

**THE GLOBAL  
MOVEMENT  
ACCELERATOR  
PLATFORM  
(MAP)**

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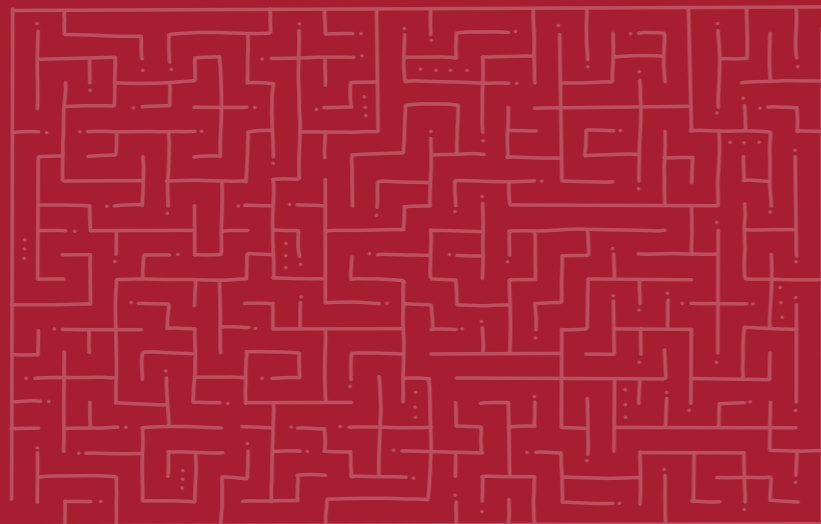
Winning  
Narrative Cen-  
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Countering Op-  
position Centre



Social Move-  
ments Centre



TITLE

Turning the Tide  
Counteracting  
Anti-Gender Forces  
and Amplifying  
Activist Voices

## Who We Are:

We are the International Planned Parenthood Federation. We work in over 161 countries with independent Member Associations, partners and dedicated grassroots activists globally to ensure everyone, especially the most socially excluded, have access to sexual, reproductive health and rights (SRHR) and gender equality. We care deeply about equality and social justice.

We fight for the rights of women, girls and LGBTIQ+ people and the most vulnerable in society to live their lives freely, in societies based on care, fairness, social justice and democracy. We do not, and will not, stand by as 'anti-gender' bullies coerce women through pregnancies, deny rights and dignity to LGBTIQ+ people and refuse young people the knowledge they need to manage their health and participate in safe, intimate, and fulfilling relationships.

**161 countries**



### A Growing Movement Regressing Gender Equality and Individual Freedoms:

An extremist populist wave that threatens human rights around the globe, particularly SRHR, is gaining ground. Through the use of well honed strategies of disinformation, misinformation and emotionalisation, populist governments are targeting abortion, access to contraception, sexuality education, gender equality and LGBTIQ+ rights as an entry point to restrict civil liberties, silence dissidence and political opposition, starve progressive civil society organisations and erode democratic institutions. They know this is a highly effective strategy to win over the persuadable middle and enlarge the committed base they need to enable their longer-term goal of cementing their power base, eroding democracy and weakening the rule of law.

### Our Response:

IPPF has long been a direct target of opposition attacks, at global, national and regional levels. A number of Member Associations have been the target of concerted action to have their operations licenses cancelled or their charitable status withdrawn on false premises, while their staff who provide life-saving services on the frontline receive threats against their lives. As a result, we have built expertise and a solid platform of tools and strategies to proactively respond to these attacks and to widen public support for SRHR and gender equality. We have launched a global Movement Accelerator Platform, which comprises three cross-Federation centres of expertise that focus on supporting winning narratives, countering the opposition and supporting social movements located respectively in Brussels, Washington and Rabat, with staff

members based in Nairobi, Bogota, Kuala Lumpur, London, Ghana and Mexico. The model combines the expertise of the IPPF Secretariat and Member Associations to drive progressive change through research, innovation, learning, which supports contextualized local responses.



Brussels, Washington, Rabat, Nairobi,  
Bogota, Kuala Lumpur,

## Through the centres -



**We are developing, testing, and using powerful values-based narratives:**

We work with strategic communications experts and researchers, specialised in cognitive linguistics, values-based framing and political communication, to develop powerful new values-based narratives. To deeply understand who the 'movable middle' (persuadable segment of society) is in a given country on specific issues: what values they hold, what aspirations, fears and beliefs influence their attitudes and behaviour, and accordingly, how they react to different framings of the same topic. We have supported our members and partners in the implementation of this work and witnessed how this approach helped impact major shifts for abortion rights in Ireland; reduce social stigma towards abortion in Mexico, increase public support for sexuality education and find entry points for collaboration with religious leaders on gender-based violence in Bosnia; respond to far-right campaigns against sexuality and relationship education in Nigeria, Spain and North Macedonia, and counter attempts to roll back SRHR in law and policy Poland, Latvia, Lithuania and Kenya.



# 2

## **We are convening the SRHR community to monitor our opponents and develop effective counter-strategies:**

We monitor online, anti-gender discourse, using this intelligence to inform response strategies with partners and allies, including the development of proactive counter narratives. We routinely disseminate analysis and calls to action and have developed an internal, rapid response mechanism to triage opposition threats and facilitate decision-making on effective response. This includes technical assistance to our members and partners, international press work, advocacy, campaigning, investigative journalism, and the coordination of solidarity initiatives with partners. Most recently, we conducted a global survey responded by fifty organisations in Latin America, Africa, Europe, Asia and the Arab region that identifies the general knowledge of organisations about opposition groups, potential response by organisations against attacks and the level of risk for activists and organisations. In this way we can focus on the main concerns of the organisations and build response capacity. This response capacity also includes organisations having physical and digital security strategies, developing skills to manage personal and institutional social networks, and contextualisation of the concerns of organisations grounded in the reality of each country. For example, in Burkina Faso, we are working closely with a network of organisations already trained on countering SRHR and LGBTIQ+ opposition strategies to focus on preventative tactics for new attacks in relation to gender-based violence.



# 3

## **We are supporting more coordinated and strategic social movements:**

We work with activists in challenging contexts, equipping them with the resources, research and skills needed to continue mobilisation efforts and stay safe. We amplify the visibility of activists by coordinating international solidarity actions, holding international institutions to account, and devising strategies to maintain coverage of activists' stories in rapidly-changing news cycles. In Poland, since the near total ban on abortion was enacted in October 2020, we have been supporting the Polish Women's Strike with funding and technical assistance and are soon to launch a campaign that will raise awareness of, and funds for, Polish activists who are regularly facing death threats, police brutality, and smear campaigns by state-controlled media. We have established a coalition of leading international human rights and democracy organisations, parliamentary groups and women and SRHR focused NGOs and activists to increase European-level advocacy and media coverage including coordinating several solidarity actions. In Lesotho, we are supporting a local movement to initiate dialogues that include key conversations with religious leaders, police, and parliamentarians about the rights of the LGBTIQ+ community through a range of platforms such as radio, and The Southern African Development Community Parliamentary Forum meetings. In Palestine, we are engaging with activists to launch a campaign against 'honour' violence and killing against women.



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#### **We are fostering solidarity and learning:**

There is a great need, potential and desire amongst SRHR, women's rights and LGBTIQ+ movements and actors globally to learn from each other, coordinate proactive responses and show cross border and cross sector solidarity. At the Winning Narrative and Social Movement Centres we are each growing a Community of Practice to gather, share, use and cascade state-of-the-art knowledge on each centre's main area of expertise-notably values-based communications and movement strengthening. Through these Communities of Practice, we bring together partners and allies to share their learning and best practice, troubleshoot, get advice from peers and experts on different aspects of their work or on a particular challenge or opportunity. We document and disseminate these learnings to scale the implementation of successful strategies. At the Countering Opposition Centre, we are setting up a Think Tank, in the form of a cross-regional expert panel charged with providing regular guidance and intelligence sharing, identifying and publicising potential risks for our activist network, providing feedback and trouble-shooting advice, and taking forward joint horizon scanning initiatives.



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#### **Accelerating our Impact:**

The need is urgent, and additional support vital. As the opposition continues to push back we must accelerate this work. We will -

- Provide emergency assistance to SRHR defenders and their organisations where they are attacked by anti-gender actors.
- Use our global reach and influence to spotlight critical campaigns and leverage greater public and political backing.
- Equip national actors, including social movements, with the knowledge, strategies, and resources they need, including through the development of locally-grounded, values-based strategic communications.
- Analyse opposition narratives, tactics and strategies to inform our strategies and improve crisis response.
- Pilot new and innovative methods globally and locally to support our allies and social movements, advance SRHR and defeat the opposition.
- Draw on our long history of facilitating multi-stakeholder collaboration to bring together partners and activists with a common mission from across different regions to foster expertise-sharing, solidarity and peer-to-peer support,

**We are - and will remain - mobilised for a more just, open and democratic future.**

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Interested in finding out more?  
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