



**EVERY
BODYCOUNTS**

ARASA Regional Bodily Autonomy and
Integrity Campaign
2020

Summary



EVERYBODY COUNTS

VISION

To promote respect for and the protection of the rights to bodily autonomy and integrity for all. In order to reduce inequality, especially gender inequality and promote health, dignity and well-being for sustainable development in southern and east Africa.

GOAL

To increase awareness and knowledge of the right to bodily autonomy and integrity with ARASA partner organisations and the constituencies they represent in order to build national and regional movements around BAI issues, so that there can be collective advocacy towards policy change to support BAI

CAMPAIGN OBJECTIVES

- To raise awareness about BAI within the broader ARASA network. This includes, with partner organisations, the constituencies they represent and within the communities they work in.
- To contribute to national and regional movement building movements across southern and east Africa in support of BAI issues
- To contribute towards effective policy change to support BAI issues.

AUDIENCES & "ASKS"

• ARASA Partner organisations

To identify and articulate the most pressing BAI issue that the organisation faces

To adapt the materials provided to the partner organisation's issue

To participate in the Campaign by disseminating materials, sharing events and information, and raising BAI issues within their organisational activities

• Partner organisations' constituencies and stakeholders

To understand and respect BAI

To share and disseminate Campaign content

To join in the movement for BAI

• Policy-makers and decision-makers

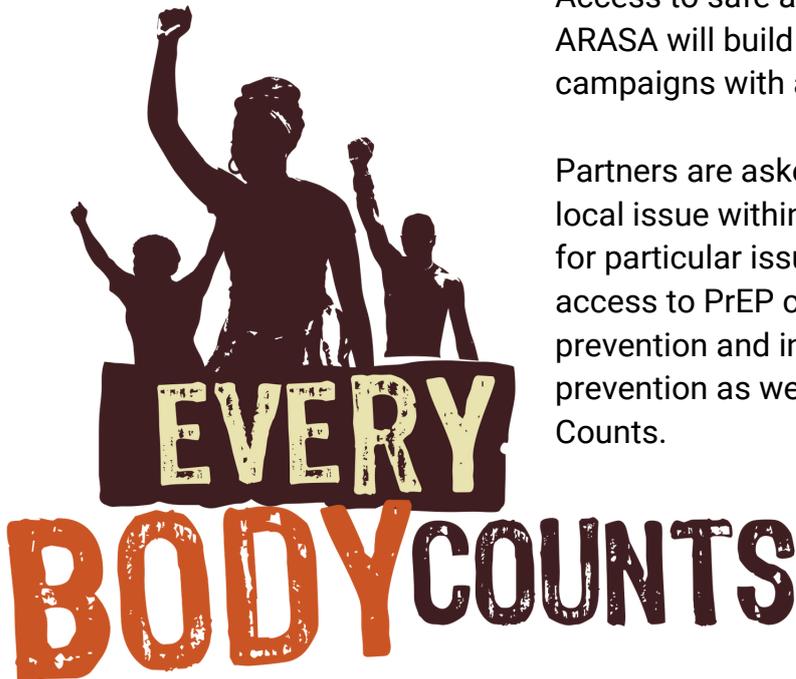
To ensure that policies and legislation are progressive and supportive of BAI

KEY MESSAGES

The umbrella message that is used in all Campaign materials is: Every Body Counts #Stand4BAI

Under this umbrella, ARASA's current pillars of work are held, namely: HIV prevention; Sexual orientation and gender identity; Access to safe abortion; Sexual and reproductive health and rights. ARASA will build on its current messaging used in these various campaigns with an additional inclusion of "EveryBody Counts"

Partners are asked to contribute messaging that speaks to their local issue within ARASA's pillars of work. E.g. specific messaging for particular issues like ARV stock-outs or access to condoms or access to PrEP can be "streamlined" under the pillar of HIV prevention and in line with ARASA's messaging around HIV prevention as well as the overarching umbrella of Every Body Counts.



CAMPAIGN OUTCOMES

Should the Campaign be successful the following outcomes area anticipated at the end of the 3 year Campaign:

- Organisations within the ARASA ecosystem are more knowledgeable and vocal about BAI in the spaces that they occupy, have a clear advocacy agenda for their particular BAI issue, and are able to take action on their plans
- The partner organisations use Campaign materials to frame their local BAI campaigns and engage actively with policy-makers
- Partners utilise social media strategically and have expanded their social media footprint, audience, engagement and reach
- Key influencers and decision-makers within the ARASA partnership countries will have an increased understanding of the need to realise the rights to BAI
- A more invigorated and participatory ARASA network including growth in active membership

MATERIALS

Campaign Style Guide

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Campaign Logos

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Sticker templates

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Poster templates

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T-shirt Design

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Mask Design

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Stencil Design

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Video Brief