

A photograph of two women embracing in a garden. The woman on the left is older, with dark hair, wearing a dark long-sleeved top and a necklace. The woman on the right is younger, with long dark hair, wearing a light-colored off-the-shoulder top. They are standing in front of a wooden fence and lush greenery. The image has a yellow and blue color scheme.

YO TE APOYO

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Media Kit 2017



**NATIONAL LATINA
INSTITUTE** FOR
REPRODUCTIVE HEALTH
Salud | Dignidad | Justicia

NLIRH Launches Myth-Busting Campaign to End Abortion Stigma in Latino Community

MIAMI, FL— Today, the National Latina Institute for Reproductive Health (NLIRH) announced the launch of their Yo Te Apoyo/I Support You campaign, which aims to disrupt the current narrative surrounding abortion in the Latino community. The campaign, which launched in Miami and Orlando, showcases the stories of family and friends who stand beside, accept, and respect their loved one's decision to end a pregnancy. Through a series of ten 30-second bilingual PSAs (5 in English, 5 in Spanish), the new campaign poses a simple question to viewers: "There are hundreds of reasons why Latinos support loved ones who have considered abortion. What's yours?" The PSAs direct online audiences to their accompanying microsite, YoTeApoyo.org, which allows for them to create a personalized message expressing their support for loved ones who have or may access abortion care.

The Yo Te Apoyo/I Support You campaign builds off a January 2016 national poll* of Latino/a registered voters conducted by PerryUndem and commissioned by NLIRH. The results demonstrate that a strong majority of Latino/a voters (89 percent) would give support to a close friend or family member who has decided to have an abortion. Eight out of ten (82 percent) agree that a woman has the right to make personal decisions about abortion, without politicians interfering. In addition, a vast majority of Latino/a voters want to keep abortion safe and affordable, and believe that the process should be respectful, supportive and safe.

"Contrary to many news narratives that typecast the Latino community as too conservative to support abortion access, Latino/a voters' views on abortion are much more nuanced and strongly demonstrate support and compassion for a person seeking abortion care," said Elianne Ramos, Senior Director of Communications & Public Affairs for NLIRH.

"Our polling debunks decades-old myths and stereotypes about our communities when it comes to abortion and directly refutes those assumptions with facts—when it comes to abortion, Latino/a voters believe that the process should be respectful, supportive and happen without political interference. Latinos stand by the decisions women make about their own bodies. With Yo Te Apoyo/I Support You, we want to uplift those voices of support in order to shift the current and traditional stigma and narrative surrounding abortion within our own community," Ramos added.

To learn more about Yo Te Apoyo/I Support You, visit the campaign's website at YoTeApoyo.org.

Perry Undem. (2016). "Las opiniones de los/as votantes latinos/as acerca del aborto: Hallazgos de una encuesta nacional," 29 de febrero de 2016, solicitado por NLIRH. Obtenido mediante el sitio http://latinainstitute.org/sites/default/files/NLIRH%20Public%20Survey%20Report_Final%20SPANISH.pdf

METHODOLOGY

The National Latina Institute for Reproductive Health commissioned PerryUndem Research/Communication to conduct a national survey of Latino/a voters on the topic of abortion. PerryUndem conducted the national survey, Latino/a Voters' Views on Abortion, within the United States among a representative sample of n = 1,011 registered Latino/a voters from January 28 to February 11, 2016. The survey was administered online using GfK's KnowledgePanel. GfK uses address-based probability sampling for recruiting panelists. If participants do not have Internet access or hardware, GfK provides it. The margin of sampling error for total results is + 5.1 percentage points. The survey was administered in English and Spanish.

For more information on NLIRH's fight for health, dignity and justice, visit us at latinainstitute.org or follow us on Facebook and Twitter @NLIRH.



The National Latina Institute for Reproductive Health is the only national reproductive justice organization dedicated to building Latina power to advance health, dignity, and justice for 28 million Latinas, their families, and communities in the United States through leadership development, community mobilization, policy advocacy, and strategic communications.

THE CAMPAIGN IN A NUTSHELL

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1 Ten 30-second PSAs (English & Spanish)

2 Ads on select sites: Miami & Orlando

3 Call to action: Share Your Reason

4 Interactive microsite: YoTeApoyo.org

5 Campaign duration: September–November 2017

The reasons why Latinos/as support their loved ones are countless, personal, and powerful. This campaign provides a positive framework for these reasons. In the Latino community, support for abortion is rarely talked about, and there's still a perceived stigma around the topic. Yo Te Apoyo creates a movement of love and compassion by highlighting the real reasons why the community supports each woman's right to make her own choices about her life and body.



Call To Action

There are hundreds of reasons why Latinos support their loved ones considering abortion. What's yours?

Campaign Goals

- To change the narrative and dispel stereotypes around abortion in the Latino community living in Florida. Increase awareness of Latinos' support for abortion access and dispel stereotypical notions.
- To prompt actions among the Latino community to demonstrate their support of loved ones seeking abortion access.
- To increase NLRH's visibility and brand recognition as a leader for reproductive justice.
- Focus: High-profile online news sources in Miami and Orlando (both in English and Spanish), as well as social media, including Facebook and Search ads.

Primary Audiences

- **Florida Latinos/as, ages 18-49, in Miami and Orlando:** We seek to engage English and/or Spanish speakers; voters and non-voters representing the diversity of Florida's Latino communities. Latinas who have considered or experienced abortion care currently may not feel accepted or supported by their Latino family, friends, and community.
- **Social networks and influencers of Latinos/as, ages 18-49:** We seek to engage family, friends, community leaders, celebrities, and other influencers who are in a position to support those who may be considering or have had an abortion. They may be voters or non-voters and represent a range of genders, backgrounds, and ages, and are likely to support access to abortion, but may not have been empowered to express their support to loved ones.

CAMPAIGN BACKGROUND

YO TE APOYO

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Yo Te Apoyo/I Support You, which initially launched in a limited way in 2013, seeks to humanize the realities of Latino responses to abortion by framing the messaging in terms of support, love, and compassion. Our goal is to disrupt the current narrative surrounding abortion in the Latino community, starting with Miami and Orlando, and lift up the voices that support a woman's ability to make decisions about her own body.

Contrary to many troubling news narratives that typecast the Latino community as too conservative to support abortion access, recent polls demonstrate that Latino/a voters believe a woman has the right to make personal decisions about abortion, without politicians interfering. Yo Te Apoyo/I Support You builds off polling demonstrating that a strong majority of Latino voters nationally -- and in reproductive justice battleground states such as Florida -- believe abortion should be legal, affordable, and covered by health insurance. Our polling debunks the myth that Latinos are too conservative to support abortion access, and affirms that Latino/a voters' views on abortion are much more nuanced and strongly demonstrate support and compassion for a person seeking abortion care. **The truth is: our community is supportive.**

At NLIRH, we believe that abortion access is a key component to the overall health and well-being of Latinos, therefore it is beyond necessary that we work to dispel myths and stereotypes around abortion in order to have open and honest conversations about reproductive justice within our community. Reproductive Justice will be attained when all people have the economic, social, and political power and means to make decisions about their bodies, sexuality, health, and family, with dignity and self-determination.

National Latino/a Voters Statistics*

79%

agree that each woman should have the right to make her own decision on abortion, even if they may disagree with her reasons.

For a woman who has decided to have an abortion, **88%**

of Latino/a voters want the experience to be safe, and

83% are respectful of her decision.

82%

of Latino/a voters agree that a woman should be able to make her own personal decisions about abortion without politicians interfering.

The vast majority of Latino/a voters **89%**

say they would give support to a close friend or family member who had an abortion.

58% say they would provide support.

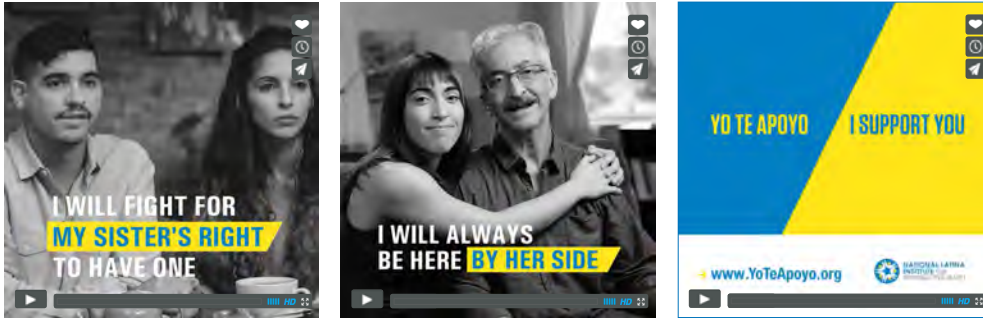
* Perry Undem. (2016). "Latino/a Voters' Views on Abortion: Findings from a National Survey," February 29, 2016, commissioned by NLIRH. Retrieved from http://latinainstitute.org/sites/default/files/NLIRH%20Public%20Survey%20Report_Final.pdf

CAMPAIGN ASSETS

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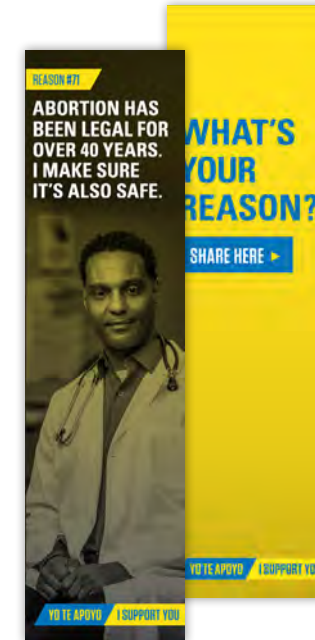
Ten bilingual 30-second PSAs (5 English, 5 Spanish)



Social Media



Static Ads | Animated Banners



SPOKESPEOPLE BIOS & PRESS AVAILABILITY

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For interview availability, please contact media@latinainstitute.org | 646-795-6284

NATIONAL PRESS



Jessica González-Rojas | Executive Director

Jessica González-Rojas is the Executive Director at the National Latina Institute for Reproductive Health (NLIRH). She has been a leader in progressive movements for nearly 20 years, successfully forging connections between reproductive health, gender, immigration, LGBTQ liberation, labor and Latino civil rights, breaking down barriers between movements and building a strong Latina grassroots presence. She is an authentic voice for Latinas and a regular presence in national media outlets. She is a frequent contributor to El Diario/La Prensa, MSNBC, and Huffington Post on pressing reproductive health issues in the Latina community, and has frequent appearances on National Public Radio, MSNBC, the Bill Moyers Show, the Boston Globe, the New York Times and Fox News Latino.



Steven Toledo | Deputy Director

Steven Toledo is NLIRH's Deputy Director, responsible for supervising the Senior Director of Community Engagement, Managing Director of Government Relations, Senior Director of Communications and Public affairs, Director of Development, and Director of Operations and Finance. Steven brings with him more than a decade of work experience forwarding social justice initiatives on multiple fronts, including sexual health, immigrant rights, LGBT rights and education reform.

FLORIDA PRESS



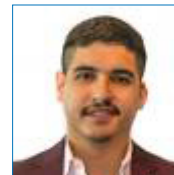
Charo Valero | State Policy Director

Charo Valero is NLIRH's Florida Latina Advocacy Network (LAN) State Policy Director. As State Policy Director, she supports NLIRH's Florida state policy agenda to protect the reproductive health and rights of Latinas and to support the development and execution of our advocacy and organizing strategies state-wide.



Dian Alarcon | Florida Latina Advocacy Network Field Coordinator

Dian Alarcón serves as NLIRH's Florida Field Organizer, where she organizes to raise the voices of Latinas in Florida for policy change at all levels of government on issues that impact their lives, women's health care and other social justice issues. Dian is featured on the Yo Te Apoyo "Mama" PSA.



Gaby Garcia-Vera | Florida Activist and Organizer

Gabriel (Gaby) Garcia-Vera is a long-time activist and advocate for the Latino community. Formerly, he was the Florida Field and Advocacy Organizer at NLIRH's Florida Latina Advocacy Network (LAN), where he organized to raise the voices of Latinas for policy change at all levels of government. Gaby is featured, along with his sister Veronica, on the Yo Te Apoyo "Brother" PSA.

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CONTACT

For press inquiries, please contact media@latinainstitute.org.

For comments or additional information, please contact support@yoteapoyo.org.



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