



Support and Steer  
Data-Driven Insights

## ASSESSING ATTITUDES, EXPERIENCES, AND DISINFORMATION SURROUNDING CONTRACEPTIVES AND ABORTION CARE

### EXECUTIVE SUMMARY

**RIWI** is seeking feedback and expressions of interest in partnering on an innovative program of research concerning two critical forms of body autonomy: contraceptive access and abortion care. Leveraging RIWI's Random Domain Intercept Technology, RIWI and its partners will be well-positioned to uncover and address developing barriers to contraceptive access, abortion rights, and extended implications and body autonomy violations across all countries of interest.

### THE CHALLENGE

Women are afforded only 75% of the rights legally guaranteed to men. The right to body autonomy suffers constant yet elusive forms of control. In the U.S., women's access to safe, reliable contraceptive methods and abortion care is under threat of further legal regulation. Worldwide, approximately 14 million adolescent girls and young women endure daily violations of body autonomy through their unmet family planning needs. This number is projected to remain consistent by 2030, indicating that rapid, wide-reaching sentiment assessments and informational messaging interventions are needed to address these persistent concerns.

**14 million girls and young women have unmet family planning needs.**

People face barriers to accessing safe information and services. Digital surveillance has been used to launch disinformation targeting women who have searched for contraceptive information, and in extreme cases women have been prosecuted for self-abortions with their Web and communications data used as evidence.

Global, integrated research efforts are needed to accurately understand the attitudes, experiences, and disinformation surrounding contraceptives and abortion. Moreover, it is imperative that messaging efforts provide information that is accurate, safe, and cannot be traced back to the message recipient. This initiative offers a method to measure and address such issues in real-time and continuously, enabling trend tracking, international comparison, and strategic messaging.

We are eager to hear your feedback and interest in supporting the development, scope, and implementation of this innovation. Contact RIWI at [ask@riwi.com](mailto:ask@riwi.com).



### TOGETHER, WE'LL CONFRONT THE CHALLENGE

RIWI's patented and proven Random Domain Intercept Technology (RDIT) can confront the challenge. RDIT rapidly and continuously captures randomized, global human sentiment and experience data. The unique technology allows for inclusive data collection, global reach, and deeper insights beyond traditional metrics and survey data. RDIT is fully anonymous, which encourages honest responses to questions assessing sensitive topics, such as contraceptive use and experiences with abortion. In addition, RIWI's technology allows for the implementation and testing of message effectiveness.

**Seeking strategic partners to support, steer, and champion this innovation**

RIWI's RDIT could be rapidly harnessed to address various challenges and message strategies pertaining to body autonomy, such as those listed below.

#### Legislation:

- What are the current and ongoing trends in support for legislation surrounding reproductive rights and abortion? Do people feel that laws around body autonomy are changing? Do perceptions reflect the legislative reality of the region?
- What are the real-time, widespread reactions to changes in legislation surrounding issues of body autonomy? How do legislative changes impact real and perceived access to contraceptives and abortion care?

#### Attitudes, experiences, and disinformation:

- Why do people seek abortions? What is the rate of difficulty obtaining family planning services? How do trends differ by region, socioeconomic status, age, and race/ethnicity?
- What are the current and ongoing trends surrounding contraceptive- and abortion-related disinformation? Where and why does this disinformation exist? Which counter-narratives are effective in combatting disinformation?

#### Messaging:

- Launch wide-reaching educational campaigns about current and prospective laws that restrict body autonomy.
- Safely share region-specific information on how to obtain family planning services, such as medication-induced and in-clinic abortions, that will not appear on search history.