messaging, we can

collectively shift narratives and advocate for reproductive justice for all. Thank You to the 3W cobast Team for your input in making this amazing resource.

Check out **@3wkenya** on facebook, instagram, twitter, bluesky and youtube for lots of resources on Safe Abortion also visit our website for some amazing reads : **www.3wkenya.org**