Marie Stopes International’s

#SMASH ABORTION STIGMA

CAMPAIGN TOOLKIT 2020

Next campaign burst: Tuesday 25th February 2020

#SmashAbortionStigma Campaign Toolkit 2020
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What is **#SmashAbortionStigma**?

Everybody loves someone who has had an abortion. It’s a common, normal healthcare procedure that millions of women have worldwide.

But despite its prevalence, stigma around abortion still persists and many women feel silenced, judged, and shamed for their choices.

**#SmashAbortionStigma** is Marie Stopes International’s campaign that’s calling for an end to abortion stigma.

The campaign aims to amplify support that exists for women and choice in the UK and worldwide, reduce stigma around abortion, and increase access to information and support in the face of an increasing anti-choice presence.

Keep reading for ways to join the **#SmashAbortionStigma** conversation!
Abortion Stigma in the UK

In November 2019, Marie Stopes International commissioned research looking at women’s attitudes on abortion in England, Wales, Scotland, and Northern Ireland.

The research, conducted by YouGov, revealed that **only 33% of UK women would talk to their family** if they were considering an abortion, and **6% of women would choose not to talk to anyone aside from a medical professional.**

The study shone a spotlight on the pervasive abortion stigma in the UK: where despite 1 in 3 needing an abortion, there remains a wall of silence around the topic.

We believe that if everyone is involved in conversations about abortion, we can **#SmashAbortionStigma** faster, so to kick off 2020, we commissioned **brand new research asking both men and women about their attitudes towards abortion.** Our research, which will be released in full on **Tuesday 25th February 2020**, showed that the **UK is a pro-choice nation**, but many feel like they lack the right information.

By championing open conversations about abortion, the **#SmashAbortionStigma** campaign aims to amplify the support that exists for women’s choice both in the UK and worldwide to reduce stigma around abortion and increase access to information and support.
Read about the campaign in the Press

All over the world, increasing numbers of people are speaking out in support of every woman’s right to make decisions about her body. In the face of a growing opposition movement, it’s more important than ever that we continue to raise our voice on why it’s important that every woman, everywhere, can access safe abortion care without judgement.

Our campaign was covered across the media in the UK and started online conversations about the damaging effects of stigma.

Read some of the previous coverage of the campaign below, or visit our social pages to stay up-to-date with #SmashAbortionStigma in the media.
How to get involved

Social media is a brilliant way to raise awareness. Create and share content about why you’re supporting the #SmashAbortionStigma campaign to help champion open, honest conversations about abortion.

**SHARE OUR CONTENT**

We’re talking about #SmashAbortionStigma on all of our social channels.

Read, like, and share our content by following the links in the icons on the left.

Let’s make this conversation as big as possible!

**USE THE HASHTAG!**

Using the hashtag in all of your social posts means that we can make the conversation as big as possible!

#SmashAbortionStigma

**CREATE YOUR OWN CONTENT**

Start a conversation

Use the hashtag - #SmashAbortionStigma - and share our Smash Abortion Stigma graphics. You could also ask your social media network why they’re pro-choice and why they think #SmashAbortionStigma is important.

Take a picture

Share a picture of yourself with our poster about why you’re supporting the campaign.

Create a video

Record a short #SmashAbortionStigma video talking about why you support the campaign or a story about when you realised that you believed in a woman’s right to choose. Here’s a step-by-step guide and an example video to get started.
Sample posts & materials

USE THE HASHTAG!

Using the hashtag in all of your social posts means that we can make the conversation as big as possible!

#SmashAbortionStigma

DOWNLOADABLE MATERIALS

Campaign poster
Social graphics
Logos

SAMPLE POSTS

#SmashAbortionStigma with @mariestopes

The @MarieStopes #SmashAbortionStigma campaign is starting conversations around abortion. The more voices there are, the faster we can end the stigma.

Stigma harms women, and it’s time for it to stop.

Add your voice in support of choice, and let’s #SmashAbortionStigma for good!

Worldwide, 25% of pregnancies end in abortion. It’s common but not talked about!

Together, we can #SmashAbortionStigma.
Join the @mariestopes campaign and start conversations about abortion!

I’m using my voice to help #SmashAbortionStigma and show my support for a woman’s right to choose.

Do the same and join the @mariestopes campaign!
SmashAbortionStigma is all about raising awareness of abortion so, if you don’t have social channels, involvement in the campaign could be as simple as saying the word ‘abortion’ and starting a conversation.

If you know individuals or partner organisations that would like to get involved in the SmashAbortionStigma campaign, share this toolkit with them so they can raise their voice to help break the silence, too!

Thank you for your support!