



WELCOME!

Abortion Messaging Training

OC Women's Health Summit

Friday, October 13th, 2024





PURPOSE

Abortion access in the United States has been decimated because of abortion stigma.

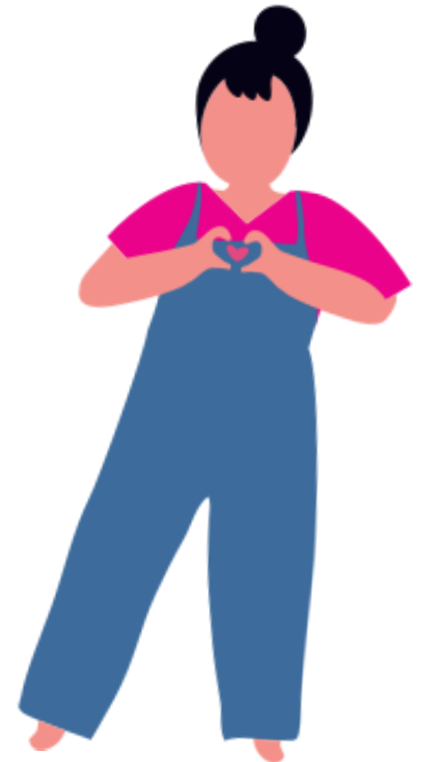
Abortion stigma, acknowledged and unacknowledged, shows up daily in our lives.

In order to continue to push for abortion access for everyone, we must address the stigma within ourselves, our communities and in society at large in order to authentically and radically fight for a world with abortion justice.



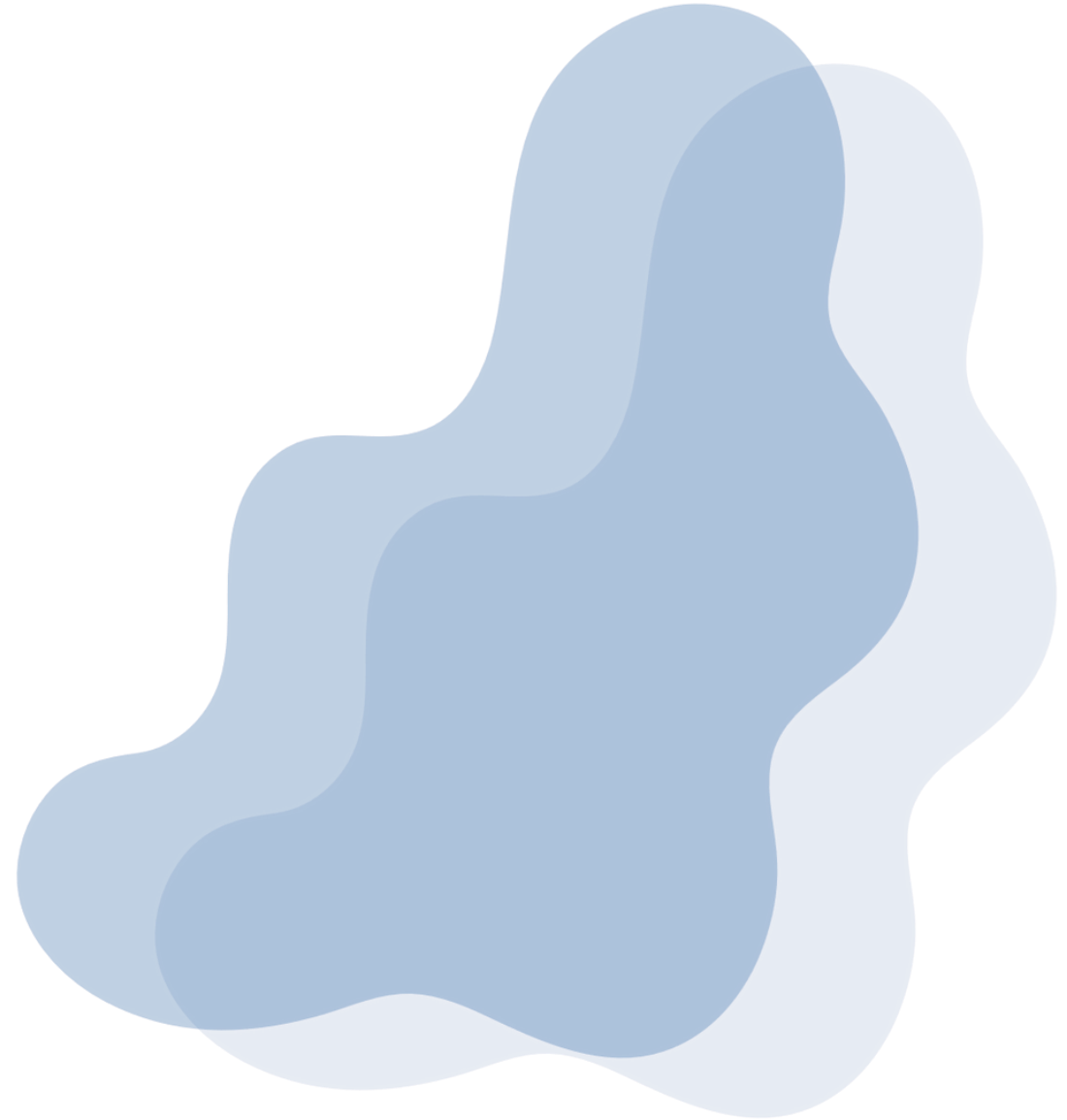
OUTCOMES

- 1) Understand abortion stigma
- 2) Identify how it shows up intrapersonally, interpersonally,
and in society
- 3) Practice addressing stigma as it may show up in your life



AGENDA

- Abortion Misconceptions
- Defining Abortion Stigma
- Language Shifts the Narrative
- Group Activity



An Important Note On Messaging...

Language evolves.

This presentation is our attempt to offer the best guidance we can with the information we have at this time.

It will change, and it should change, as we learn, grow, and expand our understanding for ourselves and each other.

For instance, Planned Parenthood began following the lead of the Reproductive Justice movement and publicly moved away from terms like “pro-choice” in 2015.



REPRODUCTIVE JUSTICE



What is Reproductive Justice (RJ)?

- A human right.
- About access, not choice.
- Not just about abortion.



ADDRESSING ABORTION MISCONCEPTIONS



Misconceptions Surrounding Abortion

- Misconceptions cause a lot of harm:
 - stigmatizing abortions
 - impacting mental health
 - spreading misinformation
 - therefore, creating barriers to healthcare



It's important to rely on accurate, evidence-based information to understand the facts about abortion and avoid these harms.





Some Common Abortion Misconceptions

- Abortion is dangerous
- Abortion is used as a form of birth control
- Abortions are rare
- Abortion is only a women's issue

In Reality...

- Abortion is a common and safe medical procedure.
- People have abortions for a variety of complex and personal reasons. Don't make assumptions, respect autonomy.
- They are common: 1 in 4 people capable of pregnancy will have an abortion in their lifetime.



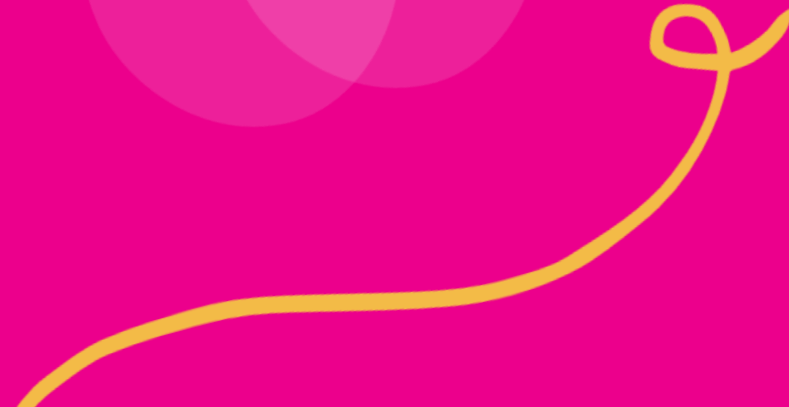
What are other abortion misconceptions you may
have heard?



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ABORTION

STIGMA

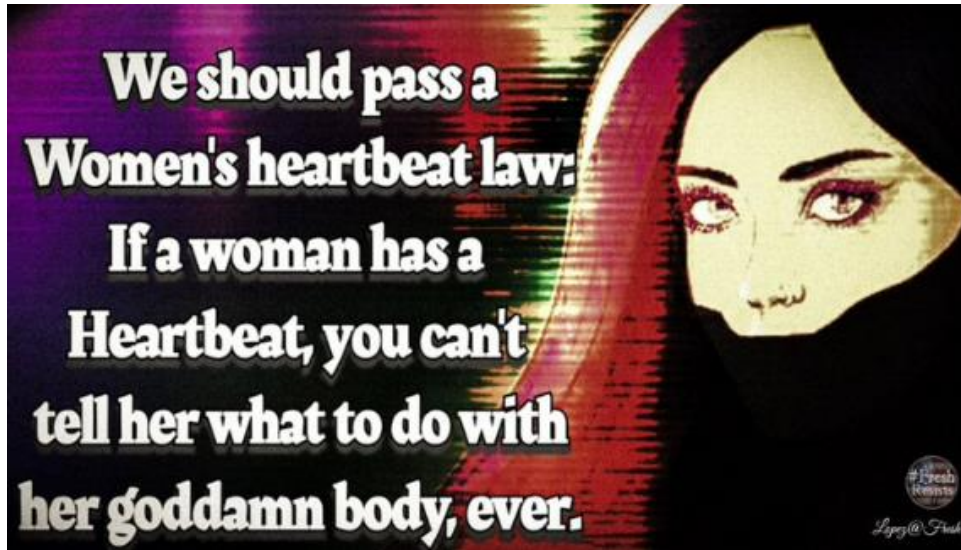


What is Abortion Stigma?

- A shared understanding that abortion is morally wrong and/or socially unacceptable.
- Abortion stigma stems from long-held beliefs & norms in the culture about women, gender, sexuality, and motherhood.
 - that motherhood/parenthood is inherent in the condition of having a uterus.
 - that the role established for people with uteruses (in society) includes/is defined by the nurturing of children.



What is Abortion Stigma?



Lila Rose  @LilaGraceRose · Feb 18

Abortion does more than “terminate a pregnancy.”

It slaughters a child.

 29

 240

 1,385



LGBTQ+ Pro-lifer   @prolife_lgbtq · Feb 16

No one needs **abortion**.

Not "no one needs **abortion** to succeed."

No one needs **abortion**. Period.

There is not a single medically recognized disease/condition in which **abortion** is a medically recognized cure/treatment.



James Hollman3 @Hollman3James · 1m

BLACK WOMEN THAT KEEP HAVING **ABORTIONS**: The reason why our people have not risen, is because there are so many of us missing.





How Does Stigma Manifest?

- **The stigma of abortion manifests within multiple levels of society:**
 - **culture**
 - **law and policy**
 - **institutions**
 - **communities**
 - **relationships**
 - **individuals**



Media/Framing/Norms

Mission, Value, Brand, News Media,
Popular Culture, Celebrity Endorsements,
Social Media

Policy Level

Lawsuits, Lobbying, Endorsements, Campaigning
Brand Coalitions, Voter Ed & Mobilization,
Global Advocacy

Institutional

Hiring, Training, Staff Development
Resources, Signage, Facilities,
Interior Design, Security Policies

Community

Outreach, Partnerships,
Education, Fundraising,
Movement Building

Individual

Marketing,
Abortion care
Patient Ed







Take a moment to think of instances where abortion stigma has shown up in your life and work.



SHIFTING THE NARRATIVE



 RATHER THAN	 SAY
Choice	Decision
Reduce abortion/Keep abortion rare	Safe and Legal/Reduce rate of unintended pregnancy
Anti-choice/Pro-Life	Anti-Reproductive health/Anti-Abortion
Weeks, Trimesters	Throughout a pregnancy/at different points in pregnancy
Heartbreaking, tragic	Complex/Personal Decision
Unwanted/Unplanned	Unintended
Terminate	Abortion, end a pregnancy
Heartbeat Bill	6-week abortion ban



Tips for Speaking About Abortion

- **Center Individuals**

- Don't tell someone else's story, but remind people that we all deserve care based on our unique needs and doctor's best advice.

- **Give Context**

- **Put the inflammatory rhetoric people have been hearing into context.**

- **Avoid Repeating the Negative**

- Avoid repeating opposition claims or language. Instead, swiftly correct inaccuracies and then move on.

- **Pivot**

- First, be comfortable with saying "I do not know" if you get asked a question and you are not sure of the answer.
- Second, bring it back to trusting patients making the best decision for themselves.





5 Steps For a Conversation About Abortion

- **Identify your conversation partner**
- **Set your goals**
- **Set the stage**
- **Lead with curiosity and values**
- **End with gratitude**



GROUP ACTIVITY





Practice Group Activity

A supporter comes up to your table and says, “Thank you for your work at Planned Parenthood. I believe in a woman’s right to choose. And even though I don’t think abortion should be used as birth control, I think Roe v. Wade was very important. I don’t want to have to go back to the days of coat hangers.”

Questions

- Can you point out the stigma in this scenario?
- What institutional level is this?
- Finally, how would you respond?



- Identify and name the stigma
- At what institutional levels does the stigma show up?
- Craft your response/answer the question.



How would you respond
if someone said to you: “I
**believe everyone should
have the right to an abortion,
but I don’t think taxpayers
should pay for someone else’s
choices.”**



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- Identify and name the stigma
- At what institutional levels does the stigma show up?
- Craft your response/answer the question.



How would you respond to someone who told you: **“I am 17 years old and live with my parents. I’m pregnant and want to get an abortion, but I’m afraid that my parents will not allow me to do so because it goes against our religion. How can I ask them to support me?”**



42

Abortion is often a parenting decision — over 60% of people who have abortions are already parenting a child, and 1/3 have two or more children. **What realities do parents face every day that might impact their decisions around growing their family?**



26

- Identify and name the stigma
- At what institutional levels does the stigma show up?
- Craft your response/answer the question.









NEXT STEPS....



Calls to Action

-  Commit to taking at least one action in the next week to support reproductive rights in your community, this can be as simple as sharing accurate information on social media
-  Commit to having at least one conversation with someone in your life about reproductive rights and justice.
-  Invite your supportive friends and family to sign up with the Community Action Fund.
-  Educate yourself further on the issues. Read books, listen to a podcast to deepen your understanding of the issues.

