



ABORTION CONVERSATION PROJECT

Creativity. Connection. Funding.

ACP webinar “Planning a Stigma Busting Project” worksheet

1. Write a short description of your proposed project.

2. Slides 6-7: How does stigma show up in your (individual) life or work?

3. Slides 7-8: In the **first column** of the chart below, list examples of abortion stigma that your project might help to lessen or heal (NOTE: very strong applications might address only one or two examples of stigma).

EXAMPLE	LEVEL(S) ON WHICH STIGMA OPERATES	INDIVIDUAL(S) AFFECTED	TARGET GROUP(S) FOR CONNECTION	MESSAGING/TARGET CHANGES	AMPLIFICATION STRATEGIES

4. Slide 8: Go back to your list in #3; in the **column marked “level,”** write what level(s) that example of stigma operates on.
5. Slides 9-10: In the **column marked “individual(s) affected,”** list those people who might be isolated/affected by each example of stigma.
6. Slide 12: In the **column marked “target group(s) for connection,”** list groups or organizations whom you would like to reach with your message.
7. Slide 12: In the **column marked “messaging/target changes,”** write what you would like to say to and ask of those groups or organizations.
8. Slide 13: In the **column marked “amplification strategies,”** list ways you might increase the scale of your project, reach new audiences, etc.

9. Slides 14-18: Read through the examples; adjust the answers in your chart, if you wish. Remember that a very strong project might be tightly focused on just one or two examples of stigma.

10. Slide 20: Answer the questions on this slide, here.

- Are you organizing individuals who share a stigma?
- Are you trying to create a protected space? (How many people do you know who need it?)
- Do you have a group and are trying to amplify your voices?
- Who is your posse? How many people are in your group?
- What support does your plan need?
- Are you at the stage where you are working on a bigger level? Need partners? Who might you bring on board?
- Are you at the stage where you are working on a bigger level? Need strategies?

11. Slide 21: Answer the questions on this slide, here.

- What manifestations of stigma/ levels of stigma does your project address?
- What is target audience?
- What strategies? What activities?

- What outcomes do you imagine?
- How would you know if it worked?
- How could the project be amplified?

12. Slides 22-24: Evaluation—before answering this question, go back to your chart and to the answers to question 11. Think about who you want to reach and how you will know if you've reached them, and what changes you want to see in your community/target groups. Now, how will you evaluate your project and assess its effectiveness?

13. Support: what questions do you have about moving forward with your project? What obstacles do you anticipate? How might ACP assist you?