



Southpaw *Insights*

Research Firm Meets Grassroots

Organization:

Learnings from the Community Access Scan

December 4, 2024: 2:45 -3:15 p.m. EST



Agenda:

Introductions

Background

Value-Aligned Study Design

Methodologies

Instrument Development

Fielding

Reporting





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Background

Disclaimer:

This presentation does not endorse or promote any political agendas nor necessarily reflect the Insights Association's views.

Today we are talking about access to healthcare, not politics. The discussion will be relevant to research with sensitive topics and/or grassroots research at large.

Objective:

Conduct a **comprehensive, state-wide survey on abortion** knowledge, perceptions, and experiences with their community members in order to inform strategic **programmatic decision-making, funding** allocation, and **communication** messaging.

Methodologies



Multi-modal:

10-minute online survey translated into six languages.

Sample: Representative sample of 1,000 birthing people ages 16-54 across the state of Massachusetts (MA) in Spring 2024 using a panel provider.

Grassroots: On-the-ground distribution to direct constituents through tabling and QR codes.



A flyer with the Tides for Reproductive Freedom logo in the middle and a QR code that reads, "Have you had or thought about having an abortion in the last 10 years? Privately share your experience by scanning the QR code or visiting our website and receive a \$15 gift card" in seven languages

Value-Aligned Study Design

Context

What historical contexts—within the community, society, and broader political or economic systems—shape the foundation and implications of this research?

Listening

Whose voice is in the room? Whose voice is missing?

Flexibility

How can we remain adaptable to accommodate the shifting needs/priorities of our partner?

Co- Creation

How can we ensure the organization/community is positioned as equal decision-making partners and co-leaders through every stage of the research process?

In Practice:

- Outcome-focused, iterative process to align on objectives
- Language justice
- Long research timeline
- Open communication through weekly meetings
- Community Listening Sessions



Instrument Development

Trauma- Informed

How can we proactively mitigate harm and distress during the survey-taking process?



In Practice:

- Cultural humility
- Noting the purpose of the research
- Acknowledging lived experiences

Transparency

Have we articulated what we expect, and are those expectations fair and reasonable?

Addressing Bias

How might my conscious or unconscious biases influence how I approach and navigate this work?

You mentioned you have experience terminating a pregnancy. **The purpose of this survey is to understand people's abortion experiences in Massachusetts so organizations can create better resources for the state.**

While we know that people may use different words to describe their experience, **for the purpose of this survey we will use the term "abortion."**

Accessibility

How can we meet the respondents where they are in their lives at this moment?

Asset-Focused

How can we honor and leverage existing networks that are doing this work?

In Practice:

- On-the-ground tabling at key community events and spaces, with various options for participation
- Paper survey option
- Visited over 80 locations, traveled 1,000+ miles, 2,350+ QR codes/resources distributed
- \$15 gift cards for community members who completed the survey



Tides Co-Executive Director kimika smiles at they table at a local community center with sexual health materials.



A hand holds seven small flyers, all in different colors and different languages, reading "Abortion is healthcare" with a QR code to the survey.

Reporting

Centering Marginalized Voices

How will our analysis plan center the communities affected most?

Bridging Capacity

What support can we offer to translate knowledge into action?

Shared Ownership

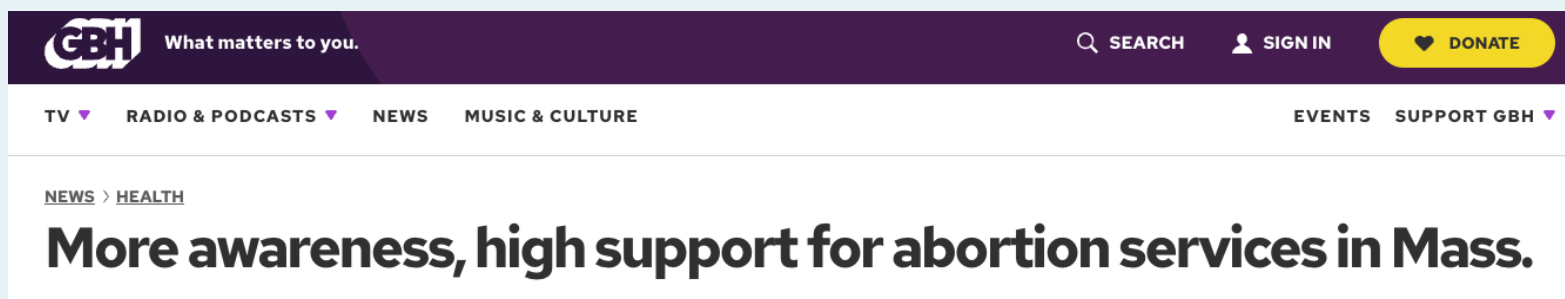
How do we ensure data is mutually beneficial and not extractive?

Co-Learning

How can we work in tandem with our partner to integrate and prioritize their data interpretations?

In Practice:

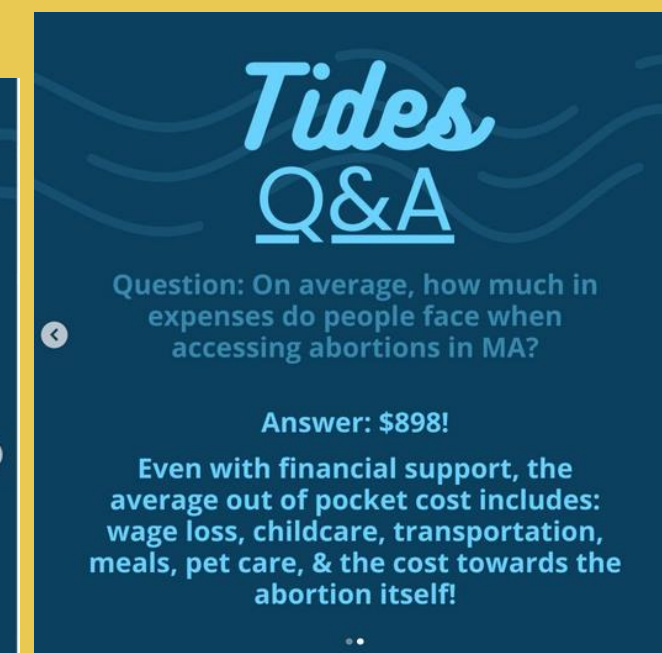
- Extensive data cuts by demos (sexuality, immigration status, etc.)
- Publicly sharing the full report
- Activation workshop to drive next steps
- Community report back sessions to deliver findings
- Sharing in accessible formats, like social media



A screenshot of a GBH article with the headline, "More awareness, high support for abortion services in Mass."



A screenshot of a Tides Instagram post that reads, "Q&A On average, how much in expenses do people face when accessing abortions in MA?" with three options "A- \$238, B-\$558, or C-\$898."



A screenshot of a Tides Instagram post that reads, "Answer: \$898! Even with financial support, the average out of pocket cost includes: wage loss, childcare, transportation, meals, pet care & the cost towards the abortion itself!"

Learnings from the Community Access Scan

**Questions?
Thank you!**



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