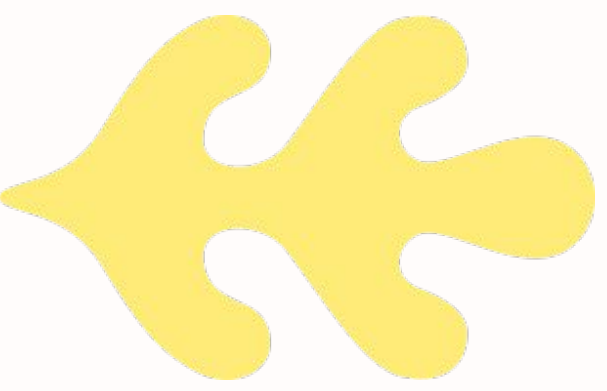


Women's Major Group

# Nourishing Feminist Advocacy for Transformative Change



Women's  
Major Group





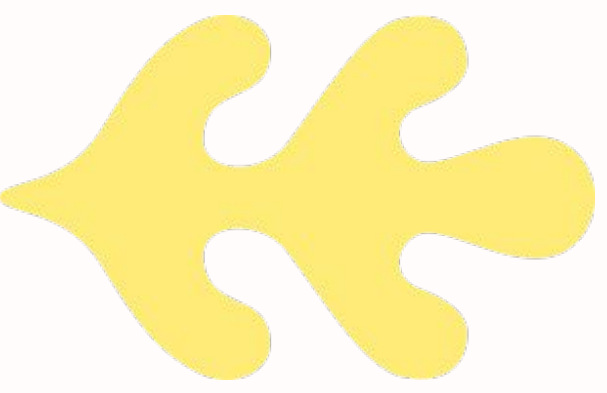
# Language Advocacy





# Why do we need language advocacy?

- Language Equal Power - Language is not just semantics. It has political power and the ability to help or harm ...
  - Language at the UN is filled with nuances and subtleties
  - Verbs matter - why we often complain about the weakness of the verb such as recognize
  - Uses many acronyms
- 
- 



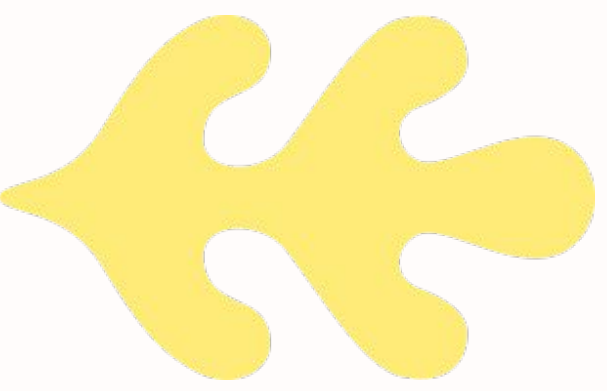
## What does success look like?

A. With appropriate direction and guidance from parents and legal guardians, culturally and age appropriate sexuality education.

*Versus*

B. Participatory, gender-sensitive, evidence- and human rights-based comprehensive sexuality education.





# Bilateral Advocacy





## Nourishing feminist advocacy: bilaterals 101

List what you have learned and taken away from the session regarding (1) do's / best practices/ the actions you will be taking (2) things to be cautious of / to watch out for. Vote up the posts that resonate with your own work, such as in the do's.

### Do's

#### Make your research before contacting

Know the specific areas your contact works with, and their priorities before, if possible, initiating contact

👍 2 🗳 0

#### Learn to build a "Give & Take relationship establishing trust

👍 1 🗳 0

#### Ask delegates how you can help them

not just how they can help you

### Don'ts

#### Generic emails to everyone

Individualize the emails according to your previous research you've done

👍 1 🗳 0

#### Initiate contact & then stop responding to them

It is necessary to show effort and show up for their needs in time to sustain the relationship

👍 0 🗳 1

#### Expect that relationships can be built quickly

### Things to watch out for

#### Possible sensitivities when deciding advocacy approach

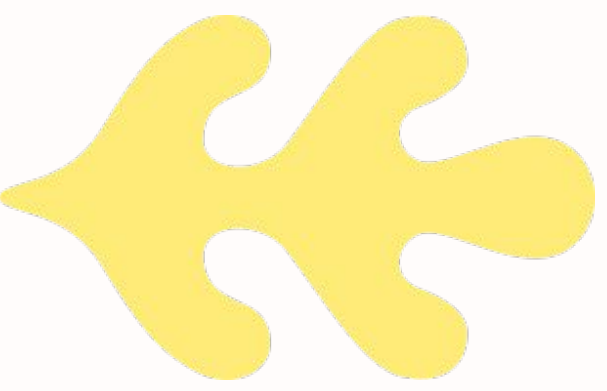
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#### Annual Passes

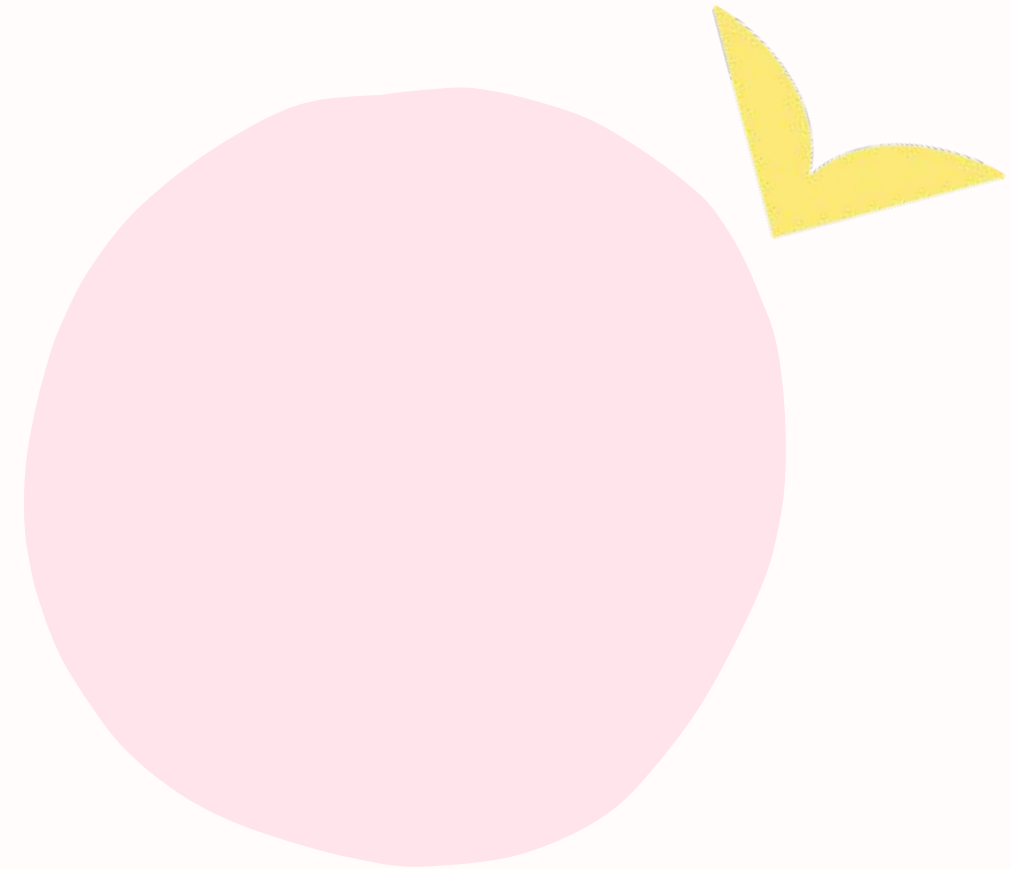
Even if you have an annual ECOSOC pass, it's typically only good until 6 pm ET at UNHQ = talk more to Betty about special arrangements and what has happened historically....

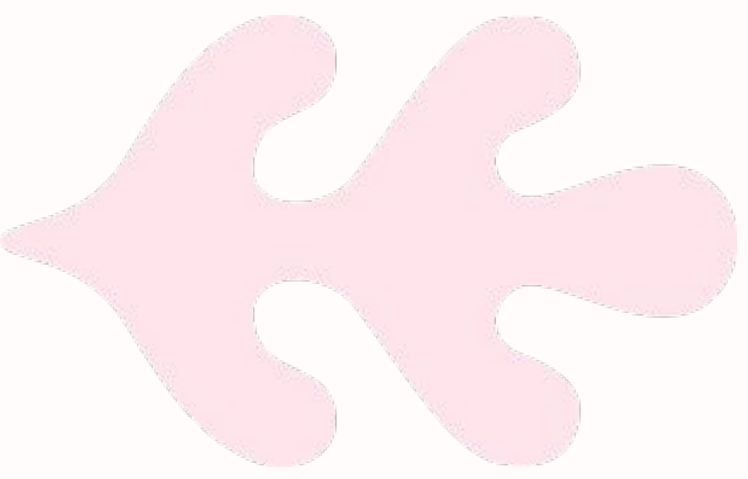
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#### what would be some compromises to be made-



# Traditional Media



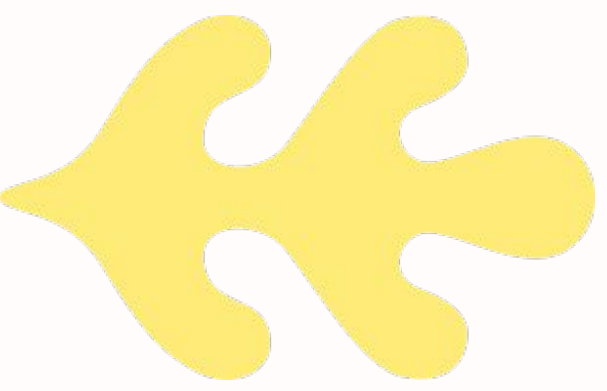


## Call up and follow up

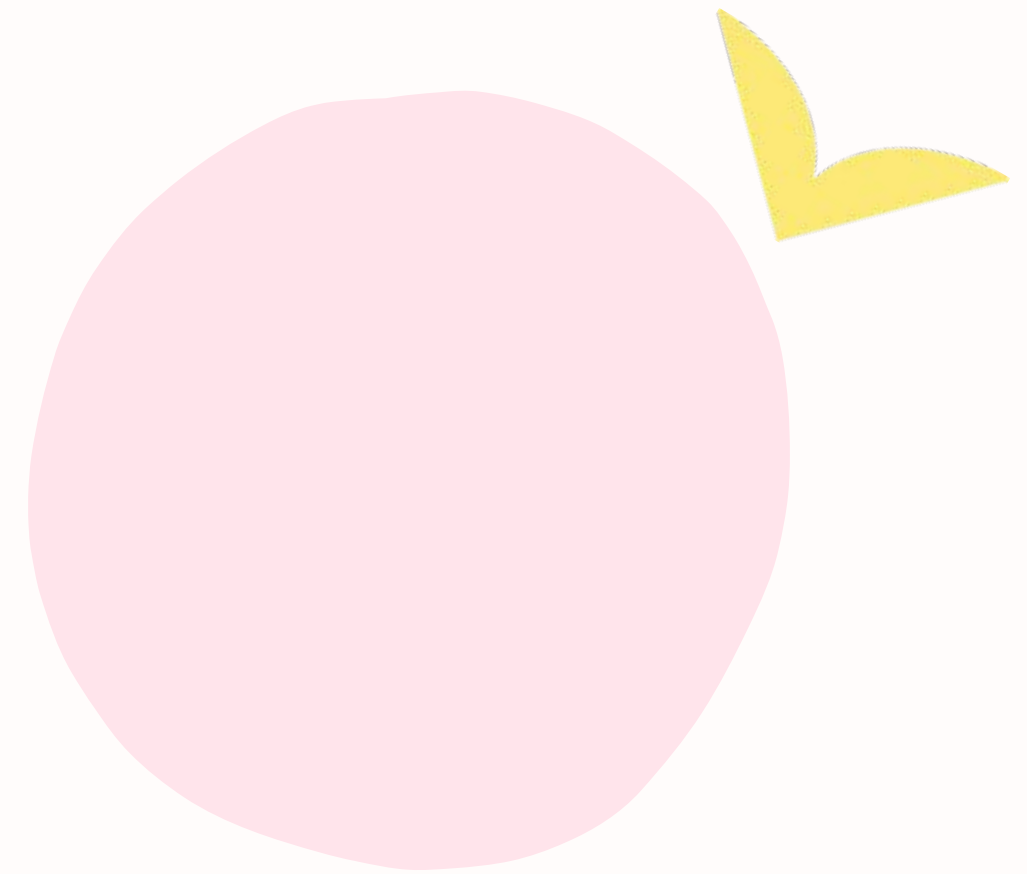
Issuing a press release is not enough. Several other press releases may be vying for the editors' attention. Call them up and reiterate your points made in the press release. Keep following up on your press release politely asking if your story has any chance of finding space or airtime.







# Digital comms & social media





All recordings available at



WMG Youtube Channel: [bit.ly/NourishingAdvocacy](https://bit.ly/NourishingAdvocacy)

Email [sehnaz@womensmajorgroup.org](mailto:sehnaz@womensmajorgroup.org) & [andrea@wedo.org](mailto:andrea@wedo.org) if you'd like more information on the series & WMG!

