

# #NormalizeIt

Our initiative is a social media campaign to destigmatize reproductive and sexual health. The goal is to provide visuals and graphics to individuals who haven't yet formed strong beliefs about reproductive rights and would benefit from further information. Our campaign will inform individuals about accessible resources and how commonly used they are. We are aiming for 4% of the population to get an impression of our material after two business quarters.

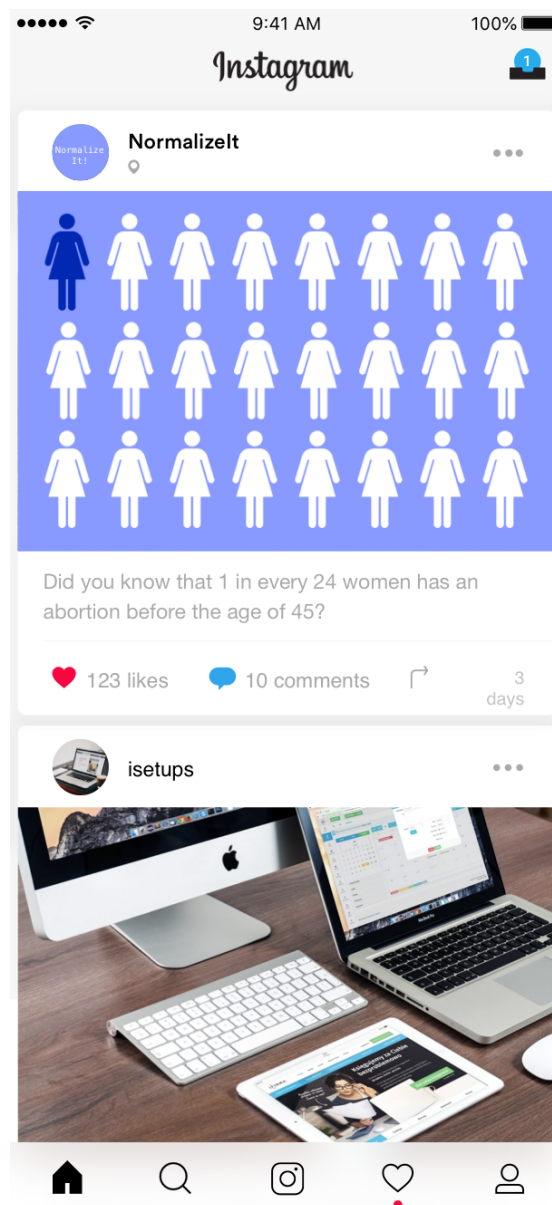
## Background

The dialogue around reproductive and sexual health is extremely stigmatized which has caused a lack of proper education for those who need it as well as a silencing of individuals who access their reproductive rights. Not enough teenagers get information about contraception from their sex education courses. About half of all teens are never taught how to use contraception before they have sex and around 60% of them never get information on where to find it. Yet, 24% of women will get an abortion before the age of 45 with abortion consistently being one of the most commonly performed procedures every year. However, the stigma surrounding it has caused people to be deprived of their rights, become bombarded with misinformation, and lose access to essential health services.

[Out of the Shadows: Saving Women's Lives from Unsafe Abortions in Lagos State](#) has paved the way with a great example of a digital campaign changing a population's perception about reproductive health and furthermore, legislation surrounding it. We should replicate this effort in a US context.



The project is mainly centered around a video created by “advocates, medical and legal experts, and the Lagos State Ministry of Health” in order to draw attention to the crises of unsafe abortions in Lagos State. It has been tremendously successful in changing the taboo narrative around reproductive rights in Lagos and has been responsible for more progressive changes in legislation.



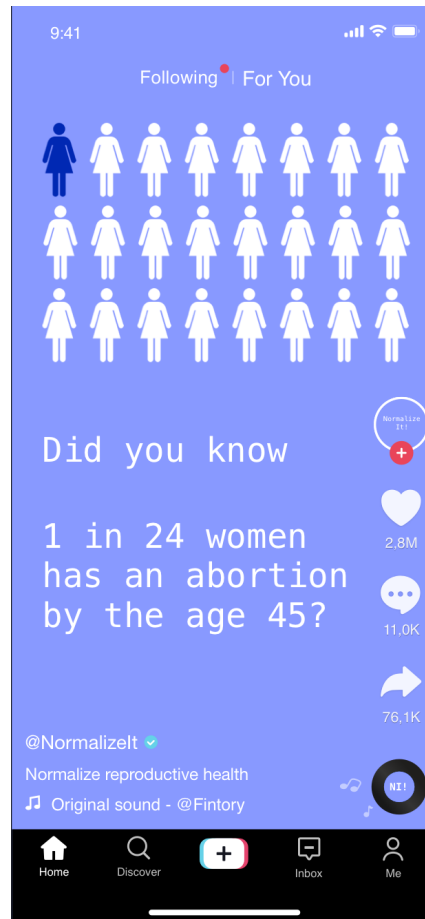
# Requirements

## Personnel Requirements

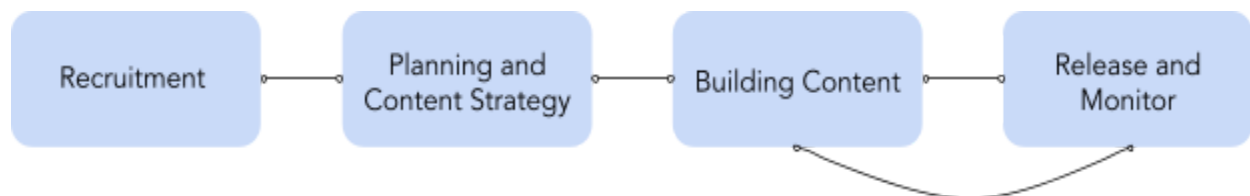
Visual Designers	Researchers	Social Media Managers
<ul style="list-style-type: none"><li>• Produce assets for social media campaign</li></ul>	<ul style="list-style-type: none"><li>• Develop success metrics and targets</li><li>• Establish routines for quantitative and qualitative research</li></ul>	<ul style="list-style-type: none"><li>• Create a content strategy for campaign across various channels</li></ul>

## Channel Requirements

Channel	Reasoning
<b>Tik Tok</b>	Our top priority is Tik Tok. This is a widely popular platform where it is easiest to get a large number of impressions on content from hashtags and the for you page feature.
<b>Instagram</b>	Instagram almost parallels TikTok in its large user base and popular promotion features. It is possible to present a wide variety of content (images, videos, reels, etc) to match different interests.
<b>Facebook</b>	There is a lot of merit in maintaining a Facebook page with promoted posts because of Facebook's diverse and active users. Additionally, a lot of older members of the population who do not use other social media platforms do regularly use Facebook, so this would be our best avenue to reaching them.
<b>Twitter</b>	The best feature about Twitter is it's shareability. A lot of content that originates on Twitter ends up on other platforms as well, so there is the opportunity to engage our audience further.



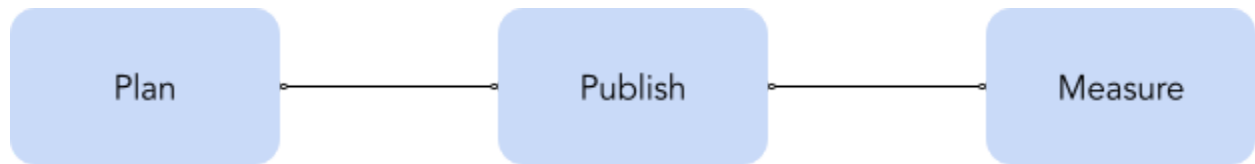
## Timeline



This campaign will run over the course of two business quarters, with an optional third quarter if it is successful. The process will flow from recruitment to content strategy and planning and move into the bulk of the project's work: building, releasing, and monitoring content. The latter steps will be repeated until the completion of both quarters.

If the project is successful, a third quarter of work is an option. This third quarter would be exclusively dedicated to continuing the content strategy, creating more material, and monitoring online presence.

## Solution



The beginning of our work will focus on the designers and researchers creating the graphics and content we will share on our pages. The latter portion will utilize social media managers to schedule promotions and releases of our content as well as interact with the engagement we receive.



## Target User



### **The Discoverer**

The individuals who would benefit most from this project are those who aren't necessarily against reproductive rights, but haven't had access to information around it. This project will target the discoverer: a low information browser who is not well educated about their sexual and reproductive health. These individuals have not formed anti-reproductive rights ideas and would benefit from access to further education.

This campaign will operate in four phases: research, generation, release, and promotion.

1. Identify which information and resources we want to highlight in our campaign.  
Develop a content strategy.
  - a. Key Stakeholders: Researchers and Social Media Managers
2. Create graphics and videos for tentpole events and evergreen content. Our designers will generate content by using the data gathered by our researchers to engage our audience and establish style guides for ad hoc content.
  - a. Key Stakeholders: Researchers and Designers
3. Launch our profiles and begin publishing the material created by our designers.
  - a. Key Stakeholders: Social Media Managers
4. Continue promotion of our pages and content for one business quarter to gain impressions on a large scale. Iterate on content
  - a. Key Stakeholders: Researchers, Designers, and Social Media Managers
5. Check for success after a quarter



**Serenity Caldwell** @settern

5m

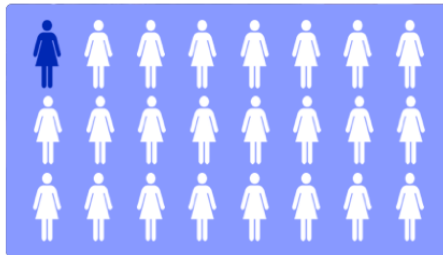
Hey, I wrote a thing about what apps I'm rocking on my iPhone 6's home screen right now. (Spoiler: Lots of 'em!) [imore.com/whats-serenity...](http://imore.com/whats-serenity...)



**Normalize It!** @Normalizelt

3h

1 in 24 women has an abortion before they turn 45? It's time to normalize reproductive health!



**Myke Hurley** @myhurley

7h

Hey guys. I quit my job today.

In four weeks time I will be a professional chef.



Home



Notifications



Messages



Me

# Appendix

## Design Brief

### The Big Picture

Discussing reproductive health remains taboo around the world and we are trying to break down this shame.

### Problem Statement

The dialogue around reproductive and sexual health is extremely stigmatized which has caused a lack of proper education for those who need it as well as a silencing of individuals who access their reproductive rights. Not enough teenagers get information about contraception from their sex education courses. About half of all teens are never taught how to use contraception before they have sex and around 60% of them never get information on where to find it. Yet, 24% of women will get an abortion before the age of 45 with abortion consistently being one of the most commonly performed procedures every year. However, the stigma surrounding it has caused people to be deprived of their rights, become bombarded with misinformation, and lose access to essential health services.

There is a lack of information about reproductive health given to those who need it and an erasure of those who do seek out services for their reproductive health.

### Target User

The individuals this project will target are those who do not have strongly held beliefs about reproductive rights, but have not sought out beneficial information and/or services due to societal stigma. The individuals who would benefit most from this project are those who aren't necessarily against reproductive rights, but haven't had access to information around it. This project will target the discoverer: a low information browser who is not well educated about their sexual and reproductive health. These individuals have not formed anti-reproductive rights ideas and would benefit from access to further education.



## Single-Minded Proposition

### “Normalize it”

Our goal is to make thinking about and discussing your reproductive health a normal part of life. We are striving to remove fear and stigma from the equation by showing individuals they are not alone and that knowledge is power.

## Scenarios/Stories

Individuals should feel empowered to think about their own reproductive health in a more positive light.

- A teenager goes to a sex ed class, but doesn't learn much about reproductive rights or how to manage their sexual health. We would want them to see our intervention and bridge that information gap.
- A young adult is worried about experiencing an unwanted pregnancy but does not know about the resources they have. We want to change that and make them aware of services they can access.
- An adult who never had sex ed in school and does not speak about reproductive or sexual health within their personal network is unknowingly having symptoms of a potential STI. Our material can help them identify things to look out for and that getting regular check-ups are things they can integrate into their everyday life.

Each of these individuals shares the information to their network and more people are exposed to it.

## Key Beliefs

We will only see a shift to normalize thinking about reproductive rights if a large number of people participate. The more people involved and engaging with our material, the more successful our initiative will be. Hence, shareability is key because information travels best through personal networks.

## Success Metrics

Our goal is to have 4% of the population get an impression of our material after it has been released for one business quarter. We are looking to match the “magic protest number” because it indicates the amount of people needed to shift the thinking about a topic on a large scale. We can also measure external factors such as traffic at AMAZE, Roo by Planned Parenthood, and service requests at Women on Web. This increase will

also demonstrate a shift in people's thoughts about their sexual health because they are seeking additional, related resources and information.

## Reach Out (Email)

Hello **[Name]**,

My name is Dakota and I am a professional User Experience Designer. I'm participating in a project for [Out in Tech's](#) mentorship program. I am seeking to learn more about how technology can help in the fight for reproductive rights and am hoping to speak with **[you]**. If **[someone from the group]** has time to answer a few of my questions I would greatly appreciate it. I know things are crazy right now so do not feel obligated to respond, but I would love to schedule a 20-30 minute informational interview.

Thank you,  
Dakota LeRoy

## Reach Out (LinkedIn)

Hi **[Name]**,

I am participating in a project for Out in Tech's mentorship program and seeking to learn more about how technology can help in the fight for reproductive rights. I would love to set up a 20-30 minute interview to talk about your experiences if you are willing and able.

Thank you!

## Reach Out Guide

Awaiting Response

Interview Scheduled

Interview Completed

Individual or Organization Name	Contact	Questions
Women on Waves	info@womenonwaves.org	How do you get the technology you use to help provide the information and services you have? What is one thing you wish people knew about the relationship between technology and reproductive rights?
Abortion Access Hackathon	AbAccessHackathon@Gmail.com	How do you identify what contributors you can help and do you ever have to say no to any due to lack of resources? What kind of software service or technology is most needed by these contributors? What is one thing you wish people knew about the relationship between technology and reproductive rights?
#ExposeFakeClinics	<a href="https://www.exposefakeclinics.com/about-us">https://www.exposefakeclinics.com/about-us</a>	How do you verify that a submitted clinic is fake? What is one thing you wish people knew about the relationship between technology and reproductive rights?
Abortion Policy API	<a href="https://www.abortionpolicyapi.com/contact">https://www.abortionpolicyapi.com/contact</a>	Who is the typical person to request access to the API and have you ever had to deny access to individuals or organizations for any reason? If yes, why? What is one thing you wish people knew about the relationship between technology and reproductive rights?
Sarah [Removed for privacy] (PP Specialist)	[Removed for privacy]	How could technology benefit the visitors of Planned Parents benefit regarding their reproductive rights? What is one thing you wish people knew about the relationship between technology and reproductive rights?

Alero [Removed for privacy] (PP Digital Products)	[Removed for privacy]	How does Planned Parenthood leverage technology to increase access to reproductive rights? What is one thing you wish people knew about the relationship between technology and reproductive rights?
Emily [Removed for privacy] (API cofounder and AAH)	[Removed for privacy]	What technology needs are most pressing in the reproductive rights space? How do you identify what contributors you can help and do you ever have to say no to any due to lack of resources? What kind of software service or technology is most needed by these contributors? What is one thing you wish people knew about the relationship between technology and reproductive rights?
AAH Volunteer	[Removed for privacy]	
Jessica [Removed for privacy] (Expose and AAF)	[Removed for privacy]	Can you tell me about your experiences working/volunteering with Expose Fake Clinics and Abortion Access Front? How did technology play a role in the work these groups were doing? What kind of technology would have improved either the work the organizations were doing or the individuals you were helping?
Shannon [Removed for privacy] (PP Eng Manager)	[Removed for privacy]	How does Planned Parenthood leverage technology to increase access to reproductive rights? What is one thing you wish people knew about the relationship between technology and reproductive rights?
Dara [Removed for privacy] (UX at PP)	[Removed for privacy]	What technology needs are most pressing in the reproductive rights space? How does Planned Parenthood leverage technology to increase access to reproductive rights? What is one thing you wish people knew about the relationship between technology and reproductive rights?
Nicole [Removed for privacy] (SE in Abortion Access)	[Removed for privacy]	What are some of the projects you've worked on? What technology needs are most pressing in the reproductive rights space? How have

space)		organizations you've worked for leverage technology to increase access to reproductive rights? What is one thing you wish people knew about the relationship between technology and reproductive rights?
Planned Parenthood Interview Line	212-261-4433	
AAH Volunteer	<a href="https://www.linkedin.com/in/ngjennifer/">https://www.linkedin.com/in/ngjennifer/</a>	
AAH Volunteer	<a href="https://www.linkedin.com/in/amritakbajwal/">https://www.linkedin.com/in/amritakbajwal/</a>	
AAH Volunteer	<a href="https://www.linkedin.com/in/dhavicehull/">https://www.linkedin.com/in/dhavicehull/</a>	
Josh (slack group)		
Laura (Mimi's friend)		

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[www.plannedparenthood.org/learn/roo-sexual-health-chatbot](http://www.plannedparenthood.org/learn/roo-sexual-health-chatbot).

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Worrell, Marc. “Welcome.” *Women on Waves*, [www.womenonwaves.org](http://www.womenonwaves.org). Accessed 1 Dec. 2020.