

# ***Laadli***

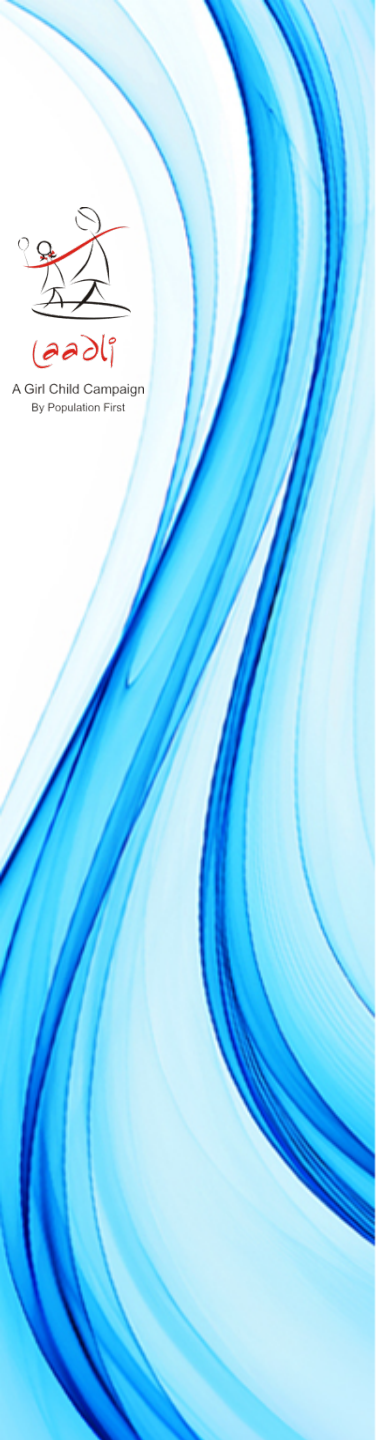
## **A Girl Child Campaign**



*Laadli*

A Girl Child Campaign  
By Population First

***Presentation by***  
**Mercy Barla**  
**Population First (Mumbai)**

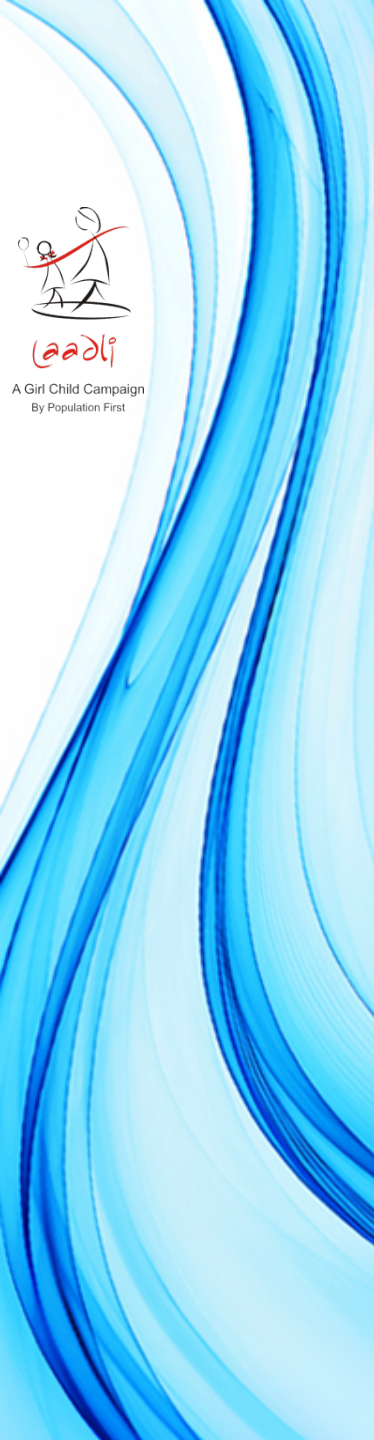


# Emergence of falling Child Sex Ratio as a major issue

- Post the release of 2001 census
- Many NGOs/Activists showed growing concern on the issue
- Government took cognizance of the issue
- Large scale Media attention and coverage

# What are the communication issues ?

- Sex Selection: A **social issue** or an **issue of medical mal-practice**
- Sex Selection and its **impacts- delayed and distanced**
- So communications resort to **emotional, shocking, gory images and messages, play on the theme of guilt and fear**
- **Sex Selection and women's right** - can we move beyond the patriarchal boundaries



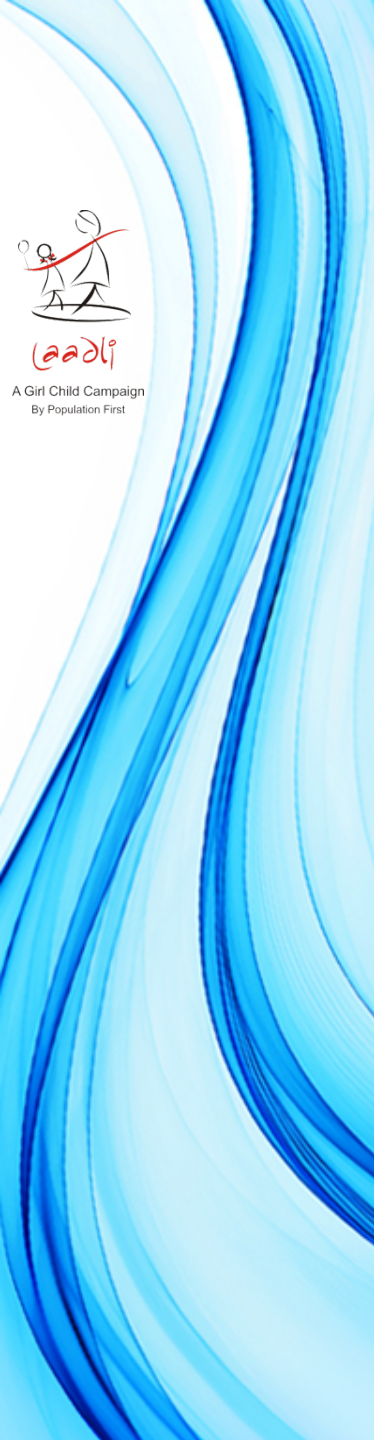
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# What are the Gender Issues ?

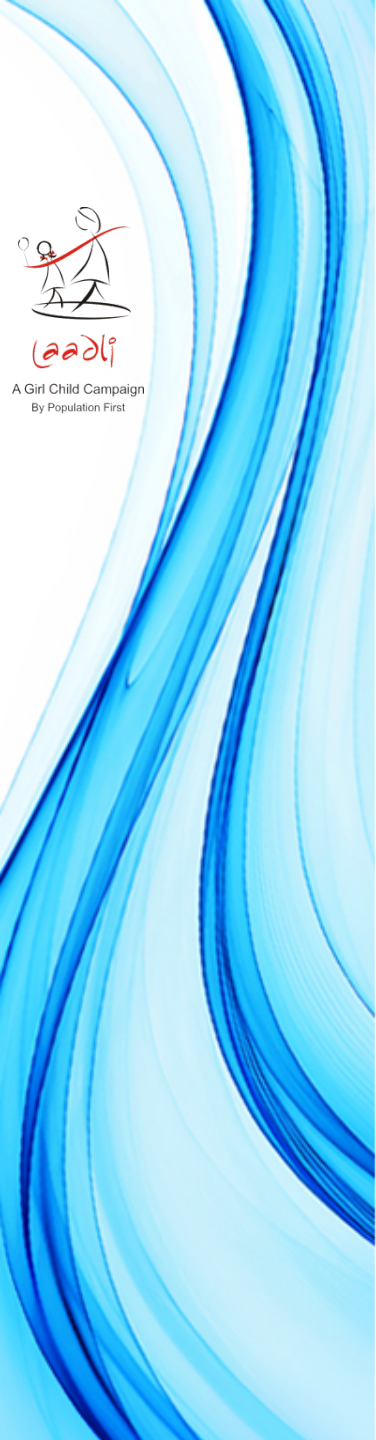
- Sex Selection and the blame game- Woman as a perpetrator
- Woman as instruments to the needs of men- mothers, sisters, wife etc
- Stereo-typing of women as mothers of brave sons

**Do we need justifications for having a SON? Then why do we need one for a DAUGHTER?**

**Need to frame sex selection as an issue of GENDER DISCRIMINATION**

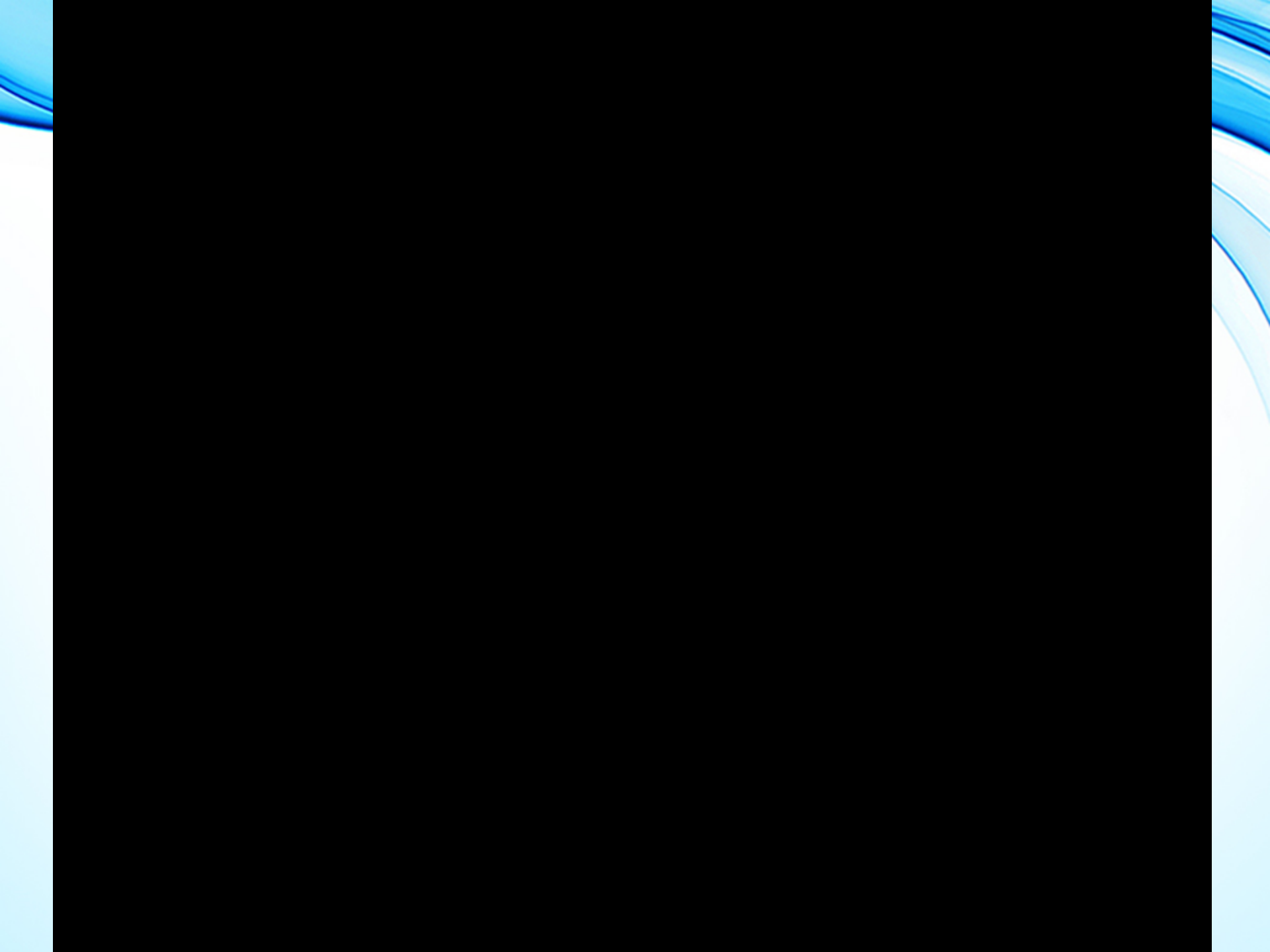


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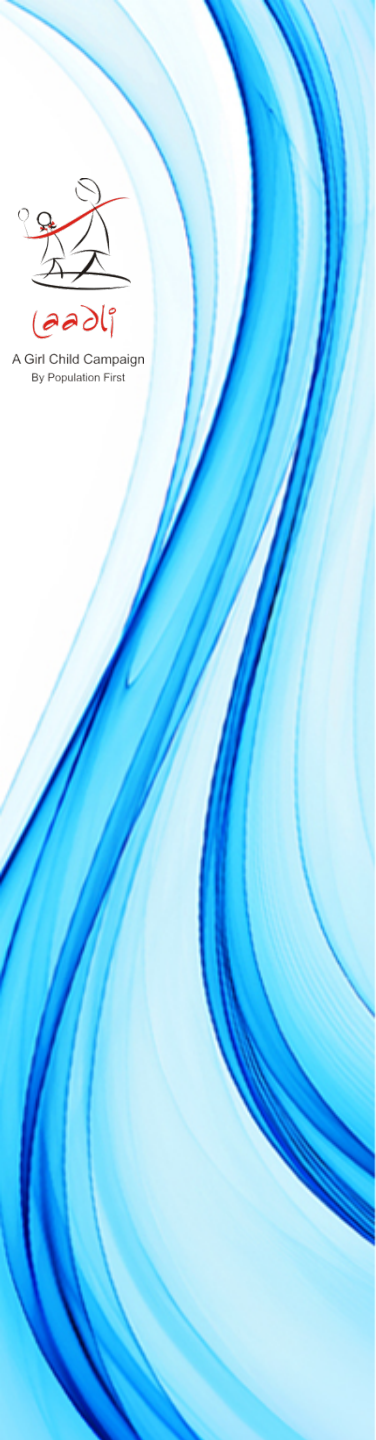


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# Sex Selection and Abortion

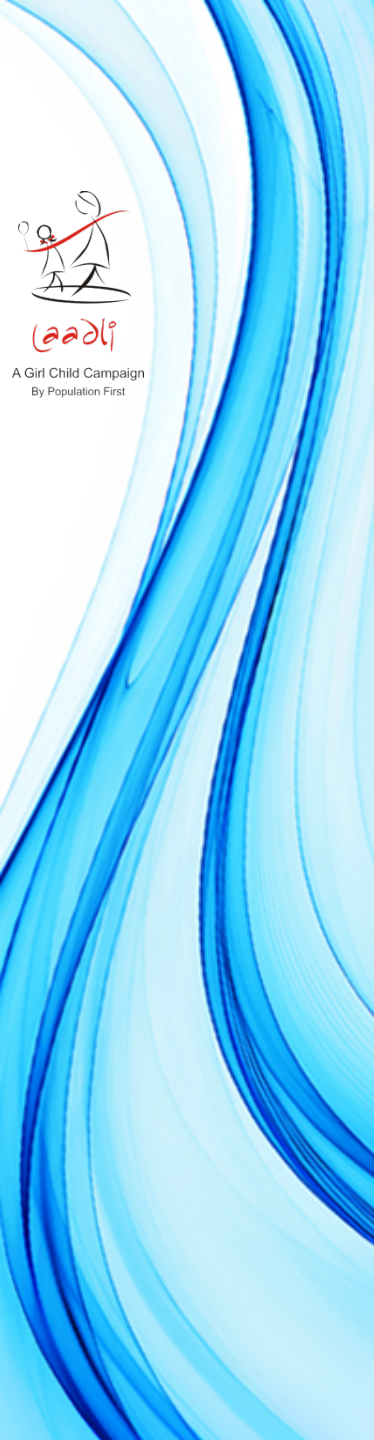






# Sex Selection and Abortion

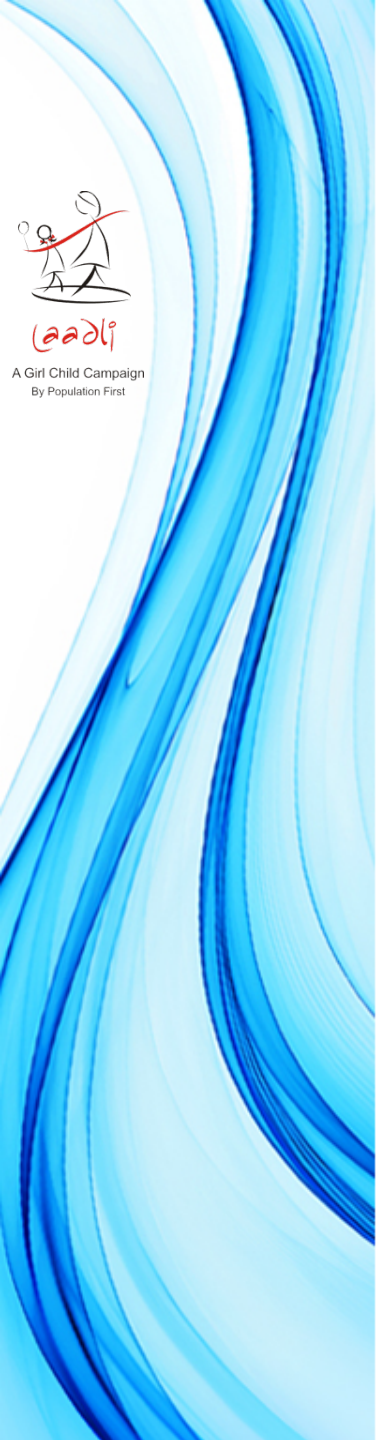
- **Implications on perceptions of abortion in general** ã use of emotional, shocking, gory images and messages playing on the theme of guilt and fear of aborting a female foetus.
- **Use of terminology** - Unborn Child, Unborn baby, female foeticide, foeticide, elimination of female foetuses, pre-birth sex selection, sex selective abortions or SSA.
- **Knee jerk reactions of the Government** - tracking pregnancy, restrictions on sale of



# The Challenges and Moving Ahead

- Use effective communication to reach out to a **diverse group** of people.
- **Incorporate gender sensitivity in all communications** particularly development communication and not limit it to communication on sex selection.
- Move from **IEC to AIEC** - Advocacy through Information, Education and Communication.





# National Creative Excellence Awards for Social Change

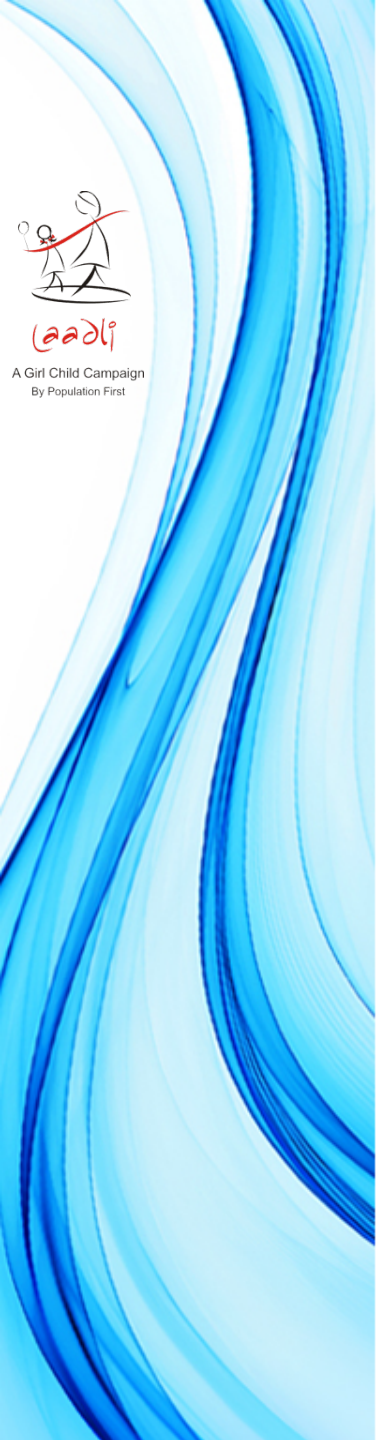
[www.creative-excellence.org](http://www.creative-excellence.org)

*Pool of communication material for  
the campaigns against sex selection*

*Free access and download*

*Can be adapted to suit local needs*

*No copyright issues*



# AWAAZ: Media and ER for Safe Abortion

*Supported by Ipas India*

**Advocacy Campaign to ensure  
women's access to safe  
abortion services**