



INCREASING ABORTION ACCESS IN WEST VIRGINIA

HOLLER HEALTH JUSTICE

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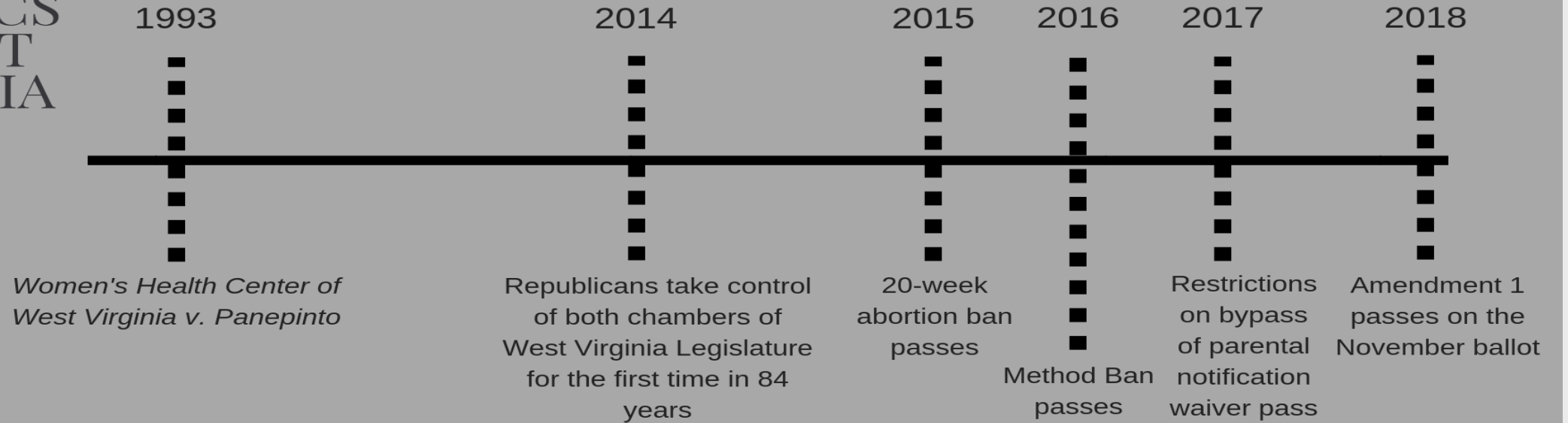
INTEGRATED LEARNING EXPERIENCE

AGENDA

- BACKGROUND OF ISSUE
- TARGET AUDIENCE
- COMMUNICATION OBJECTIVES
- MEDIA EXECUTIONS
 - INFOGRAPHIC
 - FACT SHEET
 - PITCH LETTER
- LOOKING FORWARD
 - IMPLEMENTATION
 - EVALUATION

BACKGROUND

ABORTION POLITICS IN WEST VIRGINIA



INTERVENTION

- ABORTION FUNDS
 - ADVOCACY ORGANIZATIONS THAT PROVIDE SUPPORT TO LOW-INCOME WOMEN IN NEED OF ABORTION CARE
 - OFTEN ENGAGE IN POLICY-LEVEL ADVOCACY FOCUSED ON EXPANDING ABORTION RIGHTS (ELY, HALES, JACKSON, MAGUIN, & HAMILTON, 2016)
- HOLLER HEALTH JUSTICE PROVIDES “FINANCIAL AND PRACTICAL ABORTION SUPPORT” TO WEST VIRGINIANS
 - SINCE STATE MEDICAID FUNDS CAN NO LONGER BE USED FOR ABORTIONS, LOW-INCOME WOMEN ARE MORE AT RISK OF NOT BEING ABLE TO ACCESS THIS CARE

TARGET AUDIENCE

- PRO-CHOICE INDIVIDUALS IN WEST VIRGINIA
 - DEMOGRAPHICS
 - WOMEN BETWEEN THE AGES OF 18- AND 34-YEARS OLD (GALLUP, 2014)
 - TEND TO IDENTIFY AS DEMOCRATS OR INDEPENDENTS (SAAD, 2018)
 - MAJORITY OF WEST VIRGINIANS REPORTED THAT GOVERNMENT SHOULD NOT HAVE SAY IN ABORTION DECISIONS (KABLER, 2018)



COMMUNICATION OBJECTIVES

- RAISE AWARENESS ABOUT ABORTION FUNDS IN GENERAL AND THEIR NECESSITY
- RAISE AWARENESS ABOUT HOLLER HEALTH JUSTICE, A NEWLY-FORMED ABORTION FUND IN WEST VIRGINIA
- MOTIVATE PEOPLE TO DONATE TO HOLLER HEALTH JUSTICE



ABORTION ACCESS

Facts and How You Can Help

Many factors can limit access to abortion



Tax dollars can only be used for abortions in certain cases, which disproportionately affects low-income individuals.



West Virginia has passed several abortion restrictions over the last few years that make it harder for those in need to access this care.



Many areas are underserved when it comes to abortion access. In West Virginia, there is only one abortion clinic in the entire state.

Source: Guttmacher Institute

Here's how you can help!



Donate to Holler Health Justice to help those in need access abortion services



Tell your friends about Holler Health Justice and the need for abortion accessibility

Visit us!



@HollerHealthJustice



@HollerHealthJustice



@HollerHealth



paypal.me/hollerhealthjustice

INFOGRAPHIC

- INTENDED TO BE SHARED ON HOLLER HEALTH JUSTICE FACEBOOK AND TWITTER PAGES
- INFORMATIONAL AND MOTIVATIONAL
- INCLUDES INFO FOR VARIOUS SOCIAL MEDIA PLATFORMS

Abortion Funds



Abortion is a common medical procedure. According to the Guttmacher Institute, one in four women will have an abortion by the age of 45.



Abortion is often inaccessible because of the cost. Tax dollars cannot be used to pay for abortions except in certain situations.



Researchers have found that women who cannot access abortion when they seek one are more likely to live in poverty than those who can access that care.



Abortion funds, like Holler Health Justice, provide necessary support to help make abortion more accessible to those in need.



The work of Holler Health Justice in West Virginia is even more important now after the passage of Amendment 1 in 2018

FACT SHEET

- ONE-PAGE INFORMATIONAL EXECUTION
- INTENDED TO BE PRINTED OFF AND HANDED OUT AT COMMUNITY EVENTS OR ON LOCAL COLLEGE CAMPUSES
- INCLUDES TWO MOST-USED SOCIAL MEDIA PLATFORMS AND PAYPAL DONATION LINK



Donate at: paypal.me/hollerhealthjustice



@HollerHealthJustice



@HollerHealthJustice

[Name of reporter]
Reporter
[Newspaper]
[Newspaper address]

DATE

Dear [Name of reporter],

Holler Health Justice is a newly-formed abortion fund serving low-income West Virginians in need of an abortion. Abortion funds provide support to those in need in order to help them access abortions. The past few years have made it even more difficult to access an abortion in West Virginia, so the work that Holler Health Justice does is salient.

The West Virginia State Legislature has passed multiple pieces of legislation that restrict abortion access, including:

- A ban on abortions after 20 weeks
- A ban on the dilation and evacuation abortion procedure
- A law that makes it harder for minors to access a parental notification waiver to access abortion care

This year, the legislature proposed SJR 12, a constitutional amendment that would be voted on by the citizens of West Virginia. On Election Day, Amendment 1 passed on the ballot. It reads, "Nothing in this Constitution secures or protects a right to funding of abortion." Before Amendment 1 passed, state Medicaid funds could be used for abortions if deemed medically necessary. Now, low-income individuals will have a difficult time affording this procedure.

The passage of Amendment 1 makes the work of Holler Health Justice even more important. West Virginians are already more likely to live in poverty, and research shows that those who seek an abortion but cannot access one are more likely to live in poverty after that.

There are a variety of ways that a story about Holler Health Justice could be written. Here are some ideas:

- An interview with Caitlin Gaffins or Chela Barajas, the co-directors of the organization
- An overview of Holler Health Justice, the organization's work, and their mission
- An interview with someone in the community who can attest to why the work that Holler Health Justice is so important

There was a lot of misinformation spread about Amendment 1 before Election Day. This would be a great opportunity to inform readers about Holler Health Justice, their importance, and how community members can assist with their work if they feel so inclined.

PITCH LETTER

→ **Novelty**

→ **Timeliness**

→ **Story Ideas**

LOOKING FORWARD

IMPLEMENTATION

- ALL EXECUTIONS CAN BE USED AT THE SAME TIME
- USES THREE DIFFERENT METHODS OF INFORMATION DISSEMINATION
 - SOCIAL MEDIA
 - COMMUNITY AND COLLEGE EVENTS
 - NEWS PRESS

EVALUATION

- REACH AND ENGAGEMENT OF SOCIAL MEDIA POSTS ON FACEBOOK
 - GOOGLE ANALYTICS
- AMOUNT RECEIVED IN DONATIONS
 - INCREASE IN DONATIONS SHOULD INDICATE THAT COMMUNICATIONS PLAN IS REACHING MORE PEOPLE

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