Protected: Resources for countering the anti-gender movement

article, anti-gender movement, advocacy resources, resilience against anti-gender ideology, trans activists

Since 2021, TGEU has been developing a series of resources focused on the anti-gender movement. This work includes:

- **Research to understand who anti-gender actors are and how they organise**
- **How to counter their influence through strategic communications**
- **Developing safety and security guidance for activists and organisations fighting for trans rights.**

TGEU has also developed a set of new practical tools and templates to support rapid responses when anti-trans incidents occur.

This hub is a private space for our members to explore the knowledge and skills-based information gathered across all TGEU's resources, training information, and tools relating to the anti-gender movement.

On this page, you will find:

- Key resources giving a landscape analysis overview of anti-gender actors and their tactics
- Safety and security toolkits with many practical tools to support individual activists and organisations
- Series of templates to support rapid responses when anti-trans incidents arise.
- Guidance on developing strategic communications to reach moveable middle audiences, and online training to demonstrate how this can be applied
- An argumentation manual offers evidence-based talking points for discussing trans rights and refuting common arguments with policy-makers.
- A list of external resources summarises useful resources from ally organisations.

Landscape Analysis: What we know on anti-gender movement measures and actors targeting trans people across Europe and Central Asia

This report aims at providing an overview of the available literature, public resources, and information tracking how the actors and tactics of the anti-gender movement are targeting trans people. In providing this overview, the report has two objectives.

Firstly, it draws attention to the rise in organised anti-gender and anti-trans actors across Europe and Central Asia as a point of concern for trans organisations, activists, and others working to support trans communities.

Secondly, it identifies gaps and trends in the literature and shares key information on the patterns observed in where and how anti-gender and anti-trans actors are striking; their tactics, connections, arguments, and level of impact. It also highlights gaps in research, knowledge, and publicly-available literature on actors specifically targeting trans people, and the need for greater academic research into these areas.

read the report

Supporting Those Who Speak Up for Trans Rights: Safety and Security Toolkits

Trans people, especially those who engage in activism, tend to be at higher risk of backlash. These toolkits are designed to address that. They include material tailored to threats that trans activists or organisations may face. They can be used to help create safe living and working environments.

The toolkits draw on collective knowledge from existing safety resources within and outside the trans community. Inside, you'll find many adaptable resources. These cover general safety and security principles and concepts. They go on to lay out practical steps to identifying plans relevant to trans-specific situations. There are also a set of handouts which can be used as standalone tools and exercises.

Key topics include:

- How to prevent safety and security incidents from occurring
- How to respond to incidents if they occur
- Ways to mitigate risks and threats through various planning tools.

There are two versions, one for individual trans activists and one for organisations supporting trans rights. If you would like to receive either report, please email deekshitha@tgeu.org with the subject line: **Safety and Security Toolkit**.

Practical templates and guidance for responding to urgent incidents

A new set of practical templates for responding rapidly to urgent incidents as soon as they happen. These were developed to meet the needs expressed by members for accessible templates which could be used with little introduction, for typical urgent actions, and with key information already included.

The resources include:

- Protocols for legal or policy changes, and for activists facing personal risks.
- Case study template – top level questions to capture information as it happens and write up quick case studies.
- Guidance: how to create quick reference guides to communicate rapidly with key stakeholders – to pull together important information ahead of anticipated incidents occurring so that you can respond quickly when the moment happens.
- Example procedures for communicating with important stakeholders – guiding good practice and templates, including examples of the following documents:
    - A letter addressing a Minister of State,
    - A letter and email addressing a parliamentarian,
    - A press release and cover email,
    - An email addressing the CEO of a feminist organisation/board of an international donor organisation.

get the templates

Messages That Build Support for Transgender Rights: A Toolkit for Effective Communication Strategies

The communication strategies in this toolkit are geared at educating the 'moveable middle' about trans people. The moveable middle refers to people who do not already hold a strong opinion on a topic, in this case, trans rights.

The communication strategies it covers recognise that language around trans activism can alienate these audiences. This toolkit provides an overview of how to develop messages, with concrete goals and audiences in mind. It also lays out several tested communication strategies, and how to use them.

This toolkit includes two communications approaches:

- The Heartwired Approach – this approach relies on psychology. It uses a person's existing values to help them learn about and understand trans lives and experiences.
- Race Class Gender Narrative – this approach seeks to reach the moveable middle without alienating existing supporters. It specifically builds on alliances across and between race, class, and gender movements.

If you would like to receive a copy of this publication, please email comms@tgeu.org. Include '**Request: Messages that Build Support**' in the subject line.

Trans Leaders Academy course: Messaging against the anti-gender movement

An interactive short learning course on the Trans Leaders Academy. This course introduces the core concepts of the Communications Strategies Toolkit in a shorter format. There are three short videos covering the principles of communicating to influence social change, and two activities which embed the learning by putting it into practice.

If you would like to access the course, reach out to vanjac@tgeu.org or vanya@tgeu.org.

Messages that build support for trans rights: training slidedeck

TGEU conducted several trainings with members and other organisations on the principles of communications to build support for trans rights amongst moveable middle audiences. And how to apply these principles in different contexts.

The slidedecks from some of these trainings capture learning tailored to different geographic regions.

- Core curriculum (in English and Russian) – Three day curriculum with components of Heartwired communications principles, practical exercises to put principles into practice, adapting messages to audiences, and scenario planning.
- Training with Scottish Trans (in English and Russian) – includes Heartwired communications principles, case study from Scottish Trans, and session on applying theory to messaging.
- Training focused on Eastern Europe and Central Asia (in English and Russian) – includes communications principles for both the Heartwired approach and Race Class Gender Narrative approach. Sessions on safety and security and scenario planning. Temida

- Anti-Gender Messages Workshop at Trans Advocacy Week (in English) – summarises old and new anti-trans arguments and ways to counter them, and scenario planning.

Trans Rights Are Human Rights: Dismantling Misconceptions About Gender, Gender Identity & the Human Rights of Trans People

This publication provides messaging to respond to some common narratives fuelling anti-trans movements. It is especially useful to combat anti-trans narratives used to justify the rollback the rights of trans people. These arguments focus primarily on the fundamental opposition between trans rights and the rights of women and children. They are misleading and deliberately based on falsehoods or half-truths.

The information and speaking points included in this publication are being used extensively by trans activists in Europe. They are essential to their efforts to combat anti-trans narratives and actors.

It is designed for policymakers seeking to improve their ability to argue in favour of the human rights of trans people. It also includes key points for activists who work with policymakers.

learn more

Resources from other organisations

Communication principles:

- Movement Advancement Project – video campaigns they ran using strategic communications messages with positive results in different US states and written messaging guides.
- Heartwired – case study for equal marriage messaging and how they ran it in US and strategy guide – if you want to read more about the original research and detail how they crafted effective campaigns.
- Transgender Law Center Toolkit on having conversations about trans healthcare access. It outlines the six messaging stages and the how and why behind constructing core messages.
- COVID-19: How to communicate clearly as an LGBTI group covers quick key principles for crisis communication.
- Race Class Gender Narrative – Messaging Guide: Transgender Youth and the Freedom to Be Ourselves. Building Our Choir with a Race Class Gender Narrative (2022), from ASO Communications, Transgender Law Center, and Lake Research Partners.

Anti-gender movement:

- European Parliamentary Forum for Sexual and Reproductive Rights (EPF), Tip of the Iceberg report covering key anti-gender actors, connections and tactics.
- Global Philanthropy Project executive summary 'Understanding The Resourcing Of The Global "Anti-Gender Ideology" Movement'
- The "Bible" of AGM arguments: "Restoring the Natural Order": The religious extremists' vision to mobilize European societies against human rights on sexuality and reproduction

TGEU resources on intersectionality:

- The vicious circle of violence: Trans and gender-diverse people, migration, and sex work
- Oppression squared: D/deaf and disabled trans experiences in Europe
- Trans & poverty: poverty and economic insecurity in trans communities in the EU
- Trans discrimination in Europe: a TGEU analysis of the FRA LGBTI survey 2019 gives overview analysis of trends amongst European trans people.

Safety and security:

- Security-in-a-box for Human Rights Defenders
- RaReNet and CiviCERT, Digital first aid kit
- Council of Europe, Safety web pages
- Frontline Defenders, Workbook on security: practical steps for human rights defenders at risk
- TGEU, Mapping digital landscape of trans activism in central asia and eastern Europe