

Launch of the campaign

My pregnancy. The choice is mine!

By the Comité-conseil santé des femmes (women's health advisory committee)
and the Table de concertation des groupes de femmes de la Gaspésie et des Îles-de-la-Madeleine



Table de concertation
des groupes de femmes
GASPÉSIE - ÎLES-DE-LA-MADELEINE



Comité-conseil
santé des femmes
GASPÉSIE - ÎLES-DE-LA-MADELEINE

My pregnancy

The choice IS MINE!

In the Gaspésie-Îles-de-la-Madeleine region

Launch of the campaign *My pregnancy. The choice is mine!*

Gaspé, October 6, 2022 - The Comité-conseil santé des femmes (women's health advisory committee) and the Table de concertation des groupes de femmes de la Gaspésie et des Îles-de-la-Madeleine today launched the *My pregnancy. The choice is mine* campaign in Gaspé. This pro-choice campaign builds on the new regional website amoidechoisir.ca, which includes information and resources geared to the situation in the region, as well as information tools distributed by partner organisations and content posted on social networks.

"We believe it is of the utmost importance to provide the population of our region with up-to-date, objective and truthful pro-choice information about the options available to pregnant individuals, especially following the invalidation of the right to abortion nationwide by the United States Supreme Court in June 2022," says Léa Blouin-Rodrigue, Women's Health Development Officer at the Table. "It is up to pregnant individuals to decide whether or not they wish to continue their pregnancy. They have the right to be informed about existing services and resources available in our community, so that they can make an informed decision. We also want them to know that even if they live in a small community, they have the right to confidentiality throughout the process."

The most comprehensive reference tool deployed as part of the campaign is the amoidechoisir.ca website. Consequently, all other tools point to this user-friendly site. It provides information on the options available to prevent pregnancy following unprotected or inadequately protected sex, as well as those available following a positive pregnancy test. It also provides advice and decision-making tools, as well as information on methods of terminating a pregnancy, the steps to take to do so, if necessary, and the resources available in the region. It also addresses the emotions experienced and the steps to follow following a termination of pregnancy, in addition to being a forum where people can share their stories.

Posters and information cards will be distributed throughout the region thanks to the cooperation of several partner organisations. In addition, so as to reach people of all ages, messages adapted to different platforms will be posted on Instagram, Facebook and even TikTok. "Very few organisations in our region are currently active on TikTok, but we believe it is a platform of choice for reaching young people," says Léa Blouin-Rodrigue. "Instagram will also reach a lot of young people and a slightly older audience, while Facebook will allow us to reach the entire population, since it is still the social network most used by adults in Québec. In addition to being better informed, the population will also be able to act as a channel transmitting information to a younger audience."

About

The women's health advisory committee is a consultation forum dedicated to raising awareness and providing information to the regional health and social services network regarding the organisation and delivery of services affecting the living conditions of women in the Gaspésie-Îles de la Madeleine region. It brings together stakeholders from different backgrounds, whether community, professional or paraprofessional, with expertise in management and interventions related to the status of women. The committee works in partnership with the CISSS de la Gaspésie.

The advisory committee is headed by the Table de concertation des groupes de femmes de la Gaspésie et des Îles-de-la-Madeleine, a feminist group that collectively defends rights.

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