



COMMUNICATION RESOURCES

Embracing
Intersectionality
for Health Equity
& Justice



GENERAL

This chapter holds general information about communication – a great starting point to enhance your (intersectional) communication skills.

Make Way tool

[Checklist for accessible communication](#)

Part of intersectional SRHR advocacy is communicating with your target audience to raise awareness, activate them or increase the visibility of your organization. This tool will help you to make your communication accessible, meaningful, and usable for as many people in your target audience as possible.

Make Way tool

[Developing an intersectional communication and media strategy](#)

This tool helps you to develop a well-founded intersectional communication and media strategy for your lobby and advocacy work. It takes you through 10 steps, from setting objectives to constructing key messages, choosing the right formats and channels, and engaging external media.

Make Way template

[Crisis communication road map](#) (Word) [Crisis communication road map](#) (PDF)

This template provides a road map of action to take for communication, in case of a crisis.

Article

[Retrospective Media Scan](#)

Executive summary of media scan analysing coverage of sexual/reproductive health, HIV and gender-based violence in Eastern/Southern Africa. It presents findings on media representation, coverage gaps, and media's role in shaping public discourse on these health issues and informs stakeholders about media landscapes and advocates for improved reporting.

Guide

[Inclusive and responsive language guide](#)

Using thoughtful language fosters inclusivity, respect and dignity in communication. This guide provides responsive language alternatives that are person-first and inclusive, with a special focus on sexual and reproductive health and rights (SRHR).

SOCIAL MEDIA MANAGEMENT

Social media is vital for SRHR communication, especially in advocacy, enabling advocates to amplify voices, raise awareness, and mobilise communities. It helps build alliances, influence public opinion, and hold policymakers accountable, driving progress toward equitable SRHR outcomes.

Article

[Social Media Guide](#)

This social media guide is designed to help you make your content more effective! More than just sharing images and quotes, this online toolkit focuses on getting your content in front of the right audience. Inside, you'll find valuable tips and strategies to grow your reach and engagement. Use this guide as a starting point to explore the technical side of social media.

Manual

[Social media training manual](#)

The website features a Social Media Training Manual designed for youth advocates in Nigeria, focusing on sexual and reproductive health rights (SRHR) and ending gender-based violence. It provides training modules and strategies for effective social media advocacy, emphasizing collaboration with organizations like UNFPA and Youth Hub Africa.

Article

[Navigating Sexual and Reproductive Health Censorship on Social Media](#)

The website addresses censorship of sexual and reproductive health information on social media, emphasizing the need for young people to access accurate sex education resources. It critiques current practices that restrict this information, noting the inadequacy of sex education in schools. The article advocates for improved algorithms to ensure that vital health information is accessible, promoting open conversations about sexual health.

Training

[Social Media Marketing Training](#)

The "Social Media Marketing Training" playlist by Simplilearn provides a comprehensive overview of social media marketing strategies and techniques for 2024. It covers key concepts, platform-specific tips, and industry trends to help viewers effectively engage and grow their brand on social media.

Article[Hot Topics in Social Media and Reproductive Health](#)

The ResearchGate publication examines key issues at the intersection of social media and reproductive health. It discusses how social media influences awareness, education, and access to reproductive health resources, highlighting both opportunities and challenges in using these platforms for health promotion.

Article[Content Calendar Guide \(Social Media\)](#)

This guide provides a practical example of what a social media content calendar looks like. It is also an article that explains in depth the benefits of using a content calendar.

Guide[Social media marketing: Strategy template and tips for 2025](#)

This complete guide will help you build a successful social media marketing strategy and follow the right best practices.

Guide[Social media analytics: The complete guide](#)

Learn how analytics play a crucial role in shaping effective marketing, understanding audience sentiment and achieving return on investment through data-driven insights.

Article[Bluesky Isn't Like Other Social Networks: Here's How to Get Set Up](#)

A guide on how to use Bluesky, one of the latest growing social media platforms, as well as some tips on how to get started sharing your posts on the platform.

Video[Social Media Metrics You Should Know](#)

In this video, Hootsuite explores the ten social media metrics you should know. These helpful data points are called metrics, and they can help you keep track of the success of your campaigns, develop strong strategies, and demonstrate your team's effort to higher management.

EXTERNAL MEDIA RELATIONS

Engaging external media is essential for intersectional SRHR advocacy, amplifying voices, influencing norms, and pressuring policymakers. Strategic media relationships ensure nuanced perspectives reach wider audiences, driving awareness and change.

Make Way guide

[Working with the media](#) (Word) / [Working with the media](#) (PDF)

This overview gives insight into how to prepare, how to build relationships and sending out a press release or op-ed.

Make Way guide

[Opinion article guide](#) (Word) / [Opinion article guide](#) (PDF)

This guide gives a step-by-step overview of how to write an opinion article and how to get it published.

Make Way template

[Template for press release](#) (Word) / [Template for press release](#) (PDF)

This template helps you to write a press release.

Article

[Public Relations for Nonprofits: Everything You Need to Know](#)

The website offers a guide on public relations for nonprofits, focusing on effective storytelling, media pitching, and relationship management to enhance visibility and engagement without heavy resources.

Article

[Definition, Types, Examples & Tips for Building Your External Communication Plan](#)

The website offers an overview of external communication, detailing its definition, types, and importance for organizations. It provides examples and tips for developing effective external communication strategies to enhance brand visibility and stakeholder relationships.

Training

[Media Relations Masterclass](#)

The "Media Relations Masterclass" video offers insights into effectively managing media relationships, including strategies for pitching stories, handling interviews, and

building a positive public image. It emphasizes the importance of communication skills and understanding media dynamics to enhance public relations efforts.

Training

[FEMNET SRHR Media Training Manual](#)

This manual serves as a guide for trainers in Sexual and Reproductive Health and Rights (SRHR) to enhance journalists' capacity for media advocacy. It equips trainers to help journalists report SRHR topics with cultural sensitivity while challenging discriminatory norms. The manual focuses on teaching journalists how to effectively pitch SRHR stories that are impactful and unique, aiming to foster media advocacy that supports ending harmful practices. Ultimately, it seeks to inspire media-driven change, influencing decisions that benefit the well-being of women and girls in Africa.

Article

[Engaging media in communicating research on sexual and reproductive health and rights in sub-Saharan Africa: Experiences and lessons learned](#)

The article discusses strategies for engaging media in communicating research on sexual and reproductive health and rights (SRHR) in sub-Saharan Africa. It shares experiences and lessons learned from various initiatives aimed at improving media coverage and public understanding of SRHR issues. The focus is on building partnerships between researchers and media professionals to enhance the dissemination of important health information.

STORYTELLING

Storytelling is key in intersectional SRHR advocacy, humanizing issues, amplifying marginalized voices, and inspiring empathy. It fosters understanding, challenges stereotypes, and strengthens efforts for meaningful change.

Make Way tool

[Intersectional messaging](#)

This tool helps advocates ensure that their messaging is intersectional: creating positive and empowering narratives, recognize diversity and complexity within and between humans, use respectful and intentional language, center minoritized voices and build collective power.

Article

[Storytelling and the art of advocacy](#)

The article emphasizes the power of storytelling in advocacy, highlighting how personal narratives can influence decision-makers and mobilize support for environmental causes. It argues that authentic stories connect emotionally, making them essential for effective advocacy.

Article

[Nonprofit Storytelling: The Quick and No-Nonsense Guide](#)

The website offers a concise guide on nonprofit storytelling, highlighting its importance in engaging audiences emotionally. It outlines a six-step process for crafting effective stories to enhance communication, build relationships, and inspire action among supporters.

Training

[Free Storytelling Tutorial - Master the 5 Key Elements of Story](#)

The Master the 5 Key Elements of Story course on Udemy focuses on the essential components of storytelling. It teaches learners to effectively craft engaging narratives by exploring five key elements: character, plot, conflict, theme, and setting. The course includes practical exercises, examples, and tips for developing compelling stories across various formats, such as novels, screenplays, and presentations. Suitable for writers of all levels, it aims to enhance storytelling skills and boost creativity.

Article

[Using digital storytelling to promote the sexual health and well-being of migrant and refugee young people: A scoping review](#)

The article presents a scoping review on utilizing digital storytelling to enhance the sexual health and well-being of migrant and refugee youth. It explores how this approach can effectively communicate health messages, empower young people, and address their specific needs and challenges in accessing sexual health resources.

WEBSITE MANAGEMENT

Websites serve as a central hub for information, resources, and engagement. A well-maintained website builds credibility, amplifies messages, and ensures accessibility for diverse audiences, driving advocacy efforts forward.

Handbook

[The Complete Website Management Handbook](#)

The document is a comprehensive guide for effective website management, covering essential topics such as content strategy, SEO basics, usability, security, compliance, and traffic monitoring. It provides practical tips and best practices to ensure a successful website, emphasizing the importance of organization and ongoing management tasks.

Website

[Build and manage your website](#)

The Business Queensland website offers guidance on building and managing a business website, covering topics like domain names, web hosting, website design, SEO, and content management to enhance online presence and customer engagement.

Article

[9 best website management tools for your small business](#)

The article lists nine essential website management tools for small businesses, including content management systems like WordPress, cloud storage solutions like Dropbox, eCommerce tools like WooCommerce, SEO plugins like Yoast, and analytics tools like Google Analytics. It emphasizes the importance of these tools in streamlining website maintenance and enhancing online presence.

Article

[A Comprehensive Guide to Website Management](#)

The article provides a comprehensive guide to website management, emphasizing the importance of regular maintenance tasks such as data backups, database optimization, and performance checks. It outlines various tools and strategies for effectively managing a website, ensuring security, and enhancing user experience. The guide aims to help businesses maintain optimal website performance and minimize downtime.

Article

[How to Manage a Website: A Beginner's Guide](#)

The article serves as a beginner's guide to website management, outlining essential tasks such as backing up data, troubleshooting issues, optimizing speed, and improving content. It emphasizes the importance of regular maintenance and updates to enhance user experience and site performance.

GRAPHIC DESIGN

Graphic design is crucial for SRHR advocacy, transforming complex messages into visually compelling content. Strong design captures attention, enhances understanding, and boosts engagement, making advocacy efforts more impactful and accessible.

Graphics

[Sexual Health Vector Art, Icons, and Graphics](#)

The website offers a collection of free vector graphics related to sexual health. Users can browse and download various illustrations and designs to support educational and promotional materials on the topic.

Training

[Beginners Guide to Graphic Design](#)

The "Beginners Guide to Graphic Design" is a free 45-episode YouTube series that introduces fundamental principles and techniques in graphic design. It covers topics such as design elements, software tools, and practical tips for creating effective visuals, aimed at helping beginners build their skills and confidence in graphic design.

Training

[Graphic Design Basics | FREE COURSE](#)

In this graphic design course with Laura Keung, you'll learn key concepts ranging from basic design principles to advanced topics like brand design. The video covers: graphic design basics, history of graphic design, design theory and principles, basic design principles, colour theory, typography, design theory in action, print design, digital product design, digital design, brand design, design tools, design workflow, colour and design assets, technology and AI. This video equips you with the skills to apply graphic design theory to both print and digital products.

PHOTOGRAPHY

Photography is vital in SRHR advocacy, conveying emotions, humanizing issues, and amplifying voices. It breaks barriers, inspires action, and makes messages more relatable and impactful.

Article

[Five Photographers Visualize The Stories and Struggles of Maternal Health and Reproductive Rights](#)

The article highlights five photographers who portray the challenges of maternal health and reproductive rights through various artistic approaches. It focuses on the impact of recent legal changes on women's rights, featuring works that address abortion, Black birth workers, and the complexities of reproductive justice.

Article

[Phone Photography 101: How to Take Good Pictures With Your Mobile Device](#)

The article "Phone Photography 101" offers essential tips for taking great photos with smartphones, covering techniques like understanding camera settings, utilizing light effectively, composing shots, and the importance of editing. It emphasizes practice and creativity to enhance smartphone photography skills.

Article

[The Power of Photography in Advocacy and Activism - Documentary Photography Study Guide 2024](#)

The article "The Power of Photography in Advocacy and Activism" discusses how photography can be a powerful tool for social change, emphasizing its ability to document realities, evoke emotions, and mobilize communities. It highlights the role of visual storytelling in raising awareness and influencing public opinion on critical issues.

Training

[Free Photography Course](#)

The Free Photography Course by Visual Education, curated by Karl Taylor, consists of 10 introductory classes designed to enhance photography skills for beginners and enthusiasts. Key topics include: camera basics, exposure, shutter speed, focus techniques, aperture and depth of field, manual mode, camera lenses, light understanding, recording medium and composition. The course is accessible to anyone and includes a free eBook and quiz to reinforce learning.

Article[Visual design for sexual and reproductive health promotion: a global perspective](#)

The article brings together research from Australia, Brazil, China, Denmark, Iran, Malaysia and Nigeria, thereby facilitating diverse perspectives on the visual and multimodal semiotics of sexual health communication in relation to diverse social, religious and cultural norms, and diverse values around sexuality and reproduction in these countries and in the different groups within them, such as rural and urban populations and different ethnic groups. The special issue thus provides new information on sexual health communication, as well as a global overview of the diverse kinds of visuals being used.