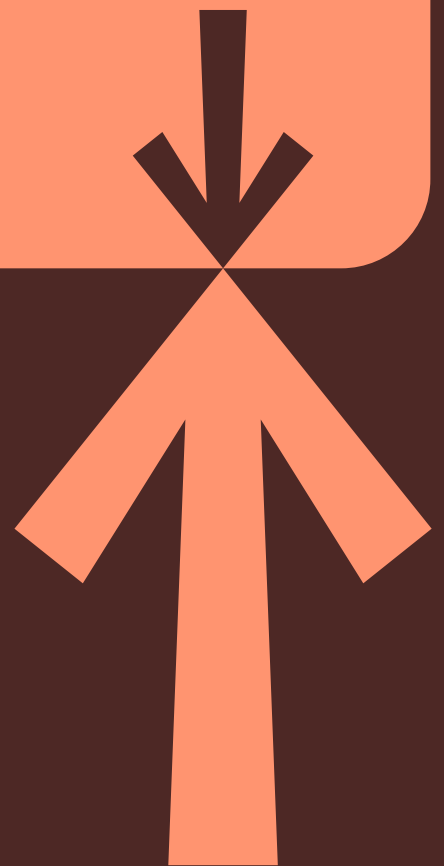


ANTI-RIGHTS STRATEGIES AT PLAY

The global anti-rights movement is more connected, well-resourced and coordinated than ever. While they might not all be pushing for a single set of policies or demands, what they do have is a shared language and basis from which to advance their goals, all supported by the following strategies...



1/ THEY CREATE AND LEVERAGE HOT BUTTON ISSUES TO TARGET THE MOST VULNERABLE AMONG US

From attacks on women, LGBTQIA+ and migrant rights to First Nations justice and sovereignty, targeting already marginalised groups within our communities has long been a core tactic of the anti-rights movement. One of their favourite ways of doing this? Creating a manufactured flashpoint designed to turn up the dial on public discourse on a particular issue. Anti-trans and anti-gender narratives, in particular, have become defining features of these flashpoints. These narratives allow anti-rights groups to reframe gender justice, reproductive rights and LGBTQIA+ rights as

fundamental threats to ‘tradition’ and society, turning anyone who supports progress in these areas into the enemy – and distract us from the real structural inequalities we actually face.

For the anti-rights movement, this is about more than ideology. It’s a tactical decision designed to normalise broader attacks on rights and fuel a climate of hostility towards already-marginalised groups as a way to turn fear and anger into support for their policies, create social divisions and, ultimately, grow their power and influence.

2/ THEY LEVERAGE EMOTIONALLY-CHARGED, COORDINATED MESSAGES AND NARRATIVES

In discussing these hot button issues, anti-rights groups will often use very similar messages and frames to ground their attacks. Wherever you are in the world, anti-rights actors are most likely popping up on your TV or social media feeds to attack so-called ‘woke’ or ‘leftist’ ideologies through highly emotive language designed to tap into ideas of fear, shame and insecurity.

They’ll spread misinformation by making false claims, like saying that comprehensive sexuality education (CSE) in schools is putting children at risk of abuse and indoctrinating them into a radical ‘gender ideology’ –

when the truth is that CSE has actually been shown to help prevent abuse by educating children about the signs and empowering them to ask for help.¹ They’ll present themselves as the moral guardians of tradition, culture and the family as a way to justify dismantling progress towards gender equality, and will often co-opt the language of human rights to serve their own purpose.

To learn more about this tactic, make sure to check out our accompanying factsheet on spotting anti-rights rhetoric.

3/ THEY SPREAD MIS- AND DIS-INFORMATION WIDELY TO CONFUSE AND DISTRACT

If there’s one thing anti-rights groups love, it’s resorting to ‘alternative’ facts. This tactic is a key part of how they distort public discourse. By leveraging the power of social media, their most vocal supporters and aligned thinktanks and media platforms, the anti-rights movement is able to flood the public space with a constant stream of disinformation that drowns out other voices and makes it harder for people to distinguish fact from opinion (or outright lie).

AI-generated content is also making it possible for anti-rights actors to quickly and easily create convincing mis- and dis-information on a scale we’ve never seen before.²

This endless stream of mis- and dis-information is an intentional form of distraction, forcing progressive movements into endless rebuttals and debates. In the middle of all this is a public that’s left overwhelmed by the noise and, as a result, much easier to influence.

1. UNFPA (2026) [10 myths – and truths – about comprehensive sexuality education](#).

2. Michael Workman, Matt Martino & Lucy Carter (2026), [Foreign Facebook accounts using AI Pauline Hanson to manipulate Australians](#).

4 / THEY USE TECHNOLOGY FOR MASS COMMUNICATION, BACKED BY BIG MONEY

The role of technology and social media platforms in facilitating the spread of anti-rights messaging cannot be understated. We know that algorithms are already designed to favour and push divisive, high-engagement content onto audiences as a way of keeping them on these platforms. Anti-rights groups are gaming this further by pouring huge amounts of money into advertising on these platforms.

Ahead of the 2025 Australian federal election, for example, billionaire businessman and politician Clive Palmer spent \$668,000 on Google ads in just seven days to promote his Trumpet of Patriots party, outspending both major parties.³ Meanwhile Advance was the biggest third-party campaigning group advertising on Meta during the same election, spending over \$1 million during its 37-day run.⁴

5 / THEY ARE WORKING DIRECTLY WITH INDIVIDUAL POLITICIANS AND PARTIES TO INFLUENCE POLICY

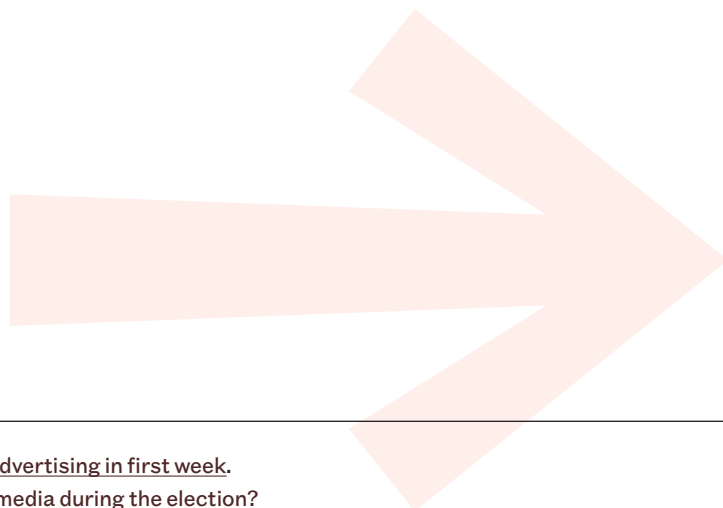
In many countries across the globe, anti-rights groups and organisations are working closely with individual politicians and parties to further their agenda. The most well-known example of this is the work of the Heritage Foundation, the U.S. conservative think-tank

whose Mandate for Leadership: The Conservative Promise (also known as Project 2025) has become the blueprint for legislative changes enacted by the Trump administration.⁵

6 / THEY INFILTRATE AND UNDERMINE HUMAN RIGHTS SPACES

While some ultra-conservative anti-rights groups deride multilateralism, others are instead embedding themselves more deeply within spaces like the UN to undermine them from the inside. From lobbying for official positions to infiltrating NGO committees and directly influencing delegates, anti-rights actors are finding ways to boost their power and influence in human rights spaces.

From there, they are able to leverage their power to water down agreements, undermine consensus and weaken existing human rights standards as way of chipping away at the global human rights framework as a whole.



3. Nicole Hegarty (2025), [Major parties pour millions into social media advertising in first week.](#)

4. Mark Riboldi (2025), [Follow the Money: who spent the most on social media during the election?](#)

5. Dafydd Townley (2025), [How Project 2025 became the blueprint for Donald Trump's second term.](#)

7 / THEY CREATE AND PROMOTE THEIR OWN PARALLEL FRAMEWORKS

While working to hollow out the existing global rights framework, anti-rights groups are also creating parallel frameworks that co-opt human rights discourse to codify discrimination and inequality. A clear example of this is the Geneva Consensus Declaration, an international document launched by anti-rights actors that subverts the language of human rights to undermine sexual and reproductive rights and the right to safe abortion. As of 2025, the declaration had 40 governments signed on.

Since its launch in 2020, the Declaration's operationalisation has been taken over by the work of the Institute for Women's Health, an organisation dedicated to limiting women's access to healthcare, through the "Women's Optimal Health Framework" (a supposedly holistic, women-centred model to healthcare that denies abortion as health care, reinforces limiting gender norms and promotes abstinence-only sex education) and the Protego program (the mechanism through which the Declaration's principles are translated into concrete action like law reforms and changes to health care systems for signatory governments to adopt).

LOOKING TO GET INFORMED AND TAKE ACTION?

IWDA

Attacks from the anti-rights movement are vocal, persistent and well-resourced. But when it comes to real support for their views, the numbers are on our side.

So, what is the most powerful thing we can do to resist them? Come together to **drown out their hate and organise for hope.**

Check out our other factsheets:

- **WHAT IS THE ANTI-RIGHTS MOVEMENT?**
- **YOUR GUIDE TO SPOTTING ANTI-RIGHTS CONTENT**
- **HOW YOU CAN TAKE ACTION**