



Online meeting on SRHR and COVID-19: Inspiration for messaging

Share-Net Netherlands (SNNL) kindly invites you to this upcoming virtual meeting on SRHR messaging.

Effective messaging around SRHR and COVID-19

How do we make sure that sexual wellbeing and sexual and reproductive health and rights (SRHR) continue, especially in a context of increased polarisation and growing conservatism? Just as adapting to new ways of living in the COVID-10 pandemic, communication also needs to be adapted to the current context. At this meeting, we will present the new resource 'SRHR and COVID-19. Inspiration for messaging'. This initiative from the SNNL Community of Practice (CoP) on SRHR Messaging provides inspiration to Share-Net members and others working in the SRHR field on constructing effective messages on SRHR and COVID-19. This document is a follow-up on the [webinar Effective messaging around SRHR and COVID-19](#) and further informed by a desk review and several interviews with members of other Share-Net Netherlands' CoPs.

SRHR messaging: New knowledge needs and questions

The SRHR messaging CoP will use this online meeting not only to present their recent knowledge product, but also to inform their future focus. In breakout rooms, participants will discuss their opportunities, challenges and knowledge questions with regard to effective SRHR messaging aiming to set an agenda for the CoP to work on in the coming period. This is also a great momentum for SNNL members and those interested in becoming members of the network to sign up for joining this community.

Objectives

The objectives of this meeting are two-fold:

- To launch and present the 'SRHR & COVID-19 – Inspiration for messaging' document.
- To explore future directions and knowledge needs for the SRHR messaging CoP

Target audience

This meeting is primarily organised for Share-Net Netherlands' members and those interested in getting involved with the SRHR messaging CoP. We particularly encourage professionals with a communication background to attend. The virtual meeting is free and open to all interested participants working in the SRHR field.



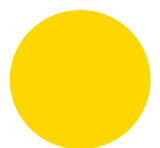
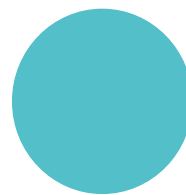
Invitation and Programme

3 June 2021

14.00 – 15.30 CET

Online via Zoom

Please RSVP via the following [link](#).



Programme

13.00 - 13.10 **Welcome and Introduction**
By Share-Net Netherlands

Launch of the new resource

13.10 – 13.20 **Setting the scene**
By Doortje Braeken (SRHR messaging CoP)
In her introduction, Doortje will reflect on what the pandemic has taught us about messaging and how COVID-19 helped us to rethink SRHR messaging. She will also share some concluding thoughts on the intergenerational co-creation process of this document between herself and consultant Zina Jorna.

13.25 – 13.40 **SRHR & COVID-19. Inspiration for messaging**
By Zina Jorna (Individual Consultant)
In a short presentation, Zina will unpack the power of narratives, provide information about messaging and framing and touch upon the use of language and metaphors. We will hear about preventing and addressing social stigma related to COVID-19 and discuss how to deal with myths and conspiracy theories surrounding the virus.

13.40 – 13.50 **Q&A and discussion**
Moderated by Share-Net Netherlands

- Short break-

Looking forward

14.00 – 14.20 **Breakout rooms: Agenda setting for the SRHR messaging CoP moving forward**
Facilitated by
In smaller group discussions, we will gather participants' ideas and reflections on the following guiding questions:
*What was new/relevant for you? How can you use this document in your own work?
As a next step, what sub-topic(s) would you like to see addressed more in-depth?*

14.20 – 14.30 **Reporting back and closing**
Facilitated by Share-Net Netherlands