

**Rutgers**

For sexual and  
reproductive health  
and rights

# Humanitarian Communication Event



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## **Rutgers in a nutshell**

Netherlands centre on Sexuality

50 years

29 countries

We talk about sexuality openly, positively  
and practically



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## **Translating values**

Just

Courageous

Learning

Professional

Positive



## **Just**

- Challenge language used
- Be transformative not just inclusive
- Steer clear of tokenism.
- Don't talk to people but with them

## **Courageous**

This also means giving other people the stage to speak

## **Learning**

People know their own context best  
Working with country comms focal points

## **Professional**

Collaborative comms strategies with other disciplines and  
country partners

## **Positive**

Dealing with opposition through value-based messaging  
and framing



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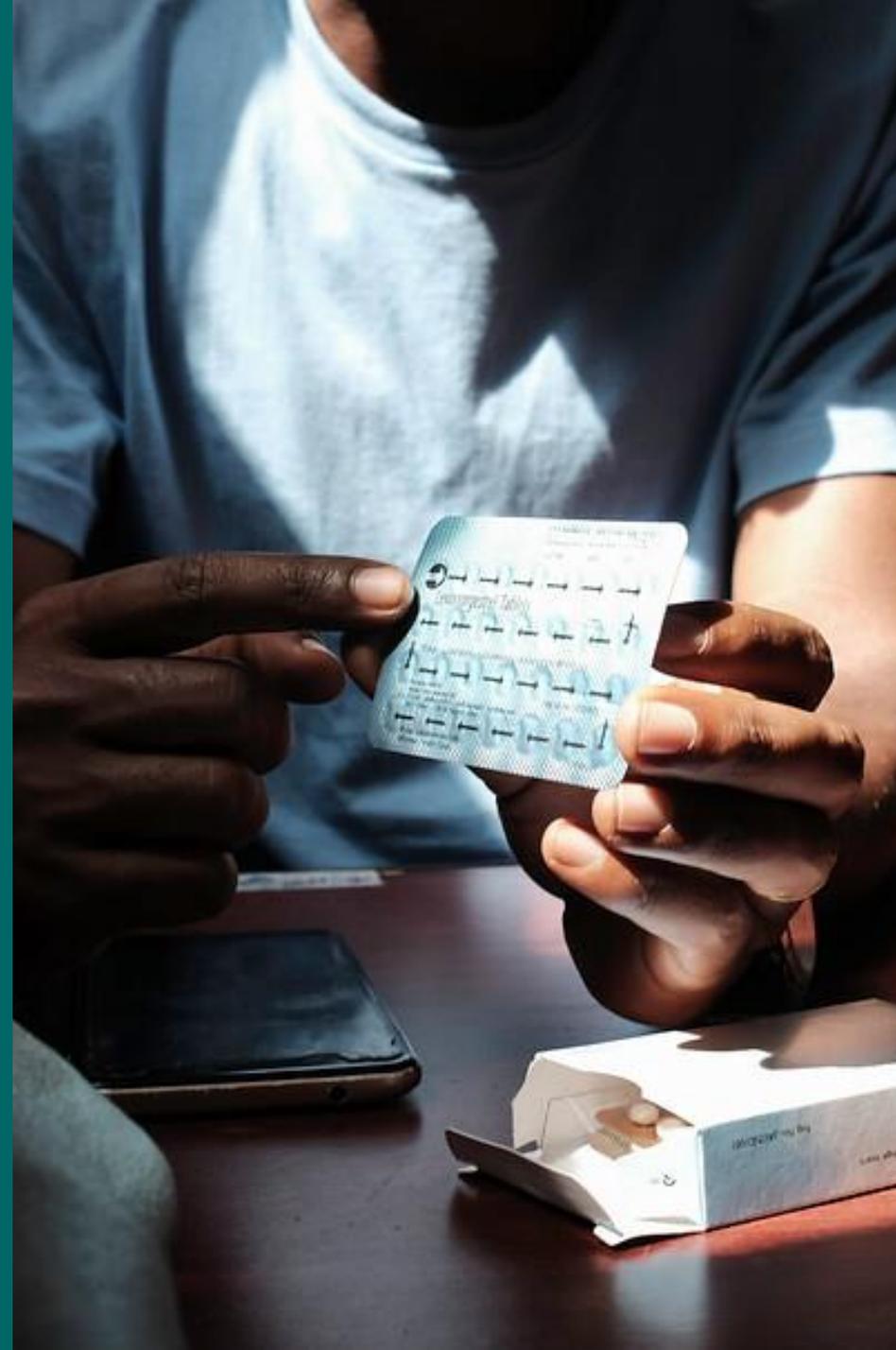
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## What's next

Increased opposition

Youth at the forefront in strategising

Donor guided visibility versus visibility of  
country partners' own brands



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Interview with Margo Bakker, senior programme advocacy

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**Questions?**

**The floor is yours!**





**Thank you**

