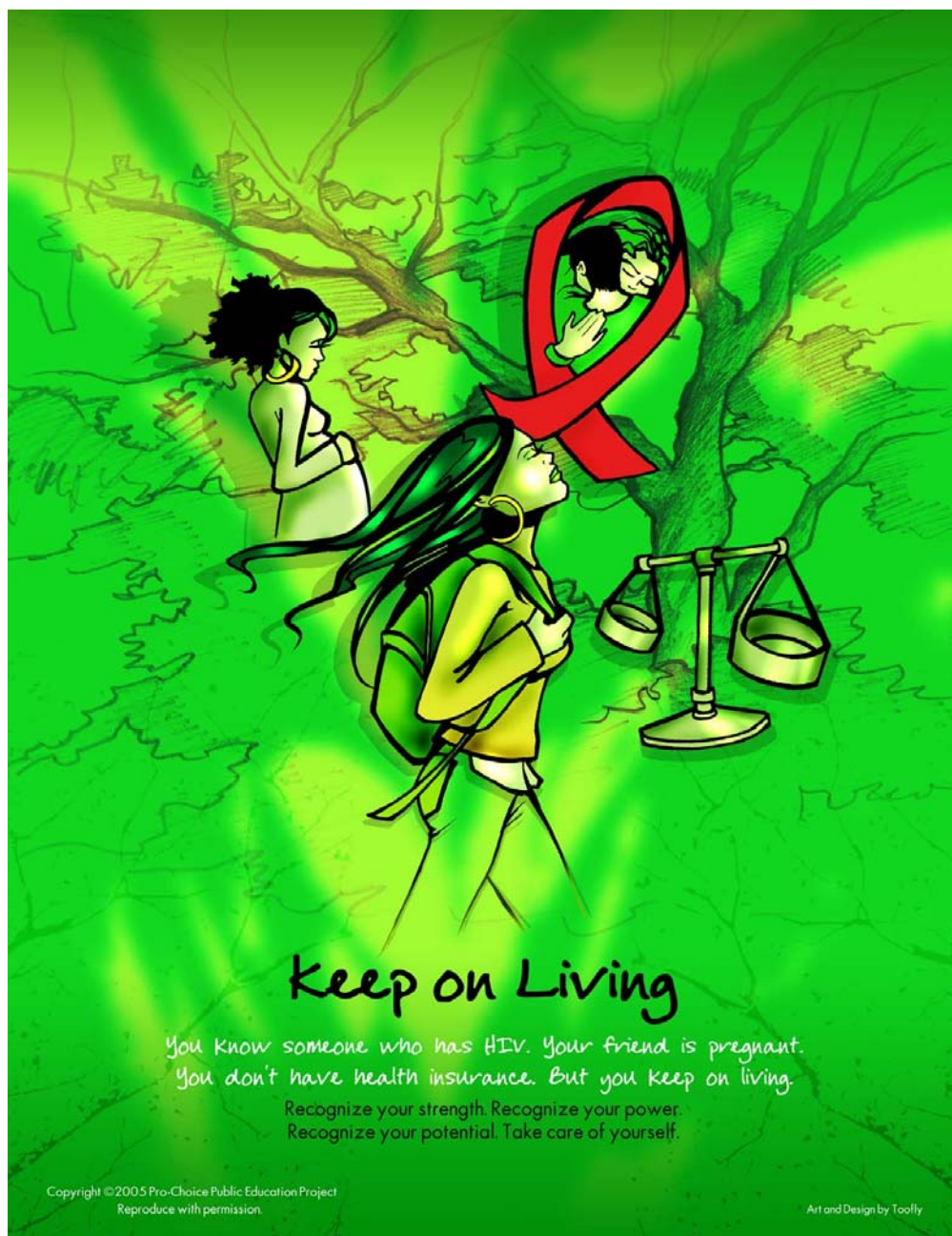


RECOGNIZE! – From the Pro-Choice Public Education Project (PEP)

The Pro-Choice Public Education Project (PEP) uses research as a tool for social change, by putting it into action through message and tool development focused on educating young women about reproductive health and rights. RECOGNIZE! is our latest public education campaign and is based on the findings of our research report on young women of color, "She Speaks: Young Latino and African American Young Women on Reproductive Health and Rights". RECOGNIZE! connects with young women of color on their terms and engages them around these critical issues. We hope that the RECOGNIZE! campaign will increase outreach to young Latino and African American women, encourage their activism on these issues and broaden the movement to include the perspectives of young women of color.



The tagline "Recognize your strength. Recognize your power. Recognize your potential. Take care of yourself." speaks directly to the complex realities that many young women of color face today. They worry about HIV/AIDS and their lack of health insurance, demonstrate a fierce self-determination to take control of their lives, and want to start families someday. We created these messages and accompanying images as a way to elevate their concerns and their aspirations and link them to a broader reproductive justice movement. The campaign reflects a more holistic approach to reproductive rights and an emphasis on the importance of family and community than the more individualistic messages that have come out of the movement previously.



To build broader support for reproductive rights among young women of color and develop their leadership within the movement, we must first meet them where they are. The RECOGNIZE! campaign provides organizations and activists with tools to engage young Latinas and African American women and broaden the agenda of the reproductive health and rights movement to reflect their experiences. For more information on the tools or to order some, please contact us at pep@protectchoice.org.

