



Action
Canada
for
Sexual
Health
& Rights

2019-2024
Strategic
Plan

Right now, around the world and in Canada, we are seeing governments step up their attempts to rollback hard-won victories on sexual and reproductive rights, limit access to critical health care services like abortion, and create a world that is unsafe for LGBTQI2S+ people, women, Indigenous peoples, and other marginalized folks. But we have an opportunity to change that – and ensure that Canada plays an important role on the world stage in advancing human rights.

From our very first days following the merger of Action Canada for Population and Development, Canadians for Choice (formerly CARAL), and the Canadian Federation for Sexual Health (formerly Planned Parenthood Federation of Canada), to our recent victories on securing historic funding for sexual and reproductive rights globally, our organization has made enormous strides. In the past five years, we have grown from a small handful of staff to a robust, cross-country, and international team of over 20 with more diverse and sustainable programming and partnerships.

As we enter our next phase as an organization, we know it is time to take a transformative approach to our work here in Canada and around the globe. With the support of our partners, funders, community members, volunteers, staff, and board, we can strengthen the movement for universal access to abortion and contraceptive access, accurate reproductive health information, stigma-free services, comprehensive sexuality education, and sexual rights.

Guided by our mission for sexual and reproductive health and rights for all and our strategic goals, we can have made even more progress by 2024.

Join us. With your support, we can realize a world where every person controls their sexuality, reproduction, gender, and health – where every choice is based on consent, and where all people can lead healthier, happier lives.



OUR VISION

People everywhere have control over and are able to decide freely upon all matters related to their sexuality, reproduction, and gender, including their sexual and reproductive health.

OUR MISSION

To advance and uphold sexual and reproductive health and rights (SRHR) in Canada and globally.

OUR VALUES

1. All individuals have the right to have control over and decide freely upon all matters relating to their sexuality, reproduction, gender, and health, including abortion.
2. Choice, autonomy, and consent are central to all matters relating to sexuality, reproduction, and gender.
3. We believe that gender norms are harmful.
4. We address and challenge oppression, including racism, misogyny, homophobia, transphobia, and classism.
5. We aspire to work with communities and movements that are marginalized or have been historically disadvantaged.
6. Our organization and our work are rooted in feminism and human rights.
7. We are a sex-positive organization and we believe that sexuality should be a positive element in life.
8. We believe in helping people acquire the tools and knowledge necessary to advocate for sexual and reproductive health and rights for themselves and their communities.
9. We are justice-seeking movement-builders that participate in political, health, education, and human rights spaces, both at the grassroots and policy level.
10. We aspire to be a good partner to other organizations, individuals, and activists.
11. We value information and knowledge-sharing rooted in evidence and science.



Four Strategic Priorities



Increased access to rights-based sexual and reproductive health information, education, and services



Strengthened laws and policies for the realization of sexual and reproductive rights in Canada and around the world

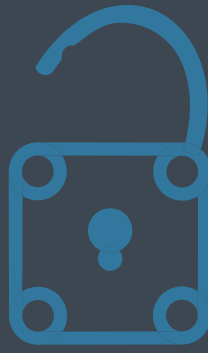


Amplified movements and coalitions for sexual and reproductive health and rights



A healthy, growing, and sustainable organization

STRATEGIC PRIORITY 1



Increased access to rights-based sexual and reproductive health information, education, and services

Our steps forward:

- Strengthening our 24/7 Access Line usage with better staffing capacity
- Monitoring and improving online service directory usage with increased access options for people, especially young people
- Building a national campaign for comprehensive sexuality education for all
- Dismantling barriers to medical and surgical abortion access by working with health care providers and governments to build capacity and secure coverage
- Continuing to grow the reach of our national STBBI testing campaign Onceayear.ca
- Improving the accuracy of health services information available on our site and through partnerships with service providers across the country

STRATEGIC PRIORITY 2



Strengthened laws and policies for the realization of sexual and reproductive rights

Our steps forward:

- Leverage international human rights accountability mechanisms to hold governments accountable to their sexual and reproductive rights obligations
- Holding the line on and defending against rollbacks of policies and laws around abortion, comprehensive sexuality education, and contraception at the federal, provincial, territorial level
- Advancing our calls on cost coverage for sexual and reproductive health drugs and commodities and a federal sexual health survey
- Securing increased financial and political support for the neglected areas of SRHR, like contraception, abortion, sex-ed, and advocacy for SRHR in Canada's development assistance and foreign policy
- Engaging in strategic litigation to protect sexual and reproductive rights

STRATEGIC PRIORITY 3



Amplified movements and coalitions for sexual and reproductive health and rights

Our steps forward:

- Pushing for advancements on SRHR in global policy processes including the United Nations international human rights system
- Increasing and analyzing the reach of our website and social media channels for users and followers
- Increasing action taken on SRHR issues by individuals and organizations, through digital activities, social media, and other mobilization campaigns
- Strengthening coalition work with partners, like the Future Planning Initiative, in critical areas
- Ensuring that we meet our values around diversity, equity, and inclusion by serving and working with more diverse communities
- Growing and maintaining our strategic partnerships
- Strengthening of the work of the Sexual Rights Initiative

STRATEGIC PRIORITY 4



A healthy, growing, and sustainable organization

Our steps forward:

- Doubling our core revenues through an expanded and more sustainable donor base
- Strengthening our monitoring and evaluation processes to enhance our ability to communicate our work to funders, supporters, and stakeholders
- Realizing sustainable staff growth, with a focus on our administrative and operational capacity
- Building an equitable workplace with clear feminist policies and processes where all staff are valued and respected



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