

Reframing Abortion

IPPF Voice & Media -
Words to Win

إعادة صياغة الإجهاض

صوت ووسائل إعلام الإتحاد الدولي
لتنظيم الأسرة - كلمات للفوز

Reformuler l'avortement

Voix et médias de l'IPPF -
Des mots pour gagner

Reformular el aborto

Voz y medios de la IPPF
- Palabras para ganar



Dilemmas communicating abortion?

To: Everyone

Type message here...

"conscientious objection"

Talking about abortion oftenly stigmatized as radical feminist/killer/unmoral.

Being misunderstood.

I think the biggest issue is talking to sensitive regions concerning abortion.

Safe, affordable, and accessible abortion as NOT a moral issue but a REPRODUCTIVE RIGHT

Interested in how to support donors in why tax payers money should provide a full comprehensive SRH services in emergencies including abortions

Issues of stigma and discrimination

Exploring the topic of abortion in the context of trans inclusive feminism

Stigma against girls who get pregnant after being raped in parties

The belief that abortion is illegal and morally wrong. Dispelling that means taking people through a process of learning and unlearning, and somewhere inbetween that there is a risk of being misunderstood

We have the challenge that ending a pregnancy is equated with infanticide ('killing a baby'). So to speak, from the very beginning, from conception.

the opponents of liberalization have monopolized description of the fetus, and now we want to create a narrative of the fetus from a Pro-Choice point of view.

Issue is communicating in a way that resonates and is very relational in a way that is unbiased by socio-cultural values/beliefs

stigma, disinformation

The best way to attract donors to our wonderful organisation. Also, boiling the message down to its smallest components to effectively disperse that message on a platform like Bluesky with limited text restrictions.

in a more conservative society - is it ok to communicate abortion as "a difficult choice", something that generally is not good

we want to avoid putting off some people

we've been Looking into individual words for a while now, including "unintended pregnancy vs. unplanned" and we'd like to learn more About what else we should be paying Closer Attention to. i guess it's a bit complicated because of language differences.

we started out with "Abortion is Care", but we're unsure whether this will aggravate citizens effectively enough (in comparison to "Abortion is Our Right" for example). With which words do we create a sense of urgency in a country where people think that abortion is well-arranged (while it's in the criminal code)?

communicate with medical professionals using the conscientious objection in motivating them to use respectful interactions with clients seeking abortion and making referrals to other service providers.

Here, a common term for abortion is "throwing away baby" so that gives you a sense of the context we're working in..

how to answer the argument that abortion is "killing innocent babies"?

We are fighting here for a change of the consevative law and hva to deal with the prolife Scene.

How to talk about abortion without reinforcing the stigma on abortion

Inconsistent Laws: Even within one country, abortion laws might vary by region or circumstance

Abortion is still perceived as a taboo here

La estigmatizacion y prejuicio social de origen religioso

même les mots les plus courants pour parler de la pratique d'avortement est discriminatoire. Et ce mot est utilisé par presque tout le monde, incluant les prestataires de soin et certaines organisations progressistes

Me llama la atención la propuesta de cambio de "servicios" a "cuidado" del aborto

In a country where people are truly committed to abortion rights. But also in a country where anti-choice activists are increasingly vocal.

it's still unclear as many service providers sometimes are the dilemma themselves with the fact that abortion is illegal here. but we engage the beneficiaries directly without exposing their identity to the third party.

1. Looking for stronger human rights based arguments
2. Trying to avoid negative associations revolving around it being anti-family and a scape goat for conservative/traditional societies

How to portray honestly the wide diversity of abortion experiences without playing into the hand of the anti-abortion lobby

we are pretty good at framing the message (and offer trainings on how to answer the hard questions about abortion!) but really keen to learn the IPPF method and expertise. But our dilemma is breaking through algorithm to get people's eyeballs on our message

Most of the time I fall into the trap of translating from [my language] to English and got limited to the framing of the language.

How do I clearly communicate that abortion is an essential health service without triggering backlash in conservative contexts

TODAY

- What do we mean by 'framing'?
- Framing abortion guidance
- Words to Win campaign
- Sharing our challenges
- What next?

اليوم

AUJOURD'HUI

- ماذا نعني بـ «إعادة الصياغة»؟
- دليل لإعادة صياغة التواصل حول الإجهاض
- حملة كلمات للفوز
- مشاركة تحدياتنا
- ماذا بعد؟

HOY

- Que voulons-nous dire par « reformulation » ?
- Guide pour reformuler la communication sur l'avortement
- Campagne *Des mots pour gagner*
- Partager nos défis
- Et ensuite ?
- ¿Qué queremos decir con «reformulación»?
- Guía para reformular la comunicación sobre el aborto
- Campaña *Palabras para ganar*
- Compartir nuestros desafíos
- ¿Y ahora qué?

What do we mean by 'framing'?

ماذا نعني بـ «إعادة الصياغة»؟

Que voulons-nous dire par « reformulation » ?

¿Qué queremos decir con « reformulación »?



NARRATIVE

سرد

Récit

Narrativa

STORY TELLING

سرد القصص

Narration

narración

FRAMING

إعادة الصياغة

reformulation

reformulación



السرديات العميقة / السرديات الميتاناررتيفية

récits profonds / récits métanarratifs

narrativas profundas / narrativas metanarrativas

DEEP/META NARRATIVES

Framing

Words and images?

Metaphors?

What do we NOT say?

إعادة الصياغة

الكلمات والصور؟

الاستعارات؟

ماذا لا نقول؟

Reformulation

Mots et images ?

Métaphores ?

Que ne disons-nous pas ?

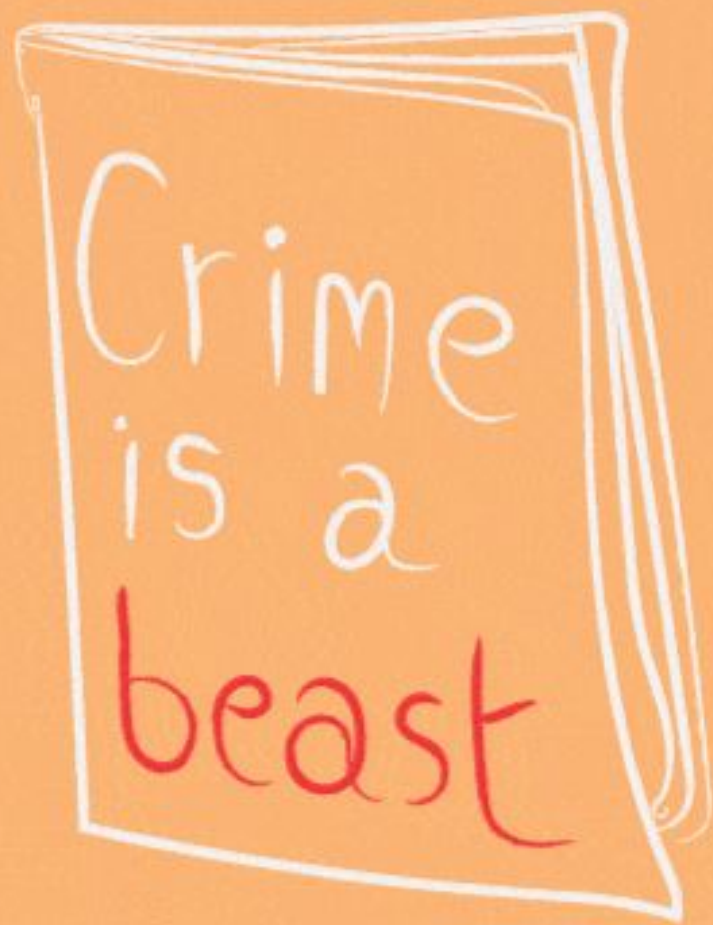
Reformulación

¿Palabras e imágenes?

¿Metáforas?

¿Qué no decimos?

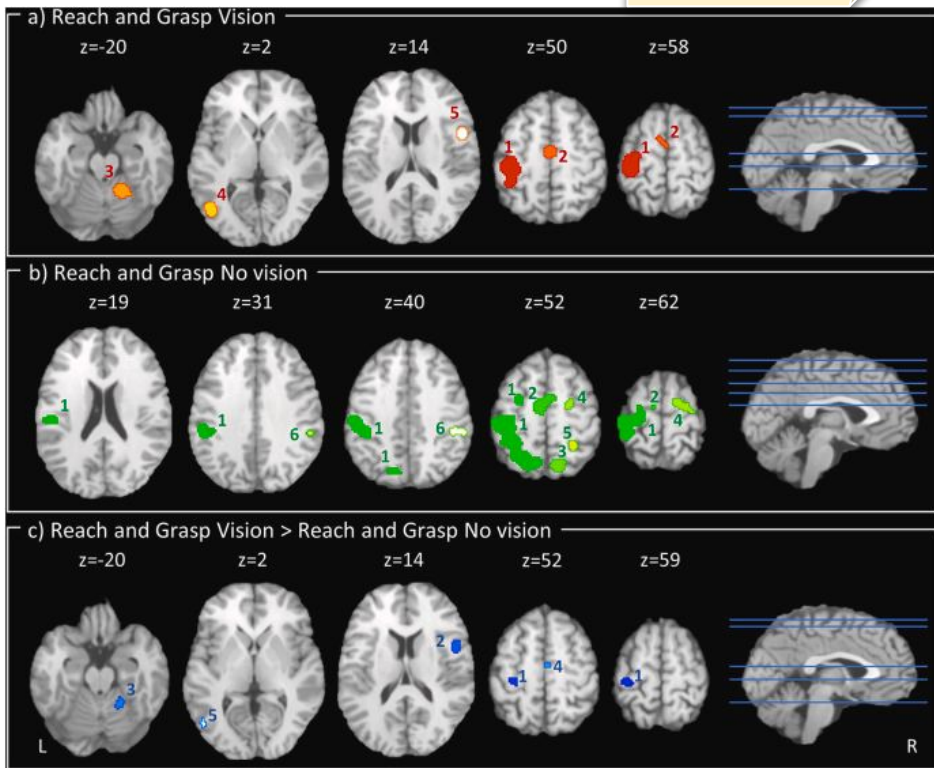




Framing ingredients (Metaphors)

مكونات إعادة الصياغة
(الاستعارات)

We recently said of the proposed new abortion law that it "opens doors" to more improvements in the future.



Ingédients de la reformulation (Métaphores)

They can also isolate people if it isn't their first language or neuro diverse so important to ensure they aren't excluding people from the conversation by using them

Ingredientes de la reformulación (Metáforas)

"She is an angel."



'Litmus test'

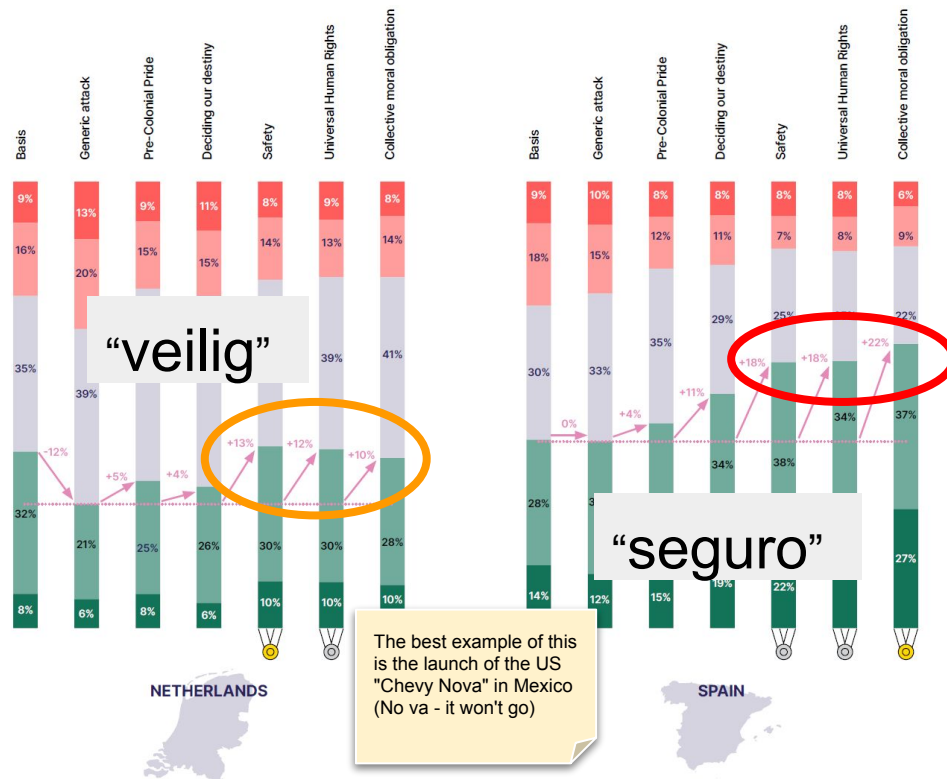
Framing ingredients (Metaphors)

مكونات إعادة الصياغة (الاستعارات)

Ingédients de la reformulation (Métaphores)

Ingredientes de la reformulación (Metáforas)

Conceptual metaphor	News Headlines	Translation	Concept(s)
FOOTBALL IS WAR	منشية بني حسن يهز عرش الجزيرة بثلاثية	Mansheyat Bani Hasan (FC) shakes the throne of Al-Jazeera (FC) scoring three goals.	Beating a team as shaking the throne of a kingdom.
FOOTBALL IS VIOLENCE	الفيصلي يصارع الجزيرة على لقب السوبر الأردني	Al-Faisaly (FC) is wrestling Al-Jazeera (FC) over the Jordan Super Cup.	Challenging over a cup as taking part in a fight.
FOOTBALL IS HUMAN ATTRIBUTION	الوحدات يلامس نهائي الكأس بالانتصار على شباب الأردن	Al-Wehdat (FC) touches the cup final by a winning over Shabab Al-Ordon (FC).	Team touches off and matches can be touched.
FOOTBALL IS DAILY-ACTIVITY	الوحدات يطوي صفحة الفيصلي ويستعد لشباب الأردن	Al-Wehdat (FC) folds the page of Al-Faisaly (FC) and prepares for Shabab Al-Ordon (FC).	Clubs are books.
FOOTBALL IS TENSE	تالايئش يضع الفيصلي الأردني في مأزق	Talajic puts Al-Faisaly (FC) in a dilemma.	Losing a match as a dilemma.
FOOTBALL IS FEELINGS	منشية بني حسن يقسو على الحسين إربد	Mansheyat Bani Hasan (FC) harshly treats Al-Husain Irbid (FC).	Defeating is toughness.
FOOTBALL IS MONEY	فوز ثمين للجزيرة	A precious win for Al-Jazeera (FC).	Win as something that has value.



Framing ingredients (Agentive language)

مكونات إعادة الصياغة (اللغة الفاعلية)

Ingédients de la reformulation (Langage agentif)

Ingredientes de la reformulación (Lenguaje agente)



We don't see the person/group who is doing the action

We call it 'language of agency and accountability' in our guidelines

"N murders occurred / N people were murdered"

It's not norms that limit, it's ppl who set these norms

It almost makes accountability impossible because its so neutral.

myths and social norms limit rather than identifying who propogates myths. Non-agentive.

...يجب أيضًا معالجة الأساطير والمعلومات المضللة حول تنظيم الأسرة،
فضد

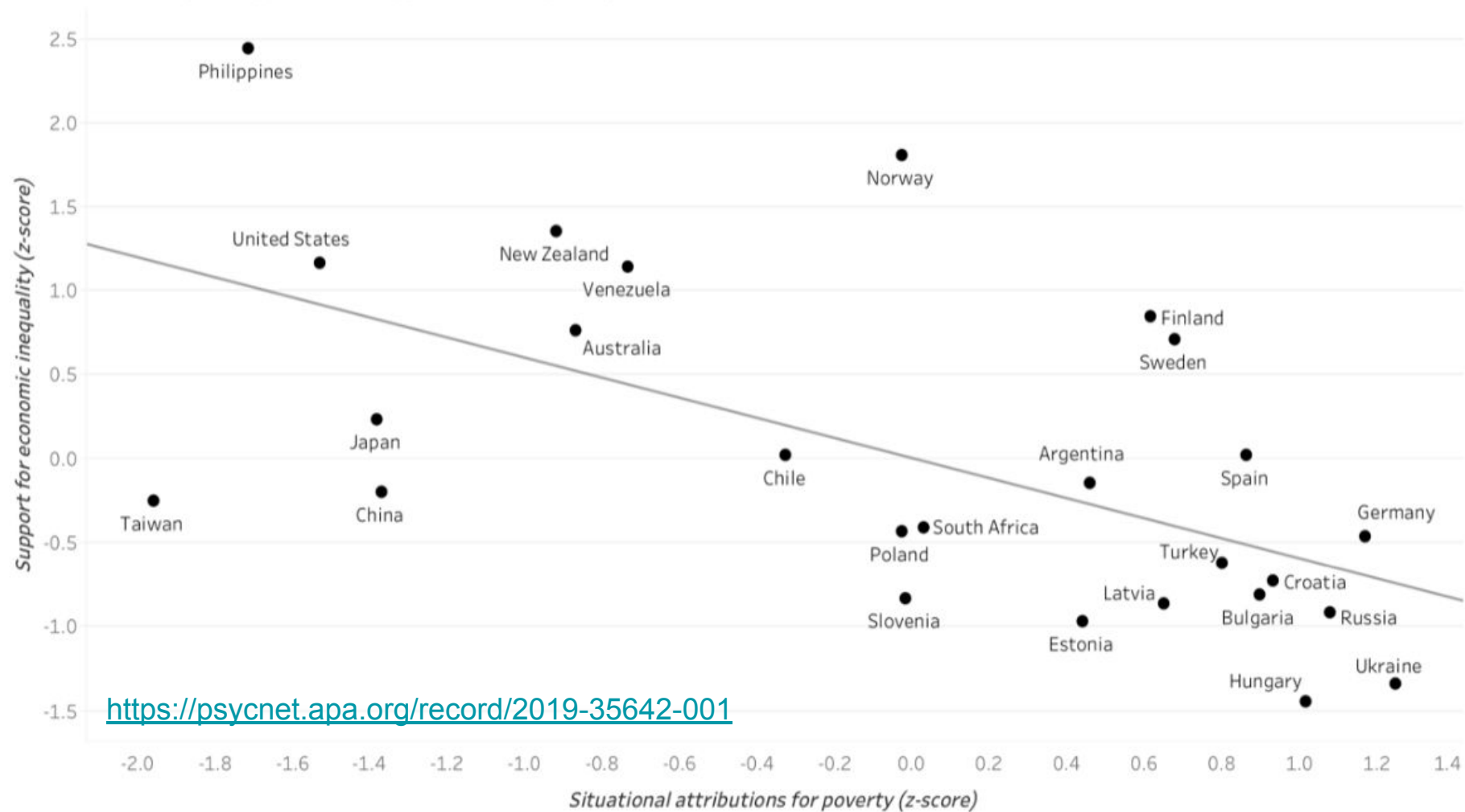
لأ عن الأعراف الاجتماعية واللوائح التي تحد من قدرة النساء والفتيات على ات

...les mythes et la désinformation sur la planification familiale, ainsi que les normes sociales et les régulations qui limitent la capacité des femmes et des filles à agir en fonction de leurs choix, doivent également être abordés...

...los mitos y la desinformación sobre la planificación familiar, así como las normas sociales y regulaciones que limitan la capacidad de las mujeres y las niñas para tomar decisiones basadas en sus elecciones, también deben ser abordados...

...myths and misinformation about family planning, as well as social norms and regulations that limit the ability of women and girls to act on their choices, also need to be addressed...

Attributions of poverty and the support for inequality



<https://psycnet.apa.org/record/2019-35642-001>

Where are the metaphors?
agentive or non-agentive?

أين هي الاستعارات؟
فاعلي أم غير فاعلي؟

Où sont les métaphores ?
Agentif ou non-agentif ?

¿Dónde están las metáforas?
¿Agente o no agente?

Development of new contraceptive technologies is chronically underfunded, and investments have remained stagnant for years.

Enabling girls and women to avoid unwanted pregnancy can unlock progress on a wide range of issues, from gender equality and maternal health to girls' education. It's also a smart investment: Fully meeting the need for contraception and maternal and newborn health care would cost US\$600 million less than only meeting the need for maternal and newborn health care.

يتم تمويل تطوير التقنيات الجديدة لمنع الحمل بشكل غير كافٍ بشكل مزمن، وظلت الاستثمارات ثابتة لسنوات.

تمكين الفتيات والنساء من تجنب الحمل غير المرغوب فيه يمكن أن يفتح الطريق للتقدم في مجموعة واسعة من القضايا، من المساواة بين الجنسين وصحة الأم إلى تعليم الفتيات. إنها أيضًا استثمار ذكي: تلبية الحاجة بالكامل لمنع الحمل ورعاية صحة الأم والمواليد الجدد ستكلف 600 مليون دولار أقل من تلبية الحاجة فقط لرعاية صحة الأم والمواليد الجدد.

Le développement de nouvelles technologies contraceptives est chroniquement sous-financé, et les investissements sont restés stagnants pendant des années.

Permettre aux filles et aux femmes d'éviter une grossesse non désirée peut débloquer des progrès dans de nombreux domaines, de l'égalité des genres et la santé maternelle à l'éducation des filles. C'est aussi un investissement judicieux : répondre entièrement aux besoins en contraception et en soins de santé maternelle et néonatale coûterait 600 millions de dollars de moins que de répondre uniquement aux besoins en soins de santé maternelle et néonatale.

El desarrollo de nuevas tecnologías anticonceptivas está crónicamente infrafinanciado, y las inversiones llevan años estancadas.

Permitir que las niñas y las mujeres eviten embarazos no deseados puede desbloquear el avance en una amplia gama de cuestiones, desde la igualdad de género y la salud materna hasta la educación de las niñas. También es una inversión inteligente: Satisfacer plenamente las necesidades de anticoncepción y de atención a la salud materna y neonatal costaría 600 millones de dólares menos que satisfacer únicamente las necesidades de atención a la salud materna y neonatal.

Framing abortion

إعادة صياغة الإجهاض

Reformuler
l'avortement

Reformulación del
aborto



1. Occupy the moral argument

✓ Foreground the fact we *care*

! Replace: 'services'

Embrace: 'care'

احتلال الحجة الأخلاقية

✓ إبراز حقيقة أننا نهتم

! "استبدال: "الخدمات"

"اعتماد: "الرعاية"

1. Occuper l'argument moral

✓ Mettre en avant le fait que nous nous soucions

! Remplacer : « services »

Adopter : « soins »

1. Usar el argumento moral

✓ Destacar el hecho de que nos importa

! Reemplazar: « servicios »

Adoptar: « cuidados

Also, people wouldn't talk about 'services' in normal life! "I'm going for an abortion service"....

We care. For free and safe love lives. Find out how to empower and protect yourself and your loved ones at: ippf.org



» THIS! Yes, absolutely right- those of us who believe that abortion should be safe, affordable, and accessible to all also have morals- that's not just something the anti-choice people own. This is powerful!

2. Pick metaphors intentionally

✓ Reclaim 'life'.
Use 'freedom' & 'safety'

⚠ Careful with 'choice', 'trust, and 'rights'

I don't like the terms pro choice and pro life. I always say it makes it sound as if those of us who support choice are against life.

2. اختيار الاستعارات بشكل متعمد
✓ استعادة "الحياة".
استخدم "الحرية" و "الأمان"

⚠ الحذر مع "الاختيار"، "الثقة" و "الحقوق"

I often talk about abortion changing people's lives and saving lives

2. Choisir les métaphores de manière intentionnelle

✓ Reprendre « la vie ». Utiliser « liberté » et « sécurité »

⚠ Attention avec « choix », « confiance » et « droits »

2. Elegir metáforas de manera intencional

✓ Recuperar "vida".
Usar "libertad" y "seguridad"

⚠ Cuidado con "elección", "confianza" y "derechos"



3. Identify the protagonists

Show anti-SRHR groups are outliers

⚠️ replace: focus on 'victim'. Embrace: focus on threat.

3. تحديد الأبطال
إظهار أن الجماعات
المناهضة لحقوق الصحة
الجنسية والإنجابية هي
استثناءات

⚠️ استبدال: التركيز على « الضحية ». اعتماد: التركيز على « التهديد ».

3. Identifier les protagonistes
Montrer que les groupes anti-DSSR sont des exceptions

⚠️ Remplacer : se concentrer sur « la victime ». Adopter : se concentrer sur « la menace ».

3. Identificar a los protagonistas
Mostrar que los grupos anti-DSSDR son excepciones

⚠️ Reemplazar: centrarse en « la víctima ». Adoptar: centrarse en « la amenaza ».



**COMPASSION
OVER
COERCION**



#EndReproductiveCoercion

Should women be able to access an abortion legally without providing a reason?

59% of MPs said yes

Is it wrong to ever force or coerce a woman into continuing a pregnancy against her will?

78% of MPs said yes

(YouGov poll commissioned by FPA)






1. **Morals**
2. **Metaphors**
3. **Protagonists**







الأخلاق
الاستعارات
الأبطال

1. Morales
2. Métaphores
3. Protagonistes

1. Morales
2. Metáforas
3. Protagonistas



<p> Open with the moral argument for abortion - foreground the fact we care.</p>	<p>We care about the women, men, children, and families in our communities. We recognize their rights to be free, to remain unharmed, and to live a life in dignity and safety...</p>	<p> ابدأ بالحجة الأخلاقية لصالح الإجهاض - إبراز حقيقة أننا نهتم</p>	<p>نحن نهتم بالنساء والرجال والأطفال والعائلات في مجتمعاتنا. نحن نُقرّ بحقوقهم في الحرية، في البقاء... غير متضررين، وفي العيش بكرامة وأمان</p>
<p> - Reclaim 'life' and 'freedom' rather than 'choice'</p>	<p>We stand for a free and safe reproductive life.</p>	<p> استعادة - "الحياة" و"الحرية" "بدلاً من" الاختيار</p>	<p>نحن ندافع عن حياة إنجابية حرة وآمنة</p>
<p> Identify protagonists - Make opponents the outliers</p>	<p>[Our opponents] force women through / to continue a pregnancy against their will... or We will not stand by as... man-made law coerces women and girls through pregnancies.</p>	<p> تحديد الأبطال</p> <ul style="list-style-type: none"> • جعل المعارضين استثناءات 	<p>يفرضون على النساء الاستمرار في [معارضونا]... الحمل ضد إرادتهن أو لن نقف مكتوفي الأيدي بينما... القوانين التي يضعها البشر تجبر النساء والفتيات على الاستمرار في الحمل.</p>

<p> Ouvrir avec l'argument moral en faveur de l'avortement - mettre en avant le fait que nous nous soucions.</p>	<p>Nous nous soucions des femmes, des hommes, des enfants et des familles dans nos communautés. Nous reconnaissons leurs droits à la liberté, à rester indemnes, et à vivre une vie de dignité et en sécurité...</p>	<p> Comienza con el argumento moral a favor del aborto - destacar el hecho de que nos importa.</p>	<p>Nos importan las mujeres, los hombres, los niños y las familias en nuestras comunidades. Reconocemos sus derechos a ser libres, a mantenerse a salvo, y a vivir una vida con dignidad y seguridad...</p>
<p> - Reprendre « la vie » et « la liberté » plutôt que « le choix »</p>	<p>Nous défendons une vie reproductive libre et en sécurité.</p>	<p> - Recuperar "vida" y "libertad" en lugar de "elección"</p>	<p>Defendemos una vida reproductiva libre y segura.</p>
<p> Identifier les protagonistes</p> <ul style="list-style-type: none"> Faire des opposants des exceptions 	<p>[Nos opposants] forcent les femmes à continuer une grossesse contre leur volonté...</p> <p>ou</p> <p>Nous ne resterons pas les bras croisés pendant que... une loi imposée par les hommes contraint les femmes et les filles à poursuivre une grossesse.</p>	<p> Identificar a los protagonistas</p> <ul style="list-style-type: none"> Hacer que los opositores sean excepciones 	<p>[Nuestros opositores] obligan a las mujeres a continuar un embarazo en contra de su voluntad...</p> <p>O</p> <p>No permaneceremos de brazos cruzados mientras... una ley hecha por el hombre coacciona a mujeres y niñas a continuar con los embarazos.</p>

Words to Win

كلمات للفوز

Des mots pour
gagner

Palabras para ganar



NUANCE:

What is universal?

What is
context-specific?

التفصيل:

ما هو عالمي؟

ما هو خاص بالسياق؟

NUANCE :

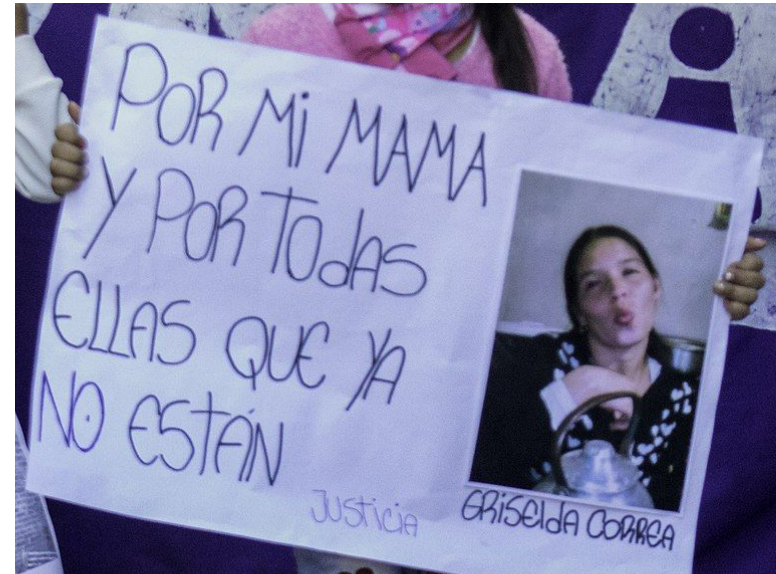
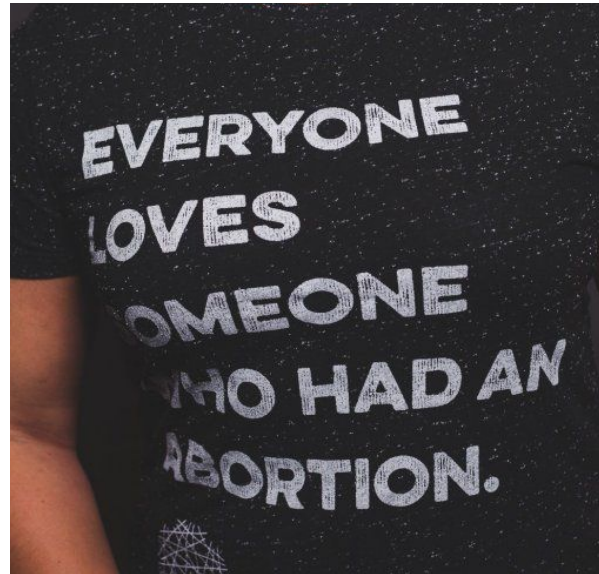
Qu'est-ce qui est
universel ?

Qu'est-ce qui est
spécifique au
contexte ?

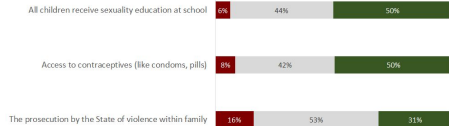
MATIZ:

¿Qué es universal?

¿Qué es específico
del contexto?



What's next?





- Opposing (Strongly oppose)
- Moveable middle (somewhat oppose/support+Not oppose, nor support)
- Strongly support

ماذا بعد؟



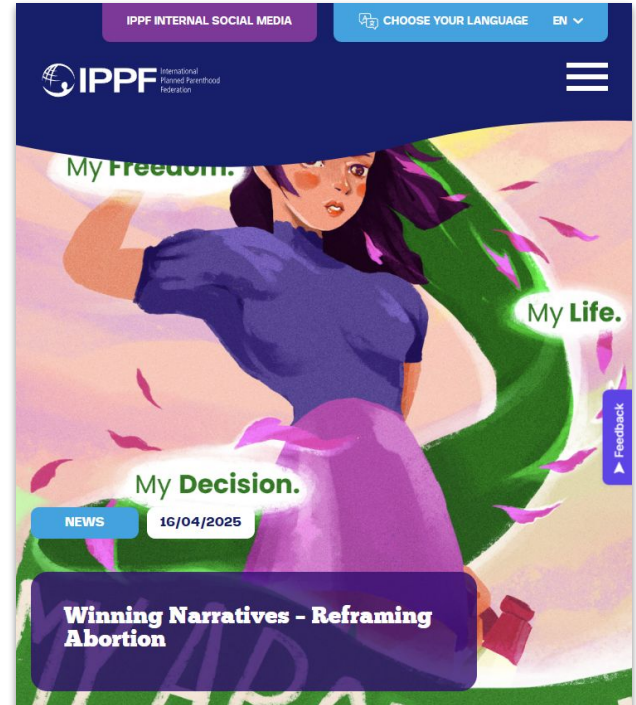
March 2024

IPPF International Planned Parenthood Federation
European Network

Framing Abortion with Pills
A short guide based on focus group tested videos.

Et ensuite ?

¿Qué sigue?



CANVA LINKS for illustrations in English, French and Spanish. Edit the illustrations, add your logo and publish them on your social media and website 😊 :

MAforum.ippf.org

me gustó el enfoque en la vida de la viviente

Language is the thin line between getting what we want/not getting what we want.

Importante para dar la mejor respuesta al mundo en el que estamos y a las agendas que están tomando fuerza

1. Top Takeaway?

The impact of language.

2. Not sure about?

3. Want more of?

To: **Everyone**
Type message here... Great structuring narrative vs storytelling vs framing

1. أهم شيء يجب أن تأخذه؟

2. لست متأكدًا من؟

3. تريد المزيد من؟

Appreciated the reminder that we have/can/should occupy a moral space
Type message here...

1. Principale raison à retenir ?

2. Pas sûr de ?

3. En vouloir plus sur ?

To: **Everyone**
Type message here...

Me llevo importantes tips para uso de metáforas y cambiar algunos conceptos clave en la construcción de mensajes

1. ¿La principal conclusión?

2. ¿No estás segure de...?

3. ¿Quieres más sobre...?

To: **Everyone**
Type message here...

I'm taking away...

Empowerment, gratitude and feeling connected;

framing your opponent in such a way that your audience doesn't risk identifying with them

Me pareció interesante la exposición con ejemplos y tips específicos.

Value-based comms is great. It is very personal and change happens at a very personal level.

we need to frame the villains and the heroes

I am excited to see how I can use this with IPPF's developing Language Guide. We need to message SRH services to a well accommodating language especially with the cultural and societal back slash.

le narratif idéal sur l'avortement (soins, liberté, sécurité, etc)

I learnt how to navigate abortion discourse in a non-combative way, and still get my messaging across.

el lenguaje esta intrinsecamente unido a la diversidad de contextos, por lo que siempre necesitamos partir del contexto

Our organisation is already on the right track with our messaging, which is reassuring. Knowing which words/phrases to use or

I like the reminder to push for more, to think about where we can move people to, be pro-active and non-apologetic for our values

I'm still not sure about...

how do we balance agentive language and remaining safe/politically correct in countries where abortion is restricted but the lawmakers are reluctant to enable access through policy?

how to frame the villains or how to frame effectively in a (very) progressive context

le langage agentif

Creo que el cambio de "servicios" por "care" hay que abordarlo de acuerdo con los diferentes contextos sociolingüísticos y políticos y las diferentes matrices culturales, y por lo tanto necesita de una conversación más larga. Idem con "choice."

Meeting people where they are.

I would like more of...

more examples and campaigns that work and how

Write the idea of underlining agency in narratives was new to me. Write your thought how to frame the villain ;)

How to beat the algorithm - get people to see our brilliant messages!

Any thoughts on how this can be used for broader collective action like with groups?

more on Anti-Racism.

More testing resources

Visuals that Win and CSE

testing messages

more about CSE and more on LGBTIQ+

more examples of opposition narratives and tools to respond

addressing the idea of "the moveable middle" and how we effectively communicate with those who don't already agree with us