



Brief set by

The Case for Her & Hey Jane

Raise your local area's awareness that abortion is healthcare

Deadline

21 March 2023, 5pm GMT

The backstory

"The ability to decide if, when, and how someone has children is a fundamental right – and one that's inextricably linked with positive mental health outcomes, economic stability, and overall well-being. The advent of medication abortion in the 1980s – paired with recent technological advancements – means that we now have safe and effective abortion pills that put the power back in people's hands, and ways to virtually connect with patients to give them high-quality medical and emotional support, no matter where they are." **Hey Jane**

Abortion is healthcare and abortion is common. Approximately one in five people capable of getting pregnant will have an abortion by age 30, and one in four by age 45. Without affordable access to safe medication abortion, women's health and lives are at risk. There are a vast number of reasons why those who have a womb may require an abortion.

However, there's not enough widespread understanding of how and why people need access to abortion, or the repercussions of a lack of access. Globally, awareness of medication abortion is low. Without accurate information, many people don't realise the benefits that abortions can afford wider society, not least in decreasing maternal deaths.

With opinion on abortion reaching into every facet of life, from social to economical to political, it is vital to improve education in this space. We need to normalise this conversation and position medication abortion as healthcare.

In recent times there have been swathes of campaigns online to bring this agenda to the table, but they often act within an echo chamber of those already in the know. The Case for Her, a philanthropic investment portfolio addressing key women's health issues, is teaming up with Hey Jane, a US-based virtual clinic providing support and medical abortion access, to bring this topic to the forefront.

Your job is to create a shareable educational campaign to reach the people that matter, and help everyone learn why abortion is healthcare.

What's the challenge?

Create a campaign that builds a movement to reframe abortion as an essential right and routine procedure that is embedded in women's health. Your response should be grounded in a solid research base, show fresh thinking, and not replicate what has been done before.

You should focus your response in your local region to address issues specific to your area, however you can include examples of how your idea could create a halo effect and scale to other regions.

Where your response lives is up to you, but you should consider spaces with shareability, that allow audiences to create two-way conversations to further scale the movement, for example social media.

Who are we talking to?

This is not about lobbying for policy change, but instead about raising awareness of abortion as healthcare and creating a movement. You should focus your attention on those already engaged in the conversation, but also look to invite those in who are on the periphery and are unaware of the healthcare, community and societal implications. Focusing on younger audiences who have the power to affect the future is a must.

There are three core audiences you can explore:

Champions: younger audiences who will/have turned 18, who are ready to vote for change.

Advocates: visible and vocal leaders/change makers within companies/NGOs/communities who have recently elevated.

Influenced: recent converts who have switched parties, views, stances, affiliation

The opportunity for the "halo effect" and something "long lasting" will be identifying the red thread between the above audiences:

- Behaviors
- Triggers
- Affinities
- Channels

Things to think about

Get seen

Be strategic about where you place your campaign. How can you grab your audience's attention and keep it? If your audience would typically ignore these issues, how can you make it impossible to avoid?

Create a halo effect

This is a highly politicised issue, which means it may feel like everyone has a strong opinion. But this isn't necessarily the case. How can you use those who are already passionate about the cause to spread the message to those otherwise not engaged? Often social media can act within a vacuum, as people only follow others with the same or similar opinions. How can your idea seek to go beyond this echo chamber and encourage audiences otherwise unengaged to become part of the movement?

Be long lasting

Yes, you need to be relevant, credible and distinctive. But how can your idea help build a movement that gets more people talking and learning in the longer term?



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Uncover what counts

Research for this brief is vital. Look at what already exists, where there are issues, and why these issues exist.

Things to avoid

Steer clear of:

- Creating a solution to hide the realities of abortion. This would do nothing to combat the social taboos.
- Being crass or insensitive by using shock tactics to draw attention.
- Only focusing on extreme cases.

The important stuff

Your idea must culminate in a campaign that speaks directly to your local audience that seeks to build a movement.

Present:

- **Your solution.** Clearly explain your idea and how it would work.
- **Your creative process.** How you arrived at your solution and key insights from your research.

What and how to submit

Read **Preparing your entries** before you get started for full format guidelines.

Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGS**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGS** (max. 4).

Further information

“Many factors influence or necessitate a woman’s decision to have an abortion. They include, but are not limited to, contraceptive failure, barriers to contraceptive use and access, rape, incest, intimate partner violence, foetal anomalies, illness during pregnancy, and exposure to teratogenic medications.

Pregnancy complications, including placental abruption, bleeding from placenta previa, preeclampsia or eclampsia, and cardiac or renal conditions, may be so severe that abortion is the only measure to preserve a woman’s health or save her life.”

The American College of Obstetricians and Gynecologists, Abortion is Healthcare

Helpful Links

Two Lines = Pregnant. A graphic novel about abortion. Published by the Swedish SRHR agency RFSU and translated with help by The Case for Her bit.ly/3T8JHzW

Beyond the individual: Research shows abortion access has widespread benefits. Ipas Partners for Reproductive Justice research findings bit.ly/3CPv1Az

Abortion Facts. Article by NGO Women on Waves womenonwaves.org/en/page/515/abortion-facts

The Janes. Documentary series imdb.com/title/tt16377356

Vessel. Documentary film vesselthefilm.com

Four reasons safe abortion is critical health care Article by International Rescue Committee bit.ly/3fVNJNJ

Abortion. Hey Jane’s blog pages heyjane.co/article-categories/abortion

Safe abortion within the Venezuelan complex humanitarian emergency. Article in SRHM journal tandfonline.com/doi/full/10.1080/26410397.2022.2067104

Abortion is healthcare. IPPF website ippf.org/abortion-healthcare

Abortion. WHO overview who.int/health-topics/abortion#tab=tab_1

Abortion. WHO fact sheet who.int/news-room/fact-sheets/detail/abortion

The Lie That Binds. Podcast from NARAL Pro-Choice America theliethatbinds.com/the-podcast

Risking Everything to Offer Abortions Across State Lines. Article in The New York Times Magazine nytimes.com/2022/10/04/magazine/abortion-interstate-travel-post-roe.html

The Other Abortion Pill. Article in The Atlantic bit.ly/3fZu0gO

How the U.S. Can Still Lead with Humility on Global Sexual and Reproductive Health, Rights and Justice. Universal Access Project Blog bit.ly/3CsFWid

The Complicated Life of the Abortion Pill Lauren Collins, The New Yorker newyorker.com/science/annals-of-medicine/emile-baulieu-the-complicated-life-of-the-abortion-pill

The Turnaway Study ANSIRH ansirh.org/research/ongoing/turnaway-study