



Shifting the Narrative on Birth Control: A Landscape Scan of Messaging and Market Research in New York State




**New York State Family
Planning Training Center**

NOVEMBER 14, 2023

PRESENTED BY

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GOOD
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world  organizations  and
brands drive awareness, action,
and social change 

— GET TO KNOW US

Introductions



Wendy Goldman Scherer
Social Media Intelligence Expert



Lilia LaGesse
Senior Strategist

Why Now?

Disinformation

False information deliberately and often covertly spread (as by the planting of rumors) in order to influence public opinion or obscure the truth

MERRIAM-WEBSTER

 **Eric Conn**  · @Eric_Conn · [Follow](#)

The Birth Control Pill has been an unmitigated disaster for Western Civilization.

4:06 PM · Sep 27, 2023

 **Nothing Gold**  · Apr 18, 2023

@jay44219159 · [Follow](#)

Replying to @HereTooArgue @HBretscher and 3 others



But it's an "option", a lot.

No one has to get an abortion (obviously excluding health related issues). We all know 90% of abortions are just birth control.

 **Hannah Bretscher** · @HBretscher · [Follow](#)


That's not true at all. Over half is after birth control fails. Stop spreading misinformation

2:45 PM · Apr 19, 2023

 **Briana**  · @BrianaB__ · [Follow](#)


Finally got that toxic birth control out of my arm

9:35 AM · Sep 6, 2023


 **Jessica Valenti** · Jan 30, 2023

@JessicaValenti · [Follow](#)

Her insurance company spent years in a lawsuit so they wouldn't have cover any birth control they consider abortifacients - which is becoming a bigger conservative argument every day

 **Jessica Valenti** @JessicaValenti

I spoke to a Georgia mother who was denied coverage for an IUD because of the "sanctity of life" jessica.substack.com/p/abortion-eve...

 **Jessica Valenti** · @JessicaValenti · [Follow](#)

You've probably seen articles about the nurse suing CVS because she was fired for refusing to dispense birth control:

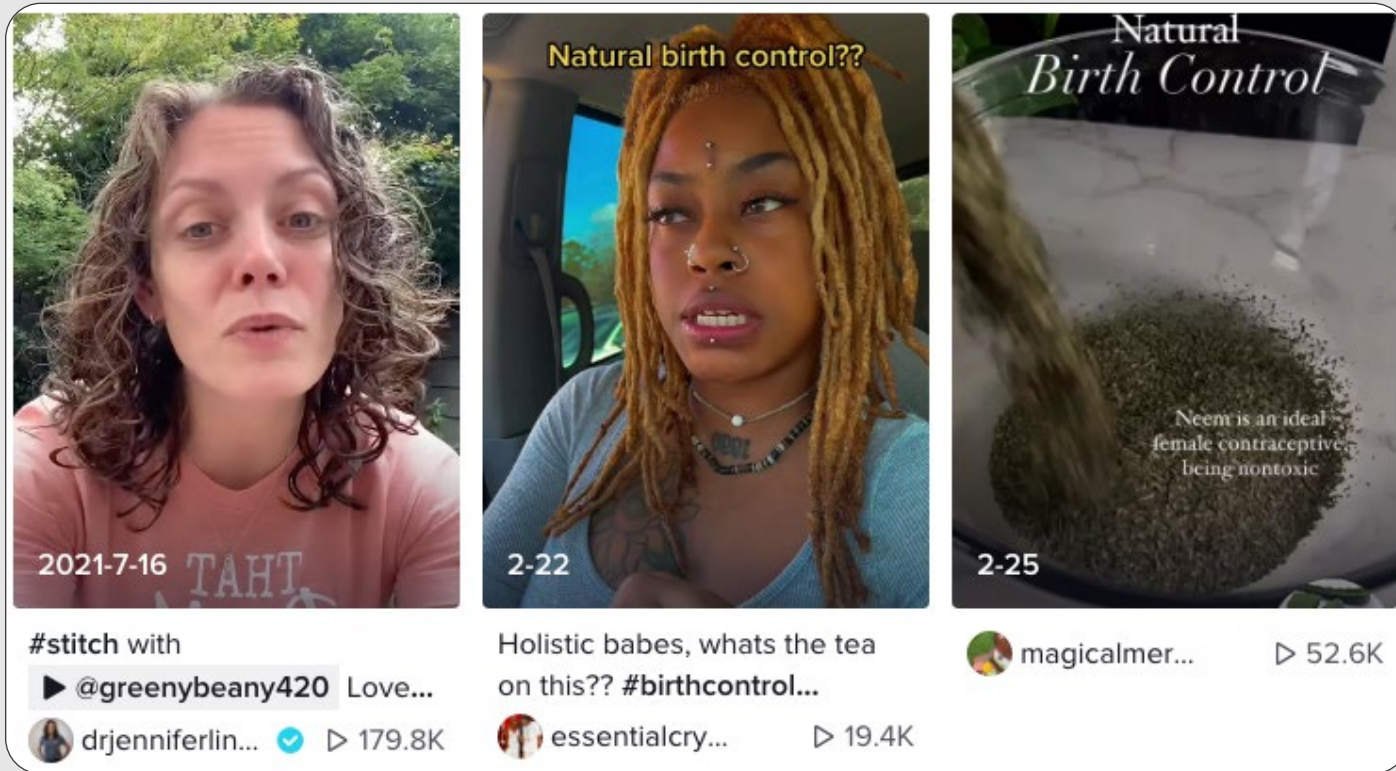
What doesn't get mentioned enough is that she wasn't against birth control because it's contraception, but because she believes ALL birth control is abortion

4:54 PM · Jan 30, 2023

314 [Reply](#) [Copy link](#)

What type of disinformation is out there?

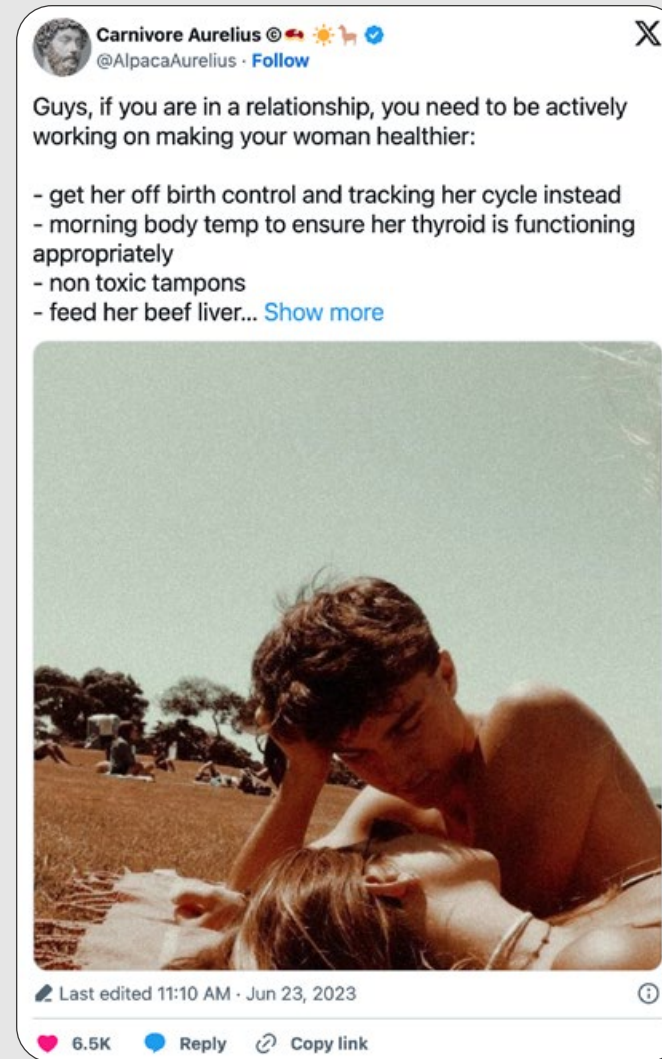
WELLNESS INFLUENCERS VS. PROFESSIONALLY-TRAINED HEALTH CARE PROVIDERS



The first post shows a woman with curly hair speaking, dated 2021-7-16, with the text "#stitch with @greenybeany420 Love... drjenniferlin... 179.8K".

The second post shows a woman with dreadlocks speaking, dated 2-22, with the text "Natural birth control?? Holistic babes, whats the tea on this?? #birthcontrol... essentialcry... 19.4K".

The third post shows a glass of green juice with the text "Natural Birth Control" and "Neem is an ideal female contraceptive, being nontoxic", dated 2-25, with the text "magicalmer... 52.6K".



Carnivore Aurelius @AlpacaAurelius · Follow

Guys, if you are in a relationship, you need to be actively working on making your woman healthier:

- get her off birth control and tracking her cycle instead
- morning body temp to ensure her thyroid is functioning appropriately
- non toxic tampons
- feed her beef liver... [Show more](#)

6.5K Likes · Reply · Copy link

Last edited 11:10 AM · Jun 23, 2023



jordanlarae is online at shanecodotcom @jordanlarae · Follow

please don't listen to astrology accounts for medical advice, anti birth control rhetoric is incredibly irresponsible to spread while abortion rights are being stripped away

SOLE @solelunastro

birth control really truly fucks you up in the end

4:33 PM · 9/29/23 from Earth · 115K Views


4:24 PM · Sep 30, 2023

What type of disinformation is out there?

BIRTH CONTROL IS TOXIC/POISON

EMILYs List Action
@EMILYsListActs · Follow

"Experts raise concerns that conservative backlash could stymie access to emergency contraception and spread disinformation."



theguardian.com
Rightwing disinformation on Plan B vending machines at colleges 'har...
Experts raise concerns that conservative backlash could stymie access to emergency contraception and spread disinformation

1:25 PM · Jul 18, 2023

Vheewhy
@Vheewhy8 · Follow

The kind of stuff we should have learned in health class. You don't need toxic birth control. #natural health #fertility

Bianca @primalmamas
Your fertile window is 4 days before ovulation, the day your egg is released (ovulation) and the day after ovulation.

The day BEFORE ovulation is your most fertile day.

The egg can only be fertilized for 12-24 hours but sperm can live for 4-5 days.

Body literacy >>>

9:55 AM · Jan 13, 2023

Will
@WillAttract · Follow

If you've ever donated plasma?

You'll notice that the plasma they take from your blood has a red tinge to it still.

However.

When women are on birth control?

Their plasma has a green tinge to it in the bottle.

Yet people still trust it?

3:07 PM · Sep 27, 2023

James Koppelman · Apr 5, 2023
@KoppelmanJames · Follow

Replying to @lakerose1974667 @rlhhoof1 and 3 others

You are either extremely ignorant of the lives of women outside of your own circle, or you are particularly judgmental of women who are not as well situated as you are. Neither one reflects well of you.

rIamerican patriot
@lakerose1974667 · Follow

No I'm not when you have a vagina come talk to me IGNORANCE is tweeting false information. no one is banning birth control I posted articles calling out your lies that you parrot which is total complete utter BS. & NO one is arresting any female who goes to another state to

11:50 AM · Apr 6, 2023

Diagnosis Detective/Tami B. (Author) · Apr 7, 2023
@Tami1501 · Follow

Replying to @MakisMD

I know three women personally who all got breast cancer after they got the vaccine. One of them in particular was the picture of health, it shocked me when she shared her diagnosis, but I knew she had been vaccinated and then it made sense.

Wear A Mask
@crafting_maven · Follow

You know alcohol & birth control cause breast cancer? Also, COVID kills your immune system which means nothing is killing the cancer cells we produce everyday. You think the mRNA vaccine is the strongest toxic warfare agent ever, stronger than agent orange or nuclear weapons?

8:18 AM · Apr 8, 2023

Alejandra Caraballo
@Esqueer_ · Follow

If you loved the disinformation playbook they ran with gender affirming care, you're going to love what they're starting to do to with birth control.



Elon Musk
26K Likes

Replies Subscription Tweets Media Likes

Ashley St. Clair @stclairashley · 7h
Did you know the birth control pill increases risk of suicide and suicidal ideations?

514 478 3,350 1.1M

6:12 PM · Jun 19, 2023

16.9K Reply Copy link

What type of disinformation is out there?

BIRTH CONTROL IS TOXIC/POISON

em herrera @emilyhxrera · Feb 18, 2023
I'm a woman in my mid 20s and I still don't know what kind of birth control I should be on there are like 100 of them

Krøsty @KROSTYTHEKROW · Follow
Actually none of them. They are super super harmful for women. They are steroids. More than welcome to talk about this. I work in the Wellness space ☀️

Check this video, this is a friend of mine :)
He talks about birth control. And what it really is and [instagram.com/reel/CIHkZkdJ0.....](https://www.instagram.com/reel/CIHkZkdJ0.....) Show more

instagram.com
Derek (@moreplatesmoredates) · Instagram reel

3:07 PM · Feb 18, 2023

Jay reposted
Remilio Renaissance @xbtGBH
This should be a valuable lesson to all women out there

Actions have consequences

Have respect for yourself and don't sleep around or this is your path

Avoid whatever satantic lies modern society tries to force upon you like nuking your hormones for birth control and using dating apps

Remilio

2:54 PM · Aug 16, 2023 · 195.4K Views

Miranda @DoomScrolling · Follow
Now that abortion bans are passing in some states anti choicers are moving onto birth control. Spreading misinformation & fear. In reality, BC is used to not only prevent pregnancy, an important function, but to treat conditions like endometriosis, PCOS, certain cancers, & more.

Lila Rose @LilaGraceRose
Ladies, get off of hormonal birth control.

For decades we have been sold the lie that HBC is a "safe" way to prevent pregnancy or even treat women's health issues.

In reality, these drugs are detrimental to our health.

1:51 PM · Jul 12, 2023

Guttmacher Institute @Guttmacher · Follow
CPCs lie & spread misinformation to patients to delay & discourage abortion care.

Per @garnethenderson's reporting, they also receive & spend over \$1 billion/year.

That's more than 3x Title X's budget, the only federal program for no- and low-cost family planning services.

Garnet Henderson @garnethenderson
1/ NEW investigation from me at @RewireNewsGroup: Financial documents reveal that just a fraction of U.S. "crisis pregnancy centers" spent more than \$605 million in one year.

Based on average expenditure per facility, total CPC spending likely exceeds \$1 billion per year.

6:48 PM · Aug 31, 2023

Gay Breakfast @Hibernating @GayBreakfast · Follow
It's PCOS Awareness Month!

That means interphobic TERFs are clogging up the tag.

PCOS is a condition that causes ovarian cysts & atypical hormones. Hormonal birth control is pushed to make folks more typically binary.

That unnecessary treatment fueled my breast cancer.

ways that human bodies develop.

Some intersex traits are noticed at birth. Others don't show up until puberty or later in life. Intersex people often face shame—or are forced or coerced into changing their bodies, usually at a very young age. Most surgeries to change intersex traits happen in infancy.

The word intersex also invokes a community. Intersex people are diverse, coming from all socioeconomic backgrounds, races, ethnicities, genders and orientations, faiths, and political ideologies. We are united by

High levels of sex hormones called androgens are a defining sign of polycystic ovary syndrome (PCOS), a hormonal disorder that impacts individuals assigned female at birth. Other symptoms of PCOS include irregular or absent periods, as well as cysts or small sacs found in the ovaries, which are glands that produce eggs.

This article explains the signs and symptoms of high levels of androgens, or hyperandrogenism, and how these can impact PCOS. It will also cover what else can cause high androgen levels, how these levels can impact your overall

1. our experiences living with variations in

8:20 PM · Sep 29, 2023

1.2K Reply Copy link

How are organizations fighting disinformation?

NY Birth Control Access Project @NYBCAP · Mar 31
The Birth Control Access Act is on its way to the Governor's desk after passing both houses!
[@AmyPaulin](#) [@tobystavisky](#) [@GovKathyHochul](#)
[#reproductivejustice](#) [#birthcontrol](#) [#health](#) [#reproductivehealth](#) [#gettingbusy](#)

The Birth Control Access Act

Will make pharmacies a one-stop-shop for birth control in New York State

Increasing the number of contraceptive providers per person by 80%

10 Retweets, 6 Likes, 2,824 Views

ANSIRH @ANSIRH · Follow

Anti-abortion activists often spread disinformation to make their case.

We stick to the facts: When contraception is more accessible, fewer people have unwanted pregnancies, and fewer people decide to have abortions. It's simple, really.

5:30 PM · Mar 4, 2023

67 Likes, Reply, Copy link

NYC Health + Hospitals @NYCHealthSystem · Follow

Your health care is your choice, and we're here to support you with those decisions. [#Abortion](#) is legal and protected in New York. We offer important reproductive and family-planning services, including contraception and abortion care. Make an appointment: bit.ly/3NI5h1A

WOMEN'S HEALTH EXPERTS

NYC HEALTH + HOSPITALS

12:02 PM · Jan 11, 2023

Guttmacher Institute @Guttmacher · Follow

Anti-abortion groups routinely push disinformation to undermine access to sexual and reproductive health care. Don't fall for it. Here's what you need to know about emergency contraception and medication abortion

GUTTMACHER INSTITUTE Watch on Twitter

Emergency contraception and medication abortion are both essential parts of reproductive health care.

But they aren't the same thing.

Let's break it down →

3:53 PM · Mar 12, 2023

Free the Pill @freethepill · Follow

Join us TOMORROW from 2-3 ET for our [#WorldContraceptionDay](#) Tweetstorm calling on [@POTUS](#) to make it clear that OTC birth control MUST be fully covered by insurance WITHOUT a prescription or cost-sharing. We need equitable access NOW [▶](#)
act.freethepill.org [#FreeThePill](#)

Birth control is basic health care. And it should be easy to access.

Free the pill.

[#WorldContraceptionDay](#) Free the Pill

9:22 AM · Sep 25, 2023

Workshop Objectives

- Learn about **current research and public opinion data** on the value and importance of birth control nationally and in New York State
- Break down the **trending contraception disinformation** in New York State
- Consider how this research and findings can help you **improve your outreach activities** to best reach clients and partners



Methodology

- **Literature review** of subject-matter published studies from reputable sources from past 5 years
- Using sophisticated **social media listening tools** — including Brandwatch — complex queries were created to identify the conversations that discussed birth control in New York State between the dates of January 1, 2023 and September 30, 2023
- **Sources:** Blogs, X (formerly known as Twitter), forums (such as BabyCenter and What to Expect), Reddit, Youtube, and online news
 - *Note: Due to security measures, Facebook and Instagram content is limited. LinkedIn and TikTok do not have APIs that allow data to be incorporated into the results at this time.*

CURRENT LANDSCAPE

Who uses birth control?

Who uses birth control?

From 2015 to 2017, 64.9% of women ages 15 to 49 years in the U.S. were using a form of contraception.



SOURCE: CENTERS FOR DISEASE CONTROL AND PREVENTION, 2018

Who uses birth control?

Almost all women (99%) who are sexually active will have used one type of birth control in their life.



SOURCE: NATIONAL HEALTH STATISTICS REPORT, 2013

Who uses birth control?

In their lifetime, 72% of women will use more than one type of birth control.



SOURCE: KAISER FAMILY FOUNDATION, 2021

Who uses birth control?

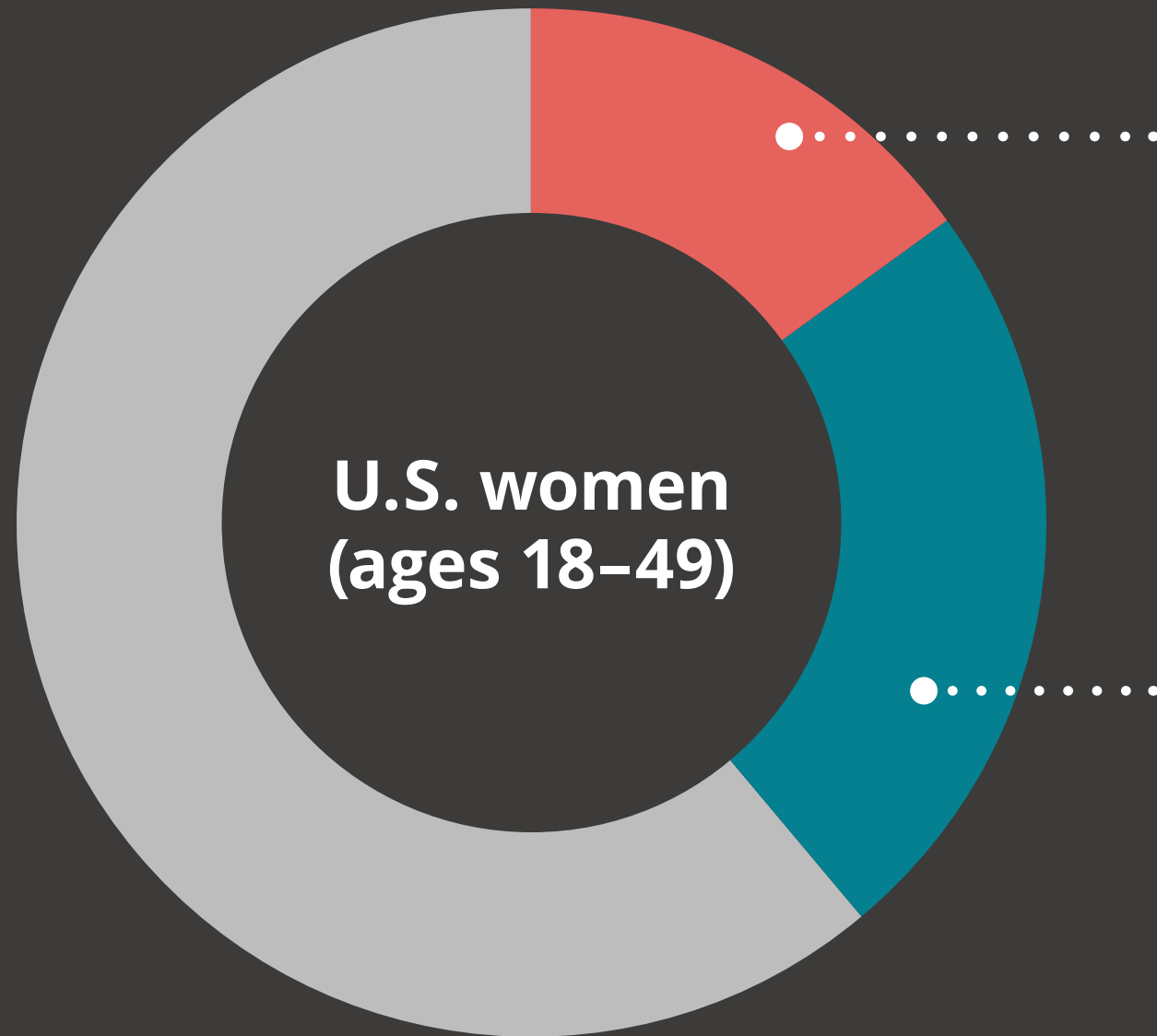
In their lifetime, 72% of women will use more than one type of birth control.

On average, they'll use 3.4 different methods



SOURCE: KAISER FAMILY FOUNDATION, 2021

Who uses birth control?



15%

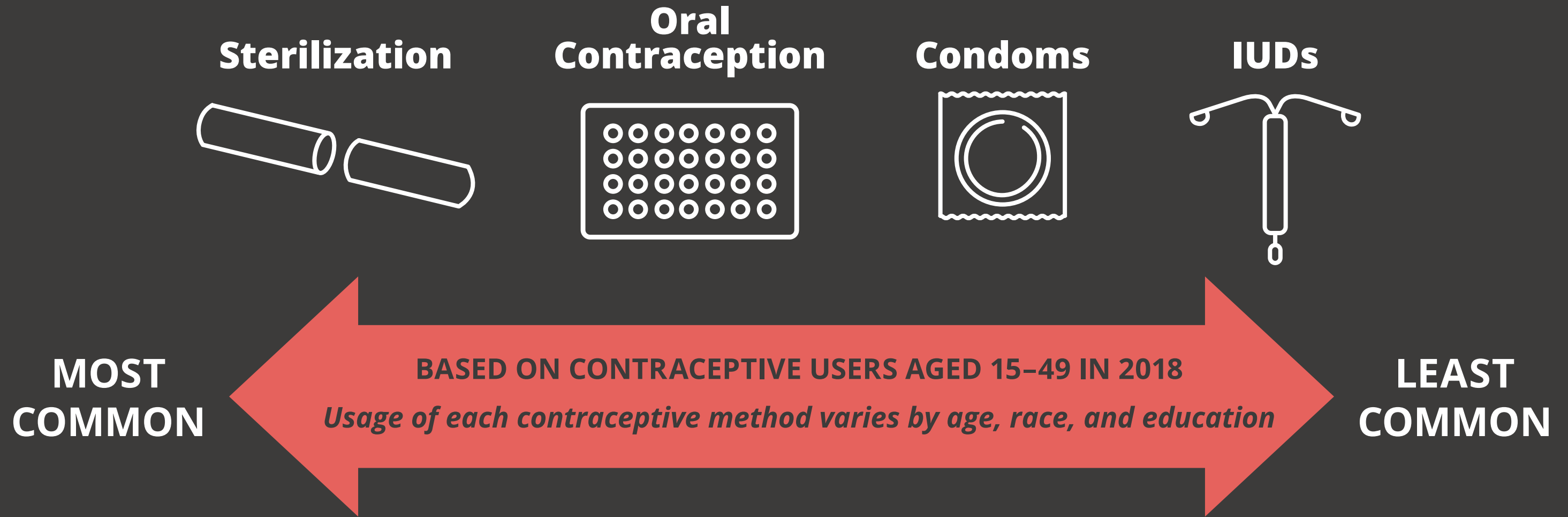
use birth control for **reasons other than preventing pregnancy** (such as preventing STIs or for better managing their periods)

24%

use birth control to both **prevent pregnancy and some other reason**

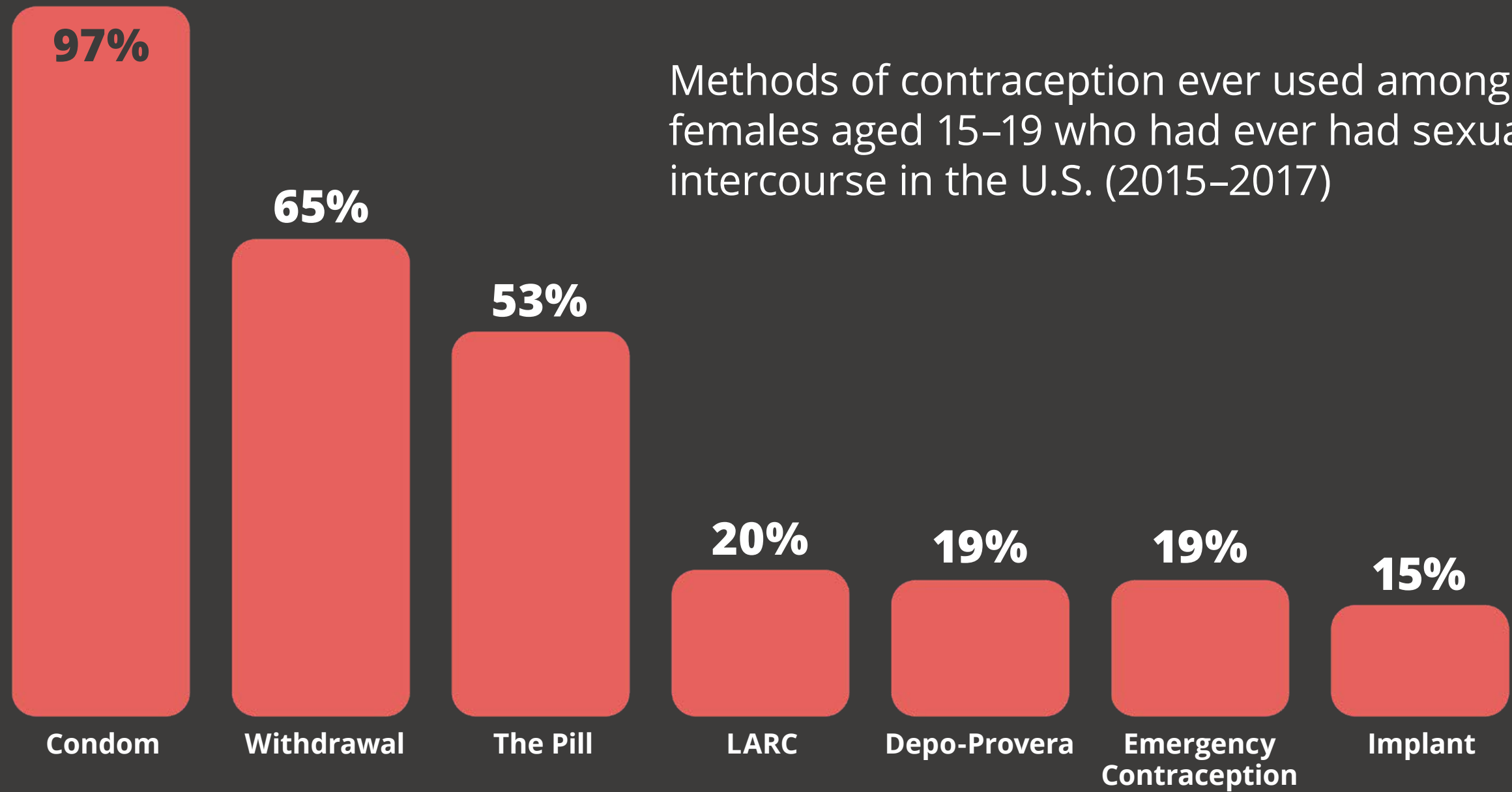
SOURCE: KAISER FAMILY FOUNDATION, 2022

What birth control methods are most common?



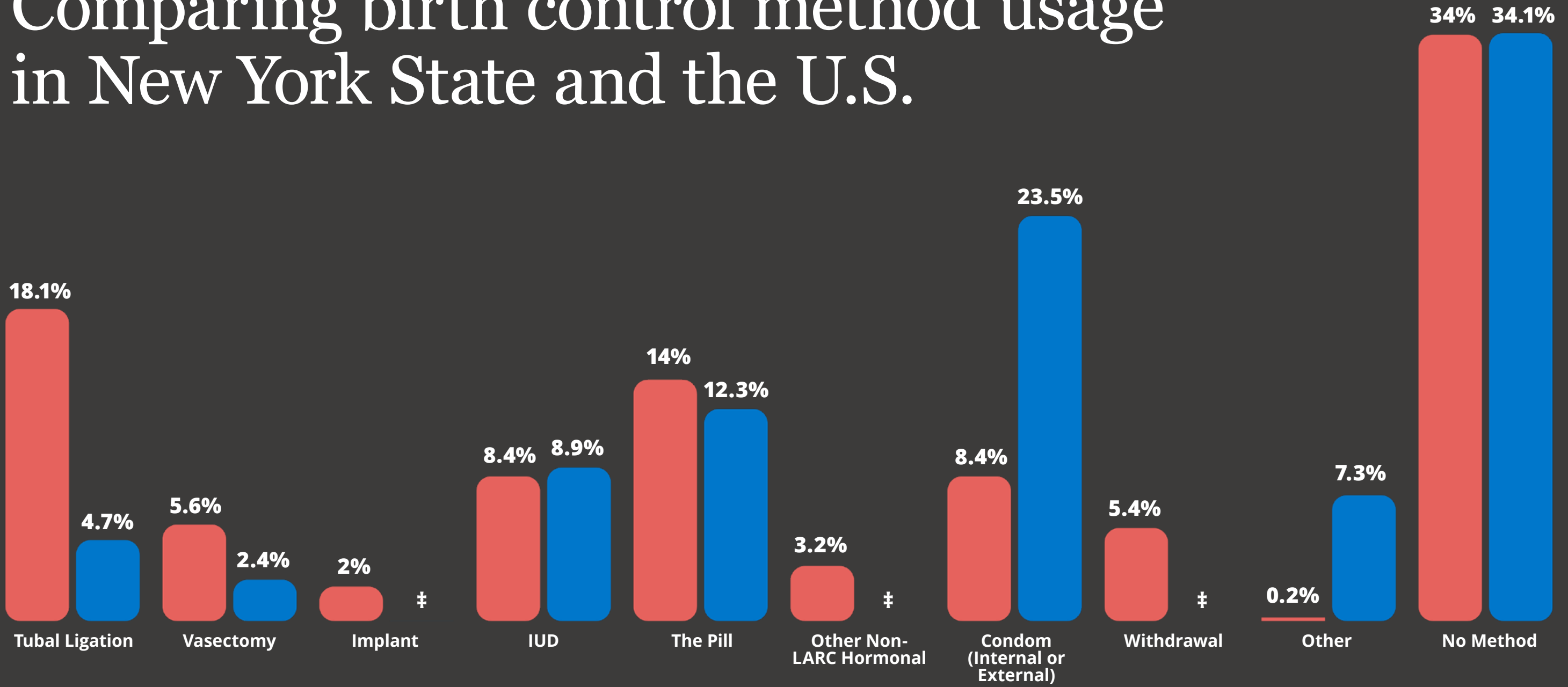
SOURCE: GUTTMACHER INSTITUTE, 2021

What birth control methods are used by teens?



SOURCE: CENTERS FOR DISEASE CONTROL AND PREVENTION, 2020

Comparing birth control method usage in New York State and the U.S.



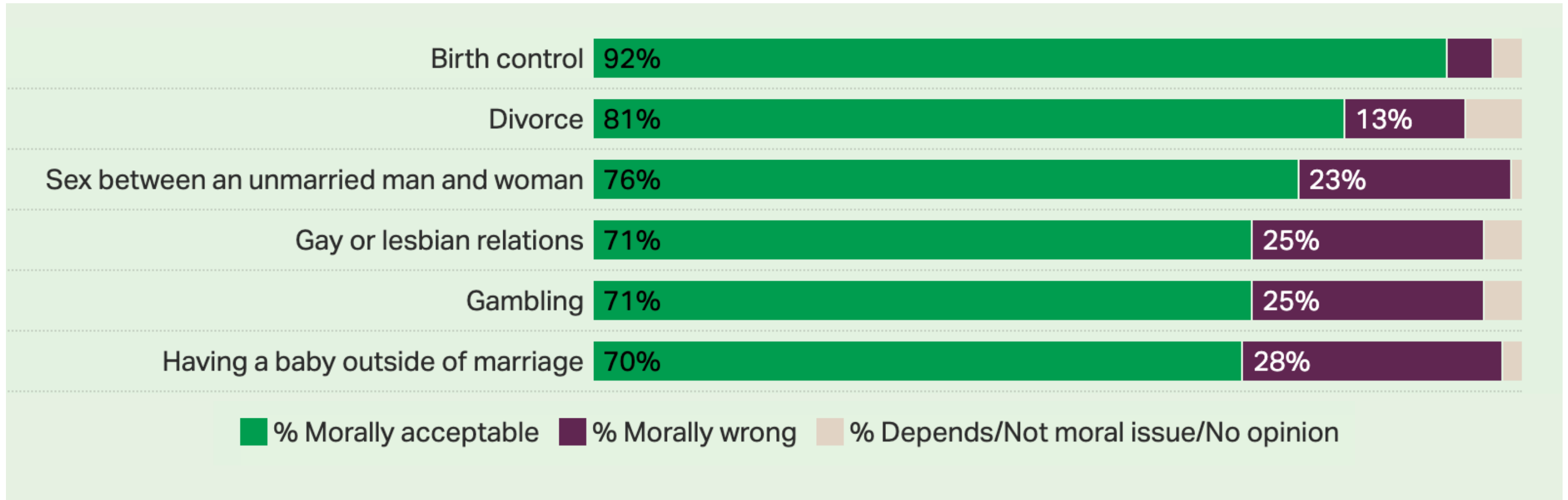
● U.S.
 ● NY State

SOURCES: CENTERS FOR DISEASE CONTROL AND PREVENTION, 2020 (U.S. DATA); GUTTMACHER INSTITUTE, 2019 (NYS DATA)

CURRENT LANDSCAPE
What do they think
about birth control?

What are current attitudes about birth control?

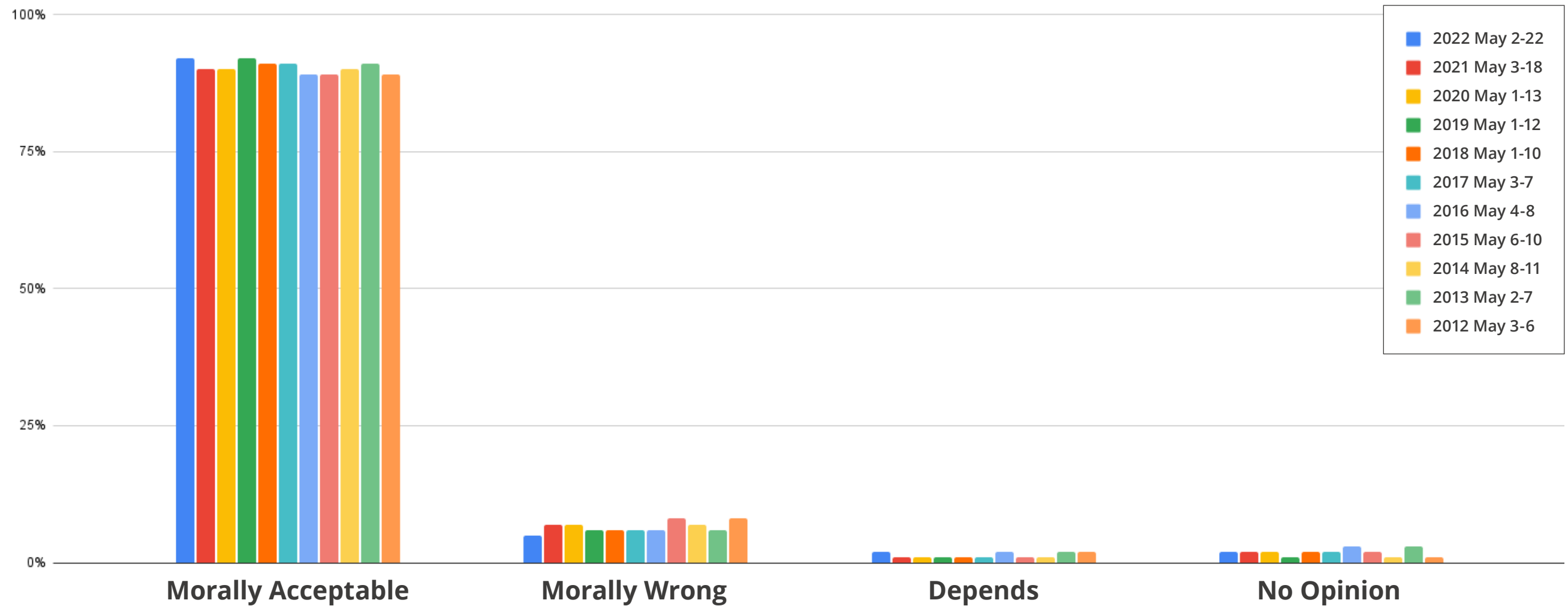
Birth control is **morally acceptable**.



SOURCE: GALLUP, 2022

What are current attitudes about birth control?

Birth control has been **consistently viewed as morally acceptable.**



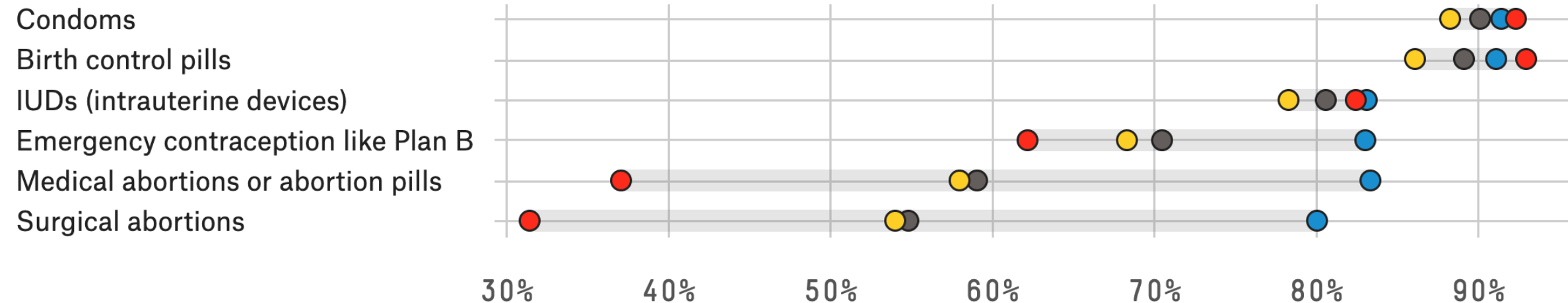
SOURCE: GALLUP, 2012-2022

What are current attitudes about birth control?

Birth control has **bipartisan support**.

Share of Americans by political affiliation who said each contraceptive or abortion method should be legal in "all" or "most" cases

● ALL ● DEMOCRAT ● REPUBLICAN ● INDEPENDENT/OTHER



SOURCE: FIVETHIRTYEIGHT/IPSOS, 2022

What are current attitudes about birth control?

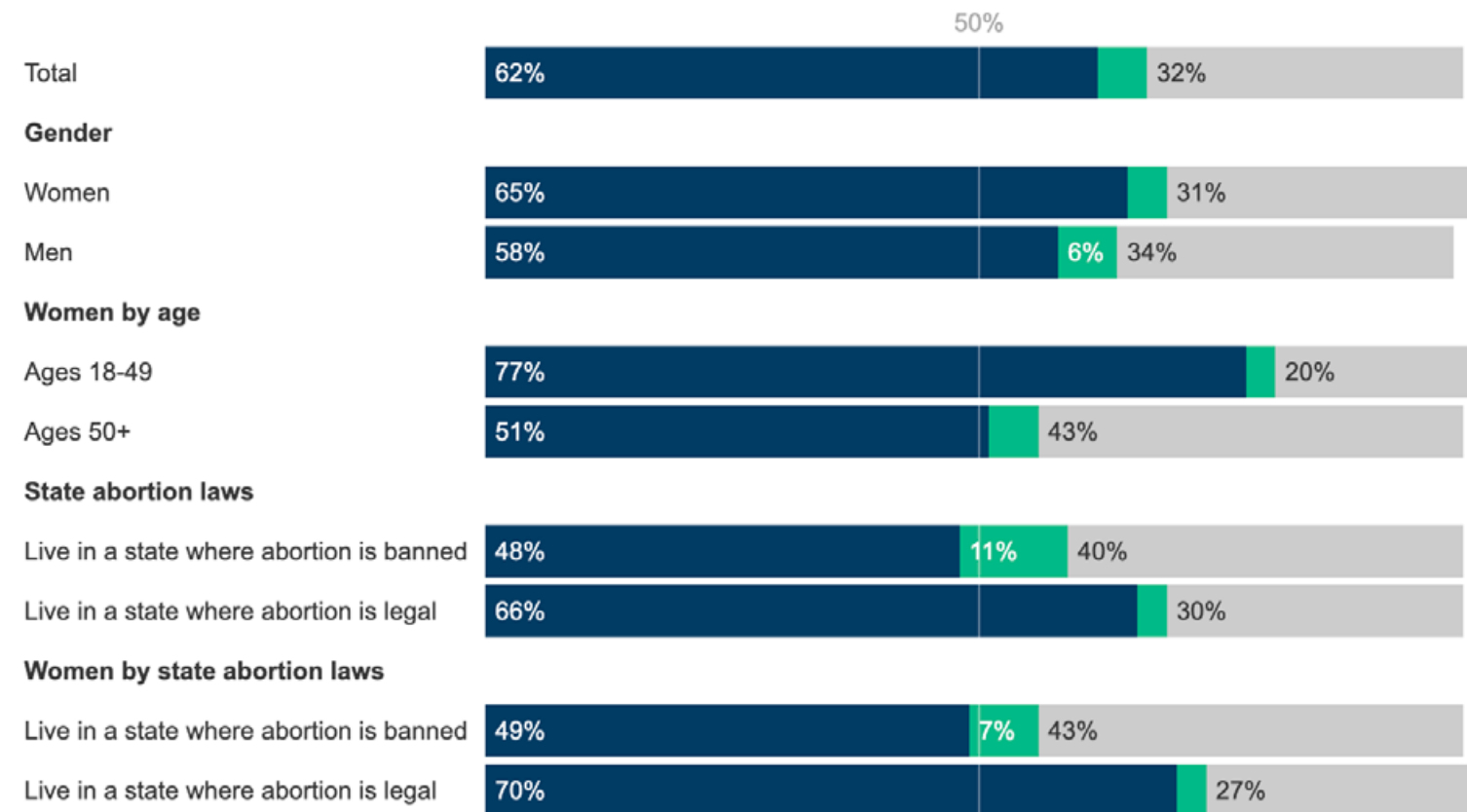
There is lots of **confusion about Plan B.**

Majorities correctly identify emergency contraceptives as legal in their state, but about 4 in 10 either say they are illegal or are unsure.

As far as you know are emergency contraceptive pills, sometimes called morning after pills or “Plan B” legal in your state?

- Yes, it is legal
- No, it is not legal
- Unsure

SOURCE: KAISER FAMILY FOUNDATION, 2023



What are current attitudes about birth control?

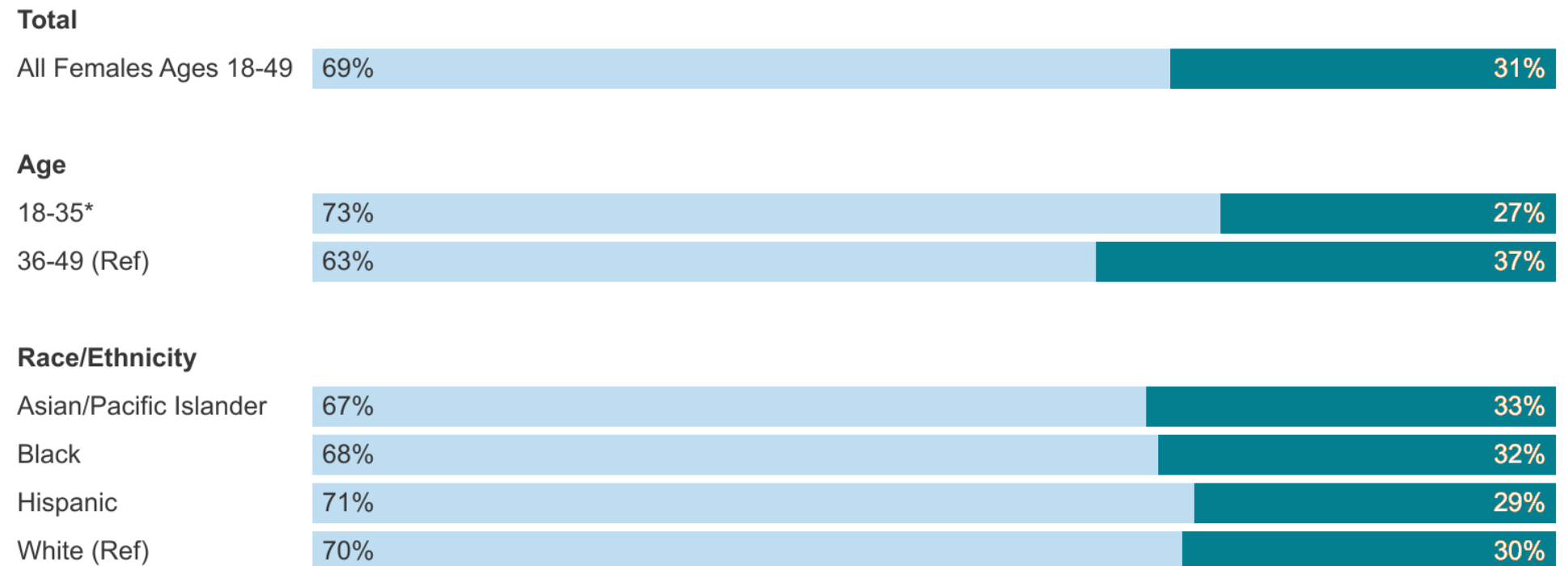
There is lots of **confusion about Plan B.**

Nearly one-third of females (ages 18–49) do not know where to obtain emergency contraception pills if they wanted or needed it.

If you, personally, wanted or needed emergency contraception pills, such as Plan B or the Morning After pill, in the near future, do you know where you could go to get it?

■ Yes
■ No

SOURCE: KAISER FAMILY FOUNDATION, 2023



What are current attitudes about birth control?

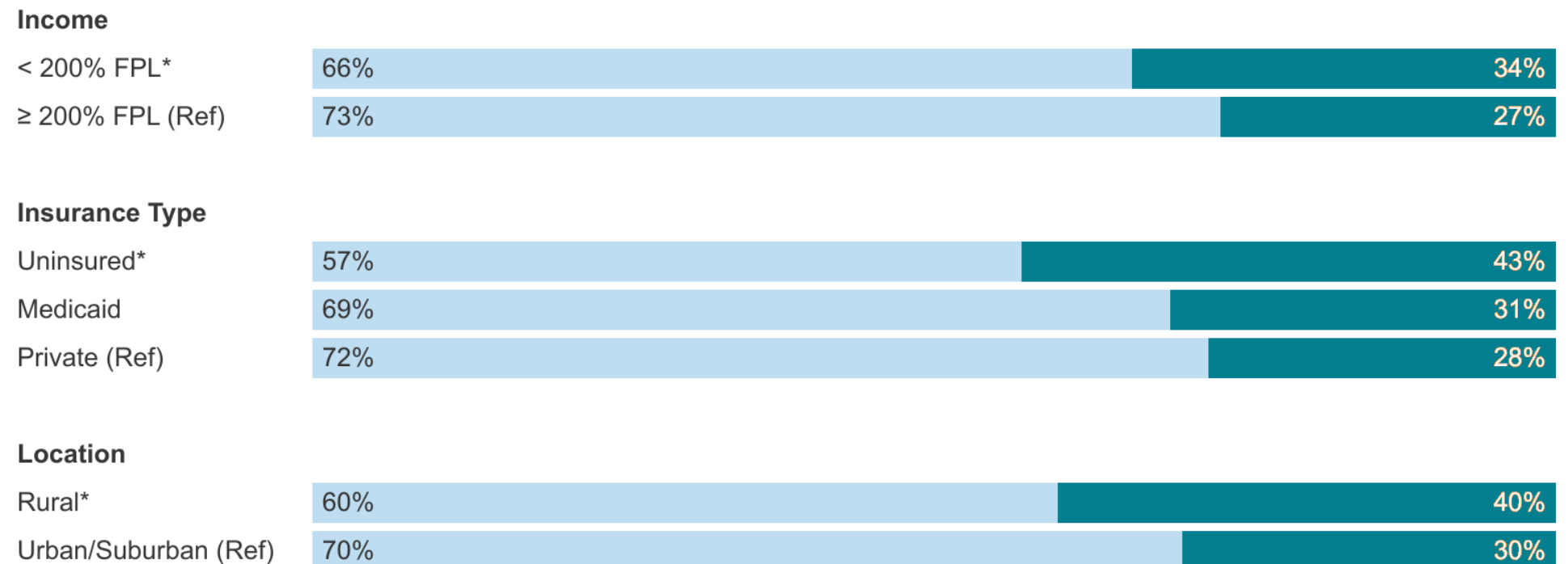
There is lots of **confusion about Plan B.**

Lack of knowledge about where to obtain emergency contraception pills is higher among uninsured and rural women (ages 18–49).

If you, personally, wanted or needed emergency contraception pills, such as Plan B or the Morning After pill, in the near future, do you know where you could go to get it?

■ Yes
■ No

SOURCE: KAISER FAMILY FOUNDATION, 2023



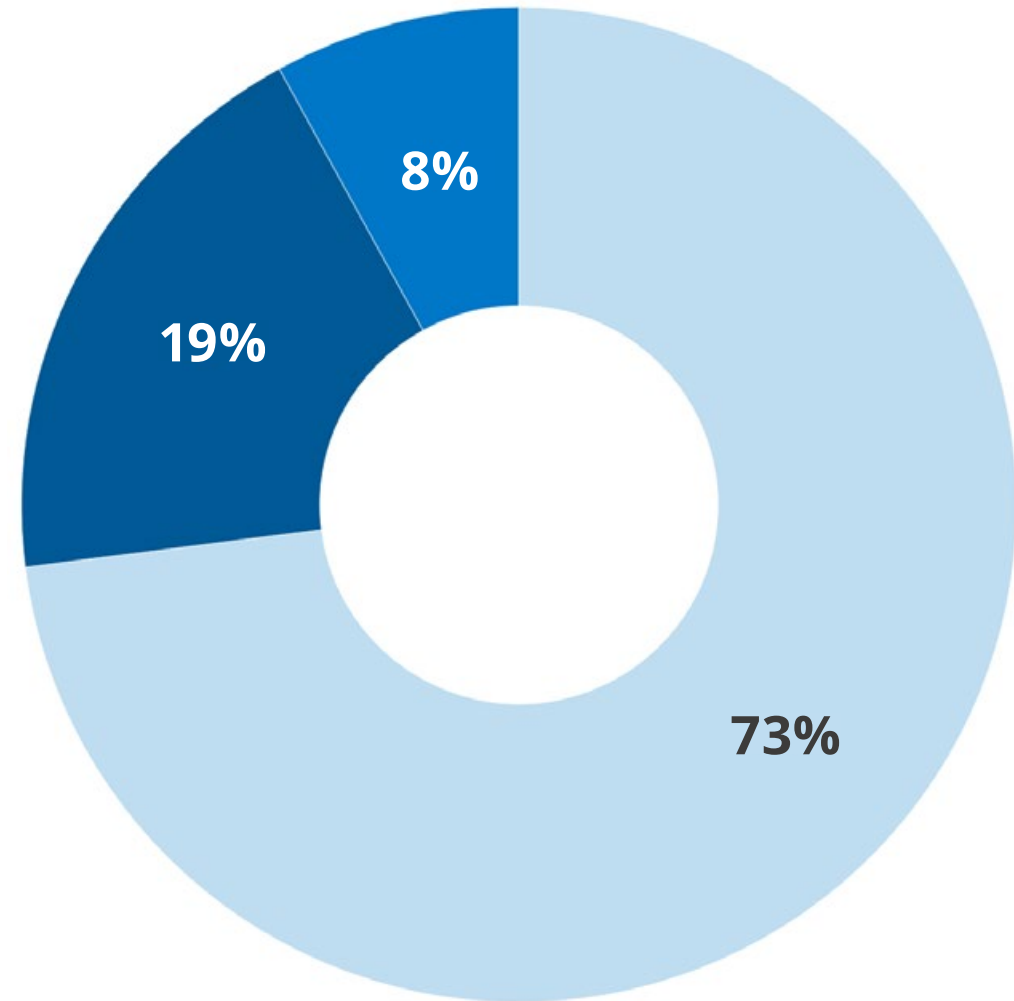
What are current attitudes about birth control?

There is lots of **confusion about Plan B.**

More than 1 in 4 reproductive age females are not aware that some emergency contraceptive pills are available over the counter without a prescription.

As far as you know, are some emergency contraception pills available over-the-counter without a prescription from a doctor?

- Yes
- No
- Have never heard of Emergency Contraception



SOURCE: KAISER FAMILY FOUNDATION, 2022

DISCUSSION + REFLECTIONS

What are your initial reactions?
Any surprises?

CURRENT LANDSCAPE
How accessible is
birth control?

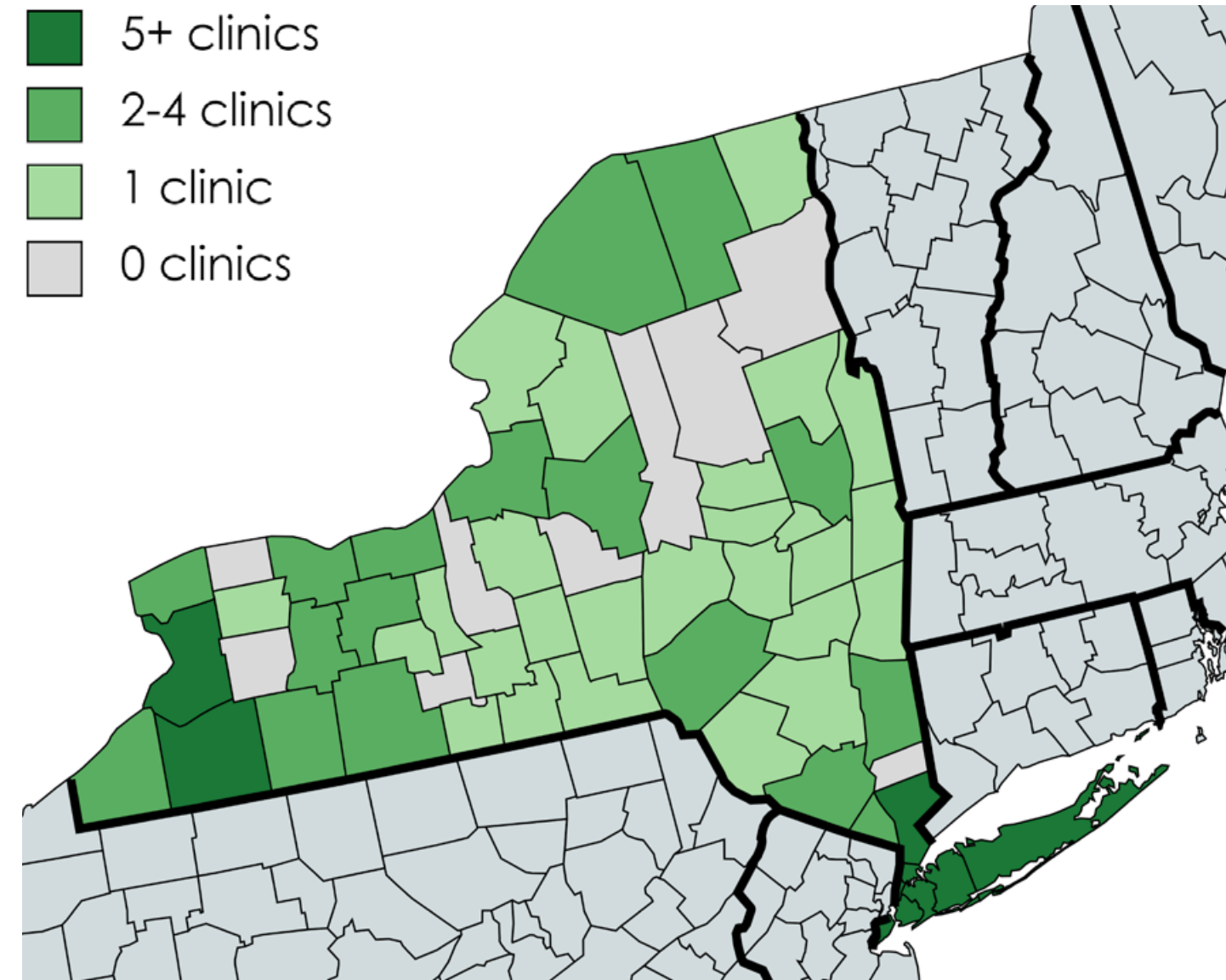
How accessible is birth control?

1,211,270 women live in contraceptive deserts in New York State

- 24,840 of those women live in counties that provide a full range of methods
- Some contraceptive providers are more than 2–3 hours apart

Nine counties in New York State do not have a NYS Department of Health-funded Family Planning Program site location

SOURCE: POWER TO DECIDE, 2023; NEW YORK STATE DEPARTMENT OF HEALTH FAMILY PLANNING PROGRAM SITE LIST, NOVEMBER 2023



How accessible is birth control?

- In 2021, over 252,000 individuals received services through the NYS Department of Health Family Planning Program
 - More than 33,000 of those receiving care were adolescents

SOURCE: NEW YORK STATE DEPARTMENT OF HEALTH, 2021



PHOTO BY RUSTY WATSON ON UNSPLASH

How accessible is birth control for teens?

NEW YORK STATE

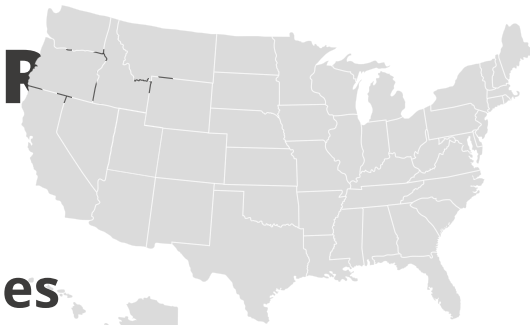


55% of all **pregnancies** described as **unplanned** by women (ages 15–44)

30.3% of **high school students** who have ever **had sex** (2019)

84.5% used a **contraceptive method** the last time they had sex (2019)

UNITED STATES OF AMERICA



45% of all **pregnancies** described as **unplanned** by women (ages 15–44)

38% of **high school students** who have ever **had sex** (2019)

88% used a **contraceptive method** the last time they had sex (2019)

SOURCE: POWER TO DECIDE, 2023

How accessible is birth control for teens?

NEW YORK STATE



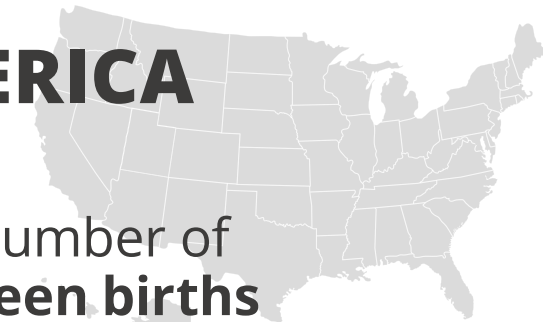
5,681 number of **teen births** (2020)

-12% change in teen birth rate from 2019

45 pregnancies per 1,000 girls (2013, Pregnancy Rate)

18th out of 50 in U.S.*

UNITED STATES OF AMERICA



158,043 number of **teen births** (2020)

-8% change in teen birth rate from 2019

43 pregnancies per 1,000 girls (2013, Pregnancy Rate)

↑ U.S. has one of **highest rates** among developed nations

SOURCES: POWER TO DECIDE, 2023; GUTTMACHER INSTITUTE, 2015

*Rank 1 = Highest; Rank of 50 = Lowest

ONLINE CONVERSATION

What are people saying
online about contraception
in New York State?

Who and what did we survey online?

KEY INSIGHTS

33.96k

TOTAL MENTIONS

189.08m

TOTAL REACH

TRENDING TOPICS

- Executive Order
- Access to contraception
- First over-the-counter birth control pill

354k

Number of mentions online discussing birth control in the U.S.

GENDER BREAKDOWN

52%

Women

48%

Men

10%

Percentage that New York State makes up of the entire U.S. conversation

7

Number of X/Twitter authors with more than 75 posts in this time period (all lean progressive)

- @nirhealth
- @Barking52731887
- @NIRHAction
- @jjj5819
- @VonRosenchild
- @itskittymeoww
- @AMillerNIRH

What are people saying online about contraception?

When Roe v. Wade was overturned, we committed that we'd never stop fighting for your **reproductive rights**. That hasn't changed. Today, I signed a third reproductive health care Executive Order that strengthens access to contraception — an essential part of reproductive care.

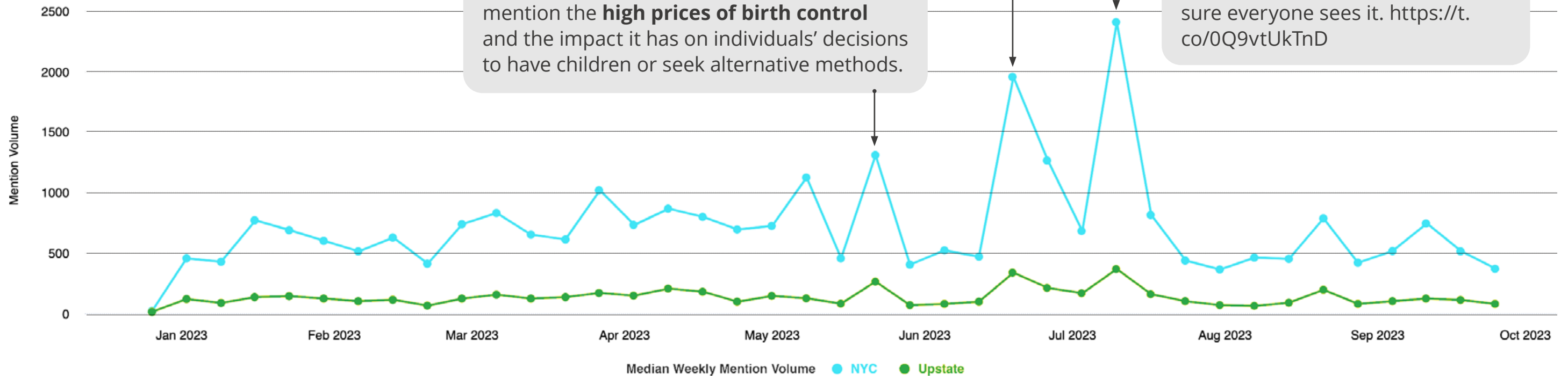
PSA: Senate Republicans just blocked a vote to pass legislation to protect every American's fundamental right to use birth control. Yes, birth control.

Cost of Birth Control: Multiple headlines mention the **high prices of birth control** and the impact it has on individuals' decisions to have children or seek alternative methods.

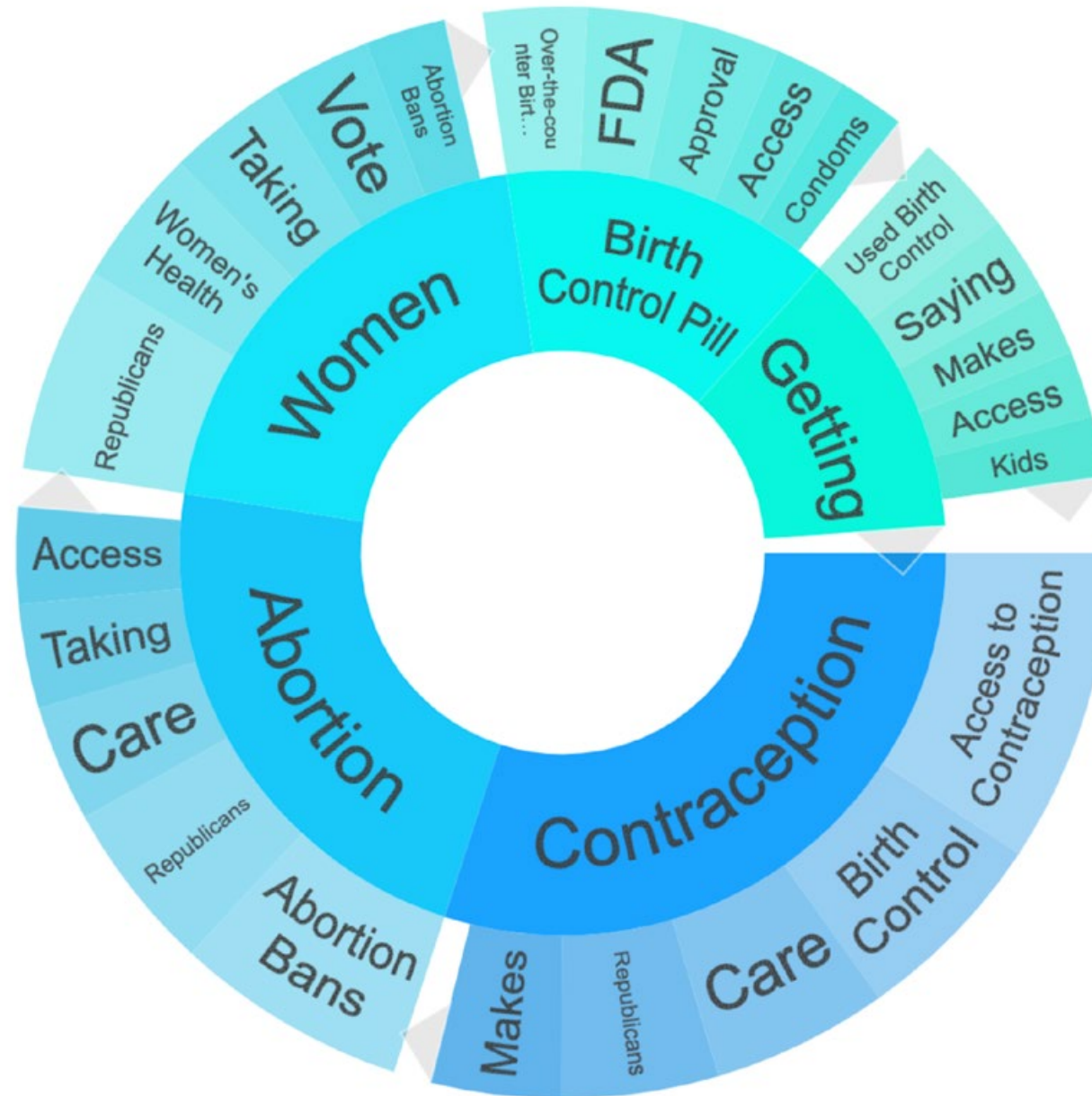
Breaking News: The FDA approved the **first birth control pill to be sold without a prescription** in the U.S., which could greatly expand contraception access.

Everyone needs to watch this new ad about **Republican attempts to take away birth control**. Make sure everyone sees it. <https://t.co/0Q9vtUkTnD>

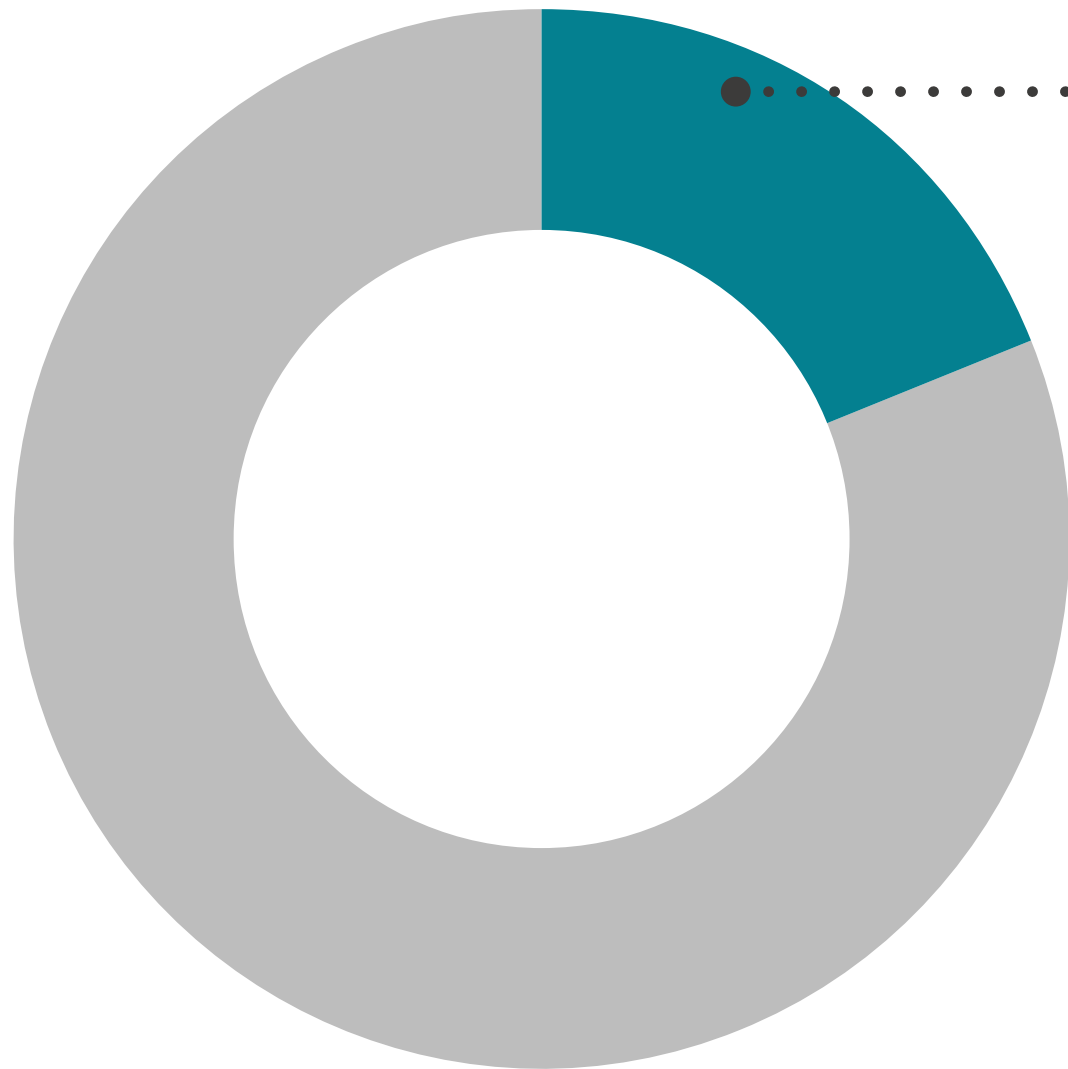
PEAKS IN THE CONVERSATION



What is the conversation about?



How much of the conversation includes abortion?



19%

of the birth control conversation in New York State mentions abortion *(compared to 26% nationally)*

50% of upstate conversation mentions abortion

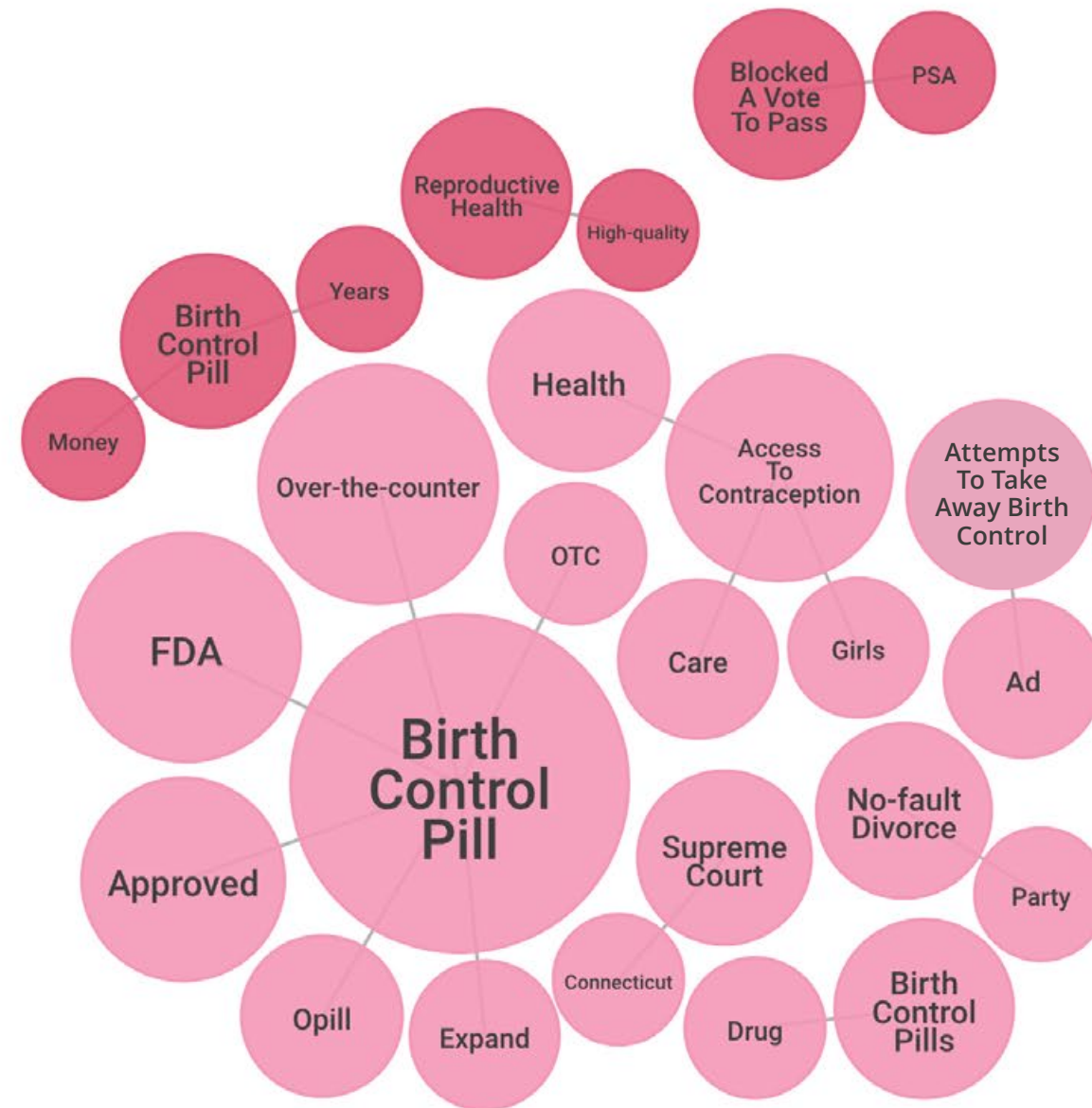
16% of NYC conversation mentions abortion



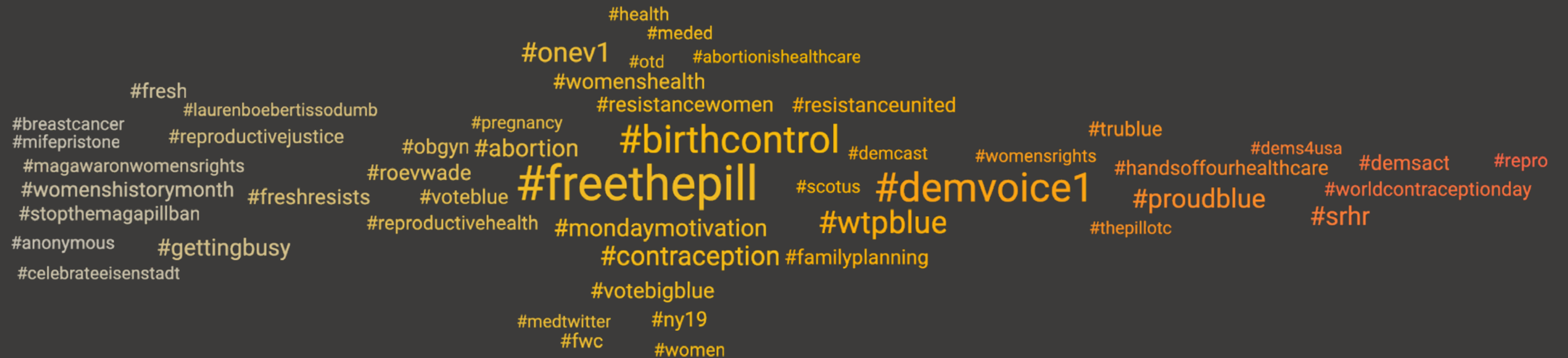
What is the sentiment online?



How does the conversation differ across the state?



What hashtags are trending in NYC?



FADING

TRENDING

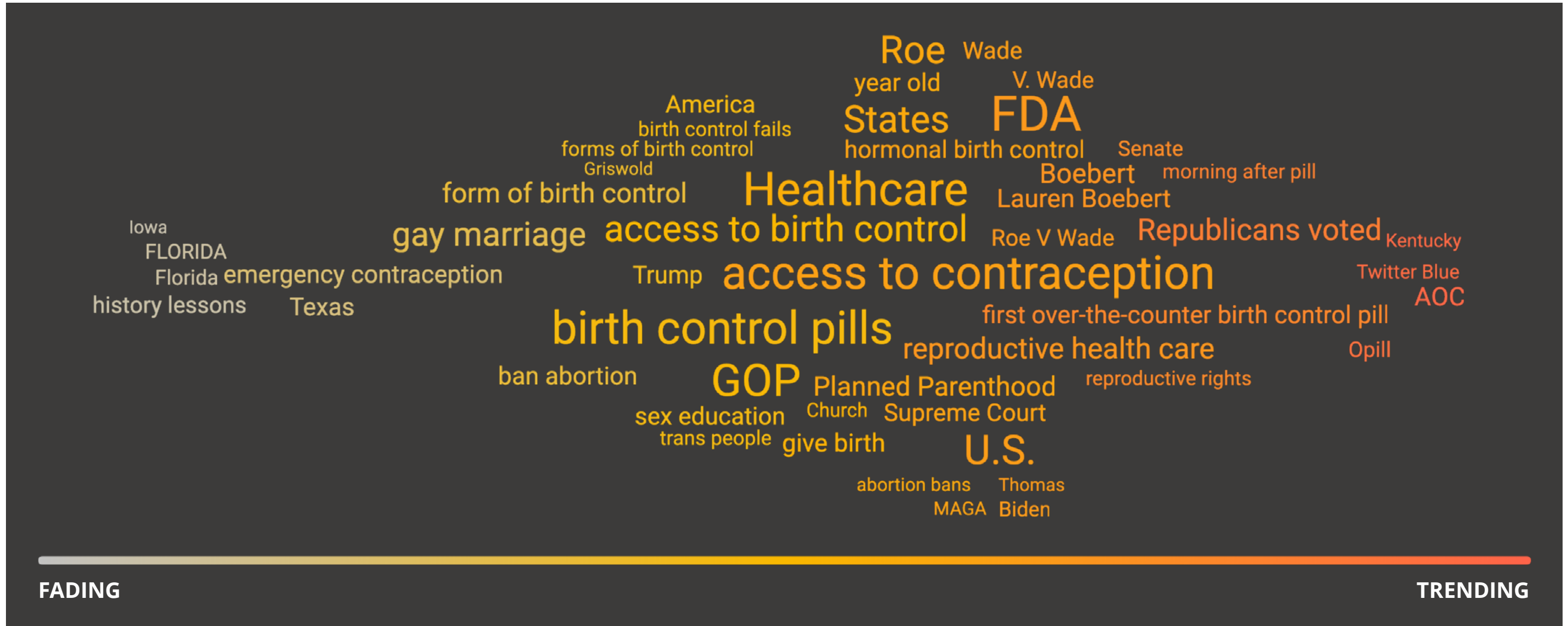
What hashtags are trending upstate?

#anonops
#mifepristone
#femnecessity
#changethename
#desantisadangertotheusa
#anonymous
#womenshistorymonth
#stopthemagapillban
#nevervoterepublican
#corruptaf
#gettingbusy
#freshwords
#fresh
#aapi
#contraception
#resistancewomen
#mondaymotivation
#womenshealth
#freethepill
#votebigblue
#roevwade
#onev1
#women
#handsoffourhealthcare
#womenshealth
#freshresists
#laurenboebertissodumb
#genz
#mycortland
#ny19
#obgyn
#abortion
#demcast
#demsabroad
#wtpblue
#birthcontrol
#womenscare
#familyplanning
#health
#moleg
#resistanceunited
#demcast
#fwc
#demcast
#demsabroad
#proudbblue
#nfpweek
#electionsmatter
#womenservices
#contraceptionisfreedom

FADING

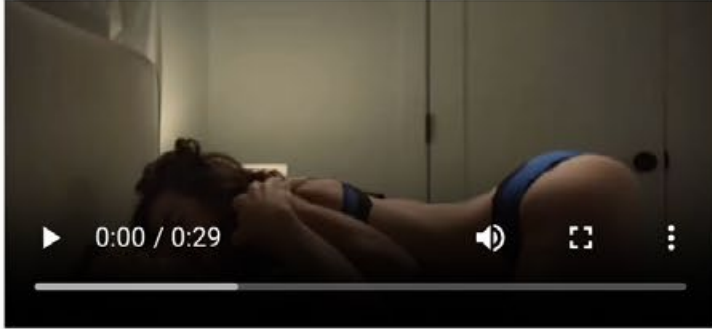
TRENDING

What keywords are trending upstate?



What are the most retweeted posts?

Laurie_Garrett (Laurie Garrett) and 345+ others retweeted #1



RT @ReallyAmerican1 Everyone needs to watch this new ad about Republican attempts to take away birth control. Make sure everyone sees it. <https://t.co/0Q9vtUkTnD>

Twitter · 15 Jul 2023

jeffjarvis (Jeff Jarvis) and 157+ others retweeted #7

RT @mjs_DC 🇺🇸 Judge Reed O'Connor STRIKES DOWN a major provision of the Affordable Care Act requiring insurers to cover a vast amount of preventive care cost-free (contraception, cancer screening, PrEP, a ton of pregnancy-related care). The ruling applies nationwide. <https://t.co/wL26vkiPsd>

Twitter · 30 Mar 2023

EmmaVigeland (Emma Vigeland) and 273+ others retweeted #2

RT @AOC And then she voted against the right to contraception so she could double this problem and give it to the next person

Twitter · 23 May 2023

cindygallop (cindygallop.eth) and 207+ others retweeted #5

RT @hankgreen Ohhh, I can block the Twitter Blue reply guys all at once...they're always right at the top. Hey! Hey...trans women are women! Climate change is caused by people! Healthcare is a human right! Birth control should be free and abortion should be legal!

Twitter · 01 Jul 2023

Dvj877David (David.The Good Doctor) and 149+ others retweeted #9

RT @PattyMurray PSA: Senate Republicans just blocked a vote to pass legislation to protect every American's fundamental right to use birth control. Yes, birth control.

Twitter · 21 Jun 2023

Womens_eNews (Women's eNews) and 243+ others retweeted #3



What Republicans don't want women to remember

- In 1974 republicans and conservatives **VOTED AGAINST** the Equal Credit Act that would allow women to apply for their own credit cards and mortgage loans. "Men should always co-sign".
- In 1978 they **VOTED AGAINST** the Pregnancy Act. They wanted to keep the employer's right to fire pregnant women.
- In 1980 they **VOTED AGAINST** allowing women to report sexual harassment in the workplace. "Men will be men".
- In 2012 they **VOTED AGAINST** the Equal Pay for Equal Work for Women. "Men should be paid more".
- In 1994 and 2012 they **VOTED AGAINST** Violence Against Women Act which helps victims of domestic violence and rape and educates law enforcement.
- In 1972 they faught against selling birth control to single women until the supreme court made it available for all.

RT @AymannJames What Republicans don't want women to remember! In 1972 – Republicans fought against selling birth control to single women! In 1974 – Republicans voted against the Equal Credit Act – that would allow women to apply for their own credit cards and mortgage loans! In 1978... <https://t.co/D3KvJBnx3c>

Twitter · 26 Aug 2023

francescatututu (Sha Sha) and 213+ others retweeted #4

RT @BettyBowers "You can't ban guns because bans never work." --Republicans who have banned abortion, contraception, books, drag queens, vaccines, honest history lessons, and talking about LGBTQ people.

Twitter · 28 Mar 2023

o_keilani (aur) and 167+ others retweeted #6

RT @supershadio Only birth control I need is not being financially stable. I want my kids to have an incredible life & can get spoiled & travel. No financial stability, no kids.

Twitter · 24 Apr 2023

agirlfromharlem (BADDIE 🌟Ghetto SuperStar) and 153+ others retweeted #8

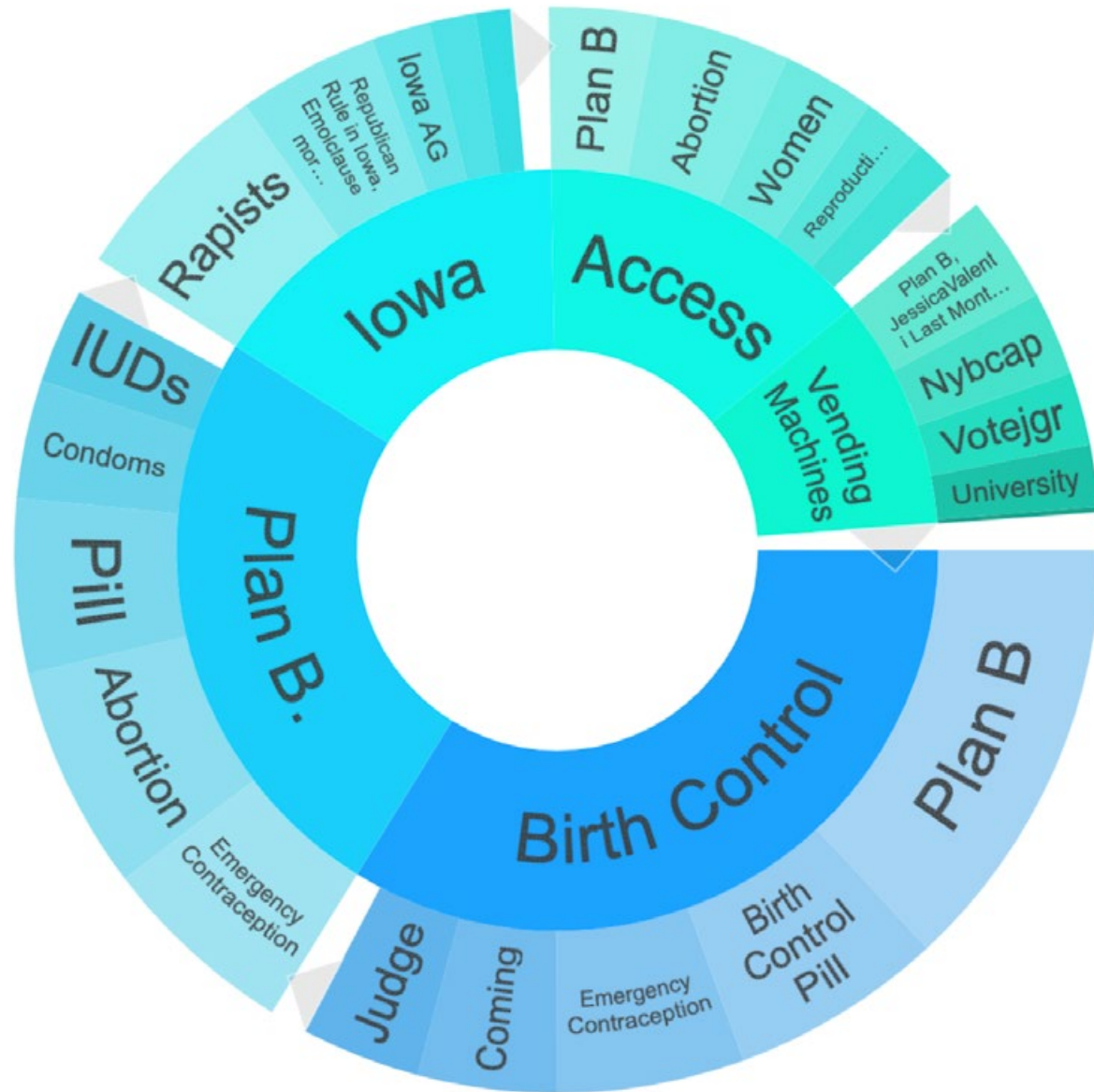
RT @invis4yo birth control should be for men.. it should've always been for men.

Twitter · 23 Jun 2023

ONLINE CONVERSATION

How does the conversation shift when focused on specific topics?

What is the conversation surrounding Plan B?



GENDER BREAKDOWN

63%	37%
Women	Men

Laura @ComeBack_Yeshua · Sep 19
Well, you were right.

It's slightly more than 3/4.

"The tragic reality is that 79% of Planned Parenthood abortion facilities are located within walking distance of neighborhoods that have proportionately higher populations of black or Latina women."

1 comment 1 retweet 1 like 23 views

Suane Laqueur ✓ @suanelqr

Those neighborhoods are typically low-income with less access to healthcare and birth control overall. Hence, you see more abortions in these neighborhoods, either because of no access to BC or Plan B, or a lack of financial means to support a child. The true tragedy is that the pro-lifers want abortion bans to keep these neighborhoods poor and keep black and brown minorities in their place. You dress it up in performative empathy for the unborn, but your true motive has always been obviously caste-driven.

4:29 PM · Sep 19, 2023 · 15 Views

What is the conversation surrounding Plan B?



What is the conversation surrounding Plan B?

Jessica González-Rojas @votejgr · Follow

It's World Contraception Day! 🍷🎉 And yet in New York 1.2 million women with low incomes live in contraceptive deserts.

@SenatorLeaWebb & I are working with @NYBCAP on the Campuses with Emergency Contraception (CWECC) Act to ensure campus vending machines have EC.

NY Birth Control Access Project @NYBCAP
Happy World Contraception Day!

Repost to celebrate with us! 🎉

#GettingBusy
#FreethePill



4:06 PM · Sep 26, 2023

Kylie Cheung @kyliecheung · Follow

One of the most concerning takeaways from a new study out this week is how many people think emergency contraception is abortion. Public confusion about what abortion even is drives broader restrictions, attacks on birth control, criminalization of miscarriage, etc.

Jezebel @Jezebel
It's Not Just Lawmakers—a Lot of People Don't Know What Abortion Is
dlvr.it/Swk2bR



11:00 AM · Sep 28, 2023

Richard Blumenthal @SenBlumenthal · Follow

23 years ago today the FDA approved mifepristone. Now this safe, effective, decades-old medication is under serious attack—possibly further restricting abortion access. Judges & politicians should not be making personal family planning decisions for millions of Americans.

6:59 PM · Sep 28, 2023

509 Reply Copy link

AbortionFinder @Abortion_Finder · Follow

REMINDER: Emergency contraception ≠ abortion.



10:26 AM · Sep 25, 2023

UBuffalo Sustainability @UBGreen · Follow

Support @NYBCAP's initiative to include emergency contraception among university campus vending machines - including the ones at UB! Anonymity and increased access are two main reasons to support this action; sign the petition today!
secure.everyaction.com/raWutlXtdUyjrz...

9:33 AM · Mar 4, 2023

Ralf With An F reposted

Whitley @Whitleysdaughtr

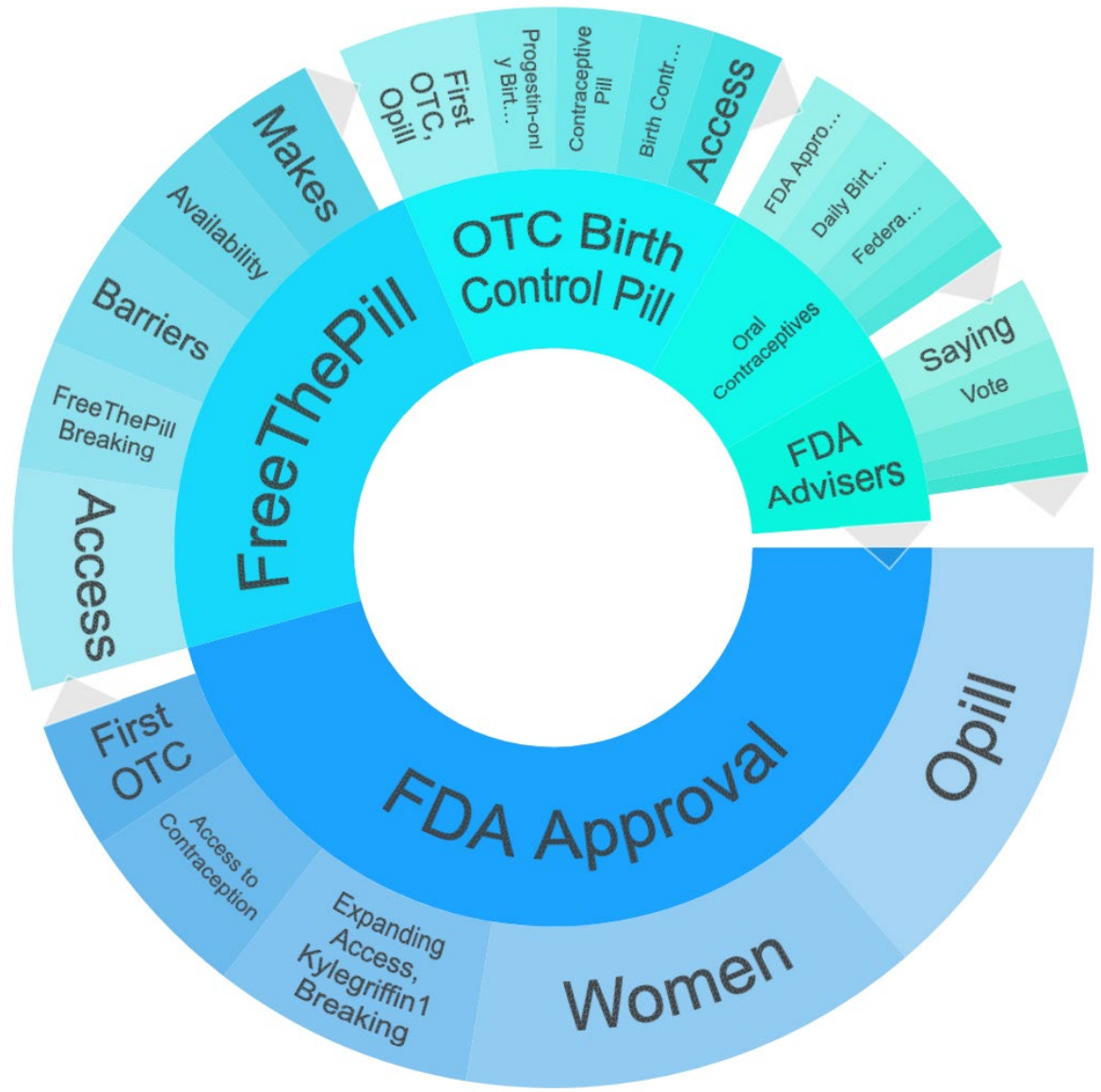
The hatred the Black community has for birth control and fear mongering surrounding it despite the numerous kinds these days needs to be studied, because we literally have the highest rate in abortions and people are popping Plan B like Skittles as if it's not a concentrated form of birth control.



CANCER @smonae · Sep 5
Doctors kill me always tryna say if your not on birth control your tryna get pregnant like bitch step out my face hoe please birth control not even healthy for the body fr tf lol

12:59 AM · Sep 6, 2023 · 9,450 Views

What is the conversation surrounding OTC?



GENDER BREAKDOWN

60% Women

40% Men

CAI Contraceptive Access Initiative (CAI)
 @ThePillOTC · Follow

The Roadmap To Making Over-The-Counter Birth Control Affordable:

statnews.com/2023/08/23/opi...

6:08 PM · Aug 29, 2023

634 ❤️ Reply Copy link

What is the conversation surrounding OTC?

Susan Arbetter
@sarbetter · Follow

"Under law supported by Gov. Kathy Hochul, pharmacists would be able to prescribe contraception, nearly doubling birth control access in New York." Over-the-counter birth control bill advances in N.Y. legislature



timesunion.com
Over-the-counter birth control bill advances in N.Y. legislature
A bill that would dramatically expand birth control access in New York is gaining...

7:38 AM · Jan 30, 2023

naturalnursemomma
@naturalnursemom · Follow

Birth control advocates are celebrating that history has been made with the new over the counter birth control Opill.

Yeah, history HAS been made. More women than ever before will be at an increased risk of hormonal cancer, heart attack/stroke, depression/anxiety, PCOS, acne,... [Show more](#)

The New York Times

Birth Control in America | First Over-the-Counter Pill Approved | What

F.D.A. Approves First U.S. Over-the-Counter Birth Control Pill

The move could significantly expand access to contraception. The pill is expected to be available in early 2024.

7:06 PM · Jul 15, 2023

Contraceptive Access Initiative (CAI)
@ThePillOTC · Follow

Victory!! Today the FDA announced approval of the first over-the-counter birth control pill. Eliminating the barrier of a prescription will improve access for all. [#ThePillOTC](#) [#FreethePill](#) [bit.ly/FDAApprovesPil...](#)

10:17 AM · Jul 13, 2023

4.6K · Reply · Copy link

NY Birth Control Access Project
@NYBCAP · Follow

Happy World Contraception Day!

Repost to celebrate with us! 🎉

[#GettingBusy](#)
[#FreethePill](#)



2:35 PM · Sep 26, 2023

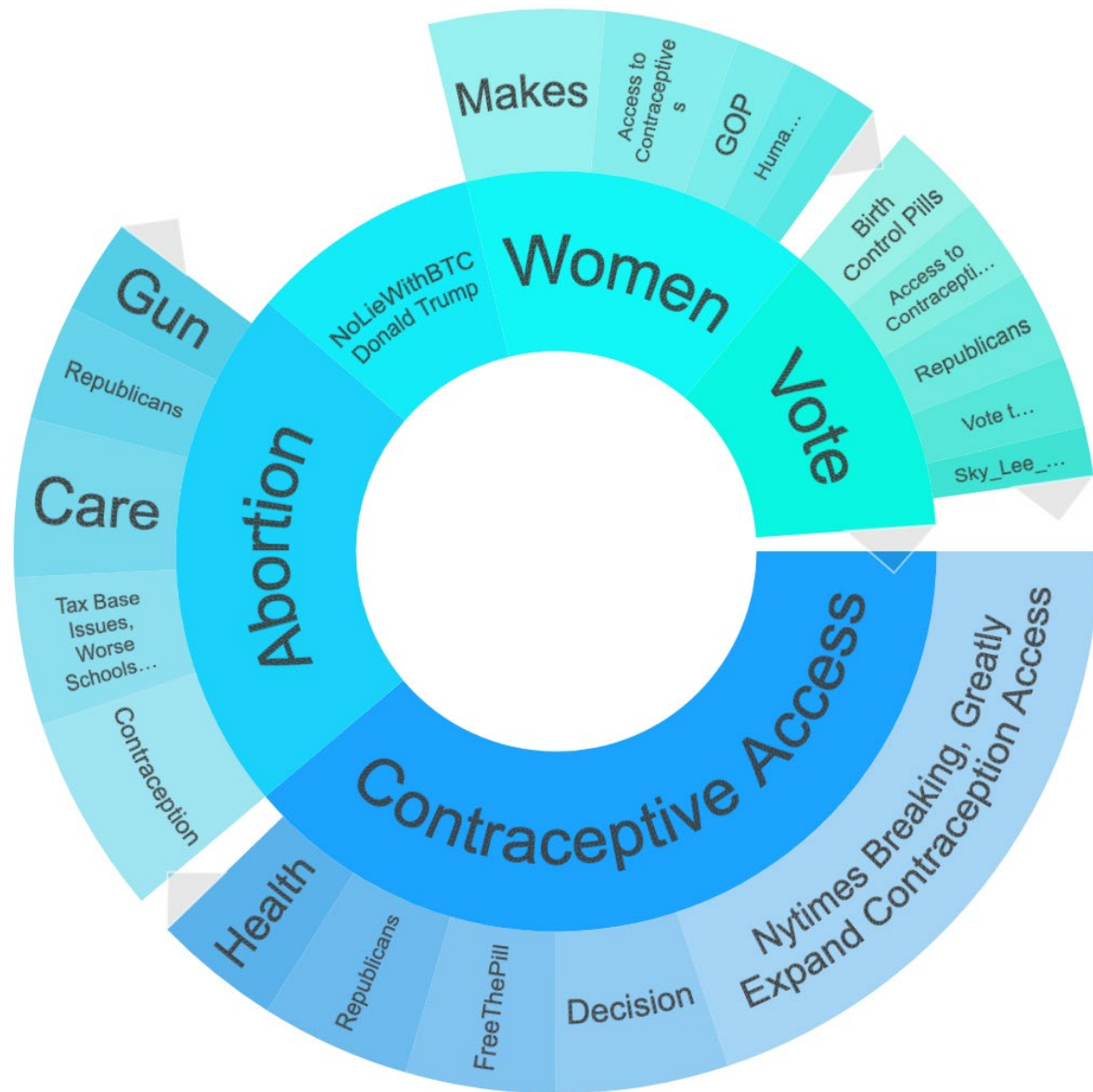
Kim Brunhuber
@kimbrunhuber · Follow

"Really, there are no dangers whatsoever." An over-the-counter birth control pill will soon be available in the U.S. It's a huge deal says [@DrDGrossman](#), especially for teens. "It's really safe for this population and it's just so needed."



7:53 AM · Jul 16, 2023

What is the conversation surrounding access?



GENDER BREAKDOWN

60%
Women

40%
Men

Michael Knowles · Jul 13, 2023 · [Follow](#)

[wsj.com](#)
FDA Approves First Over-the-Counter Birth-Control Pill
The approval significantly expands access to contraception among women across the U.S.

Libel
[@libeltheband](#) · [Follow](#)

And again the question: why do you care... unless you want to force your views about reproduction onto others?

Access to birth control is not forcing beliefs on anyone; it's making a tool available for people that want to enjoy sex without reproducing.

7:10 AM · Jul 14, 2023

1 Reply Copy link

[Read 1 reply](#)

What is the conversation surrounding access?

 **Green Party NY**
@gpny · Follow

From our platform: Women's right to control their bodies is non-negotiable. It is essential that access to birth control, family planning resources, and safe, legal abortion remains available.

11:39 PM · Jan 22, 2023

 **M. Mtz** 🇺🇸🇩🇪🇩🇪 · Jan 1, 2023
@mrmgmrg · Follow
Replying to @misty013

You make it sound as if pregnancy happened every time a woman was hit by a cool breeze. Women have at least a dozen ways to avoid pregnancy, while men only have one. Making better choices and engaging the consequences of your actions stops abortion.

 **Cathy**
@bocesrn · Follow

Actually accurate sex education and access to birth control are what reduces abortions

5:01 PM · Jan 1, 2023

 **Jared Boyce**
@Jared_Boyce · Follow

Biden directs HHS to boost contraception access, a year after Dobbs decision statnews.com/2023/06/23/bid... via @statnews

 statnews.com
Biden directs HHS to boost contraception access, ...
The president's executive order instructs HHS to ensure people on commercial insurance are gettin...

8:08 AM · Jun 23, 2023

 **The Century Foundation**
@TCFdotorg · Follow

58 years ago, the Griswold v. Connecticut ruling legalized birth control, ushering in a new era of #ReproJustice. As we commemorate this anniversary—let's recommit to the pursuit of equitable access to birth control and #FreeThePill. #GratefulforGriswold

 tcf.org
Contraceptive Equity Requires Us to Free the Pill
On May 9, 1960, the U.S. Food and Drug Administration first approved the birth control pill. ...

1:38 PM · Jun 7, 2023

 **ThorChiggins PHD** · Sep 28, 2023
@ThorChiggins · Follow
Replying to @ThorChiggins @suannelqr and @TexasTribune harvardmagazine.com/2002/09/abolis...

But look up the poc abortion stats. The lies they tell you. This is eugenics.

 harvardmagazine.com
Book excerpt from "When Race Becomes R...
Book excerpt from When Race Becomes Real: Black and White Writers Confront The...

 **Suanne Laqueur**
@suannelqr · Follow

It's not eugenics, drama queen. It's economics. People of color live in lower income areas. They have less access to birth control. This is not difficult stuff.

8:05 AM · Sep 29, 2023

 **UNFPA**
@UNFPA · Follow

Universal family planning is key to achieving #GenderEquality.

That's why the @GatesFoundation is investing \$100 M to expand access to contraceptives.

Join @Atayeshe, @UNFPA_Supplies & @GibICtzn to advocate for rights and choices: unf.pa/ifplbl

#GlobalCitizenFestival

 Watch on X


9:24 PM · Sep 23, 2023

252 · Reply · Copy link

 **Mynameis...Miro**
@zg4ever · Follow

Birth control means freedom and safety. Access to birth control is health care. Having access to the over-the-counter pill gives women the power to make their own health care choices.

7:19 PM · Aug 17, 2023

Abby Kane reposted
 **Oren Jacobson**
@Oren_Jacobson

In Oregon, anti-abortion extremists are attacking birth control access. They're suing to block a law requiring insurance to provide coverage for contraception.

What's their argument?

Emergency contraception and some forms of IUDs are "abortifacients" according to them.

This isn't an isolated issue. We're seeing elected officials at the state level across the country working through ideas to make these types of contraception illegal as part of an effort to slowly chip away at access to birth control.

HEALTH POLITICS

Oregon Right to Life sues state over birth control, abortion insurance mandate

The anti-abortion group wants insurance companies to offer it a special plan that doesn't cover emergency contraception

BY: **JULIA SHUMWAY** - SEPTEMBER 6, 2023 5:28 PM

4:48 PM · Sep 11, 2023 · 46.5K Views

DISCUSSION + REFLECTIONS

What are your initial reactions?
Any surprises?

CLOSING THOUGHTS

What are our key takeaways?

Key Takeaways

NATIONAL

- Birth control is widely used and accepted and has bipartisan support (despite what pundits may say)
- Disinformation is pervasive
- People are confused about Plan B
- Abortion is a part of the online discourse surrounding contraception and family planning



Key Takeaways

NEW YORK STATE

- New York State plays an important role in the national online conversation
- NYC makes up the majority of the online conversation in New York State
- Conversation topics about contraception in upstate New York significantly differ from downstate



Making an Impact

- There are active conversations online — both good and bad — that we can harness
- Location, location, location! Meet target audiences where they are and in a medium that resonates with them
- Build upon the work of other advocacy organizations and campaigns
- Use values-based messaging to move the needle



A little more about values-based messaging...

Communication strategy that centers the your target audience and helps bridge the believability gap by:

- **Showcasing your value**, as it pertains to your target audiences and their deep-seated needs
- **Identifying what your organization provides** that your target audiences want or need
- **Quantifying the value of your organization** using terms that your audience understands best
- **Explaining your value** in clear patient-centric terms

FOUR KINDS OF NEEDS



Functional



Emotional



Life Changing



Social Impact

REFLECTIONS + QUESTIONS

What content resonated with you?

What gave you pause?

How might you use this information within your community?

**GREATER
GOOD
STRATEGY**

Thank you.

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