



Association of Reproductive Health Professionals

US perspectives on reproductive health and the media

European Society of Contraception and Reproductive Health Congress
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Traditional media survives. New media thrives.

TRACKING: Calibrating the tone of SRH media coverage

- Abortion and contraception story lines vary greatly by source and type [Affordable Care Act coverage, State abortion laws, clinic closures, religious refusals, fetal pain]

INFLUENCING: Using media to help change SRH policies and health behaviors

- National media campaigns [abortion stigma, Hyde amendment, access to abortion and contraceptive care]



Tracking and influencing media coverage

It's all about the election: media's impact on policy debate during elections cycles is significant


Ideology rules: religious groups and special interests influence media coverage more than ever

Everyone lobbies: Lobbying impacts policy more than media

ARHP's involvement: Raise provider profiles through Media Response Network, editorials, policy papers, media articles



US Conflation of abortion/contraception/sex



“Doctor, Warned to Be Silent on Abortions, Files Civil Rights Complaint”

*Diane Horvath-Kosper, MD, MPH
New York Times, 5/2/2016*


Providers are becoming more vocal



“When Can Fetuses Feel Pain? Utah Abortion Law and Doctors Are at Odds”

*Leah Torres, MD, MPH
New York Times, 5/4/2016*

Providers are becoming more vocal



“CDC issues guidance to help monitor pregnant women for Zika virus”
STAT Health, 1/19/2016

“Many US families considering pregnancy don’t know Zika facts”
Harvard Health News 3/29/2016

“We must zap Zika before it’s too late”
Washington Post 4/20/2016

...and then there was Zika

Public health challenges for time-sensitive media & policy action on Zika

Zika vaccine is at least two years away

- US media needs to promote public health tools & resources

Federal Funding is stalled over fiscal ideology

- Zika Advocacy Campaign is working to secure funding

Cultural challenges in Puerto Rico/Southern states

- History of clinical trial coercion in PR and the South
- Impact of poverty on access to reproductive health care

Zika resources

CDC Interim Guidelines & Zika Resource Center

- Public: www.cdc.gov/zika
- Providers: www.cdc.gov/zika/hc-providers/index.html

WHO Zika Virus Information Center

- www.who.int/emergencies/zika-virus/en

ACOG/SFMP Interim Guidance

- www.acog.org/About-ACOG/ACOG-Departments/Zika-Virus

ARHP Zika Information Center

- www.arhp.org/zika