

ACP Webinar for Applicants

The webinar will start shortly.

To listen, dial into this phone #

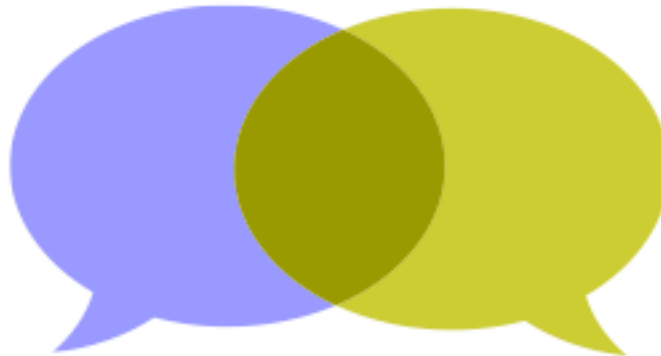
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Mute your phone with *6





ABORTION CONVERSATION PROJECT

WWW.ABORTIONCONVERSATION.COM

Creativity. Connection. Funding.
Planning for Stigma Reduction

PRESENTERS

- Peg Johnston ACP Board member, provider, creator of Pregnancy Options Workbooks and many other handouts.
- Jeanne Ludlow, PhD Director of Women's Studies, So Illinois State, author of many articles on abortion



With thanks to (logo)

Thanks to the
Sea Change Program
for guidance, tools,
and support.

www.seachangeprogram.org



Abortion Stigma Busting

- ACP wants to include you in a community of people working on reducing abortion stigma
- find a shared understanding of how stigma affects us all
- explore your project idea and how it addresses stigma
- discuss ways to evaluate projects

What is Abortion Stigma?

- How does it show up in your life or work?
- (please use the chat box to share your thoughts)
- Stigma is literally “a mark.”
- The fear—or reality— that someone would “think less of me if they knew...”

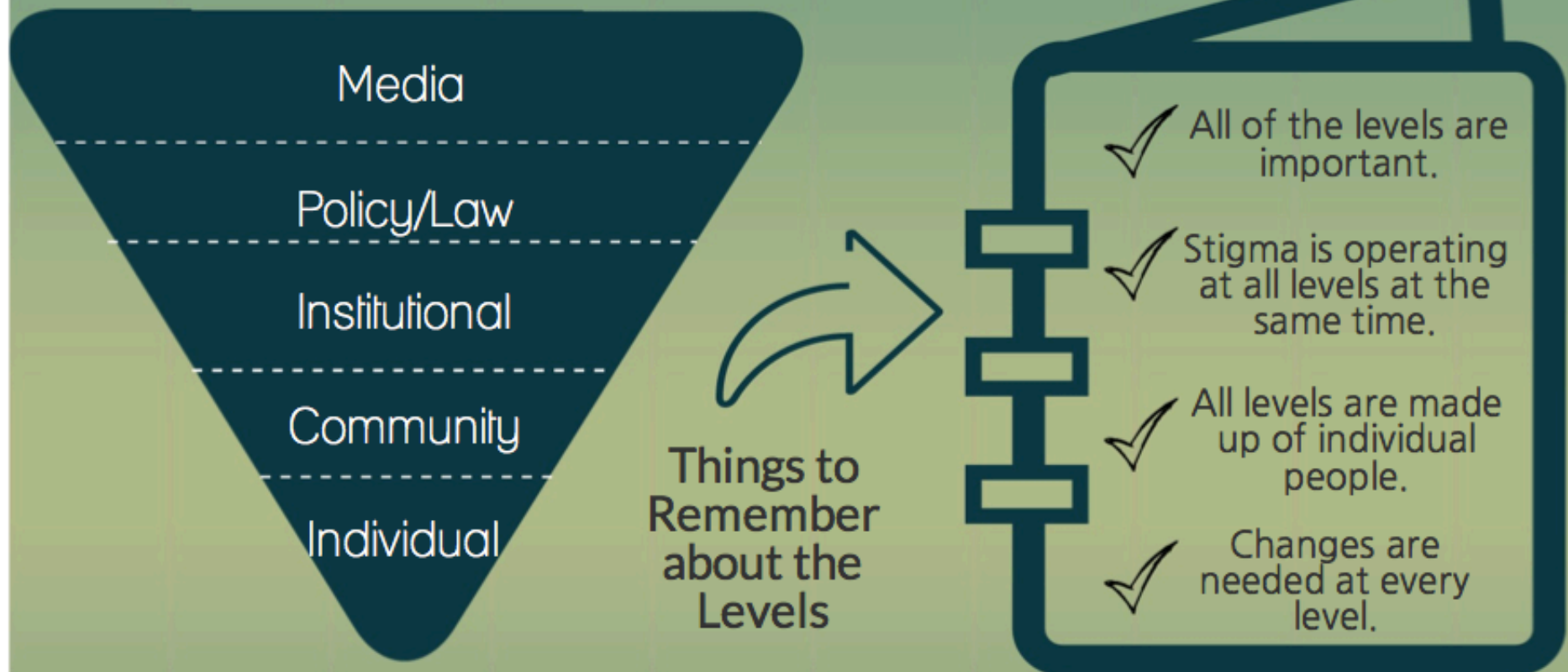
Examples of Stigma

- Women feel shamed, alone, silenced
- Their insurance does not cover abortion
- There are very few positive stories on TV movies, magazines etc
- Abortion is referred to as “murder” in the news
- Institutions don't refer to abortion clinics
- Protesters outside clinics
- Harassment of patients and staff at clinics
- Women don't know anyone else who has had an abortion
- Laws against abortion

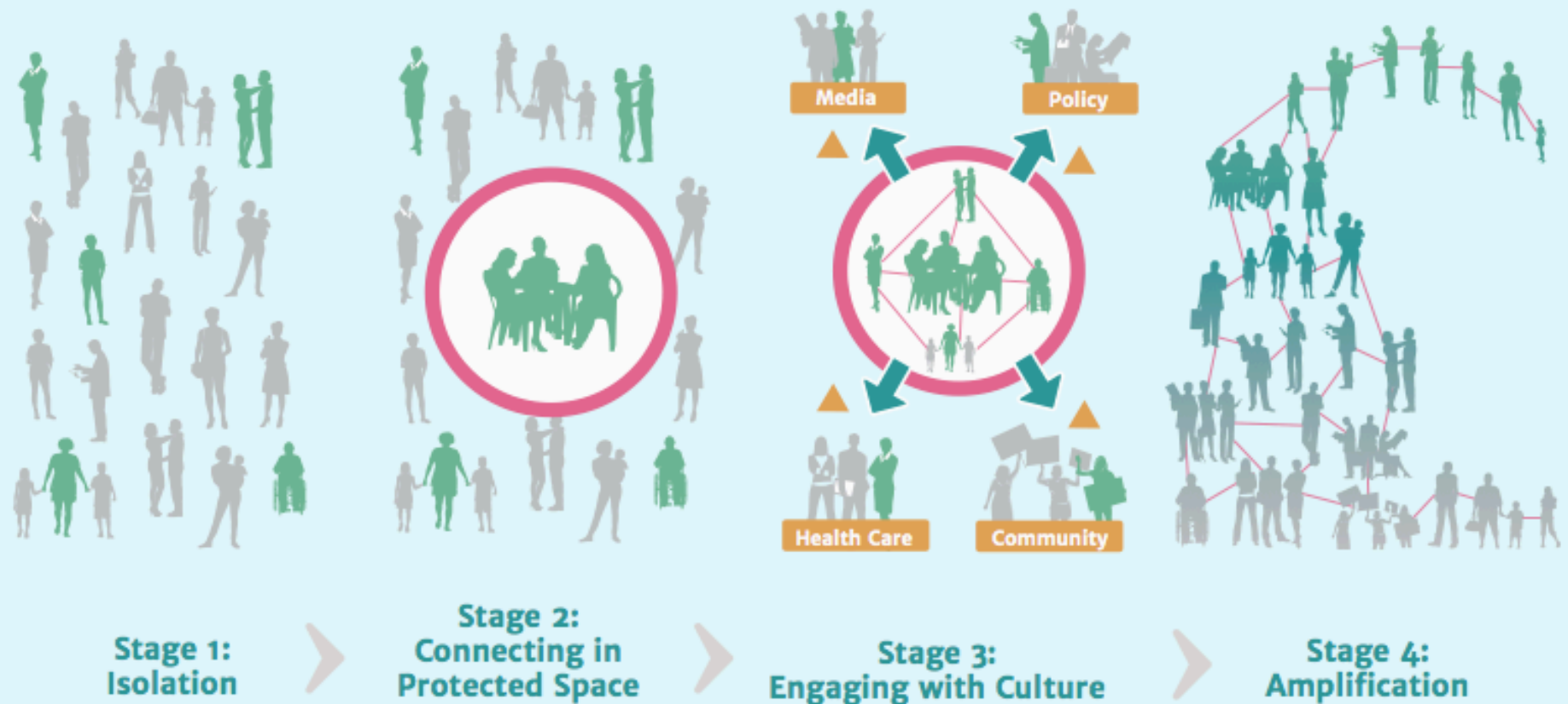
Addressing Abortion Stigma

Abortion Stigma (n): a shared understanding that abortion is morally wrong and/or socially unacceptable.

The Ecological Model: Levels of Stigma



How Do We Create Change?



How Stigma works on an Individual Level:

Stage 1 Isolation



- You don't know anyone who shares your experience; feel isolated
- You might try to manage your stigma through secrecy or avoidance
- In order to move on, you need to unburden, find/give support; feeling alone too hard; you experience discrimination

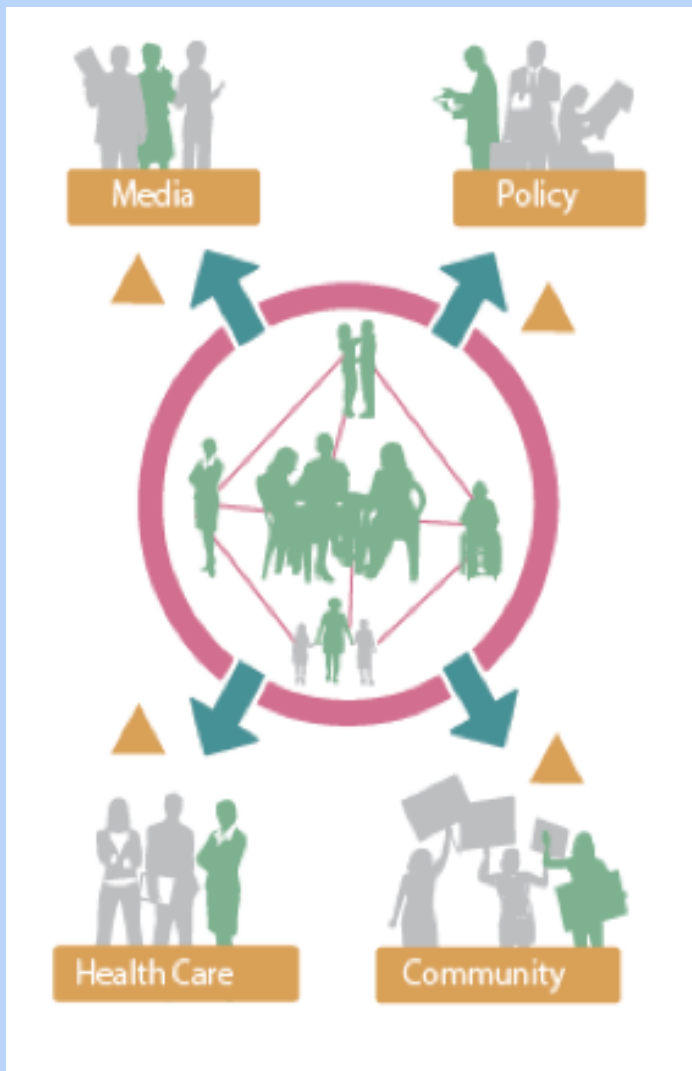
Stage 2: Connecting in Protected Space



- Searching for others
- Developing a group identity
- Institutionalizing the group

- Motivation for moving to next stage:
 - Identify/recruit the isolated
 - Educate people without your stigma
 - Change attitudes
 - Change structural barriers
 - Eliminate discrimination

Stage 3: Engaging with Culture



- Identifying target groups
 - Community Members
 - Medical professionals
 - Family/partners
 - Other stigmatized ppl
 - Media
- Identifying Target Changes
 - Emotional Response
 - Attitudes/ Knowledge/ Behavior
 - Discussions
 - Laws

Stage 4: Amplification



1. Scaling practices/ interventions
2. Identifying and testing new strategies
3. Sharing successes and networking
4. Raising awareness
5. Drawing in new change agents.



Some real life examples

Abortion Conversation Project Grantees

Plants 4 Patients

Goal: To make patients in clinic feel less stigma, more support

Strategy 1: Give them a plant in handmade pot with a note of encouragement

Strategy 2: Engage community of artists, supporters, fundraise

Works on individual level to reduce stigma: "It meant so much to me that someone cared."

Also on community level through artists, community writing notes of encouragement and fundraising

Visible to patients; interactive
Model for other communities,
networking,



Public Spaces/ Private Choices

Goal: to design a barrier around clinic to mitigate harassment and promote dialogue in Jackson MS

Strategy 1: design collaboration through submissions of designs

Strategy 2: Connect design/ architecture community with repro justice community

Strategy 3: Meet in Jackson w/ community to refine design

- Addresses stigma of clinic workers and patients
- Increases awareness among designers and architects of problems that can be addressed by design
- Networks nationally and locally and introduces possibility of solving a community problem for city, police, patients, clinic, expression of opinions



NYC Subway Sticker Campaign

Goal: pushback to anti abortion subway posters; challenge stigma of abortion in public space

Strategy 1: Design, produce stickers to put in subways to create awareness and public dialogue

Strategy 2: Amplify message through social media with photos narrative

Targeting the general public in a public space. Opening up conversation starters for people. Awareness rather than action to be taken.

Could have done more with media. Video for youtube, embed a reporter, send releases with photos. Amplify the message and experience. Interview with participants. (Did do blog etc.)



Reproductive Justice Walking Tour

Goal: To raise an in depth awareness and understanding of reproductive injustice.

Strategy 1: A walking tour of historical sites in NYC with performances, art, information that gives participants the chance to interact and discuss their own experiences.

Strategy 2: To network, connect and create community around repro justice

Strategy 3: To create a video of the walk which subsequently went on tour to video festivals

Strategy 4: To create a toolkit to replicate the event in other cities

Addressed stigma on community level initially, and media level with video



What's your idea?

Please use the chat box to tell us.

At what stage is your project?

- 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?
- Are you at the stage where you are working on a bigger level? Need partners, strategies?

Work your idea:

- 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?

What Does Measurement Look Like Across Levels?

Level	Concern	Measured How?
Media	How the stigma is framed or portrayed in the media.	Systematic review of media including: radio, television (scripted/unscripted), news, and social media.
Policy/Law	How the stigmatized are targeted or receive discriminatory treatment under governmental laws and policies.	Review of policies, analysis of policy debate, review of court and legislative proceedings; opinion polling; interviews or surveys with policy makers.
Institutional	Institutional policies, patterns of behavior, service delivery, or experiences of spaces that communicate stigma.	Observation, interviews or focus groups with stigmatized stakeholders or members of workforce; review of institutional policies.
Community	The attitudes, beliefs, stereotypes and behaviors held by community members, targeting stigmatized people.	Surveys, focus groups, polling of community members.
Individual	The experiences and perceptions of individuals who are targeted by stigma.	Interviews and surveys with the stigmatized individuals themselves.



1. Incorporate abortion stigma into project goals

2. Identify the targets of your project

3. Define the manifestation of stigma that you are seeking to change

4. Develop activities that draw on research and local knowledge

5. Identify evaluation tools and design a process to evaluate the success of the project

6. Share your practices, tools, successes, and challenges

Evaluation Plan

- Build in a way of measuring the impact you have had on reducing stigma in your target audience.
- Examples: surveys, pre and post. Ask people. Influence on community—media, new partners, new audiences
- Shifts in policy, practice, awareness.

Discussion/Talk about your project

(turn off recording; raise your hand)

- What aspect of stigma are you addressing?
- What level(s) is it operating on?
- What activities are you suggesting to address this?
- How will you know if it is working?

Resources

- Sea Change <http://seachangeprogram.org/>
- INROADS www.endabortionstigma.org
- www.ANSIRH.org Research on stigma
- RH Reality Check www.rhrealitycheck.org
- Abortion Care Network, independent providers and allies
www.abortioncarenetwork.org

Evaluate this Webinar

- Your input is valuable, so please take a minute or two to tell us what needs improvement and what you learned.
- The evaluation will also come attached to an email we will send out tomorrow.
- If there are other topics you might want us to present please let us know.
- You can also email info@abortionconversation.com.