



# ***Moving Forward***

## **On Reproductive Health and a Broader Agenda**

**A Joint Initiative of the  
Women Donors Network and  
Communications Consortium Media Center**

Fall 2008



## **MOVING FORWARD PARTNERS**



The Women Donors Network (WDN), a nonprofit organization, is a philanthropic community for progressive women who refuse to accept the status quo.



The Communications Consortium Media Center (CCMC) helps nonprofit organizations use media and new technologies as tools for policy change.



## MOVING FORWARD: GOALS

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- ❖ Develop a new, expanded values-based frame to broaden support for reproductive and other health issues that *does not compromise abortion rights*.
- ❖ Build on voter support for policy advances on a broader agenda that includes:
  - Birth Control and Family Planning
  - Comprehensive Sex Education
  - Emergency Contraception
  - HPV Vaccine
  - End-of-Life Decisions
  - Stem Cell Research



## RESEARCH TEAM

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- ❖ Partners
  - Women Donors Network
  - Communications Consortium Media Center
- ❖ Research/Messaging Team
  - Breglio Consulting
  - Harris Interactive
  - Lake Research Partners
  - Sheehan & Associates
- ❖ Funding Partners
  - Women Donors Network
  - David and Lucile Packard Foundation
  - George Gund Foundation
  - Richard and Rhoda Goldman Fund
  - Robert Sterling Clark Foundation
  - Wallace Alexander Gerbode Foundation
  - Tides Foundation Alki Fund
  - Brico Fund



## VALUES IDENTIFIED FROM INTERVIEWS

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Caring Dignity Equality Freedom Health  
 Healthy Families Hope Independence  
 Individual Decision Making Justice  
 Liberty Life Medical Privacy Opportunity  
 Peace of Mind Personal Responsibility  
 Personal Safety & Security Planning  
 Prevention Privacy Protection  
 Respect Responsible Government  
 Rights and Fairness Safety Self-Determination  
 Sexuality Spirituality/Religion Tolerance



## PRIMARY & SECONDARY VALUES

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Caring Dignity Equality **Respect** Freedom Health  
 Healthy Families Hope  
**Individual Decision Making** Justice  
 Liberty Life **Personal Responsibility**  
 Rights and Fairness Opportunity Peace of Mind  
**Planning Prevention Protection** Privacy  
 Personal Safety & Security Safety Sexuality  
 Spirituality/Religion Tolerance

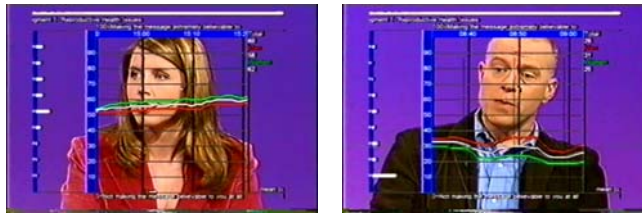


Personal Responsibility

Important Life Decisions

Traditional Pro-Choice

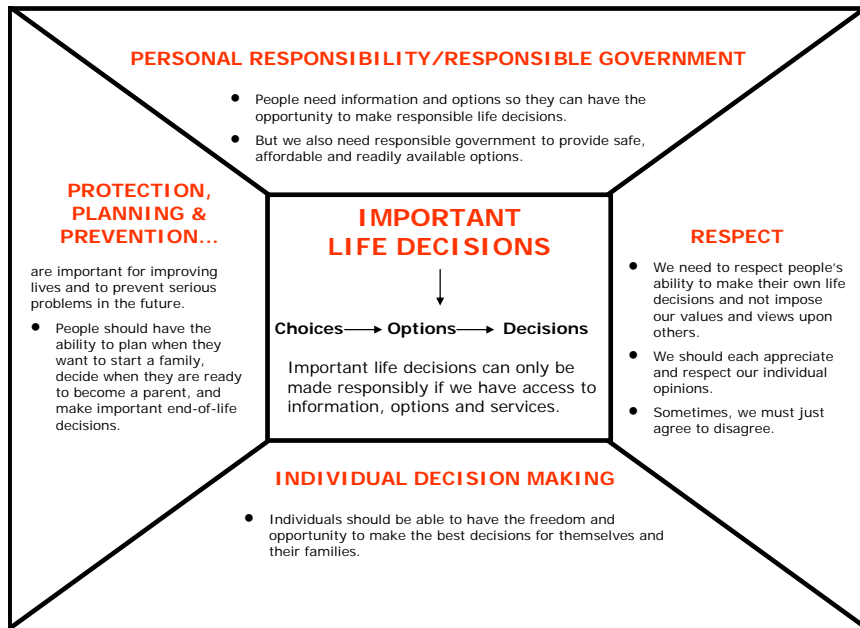
## DIAL GROUP RESULTS



Conflicted:  
Pro-Choice/Pro-Life

Right-to-Life

## MOVING FORWARD MESSAGE BOX





## KEY FINDINGS

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### **It matters where you start the conversation; a new frame leads to a new, broader discussion.**

- ❖ Starting with the broader frame and then introducing one or more of the issues we studied provides a new point of entry to the discussion of important and personally relevant life decisions and dramatically increases public support.
- ❖ A strong majority of voters (81%) think that issues such as birth control, emergency contraception, comprehensive sex education, stem cell research, end-of-life decisions, and the HPV vaccine are just as important as abortion.



## KEY FINDINGS

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### **Personal responsibility: it's a two-way street that voters want defined and acknowledged.**

- ❖ Again and again, the word responsibility is used by voters in relationship to reproductive health as well as the broader agenda.
- ❖ An overwhelming majority of voters (93%) ranked personal responsibility as the best descriptor of the broader agenda with almost half (46%) saying it perfectly describes these issues.
- ❖ This is a contested concept which we must reclaim: in order for individuals to make important life decisions responsibly, they must receive critical information and access to services.



## KEY FINDINGS

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### **Women's equality is a powerful argument for access to family planning.**

- ❖ Both men and women (78%) believe that for women to achieve equality, they must have access to family planning services, including birth control.



## KEY FINDINGS

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### **Birth control and comprehensive sex education have overwhelming support.**

- ❖ 91% believe couples should be able to have access to birth control options.
- ❖ 86% believe that on comprehensive sex education, schools can do a good job, probably better than most parents, on the biological and scientific aspects of sex education, but it's a parent's job to provide the moral and ethical guidance.



## MESSAGE TIPS

Try Saying...	Rather Than
Choices (which implies a larger agenda)	Choice
Protection, Planning, and Prevention	Prevention (by itself)
Unintended or Unwanted Pregnancy	Unplanned Pregnancy
Preventing Unintended or Unwanted Pregnancies	Preventing Abortions
Birth Control Options, including Emergency Birth Control	Emergency Contraception (by itself)
Personal Responsibility and Responsible Society including Government	Personal Responsibility (by itself is a <b>CONTESTED CONCEPT</b> )



## INTENSITY RATIO

Comparison of strong agreement with strong disagreement. Any ratio of 3:1 or higher signifies strong support while a ratio of 1:3 or higher signifies strong opposition.

### Moving Forward

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Harris Interactive Inc.

SUMMARY TABLE: TOTAL WHO AGREE WITH EACH STATEMENT FOLLOWED BY INTENSITY\*\* OF AGREEMENT.  
Base: All Respondents

Supporting Statements	Political Affiliation*					
	Total	Only Republican	More Republican Than Democrat	Swing Voters/Independent	More Democrat Than Republican	Only Democrat
Weighted Base	1001	129	220	253	177	183
Couples should be able to have access to birth control options. It's their decision whether to use birth control, but it should be available.	91% 14:1	79% 7:1	89% 8:1	93% 25:1	96% 40:1	92% 24:1
On comprehensive sex education, schools can do a good job, probably better than most parents on the biological and scientific aspects of sex education, but it is a parent's job to provide the moral and ethical guidance.	86% 9:1	80% 4:1	80% 5:1	86% 12:1	92% 21:1	93% 35:1
We need to respect people's ability to make their own life decisions and not impose our values and views upon them.	83% 8:1	66% 2:1	73% 4:1	87% 8:1	93% 72:1	94% 18:1



## INTENSITY RATIO

Comparison of strong agreement with strong disagreement. Any ratio of 3:1 or higher signifies strong support while a ratio of 1:3 or higher signifies strong opposition.

I may have one position on birth control, another on abortion and still a third on end of life. Others have their own opinions which may be different than mine. We should each appreciate and respect our individual opinions. Sometimes, we just must agree to disagree.	81%	61%	76%	84%	93%	85%
	5:1	1:1	3:1	6:1	17:1	10:1
The current political debate focuses on abortion. But there is a much broader discussion that needs to happen that includes issues such as birth control, emergency contraception, comprehensive sex education, stem cell research, end of life decisions, and the HPV vaccine, that are just as important.	81%	62%	78%	84%	92%	83%
	5:1	2:1	5:1	6:1	10:1	9:1
For women to achieve equality, they must have access to family planning services, including birth control.	78%	54%	67%	83%	91%	91%
	5:1	2:1	3:1	6:1	21:1	21:1
For teenagers, prevention starts with comprehensive sex education including abstinence. But, if we are serious about wanting to decrease unintended pregnancies, we also need to make sure birth control is widely available and accessible.	76%	50%	65%	80%	91%	88%
	4:1	1:1	2:1	7:1	11:1	17:1
*Political Affiliation was derived from the responses to the question, "Generally, in local, state and national elections, which of the following best describes how you tend to vote?" The response choices were "Only Republican;" "More Republican than Democrat;" "Equally Republican and Democrat/Independent/Other Parties;" "More Democrat than Republican" or "Only Democrat."						
**Intensity highlights the comparison of strong agreement with strong disagreement. Any ratio of 3:1 or higher signifies strong support while a ratio of 1:3 or higher signifies strong opposition for the statement.						



## COMPREHENSIVE SEXUALITY EDUCATION

**Strong, high intensity support for CSE and services for teens**

**Allies in unlikely places**



## COMPREHENSIVE SEXUALITY EDUCATION

### ❖ Among likely voters: strong, high intensity support for CSE when balanced with role of family and schools.

- Overwhelming majority (nearly nine out of 10 voters or 86%), agreed with: On comprehensive sex education, schools can do a good job, probably better than most parents on the biological and scientific aspects of sex education, but it is a parent's job to provide the moral and ethical guidance.
- Support for statement has intensity ratio of 9:1, triple the 3:1 threshold signifying strong public position.
- CSE scored well relative to other RH issues related to relevance and saliency in people's lives (62% of adults think about sex education on a regular basis or from time to time compared to 58% for birth control, 44% for the HPV vaccine, and 43% for emergency contraception).



## COMPREHENSIVE SEXUALITY EDUCATION

	% Agree	Intensity <sup>1</sup>
<b>TOTAL</b>	<b>86%</b>	<b>9:1</b>
<b>Religion<sup>1</sup></b>		
Catholic (22%)	86%	11:1
Other Religion (62%)	87%	9:1
No Religion (11%)	85%	9:1
<b>Church Attendance<sup>2†</sup></b>		
Regular Attenders (56%)	85%	8:1
Non-regular Attenders (27%)	90%	11:1
Do Not Attend (14%)	88%	12:1
<b>Voting History<sup>1</sup></b>		
Only Republican (13%)	80%	4:1
More Republican Than Democrat (22%)	80%	5:1
Swing Voters/ Independent (25%)	86%	12:1
More Democrat Than Republican (18%)	92%	21:1
Only Democrat (18%)	93%	35:1
<b>Abortion Stand<sup>3†</sup></b>		
Advice of Doctor (47%)	89%	13:1
Special Case (27%)	87%	10:1
Grave Risk (14%)	79%	5:1
Never (10%)	84%	5:1



## SERVICES TO TEENS

❖ **Among likely voters, strong, there is high intensity support for access to contraceptive services for teenagers when abstinence is acknowledged.**

- Large majority of likely voters (76%) agree that teens should have access to contraceptive services and agreed with the statement:

“For teenagers, prevention starts with comprehensive sex education including abstinence. But, if we are serious about wanting to decrease unintended pregnancies, we also need to make sure birth control is widely available and accessible.”



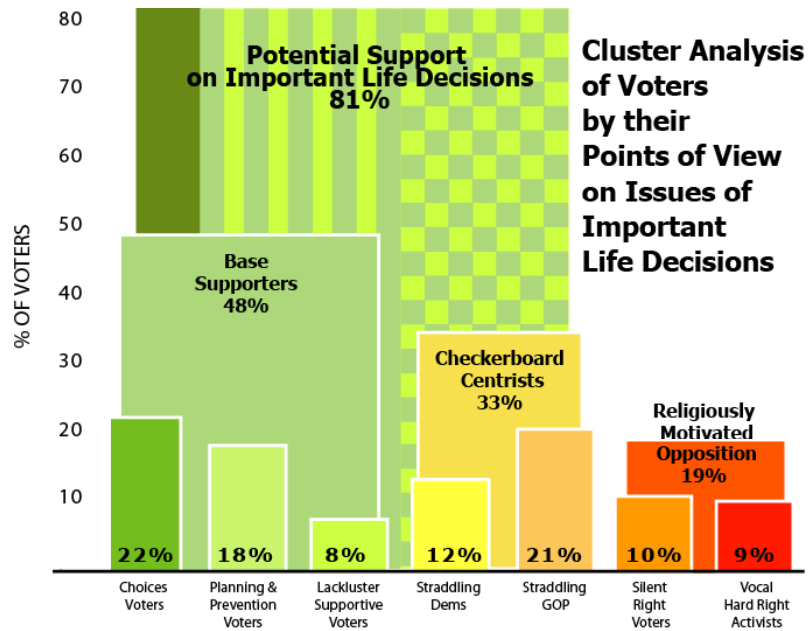
## SERVICES TO TEENS

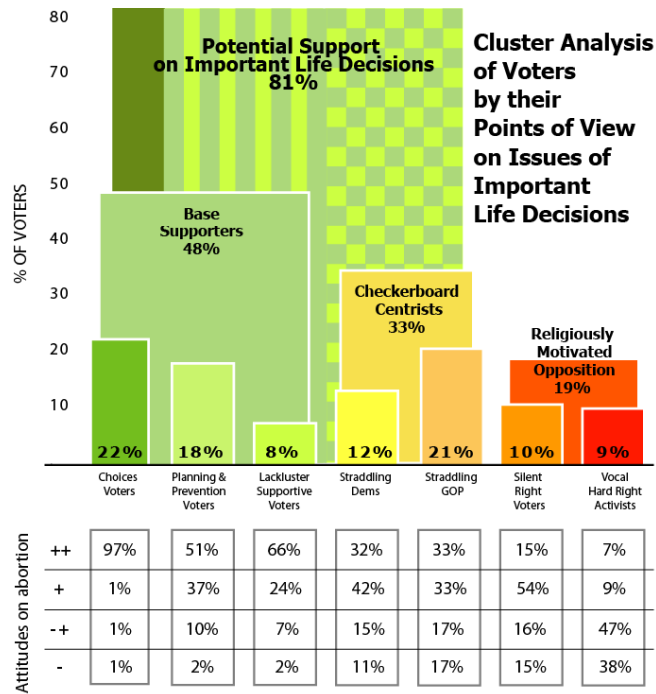
For teenagers, prevention starts with comprehensive sex education including abstinence. But, if we are serious about wanting to decrease unintended pregnancies, we also need to make sure birth control is widely available and accessible.	% Agree	Intensity <sup>1</sup>
<b>TOTAL</b>	76%	4:1
<b>Religion<sup>†</sup></b>		
Catholic (22%)	77%	4:1
Other Religion (62%)	75%	4:1
No Religion (11%)	86%	7:1
<b>Church Attendance<sup>2†</sup></b>		
Regular Attenders (56%)	68%	2:1
Non-regular Attenders (27%)	88%	11:1
Do Not Attend (14%)	90%	21:1
<b>Voting History<sup>†</sup></b>		
Only Republican (13%)	50%	1:1
More Republican Than Democrat (22%)	65%	2:1
Swing Voters/ Independent (25%)	80%	7:1
More Democrat Than Republican (18%)	91%	11:1
Only Democrat (18%)	88%	17:1
<b>Abortion Stand<sup>3†</sup></b>		
Advice of Doctor (47%)	91%	14:1
Special Case (27%)	74%	4:1
Grave Risk (14%)	52%	1:1
Never (10%)	48%	1:1



# CLUSTER ANALYSIS

## Birds of a Feather Flock Together





## INSIGHTS ON ABORTION

81% AGREE, I have one position on birth control, another on abortion and still a third on end of life. Others have their own opinion which may be different from mine. We should each appreciate and respect our individual opinions. *Sometimes we must agree to disagree.*

81% AGREE, The current political debate focuses on abortion. But there is a much broader discussion that needs to happen that includes issues (*our broader agenda*) that are just as important

59% AGREE, political differences on abortion should not hold up reasonable discussion and policy advances on issues (*of the broader agenda*)

34% AGREE, not possible to separate topic of abortion from issues of (*the broader agenda*)



## USE FOR POLICY CHANGE

- ❖ Promotion of Comprehensive Sexuality Education and Services to Teens
- ❖ Prevention First
- ❖ Ballot Initiative in Colorado and Montana
- ❖ End-of-Life Issues
- ❖ Stem Cell
- ❖ Women's Health



## BirthControlWatch.org

**BIRTH CONTROL Watch**  
Contraception Without Exception

ABOUT US | CONTACT | RESOURCES | READ MORE | PRESS ROOM

JOIN BIRTH CONTROL WATCH:

THE BLOG
7 QUESTIONS
2-MINUTE ACTIVIST

### ASK

Your Member of Congress  
**7 Questions in 2007**  
about Birth Control

- 1) Safety and Access
- 2) Insurance Coverage
- 3) Pharmacies Filling Prescriptions
- 4) Equality
- 5) Supporting All Women
- 6) Comprehensive Sex Education
- 7) Prevention First

### PLANNING

People should have the ability to plan when they want to start a family, decide when they are ready to become a parent, and make important end-of-life decisions. These values are critical for people to improve their lives and avoid serious problems in the future. Voters want to discuss a broader agenda that highlights prevention, planning and prevention. 81% of voters believe that its time for an important, broader discussion that includes issues such as birth control, comprehensive sex education and emergency contraception.

2-Minute Activist

Quick ways you can make a difference:

Enlist in Planned Parenthood's Pill Patrol >>

Give a Teenager a Second Chance with Advocates for Youth >>

Try NFPBMA's nifty fax your legislator campaign >>

Help HARAL support The Responsible Education About Life (REAL) Act >>

Gold Star Award

The Star of the week is... >>

### THE BOOK

That Exposed It All

"Devastating... Bravo!"

—Richard Barr >>

Author Cristina Page's Blog >>

### EXTREME Schemes

Quadruple the number of teen abortions in 2007, evidence >>

Quits the Men and Pops Stars News Network >>

### PLAN A

Educate, empower, advocate for contraceptive information and health services for all.

Join NCJW's Campaign for Contraceptive Access >>

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## 7 REASONS CONGRESS SHOULD ACT

1. Couples should be able to have access to all birth control options, including emergency contraception. It is their decision whether to use birth control and it should be safe and available. **86% of voters agree.**
2. For women to achieve equality, they must have access to family planning services, including birth control and contraception. **81% of voters agree.**
3. Health insurance plans that cover prescription drugs should be required to cover birth control and contraception. **80% of voters agree.**
4. Comprehensive sex education should be taught in schools that includes information about abstinence, contraception, and how to avoid sexually transmitted diseases like HIV/AIDS. **88% of voters agree.**
5. Pharmacies should be required to dispense birth control to patients without discrimination or delay. **82% of voters agree.**
6. The federal government should provide funding for birth control for low-income women. **72% of voters agree.**
7. Based on the above, it's clear that Americans support the Prevention First and Access to Birth Control Acts.



## *Moving Forward*

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