



Your Life *Promoting Sexual Health Across the Globe*

The global Your Life campaign takes a revolutionary approach to sexual education. It is directed at young people and pursues the vision of a world where every pregnancy is wanted. Your Life is supported by a coalition of fourteen international partners and sponsored by Bayer. Its annual highlight is the World Contraception Day on September 26.

Our mission: Empowerment through education

To reduce the number of unintended pregnancies and related health issues, the Your Life campaign focuses on four key principles:

1. Information is independence. Education empowers young people to understand their rights and responsibilities concerning sex and contraception, and ultimately enables them to take control of their own reproductive health.
2. Sexual education must be free from stigma, taboo and false beliefs. Young people need honest, plain-talking advice without moral judgment.
3. Sexual health services must be youth-friendly. Young people seeking treatment, contraceptives and advice should feel comfortable doing so.
4. These services must be freely and easily available to both men and women. Gender inequality is one of the main obstacles to improving reproductive health.

The partners supporting Your Life: The World Contraception Day Coalition

Named after the annual highlight of the ongoing campaign activities, the World Contraception Day Coalition comprises NGOs, a governmental organization as well as scientific and medical associations and is supported by Bayer. These partners use their expertise and their broad network of contacts to take a stand for the sexual and reproductive rights of teens and adolescents worldwide. The WCD Coalition calls on governments, community leaders, healthcare providers and educators to help young people make contraception part of their lives. It strives to provide young people with all the tools, skills and knowledge they need to take control of their lives and build better futures for themselves.

The partners of the World Contraception Day Coalition are:

- Asia Pacific Council on Contraception (APCOC)
- Centro Latinoamericano Salud y Mujer (CELSAM)
- Deutsche Stiftung Weltbevölkerung (DSW)
- EngenderHealth (EH)



- European Society of Contraception and Reproductive Health (ESC)
- Family Planning 2020 (FP2020)
- International Federation of Pediatric and Adolescent Gynecology (FIGIJ)
- International Planned Parenthood Federation (IPPF)
- Marie Stopes International (MSI)
- Pathfinder International
- Population Services International (PSI)
- The Population Council
- The United States Agency for International Development (USAID)
- Women Deliver (WD)

Your Life supports:

- 120 Under 40, an initiative by the Bill & Melinda Gates Institute for Population and Reproductive Health at the Johns Hopkins Bloomberg School of Public Health
- Every Woman Every Child (EWEC), a movement committed to the United Nations' Global Strategy for Women's, Children's, and Adolescents' Health

The website

The campaign has a dedicated website, www.Your-Life.com, where young people can get accurate and unbiased information on contraception. The content is presented in a straightforward and relatable way, without judging or lecturing. The website also includes a section for parents, teachers and healthcare providers. It features extensive educational material and resources that help to engage young people in a taboo-free conversation about sex and contraception.

World Contraception Day

World Contraception Day (WCD) takes place every year on September 26 and marks the annual highlight of the ongoing communication of the Your Life campaign. It is a well-established official awareness day that puts sexual rights and contraception in focus in more than 70 countries – at political, media and public levels. The project began in Central America in 2003. Several partners joined up to launch a local event promoting the use of contraceptives. The idea quickly gained popularity, and in 2007 it was transformed into the global event it is today.

Disclaimer

Your Life/World Contraception Day content does not necessarily reflect the viewpoints of the partners of the WCD Coalition.
