



International Day of Action For Women’s Health



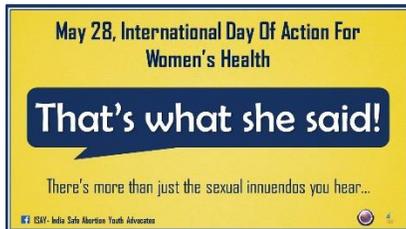
That’s What She Said- Online Campaign

ISAY- India Safe Abortion Youth Advocates

28th May, 2018

Keynote-

- “ ‘Make sure it's long enough.’ That's what she said!
- ‘It should fit in.’ That’s what she said!
- ‘It hurts a little but it's not too bad!’ That's what she said!



More often than not, “That’s what she said” has been used as a phrase to turn an innocent statement, taken out of context, into something that a woman would say during or around the time of sex. So many of us have made these jokes, found them amusing, laughed, shared and thoroughly enjoyed ourselves at women being made subject-bodies. But is that really all she said, or perhaps it was the only thing you heard?

On the occasion of the **28th of May - International Day of Action for Women's Health - ISAY**, in association with **Asia Safe Abortion Partnership**, present to you our online campaign - **#thatswhatshe said** ; where we reclaim the phrase and use it to show what “she” actually has to say about getting access to healthcare and why it matters.

Because for far too long, women’s say in everything that pertains to their physical, mental, spiritual and sexual health has gone unheard. Because women have and will speak about why access to healthcare is part of their human rights. And their voices will no longer be sexualized; their opinions no more oppressed..”

From our facebook page –

From the **9 posts** we had, both leading up to the day and on the day – we had a total reach of **3800 people**. The posts had an audience engagement of about **860**. Our posts were widely shared by participants and friends from other country advocacy networks.

The pictures of the campaign were clicked during the YAI conducted earlier that month and were attached with powerful statements. We received a positive feedback and other CANs also joined the theme by uploading pictures with the same hash-tag.

Posts Insights	
	A rights-based approach is an all inc... May 28 Reach: 233 Engagements: 58
	Photo only post May 28 Reach: 37 Engagements: 13
	Riti Sanghvi continues her quest challengin... May 28 Reach: 349 Engagements: 74
	Shwetangi Shinde is done with people ask... May 28 Reach: 230 Engagements: 41
	Asmita Singh questions the access... May 27 Reach: 359 Engagements: 73
	Meera Mokashi speaks the words that CANN... May 26 Reach: 601 Engagements: 246
	Radhika Bagaria speaks for all when s... May 25 Reach: 912 Engagements: 166
	Shreeya Mashelkar kicks off our build up... May 24 Reach: 1K Engagements: 192