

Global Contraceptive Crisis Social Media Toolkit

The Challenge

This week, world leaders are gathered at the U.N. General Assembly to discuss the future of the sustainable development goals. Unfortunately, they are ignoring a global contraceptive crisis that threatens to put the health and well-being of thousands of women—and the success of the Sustainable Development Goals — at risk.

Availability of contraceptives relies largely on funding from donor countries. The world is facing a contraceptive crisis as donors fall short of their commitments. At the same time, most developing country governments have not made sufficient investments in contraceptives to fill the funding gap and meet the needs of women.

Global Call to Action

Global leaders and donors must prioritize funding for contraceptives and the systems that deliver them on the global agenda. Developing country governments must also take ownership to invest more in contraceptives and reduce their reliance on donor funding.

Join us in urging U.N. Secretary-General Ban Ki-moon ([@BanKimoon_amdg](https://twitter.com/BanKimoon_amdg)) to highlight the centrality of contraceptives to achieving the sustainable development goals—and to develop an action plan to address the crisis.

Sign the [CHANGE.org petition](https://www.change.org/p/global-contraceptive-crisis) and tweet [@BanKimoon_amdg](https://twitter.com/BanKimoon_amdg) to tell him world leaders must keep their promises to women.

After lending your signature, add your voice to our World Contraception Day tweet-a-thon on September 26, 11:00am – 1:00pm EDT. Follow [@pai_org](https://twitter.com/pai_org), [@MarieStopes](https://twitter.com/MarieStopes), [@ippf](https://twitter.com/ippf), and [@RH_Supplies](https://twitter.com/RH_Supplies), and use #FPCrisis to participate.

Sample Tweets

- @Bankimoon_amdg tell world leaders to keep their promises to women. <http://ow.ly/TDFf304hsTs> #FPCrisis #WCD2016
- @Bankimoon_amdg must develop a plan to address #FPCrisis. Women's lives depend on it. <http://ow.ly/TDFf304hsTs> #WCD2016
- Ea. \$1 invested in #FP can save \$120 in other dev't areas. @Bankimoon_amdg stop the #FPCrisis. <http://ow.ly/EZ6M304bhhX> #WCD2016
- It's time for countries to invest more in #contraceptives. <http://ow.ly/BMol304281T> #FPCrisis #WCD2016
- Take action to stop a looming #contraceptive crisis <http://ow.ly/TDFf304hsTs> #FPCrisis #WCD2016

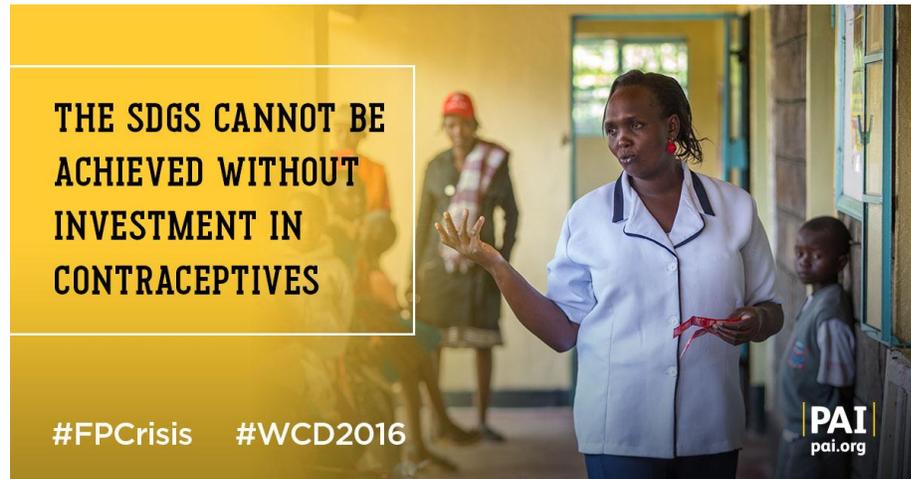
- To accomplish the SDGs, now is the time to invest in #contraception. <http://ow.ly/BMol304281T> #FPCrisis #WCD2016
- Globally 23M adolescent girls have an unmet need for #contraception. <http://ow.ly/zC8D304aMvQ> #FPCrisis #WCD2016
- Investing in #SRHR and #contraception for women & girls will help accomplish the #SDGs. <http://ow.ly/zC8D304aMvQ> #FPCrisis #WCD2016
- Youth deserve unrestricted access to #contraception info, services, & supplies. <http://ow.ly/QJXu304bjaX> #FPCrisis #WCD2016

Sample Facebook Posts

- Access to contraception is transformative for women and communities. It is linked to greater gender equality, educational attainment and economic development. The world is facing a contraceptive crisis as donors fall short of their promises. Join us in urging U.N. Secretary-General Ban Ki-moon to highlight the centrality of contraceptives to achieving the sustainable development goals. Sign the petition today: <http://ow.ly/TDFf304hsTs> #FPCrisis #WCD2016
- An estimated 20 million women resort to unsafe abortions to end unintended pregnancies every year. This causes around 22,000 women to die annually. Together, let's urge U.N. Secretary General Ban Ki-moon to develop a plan to address the contraceptive crisis and help women prevent unintended pregnancy: <http://ow.ly/TDFf304hsTs> #FPCrisis #WCD2016 #Contraception
- Contraceptives are critical to ending hunger and improving nutrition. Babies whose mothers were able to use contraceptives to space their pregnancies at least two years apart are more likely to survive and less likely to be stunted or suffer from malnutrition. U.N. Secretary-General Ban Ki-moon must act now to prevent a contraception crisis. Add your name to the petition: <http://ow.ly/TDFf304hsTs> #FPCrisis #WCD2016 #Contraception.
- The Sustainable Development Goals (#SDGs) cannot be achieved without sustained investment in contraceptives; giving women the means to prevent unintended pregnancy is critical to health, wealth, and wellbeing. A failure to meet the contraceptive needs of women has the potential to derail progress already made. Developing country governments must take ownership to invest more in contraceptives and reduce their reliance on donor funding. <http://ow.ly/xRRb304flhP> #FPCrisis #WCD2016 #Contraception
- 20,000 girls under age 18 give birth every day. Early and unintended pregnancy puts the health of adolescent girls at risk and is a major cause of school dropout. Access to contraceptives helps girls complete their education and improves their lifetime earning potential. Global leaders and donors must prioritize funding for contraceptives and the systems that deliver them on the global agenda. <http://ow.ly/lzS0304fa8H> #FPCrisis #WCD2016 #Contraceptives

Facebook and Twitter Shareables: (Download all the graphics here:

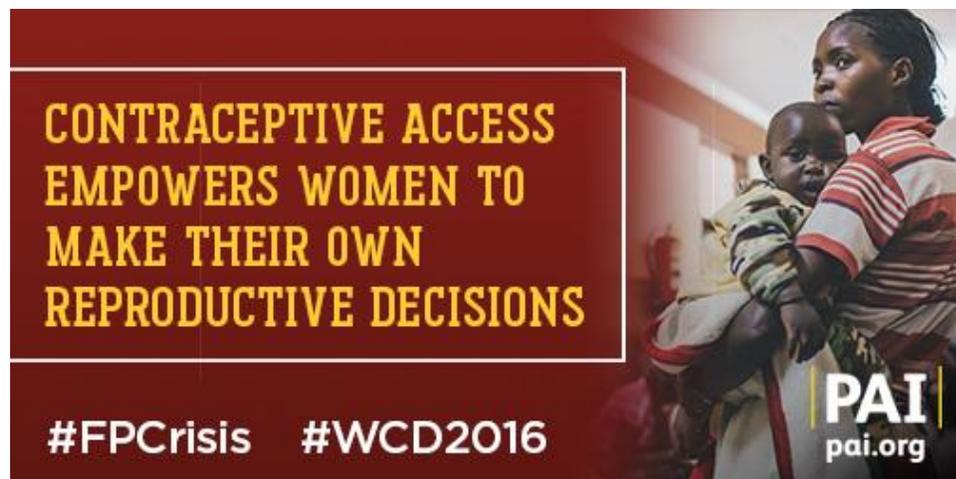
https://www.dropbox.com/sh/9eh89ac8m8evr6i/AADZ7_gjaMsUZqZSMcMidD-ma?dl=0)



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#FPCrisis #WCD2016

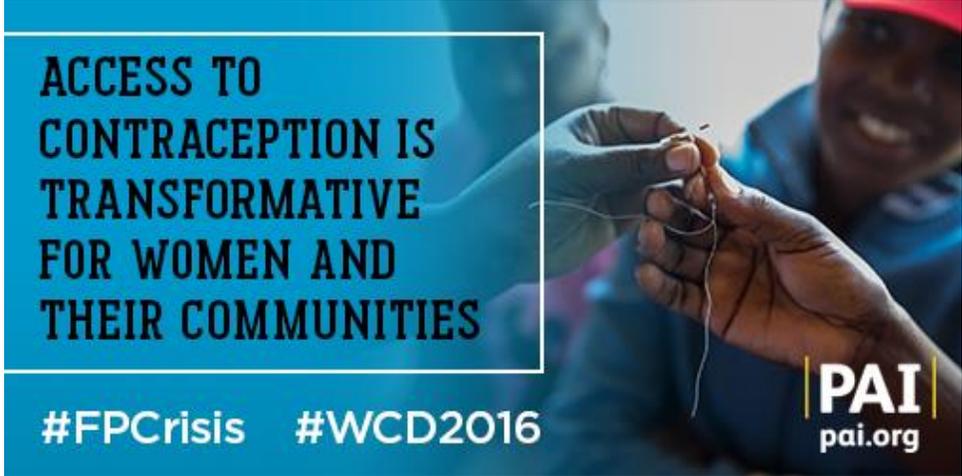
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CONTRACEPTIVE ACCESS
EMPOWERS WOMEN TO
MAKE THEIR OWN
REPRODUCTIVE DECISIONS

#FPCrisis #WCD2016

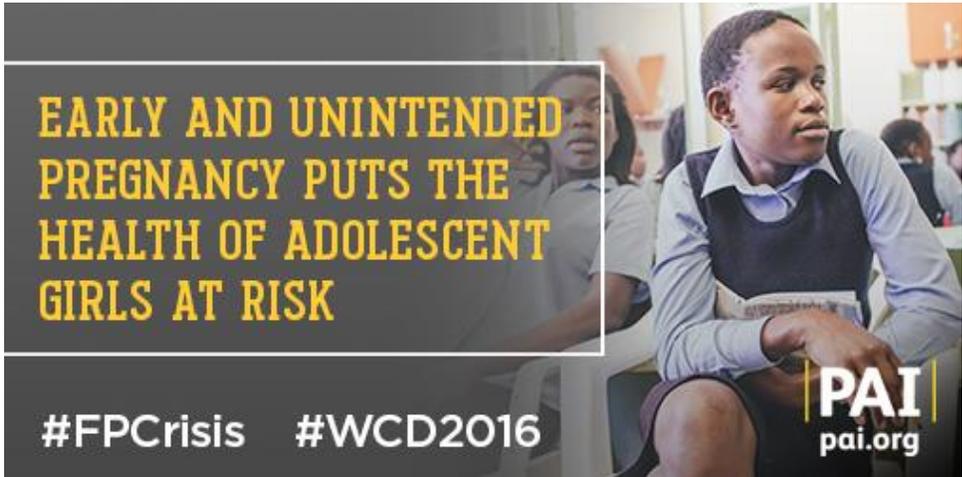
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**ACCESS TO
CONTRACEPTION IS
TRANSFORMATIVE
FOR WOMEN AND
THEIR COMMUNITIES**

#FPCrisis #WCD2016

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**EARLY AND UNINTENDED
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#FPCrisis #WCD2016

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