

## Research

### Collaborated on Media Advocacy

Teamed up with *Berkeley Media Studies Group* to conduct a *quantitative study* on *how abortion is portrayed in news media* in the US.

Conducted a qualitative study, interviewing



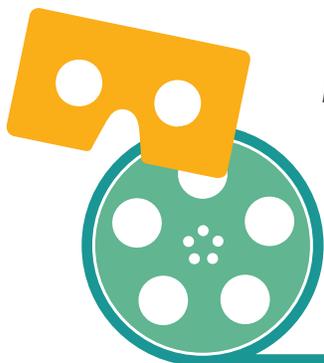
across the U.S., to investigate the difficulties they face in reporting on abortion.

### Piloted the First Ever National Young Parents Survey

Surveyed

**400** young parents

to create the first validated scale measuring the experience of stigma for young parents.



In partnership with *Planned Parenthood Federation of America*, **designed and implemented** an evaluation of the virtual reality film *Across the Line*, and collected 284 surveys at three film festivals, including *Sundance* and *South by Southwest* to measure its impact.

### Shared Our Work with New Audiences

*Presented at or attended eleven conferences*, sharing information about abortion stigma, culture change, measurement, and new interventions with over 400 people.

#### *in NYC*

Spoke at City Hall press conference in New York City as a partner of All Above All to #BeBoldEndHyde.

Co-hosted an election watch party with Planned Parenthood of New York City Action Fund, The Doula Project NYC, Shout Your Abortion NYC, National Institute for Reproductive Health Action Fund, and National Asian Pacific American Women's Forum.



## Advocacy



**Collaborated** with UCSF to fix Siri and Apple Maps so that the technology accurately helps people find abortion clinics.

## Networking

Brought together **17** leaders in stigma measurement to identify, prioritize, and workshop key issues in measuring and evaluating stigma.

## Innovation & Design



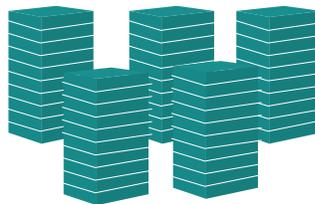
### Released

**Untold Stories: The Game** in November

→ Partnered with the Bay Area Doula Project to showcase the game at their December 2016 holiday party.



Worked with **15 prototypers** across the U.S. to collect feedback during first versions of the game.



Sold **over 50 copies** of **Untold Stories: The Game** since its November 2016 debut!



**6 professors** from **5 different universities**

have used **Untold Stories: Life, Love, and Reproduction** in their classrooms.

## Designed Innovative Strategies to Win the Culture War on Abortion

Launched the culture change strategy group of

**29**

leaders in reproductive health, rights, and justice,

convened in Oakland, CA to form

**5**

working groups,

addressing

**5**

critical questions around culture and abortion.



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Thanks to contributions from individuals like you, Sea Change is making waves to undo the stigma and shame associated with sexual and reproductive experiences. Join the Sea Change Program and invest in culture change!