



CASE STUDY

CENTER *for* REPRODUCTIVE RIGHTS

Strategic Communications for SRHR Advocacy in Africa

How VALSIG Solutions amplified litigation, advocacy campaigns, and research visibility across the African continent.

VALSIG Solutions | CRR Africa Case Study

A graphic for the International Day for Maternal Health & Rights. It features a teal background with a faint map of Africa. On the right, there is a close-up photograph of a pregnant woman's belly, wearing a yellow and blue patterned headscarf and a yellow and blue patterned top. The text "INTERNATIONAL DAY FOR" is in white, sans-serif font. Below it, "MATERNAL HEALTH & RIGHTS" is in a large, bold, white, sans-serif font. A red banner with the text "APRIL 11TH" in white, sans-serif font is positioned over the word "HEALTH".

INTERNATIONAL DAY FOR
**MATERNAL
HEALTH &
RIGHTS**
APRIL 11TH

@ReproRightsAFR

ABOUT THE CLIENT

Center for Reproductive Rights

Who They Are

The Center for Reproductive Rights (CRR) is a global legal advocacy organization that uses the power of law to advance reproductive rights as fundamental human rights.

In Africa, CRR works across the continent to hold governments accountable, support landmark litigation, and strengthen legal frameworks protecting women's and girls' reproductive health and autonomy.

Operating in some of the world's most complex legal and social contexts, CRR Africa needed a communications partner who understood both the sensitivity and the urgency of their work.

FOCUS

Reproductive Rights Law

REGION

Pan-African

MISSION

Litigation & Advocacy

PARTNER

VALSIG Solutions

THE CHALLENGE

Communicating High-Stakes Rights Work

Translating complex legal cases into accessible public content

Building brand presence distinct from international CRR chapters

Navigating sensitive SRHR topics with nuance and legal care

Driving engagement across diverse African audiences

Amplifying litigation outcomes and research launches at scale



Stories like Josephine Ongwen's —
amplified to reach 100k+ audiences across
Africa

Three Pillars of Strategic Communication

Be Professional

- › African-inspired brand visuals
- › Differentiated from global CRR pages
- › Bespoke templates & visual assets
- › Videos, graphics & brand system

Be Engaging

- › Multi-platform: Instagram, Twitter/X & LinkedIn
- › Community management & responses
- › Consistent daily content calendar
- › Audience-first storytelling

Be Actionable

- › Key international dates & campaigns
- › Conference & events coverage
- › Litigation explainers & updates
- › Paid digital advocacy campaigns

Comprehensive Communications Solutions

01 Social Media Management

End-to-end management of Instagram, Twitter/X, and LinkedIn with content calendars, community engagement, and performance optimization.

03 Paid Digital Campaigns

Targeted paid advertising to expand reach and drive visibility around key advocacy moments and international days.

05 Research & Report Amplification

Digital amplification strategies for research reports through visual storytelling, infographics, and multi-platform rollouts.

02 Advocacy Campaign Strategy

Integrated campaigns grounded in audience mapping, narrative framing, and movement-building to drive awareness and policy engagement.

04 Litigation & Policy Communications

Complex court cases translated into accessible content — explainers, milestone updates, and survivor-centered storytelling.

06 Crisis & Sensitive Issue Communications

Messaging guidance on high-risk SRHR issues requiring legal sensitivity and strategic nuance.

CREATIVE IMPACT

African-Inspired Visual Storytelling

Campaign visuals developed for CRR Africa's social media channels



SPOTLIGHT

Landmark Litigation Communications

VALSIG Solutions translated complex legal proceedings into compelling, accessible narratives — building public understanding and momentum around landmark cases across Africa.

Case update communications

Survivor-Centered storytelling

Multi-platform litigation explainers reaching diverse African audiences

Coalition visibility content

NEWS
UPDATE

News Update

Landmark Case

Together with the Women Pro Bono Initiative, we have officially filed a communication before the Africa Committee of Experts on the Rights and Welfare of the Child (ACERWC) on behalf of adolescent girls who are survivors of sexual violence in Uganda.

@ReproRightsAFR



Every child has the right to learn. No girl should be forced out of school because she is pregnant or a mother.

— Elsy Sainna

Associate Director, Advocacy & External Relations Africa Center for Reproductive Rights

VALSIG Solutions ensured this voice — and voices like it — reached the widest possible audience across Africa.

Measurable Change Across the Continent

3

Platforms

Active social media presence built from the ground up

Up

Reach

Audience growth through both organic and paid digital advocacy campaigns

6

Services

Comprehensive communication solutions delivered

Pan

African

Campaigns spanning multiple African countries and legal contexts

Your Partner for Purpose-Driven Communications



Deeply African

We understand the cultural, legal, and social contexts that shape communication across the continent.



Rights-Literate

We translate complex legal and policy content into narratives that move audiences and shift perceptions.



Platform-Native

From organic social to paid campaigns, we meet your audience where they are with content that works.



Trusted Partners

We work as an extension of your team — aligned to your mission, values, and strategic goals.

Ready to Amplify Your Mission?

LET'S BUILD YOUR Story Together

VALSIG Solutions partners with civil society organizations, NGOs, and advocacy groups to develop communications strategies that create real-world change. Whether you need social media management, a campaign strategy, or sensitive issue communications — we are ready.

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