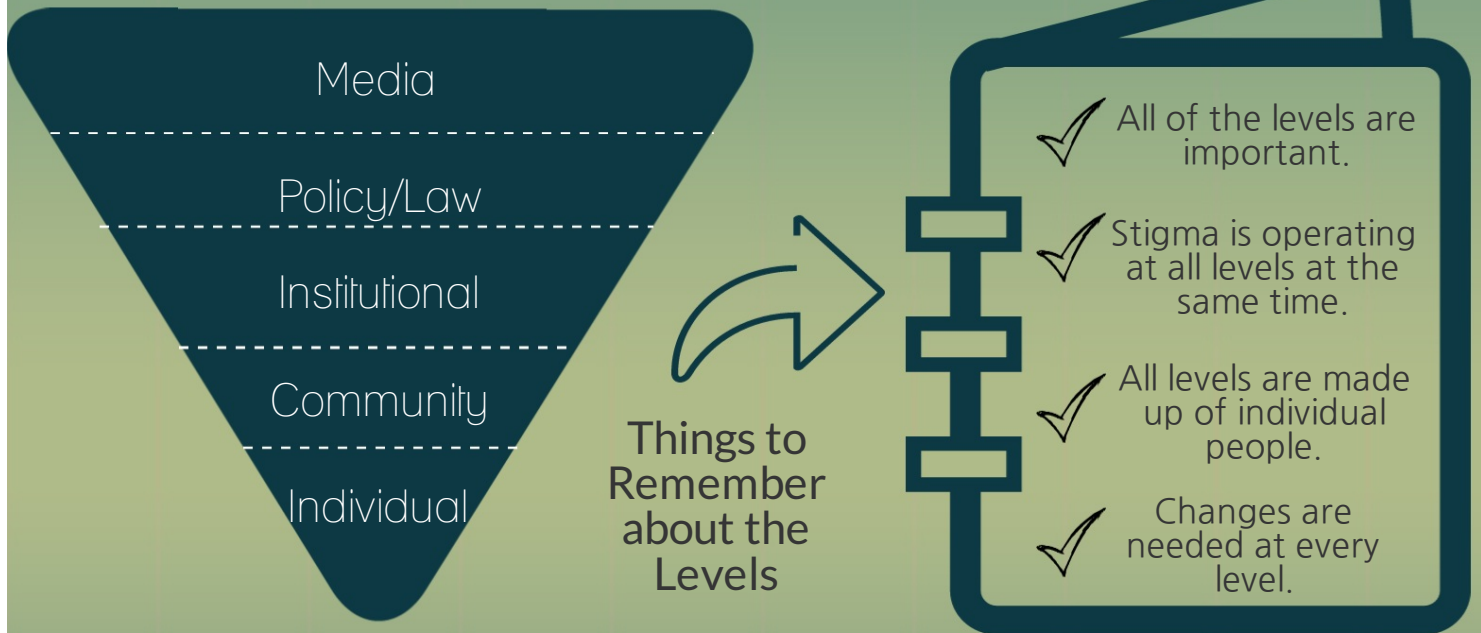


# Addressing Abortion Stigma

Abortion Stigma (n): a shared understanding that abortion is morally wrong and/or socially unacceptable.

## The Ecological Model: Levels of Stigma



## What Does Measurement Look Like Across Levels?

Level	Concern	Measured How?
Media	How the stigma is framed or portrayed in the media.	Systematic review of media including: radio, television (scripted/unscripted), news, and social media.
Policy/Law	How the stigmatized are targeted or receive discriminatory treatment under governmental laws and policies.	Review of policies, analysis of policy debate, review of court and legislative proceedings; opinion polling; interviews or surveys with policy makers.
Institutional	Institutional policies, patterns of behavior, service delivery, or experiences of spaces that communicate stigma.	Observation, interviews or focus groups with stigmatized stakeholders or members of workforce; review of institutional policies.
Community	The attitudes, beliefs, stereotypes and behaviors held by community members, targeting stigmatized people.	Surveys, focus groups, polling of community members.
Individual	The experiences and perceptions of individuals who are targeted by stigma.	Interviews and surveys with the stigmatized individuals themselves.