

FENTON SUBMISSION FOR

Shorty Impact Awards: Gender Equality

PAI “Freedom Starts With Her” Campaign

Strategists
for Social Change

Fenton 

The logo features the text 'FREEDOM STARTS WITH HER' in a bold, white, sans-serif font. A bright yellow starburst graphic is positioned behind the word 'STARTS'. The background is a dark blue collage of various elements, including a map of the United States, a globe, and protest signs. One sign clearly reads 'HATE DON'T MAKE GREAT'.

FREEDOM STARTS WITH HER

As more than 20 states ban or severely restrict abortion and deep cuts to U.S. foreign aid shutter clinics worldwide, millions are being denied essential sexual and reproductive health care, from birth control and menstrual health services to protections against sexual violence.

Fenton partnered with PAI to launch **Freedom Starts with Her**, a global movement to stand with women and girls everywhere, defend their right to make decisions about their bodies and futures, and advance a world where freedom is the standard, not the exception. The campaign centers the transformative impact women and girls have on their communities when they are empowered with the power to choose.

PRINT MATERIALS

Advocacy Primer

FREEDOM STARTS WITH HER

Freedom Starts With Her: An Advocacy Primer

When the U.S. Supreme Court overturned *Roe v. Wade* in 2022, it didn't just change the law—it changed lives.

More than 20 states have banned or severely restricted abortion, while the administration has made deep cuts to U.S. foreign aid, shuttering clinics and depriving millions abroad of essential sexual and reproductive health care, including access to birth control, menstrual health services and postpartum from sexual violence.


These aren't isolated crises. They are part of the same fight: a coordinated, well-funded assault on reproductive freedom that spans continents. What happens in Dallas applies to Nairobi. What happens in Washington schools in Dhaka. And when women and girls are denied the right to decide, the costs are measured in lost education, deepened poverty, and communities left unstable.

That's why we say: **Freedom Starts With Her.**

It starts with a girl in Tanzania who dreams of finishing a middle in Nepal building her business, a teenager in Texas determined to graduate. Their circumstances differ, but their struggle is the same—the fight for dignity, agency, and opportunity.

This campaign is our call to action: to stand with women and girls everywhere, defend their right to make decisions about their bodies and futures, and build a world where freedom is not the exception, but the standard.

We invite you to join us. This primer will give you the grounding, facts, and tools you need to raise your voice, spark conversations, and take action for change.



Freedom Starts With Her: An Advocacy Primer

Solutions Worth Fighting For

Her dignity, her body, and her future are more than political bargaining chips. Women and girls deserve bodily autonomy and control over their futures.

- When a girl has access to menstrual health supplies, she has the freedom to stay in school.
- When a woman has access to contraception, she has the freedom to decide if and when to become pregnant.
- When a young person learns about their body and their rights, they have the freedom to resist harmful practices.

And when we raise our voices together—**Freedom Starts With Her.**

What's more, every dollar invested in comprehensive sexual and reproductive health and rights—including family planning, menstrual health, and reproductive justice—yields about four dollars in health and economic returns. The returns are measured in lives saved, opportunities created, and communities strengthened.




Freedom Starts With Her: An Advocacy Primer

What's at Stake

Around the world, the rollback of reproductive rights is rewriting laws against the will of women and girls. U.S. funding cuts alone threaten to deny 50 million women and girls access to contraception—forcing teenagers out of school, costing women their jobs, and putting mothers' lives at risk. Every day, more than 800 women die from preventable causes related to pregnancy and childbirth, a toll made worse by policies that restrict basic care.

These attacks don't happen in isolation. More than 250 million women and girls have undergone female genital mutilation or cutting, and 12 million girls are married before age 18 each year—more pushed from school and pushed into adult responsibilities too soon. The crisis is not confined to distant villages in the United States, women are losing hundreds of miles, even losing criminal penalties, just to access care. The result is the same everywhere: lost potential, weakened communities, and futures cut short.



Freedom Starts With Her: An Advocacy Primer

The U.S. Role in Reproductive Health: Power, Progress, and Setbacks

For decades, the United States played a central role in advancing global sexual and reproductive health and rights. In the 1960s and 1970s, leaders across party lines recognized that family planning and reproductive health were not only about health interventions, but a driver of stability, prosperity, and human rights. This bipartisan commitment expanded access to contraception, strengthened health systems, and became a cornerstone of U.S. foreign assistance, elevating the U.S. as the largest bilateral donor to family planning and reproductive health assistance.

That leadership mattered. Between 1990 and 2020, global maternal mortality was cut nearly in half, in large part because of sustained international investment. Millions of women gained access to reliable birth control, education, and health services that allowed them to make choices about their futures. The United States' engagement sent a powerful message: that reproductive freedom is not optional, but essential.

Yet the same influence that once expanded opportunity has also, at times, caused harm. Alongside decades of progress, U.S. policies and movements have advanced restrictions, like the Global Gag Rule, and perpetuated misinformation and stigma that undermined decades of global progress. U.S. aid has largely been absent from family planning and reproductive health assistance, including funding \$600 million in reproductive health foreign assistance to partner countries and UN agencies.

From the spread of misinformation by U.S. anti-rights groups targeting rural communities across Africa and Asia, to baseless attacks questioning the FDA's credibility and the safety of abortion pills, to the mischaracterization of birth control and IUDs as abortion-inducing, to denying young people the right to learn about their bodies and their reproductive health—the assaults on truth, access, and dignity are multiplying. And it jeopardizes decades of progress.



Freedom Starts With Her: An Advocacy Primer

Postcard Mailer

FREEDOM STARTS WITH HER



Freedom Starts With Her: An Advocacy Primer

Freedom Starts With Her is our global call to defend reproductive rights and agency everywhere—from Texas to Tanzania, Kansas to Kenya.

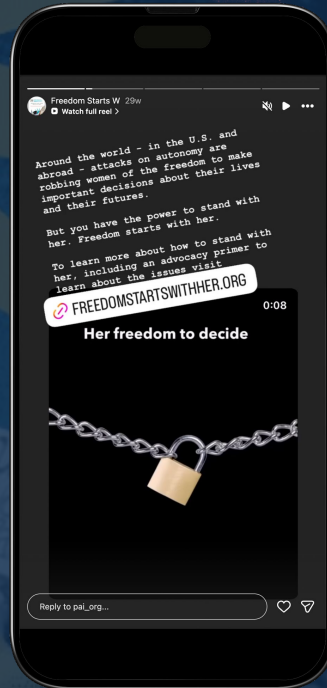
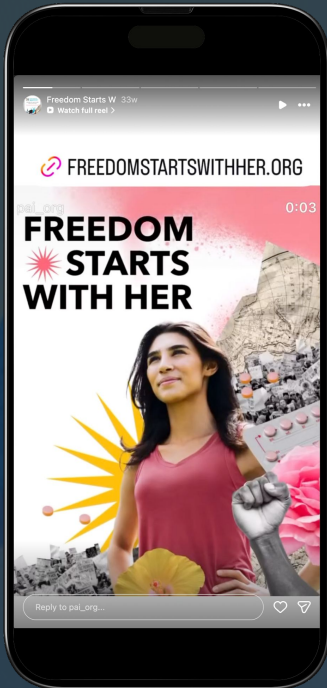
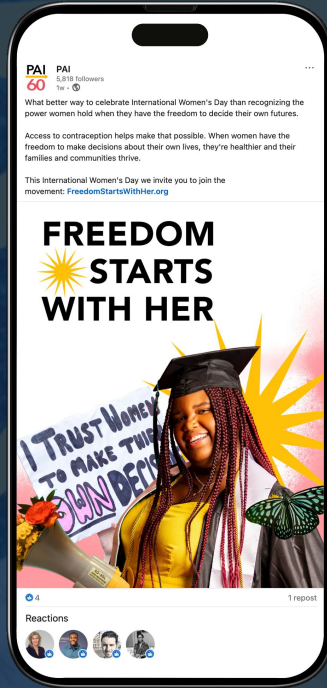
Join us to stand with women and girls, raise your voice, and help build a world where freedom is not the exception, but the standard.



Freedom Starts With Her: An Advocacy Primer

PAI developed a suite of print materials rooted in the campaign's core messaging to support city-level activations and donor outreach. The advocacy primer was designed to give event attendees a concise overview of the campaign's mission and a clear call to action, while the postcard mailer engaged existing stakeholders and attracted new donors to the cause.

SOCIAL MEDIA GRAPHICS



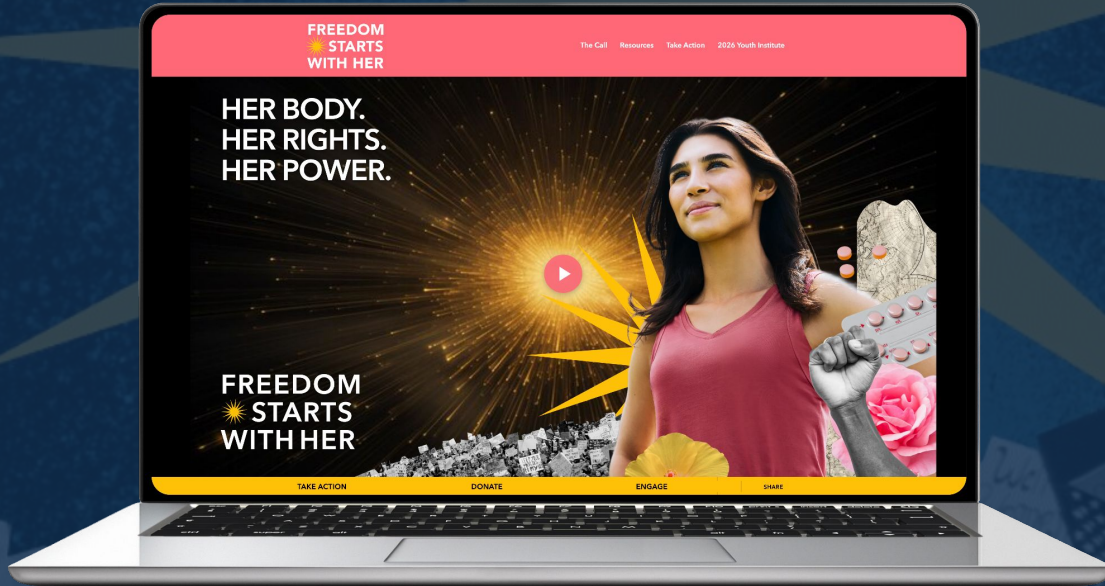
To reach young adults, a key audience of the campaign, we met them where they are: on social media. We designed social media content that was vibrant, engaging, and energizing. We kept messaging concise and chose imagery that not only resonated with our target audience, but represented the women and girls who are a part of this campaign.

CAMPAIGN VIDEO

The launch video was designed to be engaging, emotion evoking, and accessible to a general audience. Using stark imagery that gives way to warmth and hope, it is meant to mirror the campaign's tone: urgent but empowering. The goal was to move viewers from awareness to action, making the campaign feel personal and the fight feel winnable.



CAMPAIGN LANDING PAGE



The campaign landing page was designed to be visually bold and engaging as a reflection of the campaign's creative identity. Easy to navigate and accessible to a general audience, the site serves as a one-stop hub for the campaign's overview, educational resources, advocacy tools, and direct calls to action.

freedomstartswithher.org

CAMPAIGN MERCH



Tote Bag



T Shirt



Stickers



The Freedom Starts with Her merch gives supporters a tangible way to carry the campaign into their communities. Featuring the campaign's bold creative identity, each piece is designed to spark conversation and show solidarity.



MEDIA HIT SAMPLES

At a moment when reproductive rights are under attack and the news cycle moves fast, earned media was a critical tool for making Freedom Starts with Her feel immediate and relevant to a broad audience. PAI actively pitched the campaign to reporters, wove its messaging into every media opportunity. PAI's CEO championed the campaign in every interview, connecting Freedom Starts With Her to the broader news cycle and making the case for why these issues are urgent right now.

Deployed as an ongoing storytelling tool rather than a standalone announcement, the campaign will extend this outreach locally as city-level activations roll out this summer, bringing the story directly to regional audiences closest to the fight.



How US Policy Is Killing Women Worldwide

What really inspired this campaign was the voices of young people. A moment where this really came to a head for me was during one of my university presentations. A student said: "You know, the things that PAI has been doing for decades abroad, building coalitions, supporting youth advocates, ensuring that young people know the tools available to speak truth to power, ask questions, and inform national policy... Could you help us do that here?"

- Nabeeha

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Melinda French Gates' Open Call Provides Vital Resources, Signals Evolving Giving

"It was like a light bulb went off for me," she said. "I realized this next generation has never had to do that, because they were not in a time of crisis where their reproductive rights were essentially on a path to be completely erased and dismantled. I realized that this is something young people in the United States can be learning from our youth networks across Africa, across Latin America, and across Asia."

- Nabeeha

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