

**NAVIGATING SEXUAL AND REPRODUCTIVE
HEALTH, RIGHTS & JUSTICE IN
ASIA PACIFIC :**

**A PRACTICAL GUIDE
TO ETHICAL REPORTING
& CONTENT CREATION
FOR MEDIA
PRACTITIONERS**



IPPF International
Planned Parenthood
Federation
East & South East Asia and Oceania Region

Acknowledgements

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Abbreviations

AI	Artificial Intelligence
AIBD	Asia-Pacific Institute for Broadcasting Development
AMS	Asia Media Summit
CEDAW	Convention on the Elimination of All Forms of Discrimination Against Women
CSE	Comprehensive Sexuality Education
CSO	Civil Society Organisations
ESEAOR	IPPF East, South East Asia and Oceania Region
FGM	Female Genital Mutilation
IPPF	International Planned Parenthood Federation
LGBTIQ+	Lesbian, Gay, Bisexual, Transgender, Intersex, Queer Plus
NGO	Non-Governmental Organisations
SDG	Sustainable Development Goals
SGBV	Sexual and Gender-Based Violence
SRHRJ	Sexual and Reproductive Health, Rights and Justice
UNDP	United Nations Development Programme
WHO	World Health Organization

About This Media Guide



This media resource is a collaborative effort between the International Planned Parenthood Federation East and South East Asia and Oceania Region (IPPF ESEAOR) and the Asia-Pacific Institute for Broadcasting Development (AIBD), drawing from discussions and insights shared in both virtual and in-person training sessions with media professionals across the region.

As the first cohort under this partnership, 50 media professionals from 17 countries across the Asia-Pacific contributed to shaping this resource, making it a practical tool for journalists covering sexual and reproductive health, rights, and justice (SRHRJ). It is designed to help reporters navigate the complexities of SRHRJ-related topics, ensuring accurate, informed, and responsible reporting.

Recognising that not all journalists covering SRHRJ have an extensive background in the subject, this guide aims to bridge that gap. Additionally, journalists often work across multiple platforms in today's rapidly evolving media landscape—including print, broadcast, podcasts, and social media. This resource provides insights and tools applicable across all these formats, enhancing the quality and depth of SRHRJ reporting.

Objectives

Media professionals across Asia-Pacific—including journalists, editors, producers, and content creators—play a crucial role in shaping conversations around Sexual and Reproductive Health, Rights, and Justice (SRHRJ).

The growing influence of anti-rights movements, which target marginalised communities and spread misinformation, complicates efforts to promote inclusive and accurate narratives. These challenges obstruct fact-based reporting, limit critical discourse, and restrict media professionals' ability to counter misinformation, challenge harmful norms, and advocate for policy reforms.

This media guide provides practical tools and resources to support ethical reporting and strengthen accurate, impactful journalism across the region. Designed to equip media professionals with knowledge and strategies, the guide helps amplify marginalised voices and frame SRHRJ as a fundamental human rights issue.

ROLE	PURPOSE	SRHRJ REPORTING
MEDIATOR	Bridges diverse groups and amplifies underrepresented voices.	Facilitates discussions on SRHRJ topics, such as reproductive rights or SGBV prevention, by incorporating perspectives from communities, experts, NGOs, and other key stakeholders.
MONITOR	Holds power structures accountable by exposing systemic issues and reporting on rights violations.	Investigates and reports on government and institutional handling of SRHRJ policies, particularly where human rights are at risk.
EDUCATOR	Provides audiences with accurate, evidence-based information to enhance awareness and understanding.	Produces in-depth reports on topics such as contraceptive access, safe abortion, and comprehensive sexuality education, ensuring informed public discourse on SRHRJ.
ADVOCATE	Highlights injustices and promotes inclusive, rights-based narratives	Elevates awareness of rights violations, amplifies the voices of marginalised communities, and pushes for policy reforms through impactful storytelling and investigative reporting.

Message from Regional Director

Building Media Resilience in SRHR Reporting

As reproductive justice faces unprecedented global challenges, the media's role in fostering informed understanding and ethical discourse has never been more essential. Disinformation and anti-rights movements now pose significant threats to media integrity and democracy—disproportionately impacting marginalised communities.

In 2024, we strengthened partnerships and delivered targeted training to support media professionals in the region. Developed by IPPF ESEAOR and the Asia-Pacific Institute for Broadcasting Development (AIBD), this guide provides insights to navigate the complex landscape of sexual and reproductive health, rights, and justice (SRHRJ) amid rising right-wing policies and disinformation campaigns.

Building on our training initiatives—a three-day online training and in-person workshop at the Asia Media Summit on ethical coverage and SRHRJ content production—this guide is informed by the experiences of 50 journalists from 17 countries, including Malaysia, Indonesia, Myanmar, Vietnam, Vanuatu, India, Nepal and Papua New Guinea.

Moving forward, I'm hopeful this guide will empower media professionals—journalists, editors, producers, and content creators—to deepen their understanding of SRHRJ, counter disinformation, and foster ethical, inclusive coverage, contributing to a more informed and inclusive society.

Tomoko Fukuda
Regional Director
IPPF ESEAOR



Message from CEO

Strengthening Media Integrity in the Digital Age

The media landscape in the Asia-Pacific region faces growing challenges, from the rise of disinformation and accessibility gaps to the urgent need for inclusive narratives that reflect the voices of diverse communities. The rapid evolution of technology, particularly artificial intelligence (AI), further reshapes how news is created, shared, and consumed.

The Asia-Pacific Institute for Broadcasting Development (AIBD) is dedicated to empowering media professionals across the region through impactful capacity-building initiatives. By strengthening the skills and knowledge of our members and the broader electronic media industry through strategic policy development, resource sharing, and hands-on training programs, we work to create a vibrant and cohesive media environment across the region.

AIBD and IPPF ESEAOR joined forces on a series of impactful initiatives through virtual training sessions and an engaging in-person workshop at the Asia Media Summit, which gathered 400 media professionals, journalists, editors, producers, and content creators from across the region came together to explore ethical reporting, effective storytelling, and strategies to counter disinformation in an increasingly polarised world.

This media guide emerges from shared efforts, offering practical tools to amplify diverse voices and foster ethical journalism. By addressing critical topics such as reproductive justice, human rights, and countering disinformation, it stands as a vital resource for media professionals. We look forward to future collaborations that strengthen the resilience and integrity of the media landscape.

Philomena Gnanapragasam
CEO / Secretariat Director
AIBD



Between the Lines: Contextualising Key Concepts

	Key Concepts	Media Coverage
Access to abortion rights	<p><u>Roe v. Wade</u>: The 1973 U.S. Supreme Court decision that legalised abortion nationwide was overturned in June 2022. This ripple effect in this region fuels anti-rights movements and shapes reproductive health debates, policies, and funding worldwide. In many local contexts, barriers to safe abortion persist due to stigma, restrictive laws, and inadequate service access, creating significant challenges for those seeking care. The repeal of Roe v. Wade has also energised regional social movements advocating for reproductive rights.</p>	<p>Media professionals can approach the topic of safe abortion in several ways. A human-centred approach highlights personal stories while maintaining confidentiality to humanise the issue. A public health perspective frames abortion as a health matter rather than a moral debate, emphasising the risks of unsafe procedures and the need for legal access. Coverage can also explore how cultural and religious beliefs shape public opinion and policies and the impact of international decisions like funding restrictions or misinformation.</p>
Anti-rights	<p>Anti-rights movements are movements, groups, or campaigns that actively oppose the recognition, protection, and advancement of human rights. These movements can target various rights and marginalised groups.</p>	<p>Media professionals can cover anti-rights movements by exposing their impact on marginalised groups and highlighting the consequences of restricting human rights. Investigative reporting can also debunk misinformation and trace the influence of political, cultural, and financial forces behind these movements.</p>

	Key Concepts	Media Coverage
Comprehensive Sexuality Education (CSE)	<p>Comprehensive Sexuality Education (CSE) equips young people with knowledge and skills to make informed choices about their health and relationships. It covers key topics like gender, rights, and reproductive health, but many countries do not fully implement international guidelines.</p>	<p>Media professionals can highlight success stories where CSE has improved reproductive health awareness or explore how it has been adapted to local cultural contexts. Coverage can also include advocacy efforts by LGBTQ+ groups to ensure inclusive content that addresses diverse identities.</p>
Contraception	<p>Contraception includes methods and devices used to prevent pregnancy and is essential for reproductive health and family planning. It plays a key role in reducing maternal mortality and improving family health. In the Asia-Pacific region, 140 million women face unmet contraception needs, leading to over 13 million unplanned pregnancies and increased risks of unsafe abortions. Contraception Policy Atlas Asia-Pacific Region 2023 evaluates policies across 43 countries, highlighting equitable access and funding gaps.</p>	<p>Media professionals can spotlight these challenges, showcase successful family planning programs, and amplify voices advocating for stronger policies and better contraception access.</p>
Disinformation	<p>Disinformation involves deliberately misleading or manipulating facts or narratives designed to blur the line between fact and opinion, particularly in SRHRJ.</p>	<p>Media professionals can counter this by verifying sources, debunking false claims with evidence, and providing clear, fact-based reporting that distinguishes truth from misinformation.</p>

	Key Concepts	Media Coverage
Discrimination	Discrimination denies equal rights through unjust distinctions in laws, policies, or treatment based on factors like race, gender, or religion. Women and ethnic minorities often face wage gaps, with compounded disadvantages for those at multiple intersections.	Media professionals can amplify diverse voices, report systemic inequalities, and use real-life stories to illustrate these layered impacts.
Equity	Equity ensures fairness in access, opportunities, and treatment by acknowledging different needs and disadvantages. Unlike equality, which treats everyone the same, equity tailors support to achieve similar outcomes. In the Pacific, restrictive abortion laws, stigma, and underfunded systems limit access to care.	Media professionals can highlight these barriers and amplify underrepresented voices advocating for change
Female Genital Mutilation (FGM)	Female Genital Mutilation (FGM) involves the partial or total removal of external female genitalia for non-medical reasons, causing severe physical and psychological harm. Deeply rooted in cultural traditions, FGM persists despite its dangers.	Media professionals can raise awareness by focusing on survivor stories, exposing health risks, and highlighting legal and advocacy efforts to end the practice.
Gender Pronouns	Gender Pronouns are words used in place of a name, often conveying gender identity. Some pronouns are gender-neutral (e.g., "they/them"), while others align with the gender binary (e.g. "she," "he").	Media professionals should respect preferred pronouns and educate audiences on inclusive language.

	Key Concepts	Media Coverage
Maternal mortality	Maternal mortality refers to deaths during pregnancy, childbirth, or up to a year postpartum, often due to preventable causes.	Media professionals should highlight inadequate healthcare, restrictive policies, socio-economic disparities, and cultural norms. Stories can explore systemic issues, policy gaps, and real-life experiences affecting maternal health outcomes.
Reproductive Rights	Reproductive Rights ensure individuals can make autonomous choices about reproduction, including contraception and healthcare, without discrimination or violence. Reproductive justice expands on this, addressing broader social and economic factors affecting access.	Media professionals can frame stories within SRHRJ principles by highlighting poverty, inequality, and restrictive laws while elevating marginalised voices advocating for comprehensive rights.
Sex Workers	Sex Workers provide sexual services in exchange for payment. The term "prostitute" is outdated and considered offensive. Criminalisation, stigma, and discrimination create significant barriers to their health and rights, limiting access to healthcare and increasing risks of violence.	Media professionals should avoid sensationalism and instead focus on systemic issues like legal frameworks, economic inequality, and social stigma affecting sex workers' well-being.
Sexual and Gender-Based Violence (SGBV)	Sexual and Gender-Based Violence (SGBV) includes violence rooted in gender inequality, discrimination, and power abuse. It disproportionately affects women and girls, leading to severe physical and psychological harm. In Southeast Asia, SGBV is often normalised through cultural and societal norms.	Media professionals should avoid framing incidents as isolated cases and instead highlight the systemic nature of SGBV, exploring contributing factors like misogyny, sexism, and socio-economic disparities.

Opposition & Disinformation

In 2024, the world saw its largest election year, with over 60 countries—including 17 in Asia-Pacific—going to the polls. Meanwhile, democratic decline persisted, with over 40% of the global population under authoritarian rule. As governments shifted further right, defending sexual, reproductive, and human rights became more urgent than ever.

A rising transnational anti-rights movement, driven by nationalist, religious, and ultra-conservative coalitions, increasingly targets gender equality, sexual and reproductive health rights and LGBTQIA+ rights.

The recent election of Donald Trump as president of the US – along with the Project 2025 agenda – raises grave concerns for the future of reproductive and LGBTQIA+ rights not just in the United States but around the world, which has been evident in recent years.

Among the most significant events in recent years was the reversal of Roe v Wade in 2022, which, though directly affects United States policy, has had a devastating impact internationally, particularly within the Asia-Pacific region where abortion rights are fervently contested.



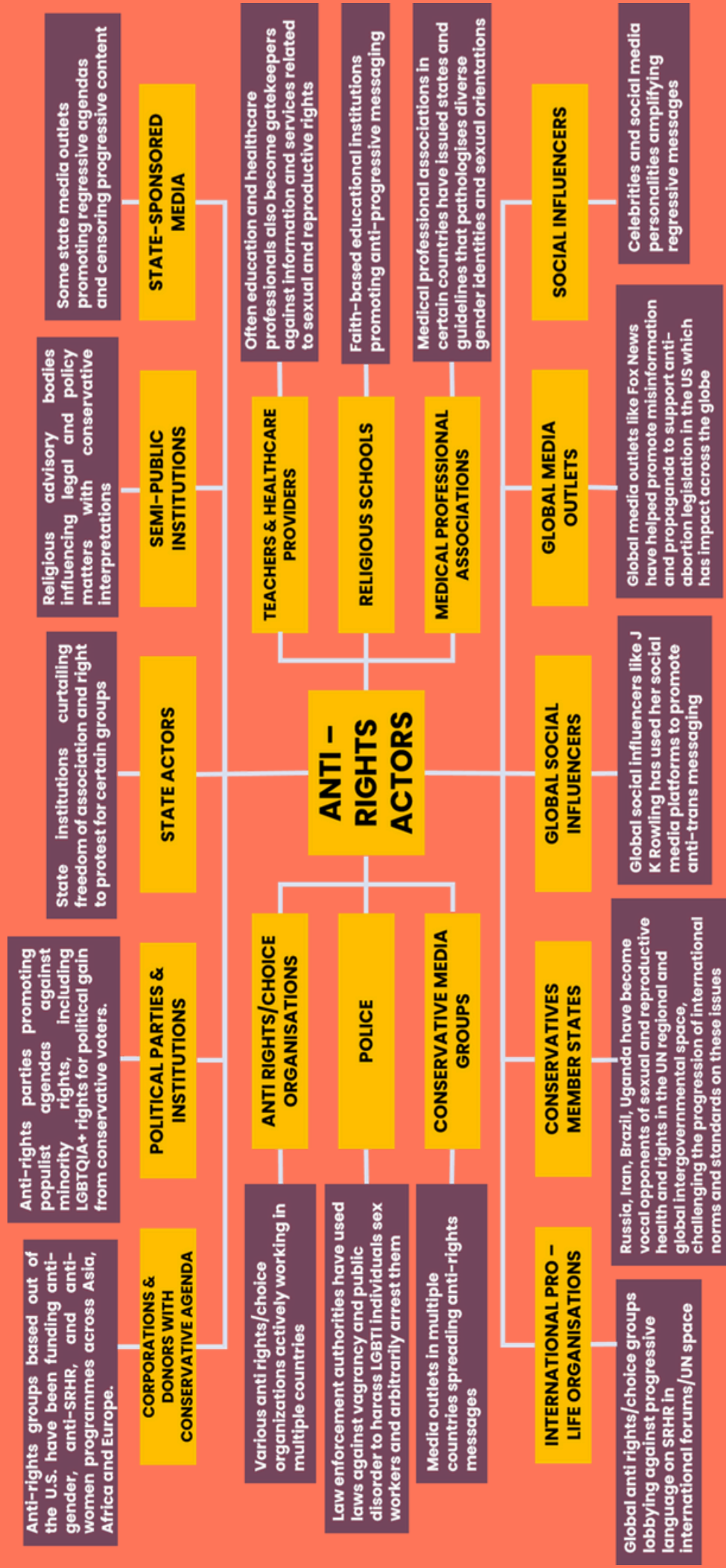


Anti-Rights actors pose a **barrier to a just and gender-equal world**. They often exploit social, economic, and political instability by attempting to bring **reactionary beliefs into the mainstream** and reverse gains for members of marginalised groups. They do this in several ways: laws (Regulations against women and LGBTQIA+ communities), spreading disinformation (Campaigns: mass media, social media, censorship), and various public appeal strategies.

For example, anti-rights movements often frame **equality for women and LGBTQIA+ communities as a threat to so-called “traditional” family values**. Movements encompassing **“anti-gender”**, “gender-critical”, “anti-rights”, and “men’s rights” have taken this to new extremes, creating moral panic by tapping into broader fears about the future of society and accusing feminist and LGBTIQ+ movements.

They push for overtly discriminatory policies and restrictions on essential services and even for the criminalisation of people based on their actual or perceived sexual orientation, gender identity or gender expression.

Reproductive health and rights are persistently challenged, with conservative political figures and anti-rights groups actively seeking to restrict basic healthcare at both federal and state levels. Media often focus narrowly on the legal controversy around issues like abortion, overlooking broader reproductive justice issues affecting marginalised groups.



Initial mapping of anti-rights & anti-gender actors & allies (passive and active)

The chart above provides an overview of anti-rights actors - individuals, organisations, or coalitions that work to undermine human rights, particularly in areas related to gender equality, sexual and reproductive health rights, and LGBTQIA_ rights - and their strategies that create obstacles to achieving gender equality worldwide.

Their influence spans political, legal, social, and cultural spheres, leveraging misinformation, lobbying, and strategic alliances to roll back progressive policies and hinder efforts toward gender equity. In regions like ESEAOR (East and Southeast Asia and Oceania), anti-rights actors often exploit cultural or religious narratives to frame equality movements as threats to societal cohesion or morality.

Examples of Regional Reproductive Rights Rollbacks:

Roe v. Wade Reversal: The US Supreme Court's decision two years ago to overturn Roe v. Wade, which had provided federal protection for abortion services, has had far-reaching consequences, invigorating anti-rights movements worldwide and influencing debates, policies, funding, and services related to reproductive rights.

In Japan, the approval of the MeFeego Pack, a two-step abortion pill, in April 2023 marked significant progress decades after similar medications became widely available elsewhere. However, access remains limited a year later, with only 3% of clinics offering this service.

Thailand has some of the region's most progressive abortion laws. Following a legal challenge, the Constitutional Court in February 2020 declared the Criminal Code's abortion ban unconstitutional, leading to amendments in 2022 that permit abortion up to 20 weeks under specific circumstances. Affordable abortion access remains out of reach for many women due to resistance from medical professionals.

Indonesia's new criminal code banning extramarital sex disproportionately affects women, minorities, and LGBTQIA+ communities, raising serious human rights concerns. Additionally, LGBTQIA+ communities face increasing hostility, harassment, and threats from officials, religious conservatives, forcing some advocacy groups to operate covertly.

In the Philippines, abortion decriminalisation advocates face political opposition supported by the Catholic Church and U.S.-based anti-abortion organisations. The Philippines Commission on Human Rights is backsliding on its support for abortion rights after being threatened with defunding by anti-abortion members of the Philippines Congress.

In South Korea, a lower court recently rejected an appeal to reinstate access to the website of the online medical abortion provider, Women on Web. There is still no legal basis in South Korea to support the court's ruling, leaving health providers, judicial leaders, policymakers, and the public unclear about how, when, and where an abortion can be obtained.

Key challenges

Reporting on Sexual and Reproductive Health, Rights, and Justice (SRHRJ) involves navigating several key challenges that affect accuracy, sensitivity, and impact.

Complexity of Issues

SRHRJ encompasses a wide range of topics, including access to reproductive health, gender-based violence, and LGBTQIA+ rights. Each topic requires specialised knowledge to ensure accurate representation. However, journalists may not always have access to comprehensive resources or expert sources, which can hinder nuanced coverage. This guide aims to bridge that gap by providing essential resources to support the media.

Cultural and Social Sensitivities

In many countries in the region, SRHRJ topics are considered taboo or controversial, making it difficult for journalists to report openly without facing societal backlash or professional repercussions. Cultural and religious norms often shape attitudes toward issues such as abortion, contraceptive access, and LGBTQIA+ rights. Solutions-based journalism—which focuses on positive outcomes, community-led initiatives, and policy successes within SRHRJ—offers a way for journalists to address these sensitivities.

Political and Legal Barriers

In some countries, legal restrictions on SRHRJ topics such as abortion and LGBTQIA+ rights make coverage challenging, exposing journalists to censorship, legal action, or threats for reporting critically on government policies or advocating for SRHRJ. These barriers restrict their ability to operate in tightly controlled media environments. Thematic framing—situating incidents within societal trends, legal frameworks, or public health contexts—helps journalists navigate cultural and political constraints, shifting the focus from individuals to systemic factors.

Stigma and Misinformation

Stigma and misinformation around SRHRJ topics, such as reproductive rights and gender identity, can result in biased reporting. Whether unintentional or driven by anti-rights influence, misinformation risks reinforcing stereotypes and further marginalising affected communities. Consulting subject experts, grassroots organisations, and communities helps verify data and ensure accuracy.

Anti-Rights Backlash

The growing influence of anti-rights movements presents an added challenge by spreading mis/disinformation while targeting journalists covering SRHRJ issues. This pushback can involve harassment, funding threats, or coordinated smear campaigns undermining accurate reporting and creating a climate of fear around SRHRJ journalism and content creation.

General Dos and Don'ts

Reporting on Sexual and Reproductive Health, Rights, and Justice (SRHRJ) requires a human rights-based approach that challenges misinformation, avoids stigma, and provides accurate, well-contextualised coverage. Effective reporting explores diverse perspectives and unpacks the complexities of SRHRJ issues without oversimplification.

A “Do No Harm” approach is central to responsible SRHRJ reporting, guiding media professionals—including journalists, editors, and content creators—towards ethical and informed coverage. This is guided by four key principles:

- **Safety:** Protect interviewees/communities from further harm or exposure.
- **Confidentiality:** Respect their privacy and keep identifying details private.
- **Respect:** Honour the experiences of the interviewees and their autonomy in sharing information.
- **Non-discrimination:** Treat all interviewees equitably, regardless of background

	DOs	DON'Ts
Language matters	<p>Use words and terms that are accurate, respectful and empowering for women/children.</p> <p>Use gender-neutral or gender-inclusive language when appropriate and respect the preferences and pronouns of your sources/interviewees.</p> <p>Appropriate words matter: For example, use 'assaulted' instead of 'defiled', 'rape' instead of 'non-consensual sex', etc.</p>	<p>Avoid language that is sexist, derogatory, harmful, or stigmatising.</p>
Informed consent	<p>Allow interviewees to share only as much information as they are comfortable giving. Stop if they show discomfort or request to end the interview.</p> <p>Offer the option for the survivor to be interviewed by someone of the same gender and keep the media team, including the interviewer and photographer or videographer, as small as possible for greater comfort and confidentiality.</p>	<p>Don't assume consent is implied—always obtain explicit, informed consent before recording or publishing an interview.</p> <p>Clearly explain how the information will be used and ensure interviewees fully understand their rights, including the option to remain anonymous or withdraw at any time.</p>

	DOs	DON'Ts
Address Disinformation	Proactively correct false narratives by providing clear, verified information on SRHRJ, distinguishing medical facts from myths. Thoroughly fact-check and challenge stigma and misconceptions that fuel misinformation.	Don't amplify false claims, even to debunk them, without clearly stating they are inaccurate. Repeating mis/disinformation without context can reinforce false narratives and spread further confusion.
Images	Get consent before taking any photos of women/survivors/communities. Show them the photo for their consent. Capture non-identifying details (silhouettes, backs of the head, hands, etc.) and obscure their faces (using masks, scarves, shadow-play, etc.) if they do not want to be featured fully. Consider using abstract imagery/graphics that can be as powerful in relaying your message.	Don't show the faces of the women/survivors/children to protect their identities. Avoid displaying scenes that reveal identifiable locations such as homes, workplaces, or schools, as these can risk exposing the identities of individuals.
Sources	Verify statistics and claims from multiple reputable sources to avoid the risk of amplifying misinformation—Cross-check facts with credible sources, including IPPF, WHO, UN agencies, NGOs, and peer-reviewed studies. Use recent data to reflect current trends and realities.	Try not to rely on a single source – whether for data or comments. A single viewpoint may reflect bias or an incomplete understanding of the issue. Avoid defaulting to official or institutional perspectives without including the voices of those directly impacted, grassroots organisations, NGOs and community voices.

	DOs	DON'Ts
Be inclusive	<p>Amplify perspectives from individuals in communities directly impacted by SRHRJ policies, including women, LGBTQIA+ individuals, and marginalised groups. Ensure diversity and representation.</p> <p>Apply the “Do No Harm” principles:</p> <ul style="list-style-type: none"> - Respect the safety, privacy and confidentiality of interviewees; - Have a survivor-centric approach when covering a story. A survivor-centred approach prioritises the rights, dignity, and respect of survivors, promoting their recovery and reducing the risk 	<p>Avoid generalised statements about populations or framing all individuals in a group as having identical experiences. Avoid intrusive questions (medical history, relationship status, or living arrangements) as they can compromise privacy.</p>
Context matters	<p>Provide scientific facts, data, historical context and expert opinions to explain SRHRJ issues clearly and accurately.</p> <p>Cultural, political, and social factors deeply influence SRHRJ issues. Decolonise narratives and adopt a more inclusive approach that respects cultural and social realities in the region.</p> <p>Address how <u>colonial legacies impact sexual and reproductive health (SRH)</u> - for example, the regulation of women’s bodily autonomy and reproductive health rights.</p>	<p>Avoid sensationalising SRHRJ topics or using fear-based framing, as this reinforces stigma and spreads misinformation. Ensure accuracy by consulting subject experts and affected communities and verifying information before publication to prevent amplifying misinformation.</p>

Media Framing

Effective framing shapes how readers perceive an issue and understand its broader significance, influencing public opinion, policy debates, and social change.

Rights-Based Framing

Centre stories on the principle that SRHRJ issues, including access to reproductive healthcare and LGBTQIA+ rights, are integral to human rights. Highlight autonomy, dignity, and self-determination rather than restricting these issues to medical or moral debates. Strengthen this approach by referencing global frameworks such as the UN Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) and the Sustainable Development Goals (SDGs), which advocate for gender equality and the right to healthcare.

Community-Centred Framing

Use personal stories to illustrate the real-world implications of policies. Interviews with community members, clients, and advocates can humanise the issues and offer relatable insights. Ask about the barriers and challenges they face daily to show how policies affect them, ensuring that narratives are nuanced rather than top-down. Emphasise how race, class, sexuality, and socioeconomic factors intersect in SRHRJ issues. This approach contextualises why specific populations, such as low-income or LGBTQIA+ communities, face disproportionate barriers to accessing care.

Data-Driven Framing

Incorporate statistics to highlight inequalities in SRHRJ access. For example, reference maternal mortality rates, contraceptive access, or the impact of restrictive laws on underrepresented groups. Frame SRHRJ as an economic issue by demonstrating how restricted access affects workforce participation, poverty levels, and family economic stability, reinforcing the broader societal implications.

Policy and Accountability Framing

Track government and institutional actions, showing how policies either support or undermine SRHRJ. This framing emphasises the role of governance in advancing or hindering SRHRJ and can inspire public and political accountability. Examine the historical context of SRHRJ challenges. Trace the roots of current barriers to colonial laws, patriarchal norms, or previous restrictive policies, providing audiences with deeper insight into present-day disparities.

Thematic Framing vs. Episodic Framing

Episodic framing presents a news event as an isolated incident, often focusing on sensational or provocative aspects. In contrast, thematic framing situates the event within the broader systemic context of sexual and reproductive health, rights, and justice (SRHRJ). This approach fosters a more nuanced, comprehensive, and insightful understanding of the issue.

Beyond the Story: How Solutions Journalism Shapes SRHRJ Reporting

Solutions-oriented journalism is a constructive approach that examines responses to social issues, analyses both challenges and successes and identifies the factors driving outcomes. Rather than focusing solely on crises, this method highlights effective interventions, innovative policies, and community-led initiatives.



Highlight Effective Responses

Solutions-based journalism examines impactful responses to SRHRJ challenges. This includes policies, initiatives, and advocacy efforts that have led to positive change.

Example: Covering how a country successfully expanded access to contraception through community-based distribution rather than just reporting on lack of access.

Showcase Community-Led Innovations

Solution-driven reporting centres on the voices of affected communities and their local solutions rather than only external interventions.

Example: Profiling grassroots organisations/IPPF Member Associations that have developed/expanded culturally appropriate comprehensive sexuality education (CSE) models in the region in the face of resistance.

Provide Context & Evidence

Solutions-oriented reporting presents both successes and challenges, offering a realistic assessment of what works, why, and under what conditions.

Example: Examining how expanding abortion care in underserved areas improves access while addressing barriers like community services, telemedicine, and policy constraints.

Inspire Action & Policy Change

By demonstrating practical solutions, this approach empowers communities, influences policymakers, and builds public support for effective SRHRJ interventions.

Example: Covering how Thailand's Marriage Equality Act strengthened legal protections for LGBTQIA+ couples, with data on its implementation, public reception, and its impact on reducing discrimination in legal and social systems.

Checklist

Effective framing shapes how readers perceive an issue and understand its broader significance, influencing public opinion, policy debates, and social change.



Provide Actionable Resources

Include calls to action and information on local support services. This may involve linking to credible sources such as IPPF, WHO, or UNDP, which offer accurate data and analysis, or providing contact details for grassroots organisations and NGOs that offer support, services, and information.



Respect Privacy and Agency

Uphold the dignity of interviewees by respecting their right to privacy, allowing them to control how their stories are told. Ensure confidentiality, use pseudonyms when anonymity is required., and secure informed consent.



Avoid Sensationalism

Refrain from using exploitative headlines or framing that turns harm into spectacle. Ensure coverage prioritises dignity over shock value.



Adopt a Survivor-Centred Approach

Prioritise the voices, needs, and perspectives of survivors when reporting on cases involving sexual violence, reproductive rights, or marginalised communities.



Verify Data and Sources

Cross-check statistics and claims with reputable organisations and experts to ensure accuracy and prevent the spread of misinformation.

Case Studies

Case studies serve as valuable learning tools, offering insights into how various media outlets, journalists, and communities have successfully addressed SRHRJ issues. By examining real-world examples, journalists can gain a deeper understanding of the practices that foster responsible, impactful, and solutions-focused reporting, particularly when covering topics that may intersect with cultural sensitivities, public health policies, or policy debates.

Newborn baby thrown from fourth-floor balcony, teenage girl arrested

13/05/2020 18:41 MYT



Police are now tracking a 18-year-old boy, believed to be the girl's boyfriend and the father of the baby.

A 18-year-old girl was arrested for allegedly throwing a newborn baby from a residential unit on the fourth floor of a flat in Persiaran Mayang Pasir 5, Bayan Baru near here today.

Southwest district police chief Superintendent A.A. Anbalagan said the girl was arrested after police conducted a house-to-house inspection following the discovery of a newborn baby girl alive in a bag at the back of the flats.

"At about 8 am this morning, an occupant on the ground floor heard the thud of an object falling on the balcony canopy of his house before falling down, which led him to go out to inspect what was happening and finding the baby," he said here.

The individual then contacted the police and a police and medical team went to the scene and an examination of the baby found injuries on the head, he added.

The baby was then taken to Penang Hospital and police launched a house-to-house search before arresting the teenager who lived with her family after she was found in a suspicious circumstances, said Anbalagan.

Cereal box baby killer: Teo planned to murder her baby all along, UK court finds



Saturday, 26 Oct 2024 11:00 AM MYT

PETALING JAYA: Malaysian student Teo Jia Xin, who has been convicted of murdering her newborn baby girl by stuffing her into a cereal box had planned to kill the infant all along.

This according to UK court documents which quoted Warwick Crown Court Judge Justice Tipples who said that Teo, 22, had rejected help from friends and paramedics on the day of the incident as she sat in a pool of her own blood on the bathroom floor of her student apartment with her then alive baby shortly after giving birth.

"The birth was not straightforward, but was complicated by significant blood loss. You were in considerable pain, weak and exhausted, and struggling to stand.

ALSO READ : [Malaysian student, who stuffed newborn baby in cereal box, convicted of murder in UK](#)

"You(r) baby was alive and well - a full-term healthy baby. But you did not want her. You cut the umbilical cord with a pair of scissors and the baby was alone with you in the bathroom, and she was soon crying," she said.

Tipples said that Teo had screamed at friends and paramedics, who had made their way into her room and found the large amounts of blood, to leave.

"... because you were determined to get rid of the baby, you also knew that you could not get any help for yourself until you had hidden her body and attempted to clear up the mess in your room caused by the

Sex worker, 19, dies

Local News, News | Published: April 13, 2024 | Last Updated: July 15, 2024 |

Listen to this article:

"Mother, forgive these people, I do not know whether I'm going to live."

These were the last words 19-year-old Setariki Ravato said to Ana Tuineau who visited him at the Lautoka Hospital two weeks ago.

It was also the last time that Ms Tuineau would see him alive.

Ravato, who was known as Esther in the LGBTQI community, succumbed to serious injuries he suffered in a horrific attack.

Recalling the night of the incident, Ms Tuineau said she watched from her flat on Lautoka's Nede St as group of men and a woman beat up Ravato by the gate of the building.

She said she had treated Ravato as her own son after he began facing problems with his family.

"It was on a Wednesday, and I could hear him running towards the stairs," she said.

"They came with a rod and hit Setariki and pulled him inside a car."

Ms Tuineau said he eventually returned from Ba to where they lived on Nede St but appeared to be suffering from internal injuries.

"I gave him money to go to the hospital because he was bleeding," she said.

"When I went to see him at the hospital, he told me the people who forced him into the car and took him to Ba had inserted a rod in his private parts.

"They tied him up, took off his clothes and beat him up.

Case Study 1

Headline: Sex worker, 19, dies

This news article in a local newspaper is about the murder of Esther, a transgender woman and sex worker in Fiji who endured verbal abuse and torture after being forcibly taken from her home in Lautoka by a group of men and women. This appalling incident resulted in severe internal injuries, allegedly leading to her tragic death.

In Fiji, transgender people, particularly transgender sex workers, face high rates of sexual and gender-based violence (SGBV), physical abuse, harassment, bullying, stigma, and intimidation. Transgender women are routinely targeted by cyberbullying, with a rising trend of online hate speech.

Sex workers encounter a multitude of barriers to their sexual and reproductive health and rights (SRHR). Widespread criminalisation, along with stigma and discrimination, not only infringes upon their fundamental human rights - including the right to live free from violence and the right to health - but also restricts their access to equitable sexual and reproductive health services.

Language

Deadnaming and misgendering—intentionally using a person's former name or the pronouns associated with their sex assigned at birth rather than their gender identity—are common tactics used to harass trans people online. In the article, the trans woman, Esther, is repeatedly referred to by her former male name and incorrect pronouns, such as “he” and “him.” This not only disrespects her gender identity but also reinforces a broader lack of understanding about transgender people.

Suggestion

The article should consistently use the name and gender identity with which the individual identified.

Sensationalism:

The report includes graphic descriptions of the violence, such as the insertion of objects, which may be distressing for readers and objectify the victim's suffering, diminishing her humanity.

Suggestion

Avoid overly graphic details that could cause harm or distress. Provide more context on the risks faced by LGBTQ+ individuals in Fiji, including calls for action to support and promote systemic change. It might also incorporate expert voices to highlight the stigma, discrimination, and violence affecting the LGBTQ+ community, particularly transgender individuals and sex workers. Additionally, exploring how authorities can better protect LGBTQ+ communities and what measures are being taken to prevent future violence would make the coverage more comprehensive.

Case Study 2

Headline: Cereal box baby killer: Teo planned to murder her baby all along, UK court finds

Language

Words like “baby killer” are emotionally charged and designed to provoke strong reactions, ultimately distorting public perception. This type of language sensationalises the issue rather than addressing the core concerns, such as reproductive rights, the lack of support for a young pregnant student, and the reasons she may have felt unable to seek help. By oversimplifying a complex social and medical issue, the article reduces it to simplistic binaries that impose moral judgment rather than fostering a nuanced and informed discussion.

Framing

Coverage of this story was largely, if not completely, focused on the court verdict and sentencing and described the 22-year-old student as a “baby killer”. This was an example of episodic framing of the case, which sensationalised specific details such as how the baby was “stuffed into a cereal box” and how the mother “planned to murder” her baby. Although this case occurred in the United Kingdom, it reflects a broader issue with how media reports on such topics. (Refer to Case Study #3 below.)

Suggestion

Instead of reducing complex issues to moral binaries, coverage should provide a broader socio-political and economic context, highlighting systemic challenges such as gaps in reproductive healthcare, inadequate support for young mothers, and barriers to seeking help. Additionally, reporting should encourage constructive public engagement by shifting the focus from blame to solution-oriented discussions that explore policy changes, community support mechanisms, and systemic reforms.

Suggestion

Shift the focus from individual actions to the broader systemic factors that may have contributed to the situation. A thematic framing approach allows the media to foster meaningful discussions on mental health, child protection, and the critical need for strong support systems for vulnerable individuals, rather than centering on sensational details. Including perspectives from mental health professionals, child welfare advocates, and sociologists can provide deeper insight into the structural gaps and systemic failures that enable such cases, offering a more informed and responsible narrative.

Case Study

Headline: Newborn baby thrown from fourth-floor balcony, teenage girl arrested

In Malaysia, statistics reveal an annual average of 18,000 adolescent pregnancies. Malaysia has been ranked eighth among ASEAN countries in terms of adolescent pregnancies, with approximately 11.5 pregnancies per 1000 adolescents aged 15 to 19. Teenage pregnancy poses significant risks to both the young mothers and their babies, including physical complications like anemia and low birth weight, as well as mental health issues. Teen mothers are also more likely to face social isolation, limited educational and financial opportunities, and poverty. These challenges can have long-term effects on their well-being. This news report on a single incident involving a young girl highlights the broader issue of teen pregnancies in Malaysia, where women and girls often face overwhelming pressures with little support. Many of these pregnancies are unplanned, leaving teenagers without the financial and emotional resources they need.

Sensationalism

The article lacks empathy and respect for those involved, failing to acknowledge the traumatic circumstances surrounding the incident. Rather than framing it as a shocking story, coverage should adopt a more sensitive approach by considering factors such as the teenager's situation, mental health, and potential gaps in support or reproductive health knowledge. Sensationalist language, such as "an occupant on the ground floor heard the thud of an object falling on the balcony canopy of his house" or "threw the baby off the balcony," amplifies the tragedy without adding meaningful context.

Framing

The article's crime-focused framing isolates the incident from broader reproductive health challenges in Malaysia. It overlooks systemic factors such as limited access to sexual and reproductive health education, stigma around teenage pregnancy, and the criminalisation of abortion. By ignoring these barriers, the coverage reinforces stigma rather than addressing the lack of support for young mothers or gaps in contraception and safe abortion access. A more ethical approach would contextualise the case within broader societal and policy shortcomings, fostering a more informed discussion.

Suggestion

Avoid graphic descriptions that may distress readers or reinforce stigma. Instead, focus on solutions by highlighting available resources, such as counseling for young mothers and support systems for pregnant teenagers. Incorporating expert and NGO perspectives can provide valuable context, fostering a more informed and constructive discussion.

Suggestion

Rather than presenting the incident as an isolated event, the media should contextualise it within the broader issues of teenage pregnancy, inadequate support systems, and mental health challenges. Coverage should explore underlying factors such as stigma, limited access to reproductive healthcare, and the societal pressures young girls face. Including expert analysis and real-life experiences should provide a more nuanced perspective. Additionally, highlighting the importance of comprehensive sexuality education should help inform public discourse, equipping young people with the knowledge and resources to make informed decisions and prevent unintended pregnancies.

Key Resources

[Two Years Post-Roe; Navigating Reproductive Rights Challenges and Progress in East, South East Asia and Oceania](#), IPPF ESEAOR, 2024

[The Rights Roll-back is Gaining Momentum](#), IPPF ESEAOR, 2024

[Behind Bars, Beyond Boundaries: Addressing SRHR in Indonesia's Prisons](#), IPPF ESEAOR, 2023

[Promoting Menstrual Hygiene and SRH to End Stigma in Indonesia](#), IPPF ESEAOR, 2023

[Responsible Representation and Reporting on Violence Against Women and Children](#), UNICEF, 2023

[Reporting on Gender-Based Violence in Humanitarian Settings](#) UNFPA, 2020

[Reporting on Gender-Based Violence in the Syria Crisis: Good Practices in the Media](#), UNFPA, 2015

[Conducting safe, effective and ethical interviews with survivors of SGBV](#), WITNESS, 2019

[Silence and Omissions: A media guide for covering gender-based violence](#), Center For Women's Global Leadership, 2021


[Ethical storytelling on gender-based violence](#), Irish Consortium On Gender Based Violence, 2019

[Dive Deeper Into Stellar Solutions Stories](#), Solutions Journalism Network, 2024

[Body Politics: A primer on criminalisation of sexuality and reproduction](#), Amnesty International, 2021

[Monitoring Report: LGBTIQ+ Rights in Malaysia](#), Asian-Pacific Resource Centre for Women (ARROW), 2020

[The right to sexuality](#), Asian-Pacific Resource Centre for Women (ARROW), 2019



Asia-Pacific Institute for Broadcasting Development
(AIBD), 2nd Floor,
Bangunan Teknologi Kompleks Angkasapuri,
50614 Kuala Lumpur, Malaysia.

T : +60 3 2282-4618/-3719

F : +60 3 2282 2761

EMAIL: admin@aibd.org.my

International Planned Parenthood Federation
East & South East Asia and Oceania Region

246, Lorong Enau, Jalan Ampang,
50450 Kuala Lumpur, Malaysia

Tel: +60 (3) 425 66 122

Or: +60 (3) 425 66 246

Or: +60 (3) 425 66 308

Fax: +60 (3) 425 66 386

WEB: <https://www.eseaor.ippf.org/>

EMAIL: office@ippf.org