



A Field Guide to Talking About Reproductive Health

The TBH campaign helps communities fight misinformation about birth control and emergency contraception through conversation, education, and trusted resources.

What is mis/disinformation?

- **Misinformation is unintentional.** It is when an individual spreads untrue information with no malicious intention. However, the false information can still have negative effects.
- **Disinformation is intentional, and can be spread by malign state or non-state actors.** Disinformation is not only inaccurate, but deliberately manipulated content, spread with intent to deceive or fool an audience and achieve strategic, political, or economic goals.
 - It can affect a broad range of human rights, undermining responses to public health or amplifying existing tensions.
 - There are powerful political and commercial incentives for some actors to engage in, encourage, or tolerate deception, while psychological needs often draw people into believing false narratives.
 - Disinformation can be incredibly subtle. Bad actors play into appearing authentic and when successful, it is extremely effective.

As Individuals: Staying Informed

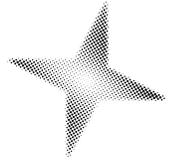
Disinformation is made to spread quickly through emotional reaction and is resilient to correction. This is why it is critical that we protect ourselves and our communities from mis/disinformation.

Before you believe a headline:

- **Develop Critical Mindset.** Why was this story written? Is it trying to give me information? Is it trying to get me to buy something? Is it trying to make me feel apathetic, confused, or reactionary?
- **Check The Source.** Only share from trusted locations. Watch for spelling errors, lack of citations, strange website extensions. If the information is from an influencer, consider what other motivations they may have for posting. Trustworthy sources are transparent about their team, funding, and mission.

Who Else Is Reporting the Story? Has anyone else picked up the story? Is this news or from an influencer? Is this story current?

- **Think About The Evidence.** Credible news stories will try to include facts, quotes, and specific citations, especially on anything controversial. Does the evidence stack up? Is the data cherry-picked to prove a point? Extraordinary claims require strong evidence.
- **Listen to Your Intuition.** Disinformation is designed to play on your hopes and fears. Bad actors want you to be angry or worried and stop trusting your neighbors, yourself, and reality. Remember, you can empower yourself and others. When we build resilience, we beat bad actors.



Encountering Disinformation: Counter-Strategies

- Build community. Our relationships and our facts must give people somewhere to land.
 - We cannot send people to “everything-you’ve-been-told-is-fake” land and expect them to have the agency to make informed decisions. To properly counter-disinformation, we have to foster an alternative community to the rest.
- Assume nothing regarding the reliability, intent, or comprehension level of our audience.
 - Do not assume shared understanding, information, or starting points.
- Be aware of your own bubbles, echo-chambers, and biases.
- Emotion, satire, and humor often travel further than facts alone.
 - In conjunction with facts, even better.
- Both sadness and hope appeals encourage information seeking.
- Facts should increase people’s sense of agency and reduce reliance on harmful or misleading sources.



Avoid re-stating myths or opposition talking points

- Putting bad information to rest by repeating it, such as stating myths and facts, can backfire.
 - Even if our language is clear, people may recall information out of order, miss important nuances, and remember the myths rather than the facts provided to replace them.
- To avoid unintentionally amplifying myths and misinformation, try reframing the facts. Be intentional about language that could be inverted. Ex: when saying “vaccines are not in short supply”, people may just remember “short supply” and associate it with vaccines. Instead, “vaccines are in ample supply” is better language.

Use Truth Sandwich if you must refer to a false claim

1. Start with the truth. The first frame gets the advantage.
2. Indicate that some people are spreading misinformation. Avoid amplifying the specific language if possible.
3. Return to the truth. Always repeat truths more than misinformation.



Initiate bidirectional conversation by asking open-ended questions such as, “Tell me more” or “What concerns you most?”

- Allow self-expression through active listening, keeping an open posture, and avoiding interruptions or the urge to correct. Identify what matters most to the individual by looking for:
 - Cultural characteristics: ideologically conservative or liberal, member of a disenfranchised group, member of an orthodox religious community, etc...
 - Individual morals, values, and goals: value-taking actions that are beneficial to a larger community, concerns about their child's long-term health, desire to play an active role in decisions about their family's health
 - In-group norms and approved behaviors: trust in the opinions of in-group leaders, wish to act in ways that align with their social network

Relational Organizing and Your Community

Relational organizing is the practice of leveraging one’s network of friends, family, coworkers and other acquaintances – and theirs – to rally around an issue.

It is a type of community organizing that relies on and prioritizes relationships both inside and outside of an organization in order to build stronger, more dynamic and creative collective power. It includes base building, education, issue identification, training & action.

The purpose of TAAN’s tbh campaign is to empower you to use relational organizing practices to fight contraceptive mis/disinformation in your community. How exactly can you implement relational organizing? Here are a couple ideas, though this is by no means a complete list!

- Crowd canvassing: Set up a table at your local farmers market or festival. Use the provided zines and other materials to have conversations with community members who show interest. You may find a new volunteer!
- Using existing networks: Belong to a run club? A sewing circle? A faith-community? Think of how you can leverage your existing connections to fight mis/disinformation and build community resilience.
- Social Media: The internet is a place ripe with mis/disinformation. Algorithms are actively hostile to public health. That doesn’t mean we have to abandon the digital space. Humor, avoiding platforming original lies, and using online actions to build in-person connection is possible.

Remember: Developing a relational organizing strategy takes time.

- Like any good strategy, building out your relational organizing program will require dedication and experimenting.
- Using a variety of tactics is not only allowed, but encouraged.
- Test different approaches to find which strategy works best in your network. Not all communities respond to the same narrative. That’s okay. You know your community.
- You and the folks you’re working with have unique interests, skills, and connections! Be creative in using these in your strategy.

The TBH campaign uses relational organizing strategies to start conversations about reproductive health misinformation in communities across Texas. One way to do this is through tabling and community outreach.

tbh... CAMPAIGN IN ACTION



Using Your Tabling Kit

- Your tabling kit includes materials designed to help start conversations about reproductive health misinformation and connect people to trustworthy information.
- These materials are meant to support conversation, not **just** distribution. A short conversation where someone feels heard and learns something new is more powerful than handing out dozens of items without engagement.
- Use the zines and materials as tools to start discussion about birth control, emergency contraception, and the information people are hearing in their communities.
- Adapt how you use the materials depending on your space. For example, a farmers market, campus table, house gathering, or community event may all require slightly different approaches. **You know your community best & feel free to get creative with it!**

Tabling Conversation Tips

Most people are curious but may feel unsure about asking questions about reproductive health. TAAN wants to create a welcoming environment that helps people feel comfortable starting a conversation.

A few simple practices can help:

- Start with curiosity.
 - Open-ended questions invite conversation!
 - For example:
 - “What have you been hearing about birth control lately?”
 - “Have you ever heard of emergency contraception before?”
- Listen before responding. Because people are more open to information when they feel heard, let them share what they know or what they have heard before offering additional information.
- Share information clearly and simply.
- Avoid medical terms when possible. The goal is clarity, not complexity.
- Avoid repeating myths unnecessarily.
- When possible, focus on sharing accurate information rather than repeating false claims.
- Connect people to resources.
 - If someone wants more information, point them to the zines or the Resource Hub so they can explore at their own pace.



Remember, not every interaction needs to become a long discussion! Even a short conversation that points someone toward accurate information can make a huge difference.

A NOTE ABOUT SAFETY: Be mindful of your safety and your community’s safety when tabling or sharing information. Avoid collecting sensitive personal information and use discretion in how and where you engage.

Reporting Back + Requesting Materials

We want to learn from what you are hearing in your community and make sure you have the materials you need.

Please use the tbh campaign follow-up form to:

- Tell us where you tabled
- Share rumors or questions you heard from community members
- Report how many people you connected with
- Request additional printed materials



Material requests are processed on a rolling basis. Please allow about two weeks for additional printed materials to arrive.

Your feedback helps us understand what misinformation people are hearing and helps us improve future campaign materials.

Printing Materials Locally

If you have access to a printer, you are welcome to print additional copies of tbh materials for use in your community.

Printable files for all campaign materials are available in the TBH Resource Hub--

You can download:

- Zine print files
- Digital graphics
- Updated campaign materials

Scan the QR code below to access the Resource Hub.



Conversations build power. Every small interaction helps shift what people know, what they believe, and what becomes possible in our communities.