



Evaluation: Trust Women Week

Trust Women Week (TWW) Objectives: The Trust Women/Silver Ribbon Campaign initiated a collaboration with MoveOn to conduct an online campaign during Jan. 20-27, 2012, to build solidarity and momentum for reproductive health, rights and justice.

The majority of Americans believe that women should have access to basic health care services and that decisions about reproductive health care including family planning and abortion should be left to each person. But in 2011, rather than addressing the public's pressing concerns about the economy, Congress and state legislatures declared a "War on Women."

36 states enacted 135 provisions limiting access to reproductive health care, including 92 measures restricting abortion.¹ The U.S. House of Representatives held eight votes to limit reproductive health care. H.R.358 gives hospitals the right to refuse to provide a woman with emergency, lifesaving abortion care – even if she will die without it.

These measures restrict life choices for all women and families, with the most severe consequences for the most vulnerable. Low income women, younger women and women of color experience the highest rates of unintended pregnancies.

The National Online March aimed to begin 2012 with a powerful event that builds solidarity and momentum for reproductive justice.

We aimed to turn the tide on these policies in 2012.

Trust Women Week launched an affirmative campaign that marshalled support across the boundaries of age, ethnicity/race, and geography; that linked concerns about the economy and politics with issues of reproductive health; and that challenged mainstream thinking on these issues with a range of messages and approaches, including provocative as well as consensual messages and actions.

Our intention was to involve organizations as widely as possible across lines of geography, race/ethnicity, age, size, and strategic approach, and to reach out beyond traditional reproductive health organizations to public interest and health care groups.

Mechanics

The Trust Women/Silver Ribbon Campaign (TWSR) had built trusting relationships with over 50 women's rights and public interest groups during 2011. Co-Directors Ellen Shaffer and Sophia Yen approached Elena Perez at MoveOn to add the power of MoveOn's large membership as

advocates. The National Online March was a cross between a super-petition and a spontaneous rally: Groups invited their members and the public to express our views on a common online map, where numbers mounted in real time, across the country. Trust Women Week took place from Jan. 20-27. Sunday, Jan. 22, marked the 39th anniversary of the Roe v. Wade decision.

We asked participating groups to invite their contacts to "march" online by sending one or more email messages, and by using social media, including Facebook and Twitter.

TW/SR and MoveOn planned a system for collecting and displaying the "votes" of online "marchers" for one of 6 messages that span a range of concerns, intended to broaden awareness about facts related to each:

I trust women and I vote.

Reproductive rights are human rights.

Keep abortion safe and legal, and make it accessible and affordable.

Stand up and be counted for reproductive justice.

We are the 99%. Fix the economy, and stop the attacks on women's health.

Contraception Is Prevention

Through a collaborative process among participating organizations, we decided to target the messages to members of Congress and to governors, who would be decision-makers on prospective policies.

We also provided educational materials, background resources, and sample messages that groups could use.

Achievements

Participation snowballed to include a full range of over 70 widely diverse organizations, representing small and large memberships, national and local, urban and rural, and a span of ethnic/racial and age groups.

We made decisions collaboratively, though emails and conference calls.

We gained experience in reaching and activating organization members and the public.

We also developed enthusiasm among members and the public for ongoing, collaborative and public campaigns on reproductive health, rights, and justice.

The working experience of this coalition, and the heightened awareness about the threats and possible responses, set the stage for vocal and proactive responses to the subsequent public debates over the Komen Foundation and Planned Parenthood, and contraception coverage.

RESULTS

MoveOn provided results regarding the number of "marchers," which tell which state they were from, the organizational link they chose, and the selection of messages by state and organization. These detailed breakdowns are attached in a separate file.

About 30 participating groups responded to a survey detailing the number and types of messages sent.

Messages: These were a broad, representative range of messages, and additional education by organizations helped their members frame a viewpoint.

People Reached: The Campaign generated over a million messages through email, facebook and twitter. Several groups emailed more than once. All reporting groups combined email messages with facebook and twitter campaigns involving multiple messages from the organization, staff, and volunteers. In many cases the TWW messages were integrated into broader campaigns related to the anniversary of Roe v. Wade.

Comments by participants:

I think it was good for our National Membership who are often not aware of the ideas, think tank work that goes on inside the beltway. It gave them a chance to participate.

We were very pleased with the response rate, and the opportunity to get our contacts involved. We were also pleased to be part of a broader collaboration.

Everyone was really excited and impressed by the map.

Great experience -- it's important to find platforms like this one where all the repro rights/health/justice groups can proclaim a message of solidarity.

More advanced outreach and coordination was needed, as was more refined organization among the leading activists and partners.

It was a great experience that we are glad to have been a part of. It gave grassroots orgs a chance to interact with each other and MoveOn and we now have a broader coalition that can hopefully draw support from each other in the future!

We need to keep it up

Emails, blogs, articles or other documents about the Online March:

<http://www.ontheissuesmagazine.com/cafe2/article/196>

<http://www.rhrealitycheck.org/article/2012/01/26/marching-together-online-trust-women-week-and-silver-ribbon-campaign> <http://www.blogger.com/marching-together-online-trust-women-week-and-silver-ribbon-campaign>

<http://clpp.hampshire.edu/announcements/trust-women-week-join-virtual-march>

Four blog posts in support of TWW can be found at: <http://reporepro.lsrj.org/category/trust-women-week/>

Board member, Eesha Pandit, wrote a post about the March on Feministing:

<http://feministing.com/2012/01/23/many-happy-returns-of-the-day-roe/> We posted about the

March on our site: January 13: <http://fundabortionnow.org/news/TrustWomenWeek> January 22:

<http://fundabortionnow.org/news/keep-abortion-safe-and-legal-yes-and-make-it-accessible-and-affordable> Text of our first two emails:

http://org2.democracynaction.org/o/6713/t/0/blastContent.jsp?email_blast_KEY=1191972

http://org2.democracynaction.org/o/6713/t/0/blastContent.jsp?email_blast_KEY=1192423

<http://www.nwlc.org/our-blog/protect-roe-join-virtual-march>

<http://popdevprogram.wordpress.com/2012/01/23/trusting-women-this-week-every-week/>

Thanks for the opportunity.