

Campaign on women's health

About the campaign

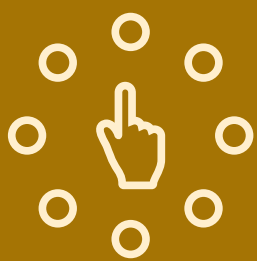
The campaign, running from International Women's Day to World Population Day, focused on women's health, sexual and reproductive health, family planning and its linkages with sustainable development.

11.6 million
views

10 million
reach

216 thousand
likes

Our strategy



**Multi-platform
Campaign**



**Cross-sectoral
Collaboration**



**Repurposing
SBC content**



**Short-form
videos**

What did we do?



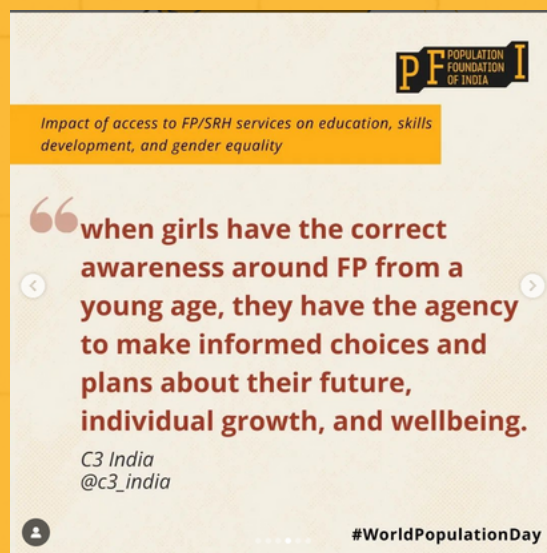
Vox Pops (a video featuring brief interviews with general public) on thematic issues like gender equality, family planning, and menstrual health



Cross influencer-collaboration



Issue-based short films



Tweetathon #SustainableTogether, attended by 9 CSOs



#KnowYourContraceptives carousel series

and much more...