



# OWN EVERY PIECE



*Impact Report*  
2022





## *Introduction*

**The average American woman wants to have 2 children in her lifetime, which means she spends more than 3 quarters of her reproductive life trying to avoid pregnancy.**

Think about how much time that occupies in someone's life. It's more than an inconvenience or a financial challenge, it's a huge impact on health. Births from unintended pregnancies are associated with all kinds of adverse health outcomes including delayed prenatal care, premature birth and harmful mental and physical health effects on mothers and their children.

In 2017, the UTHealth School of Public Health launched Own Every Piece—a campaign about birth control access. Along with an expansive set of programs, resources and local clinic partnerships, the campaign was intended as a collaborative community effort to address Houston's knowledge and access gaps for birth control.

From 2017 to 2021, the Own Every Piece campaign was centered on making birth control more accessible to women in Houston. By normalizing the conversations often seen as taboo, providing free resources and hosting events all over the community, Own Every Piece empowered women to reclaim their sexual health journeys and affirmed their right to honest information about birth control. Together, we set out to ensure the 1 million+ women in our city knew what resources were available and felt confident making their own choices about their bodies.



# The Beginning

Birth control is only one of many decisions facing women. It shouldn't be confusing, time-consuming or filled with judgment, but it often is. Since its debut in the 1960s, the contraceptive healthcare sector has been through quite an evolution and has developed cultural baggage. Like many medications, birth control comes with a wide array of side effects, stigmas, lifestyle changes, persistent myths, cultural pitfalls and access problems. We want every woman to plan and make her own decisions, but how can you be prepared in advance in a culture that judges you for seeking information and support?

45%

Nearly 45% of all pregnancies in Texas were unintended.



Texas had the highest rate of repeat teen pregnancy.

x3

Teen birth rates in some parts of Houston were nearly three times the national average.

## HOW DOES THIS HAPPEN? *Stigma.*

We build black-and-white concepts of sex that eliminate birth control from the conversation. Birth control becomes politicized, sexualized and difficult to discuss.

The burden is placed on women to police their bodies and uphold purity, while ignoring their own feelings. There is no middle ground: you are either pure or sexual.

Women of color and minority women are especially impacted by this stigma, due to the intersections of race, femininity and sexuality in our social perceptions.

## *This Stigma Creates Barriers*

Clinic policies and procedures that may inhibit LARC (Long-Acting Reversible Contraception) use:

- The low accessibility of LARC overall
- Staff and provider bias and perceptions, especially against minority women and women of color
- Social stigmas that influence legislation and restrict access

## THE CHALLENGE? *Ownership*

We flipped the script and make it easier for women to own every piece of their lives—including when or if they wanted to have children.

Many women try at least five different kinds of birth control in their life, and many report being unhappy with the options available. The most popular and affordable methods—the pill, the condom, pulling out—also come with high rates of misuse and/or risk of error.





## The Goal

Our objectives were simple. First, we needed to normalize the conversation around sex and birth control. You can't talk about birth control without talking about sex. We knew we couldn't solve all of society's issues around female sexuality, but we could put out a different message: one of empowerment and agency. We could advocate for self-care, self-love, scientific truth, empathetic listening and open communication. And if we talked about it enough, we could chip away at the power the silence has over women, and we could make it a little less scary.

Second, we couldn't let the communication be one-way. We needed to listen. We needed to build a citywide, robust online community where women could feel safe to ask questions, share stories and talk things out—whether through giggles or tears. Our platforms needed to be rich with real conversation and engagement—not just noise.

And third, we needed to encourage women to consider seeing a provider. UTHealth partnered with a select set of clinics throughout the city who held themselves to a high standard of care. At these partner clinics, there was no judgment. There was no shame. In most cases, there was no out-of-pocket cost and no 2-3 week waiting time for an appointment. These places and providers were (and still are) special, and women needed to know about them.



# Why Us?

From the start, the Own Every Piece Campaign was spearheaded by a diverse team of women at UTHealth School of Public Health. The original team included researchers, advocates, educators, public health experts and communications professionals who've come together to do what we're passionate about: changing the conversation around birth control and making sure women all over Houston have access to the reproductive healthcare we need and deserve.

## CLINIC SUPPORT

The team worked alongside clinics, providers and partners to create a connected, tightly woven ecosystem that empowers women at every step of their reproductive health journey.

- Training clinic staff for birth control eligibility screening, counseling and procedures as well as advocate for policies to improve birth control access.
- Frequently sharing data and learnings with a provider community.
- Building trusted referral accountability networks with shared best practices.
- Leveraging technology to stay in touch with women in Houston (SMS reminders, tips and counseling before and after insertion).

(not pictured)

**Sharon Edwards, PhD**  
Consultant at Cornerstone Consulting



**Bri Lewis, MHCA**  
Research Coordinator II, The University of Texas  
Health Science Center



**Kim Baker, Dr. PHD**  
Director, Public Health Practice & Engagement  
at UTHealth School of Public Health



**Susan Tortolero Emery, PhD, CPH**  
Senior Associate Dean,  
UTHealth School of Public Health



# Building the Campaign

## INITIAL DISCOVERY & RESEARCH

The Own Every Piece campaign was built on the emotional, cultural and behavioral insights from the We Can Do More campaign, which focused on the Sunnyside neighborhood in Houston.

### CULTURAL CONTEXT

We asked the hard questions that would uncover the truth of how our audience perceived birth control, and their sexuality as a whole.

### BRAND MAPPING

This project involved a variety of components that all had to feel connected. If young women of color might encounter it in the process of finding birth control, it was part of their journey—and therefore part of our ecosystem.

### EXISTING RESOURCES

We researched previous collateral for the We Can Do More campaign as well as other similar campaigns, read up on academic studies and articles, and got familiar with the demographics of the city.

## UTHEALTH AUDIENCE RESEARCH

Women are defined by more than just their heritage or culture. We didn't stop with the existing data and learnings we had from previous projects. We dove deep to understand how these women see themselves and what motivates them in their daily lives, in order to craft inclusive messages to reach women with a wide range of experiences.

- Active in sports
- In a faith-based community
- Teen moms
- Applying to or attending college
- In homes that don't talk about preventative health care
- Working part-time
- Active on social media
- At risk of exploitation

We also accounted for **secondary audiences** to foster a more supportive community.

- Young male audience, especially siblings or cousins around the same age as these women
- Parents and guardians
- Community and faith leaders
- Clinic staff

Most importantly, we focused on empathy building through a number of individual conversations, round table interviews and surveys. These conversations helped us understand every perspective on how to reach young women of color and talk about sexual health.

- Project managers and community contacts from the Sunnyside campaign
- Clinic staff in Houston
- Community groups for young women of color
- High school and community college students





## CREATIVE PROCESS & STRATEGY

Once we had a complete picture of our audiences in Houston, we were ready for the next step: crafting a powerful, visual story that would meet them where they are.

### TO START, WE KNEW THAT:

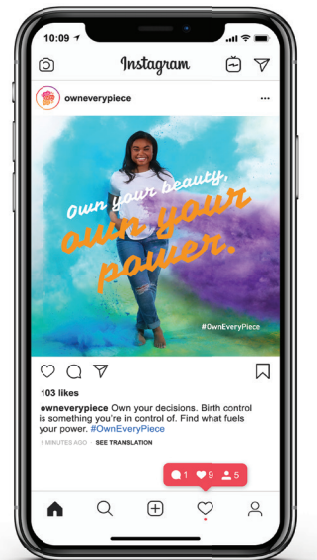
**Women were (and still are) taking the lead in** conversations about all aspects of their sexuality, from pop culture to political protests.

**But women also perpetuate misogynist ideas,** intentionally or not, especially through social media platforms where bullying and shaming are rampant.

**Leading with messages of agency and sexual health** creates more productive conversations, versus leading with messages about birth control.

We designed the campaign using vibrant bursts of color surrounding real, diverse women to symbolize the idea of taking all of life's complicated pieces and colors and tossing them victoriously into the air. It's about women knowing they have the right to own their stories, their bodies and their choices.

## To own every piece of their beautiful, complex lives.



To combat these sexual stigmas, especially for women of color, was a tall order. But it was clear that the **time had come for change**. For women to reclaim their bodies and lives. For honest information and deeper conversations. For access to all the options and opportunities available to women.

Though this campaign centered on birth control, that was only one piece of the puzzle. Own Every Piece supports the ability of young women to build their own identities. To make choices that work for them, and change their minds at any point in time.



TACTICS

Our integrated marketing campaign relied on both digital and physical strategies, adopting a hybrid approach to audience activation. On web, we developed a custom site packed with interactive tools, quizzes and an “ask a question” feature so we could hear directly from women in the community—and provide answers when needed.

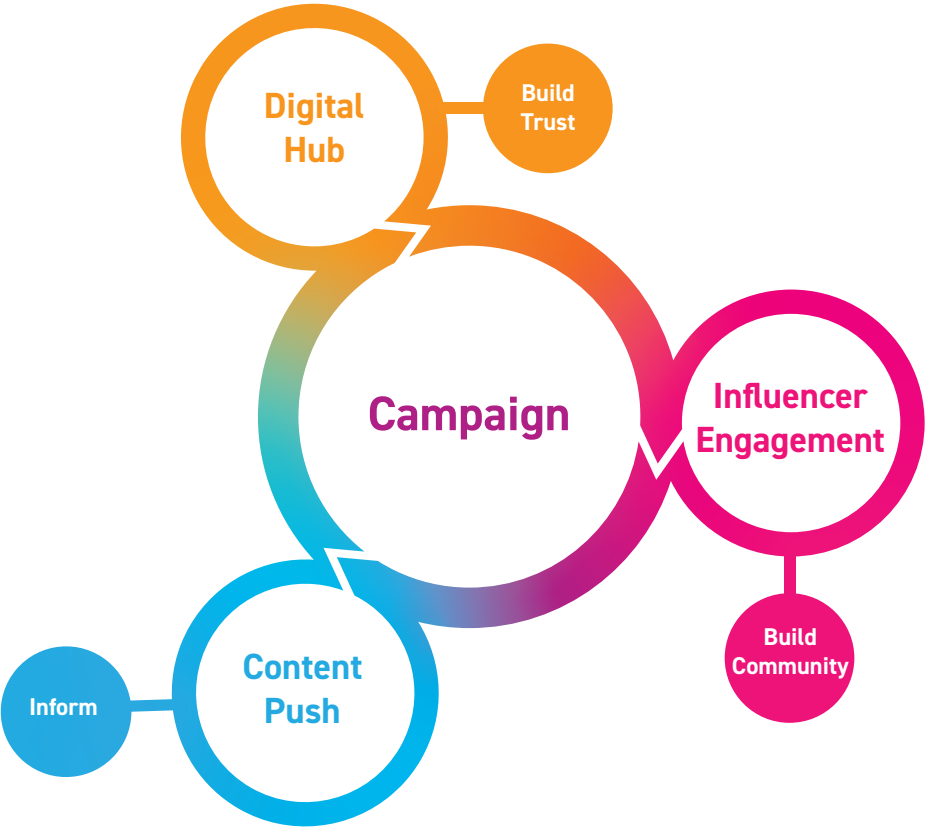
To supplement that digital audience, we also developed an email newsletter. But we didn’t stop there. We went on to host in-person events with photo booths and branded apparel giveaways, and gave providers creative toolkits about reproductive health to provide to patients. But where the campaign really came alive was on social media.



We utilized Facebook as a campaign point of entry, a conversation tool, an influencer resource and a repository of creative assets. Content included testimonial videos, live Q&As, shareable images like quotes and memes, myth-busting content and shared resources from local business partners and clinics.



We leveraged Instagram to generate dialogue and build community between the audience and the campaign. Instagram was our primary channel focus as we wanted to generate conversation among younger women and reach our audience where we knew they were going for aspirational content.



As a whole, our content focused on shifting cultural norms, myth-busting and fostering conversation.

Influencers played an integral role in embedding the Own Every Piece message into the community. We identified a list of candidates, and we supported the engagement along the way with welcome kits, in-person discussions and content strategy. Rather than prescribing content for them, we supported their ideas and marveled at the deep perspective and incredible talent they brought to the campaign. The influencers created original, fresh and engaging content like hilarious “Ask the Opposite” live video quizzes with men on the street about birth control facts and Own Every Piece-inspired original freestyle verses.

Of all campaign tactics, our ad strategy brought us the biggest impact. Ads were placed on Instagram, Facebook and Spotify streaming platforms. During the pandemic, we added radio advertising as well.





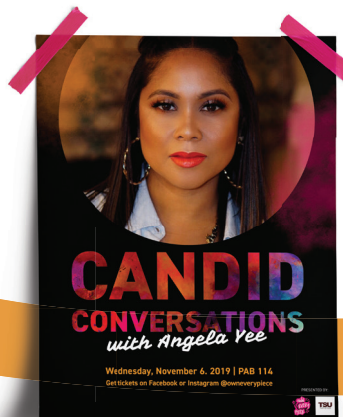
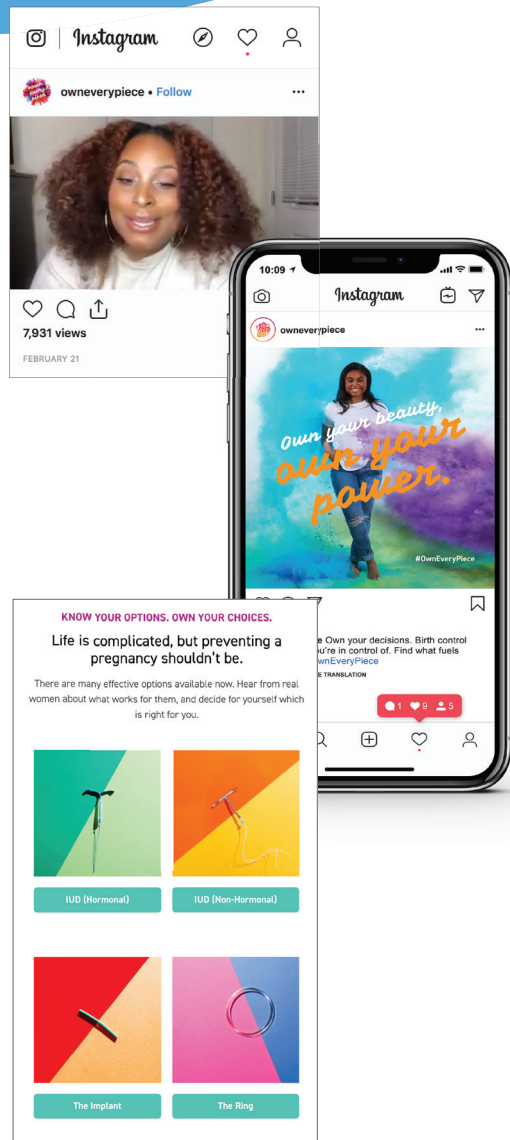
# Campaign Activities Over Time

## 2018

### PHASE ONE

The launch of the campaign focused on those initial tactics, driving people to the landing page and growing alongside the community.

Landing Page • Experimental Facebook Ads • Influencer Pilot • Crowdsourced Testimonial Videos



## 2019

### PHASE TWO

One year in, Own Every Piece was picking up steam and expanding online and offline.

Robust Social Advertising • Spotify Advertising • Expanded Website • Spanish Language Content Expansion • In-person Events • Brand Partnerships • Influencers • Interactive Card Game • Angela Yee moderated panel at TSU • Lyft Partnership offering free rides to clinics



## 2020-2022

### PHASE THREE

The COVID-19 pandemic led to a huge pivot as we adapted to new healthcare trends, quarantine guidelines and drastic social changes. Together with our partners, we acted quickly to address challenges to our audiences by focusing on virtual access and expanding the campaign's digital presence.

Radio Advertising • Spotify Advertising • "Just in Case" Bags with free Plan B branded masks and condoms (over 1000 distributed) • Instagram Live Streams • Micro-influencer Activation



# Impact

**For our goal of generating conversation and building online community, we saw a 62% engagement rate average on paid social media content and generated over 10,000 visits to the website home page from social media content. In the beginning phases of our social media efforts, we grew the campaign's Instagram following to 2,000 in just 8 months.**

**More specific results include:**

- Video testimonials reached 67,500 women and generated over 500 clicks.
- Myth-busting content on early phase ads sent over 1300 women to find out more on the campaign's website.
- Geo-targeted event ads reached 183,000 women and generated almost 1500 clicks, which is impressive considering the audiences were reached while they were attending concerts and festivals.

Another goal we set for this campaign was to educate women about our clinic partners, and we were also successful in this—generating 1,600 visits to the clinic directory page in 8 months. HIPAA privacy laws precluded us from tracking direct conversions from the clinic directory to in-person appointment, but we identified two critical metrics to help us gauge the effectiveness of this page: time spent on the directory page and usage of free Lyft ride codes. Site visitors spent an average of 2 minutes on the directory page—the timing of which was important as this gave women enough time to explore clinic options and take the next step to accessing support and the right solution. Our Lyft promotion generated 125 applications of the free ride code, giving us a small window into the important real world activity that

this campaign generated.

We wanted to foster real conversation with this campaign, and that we did. Live Q&As allowed us to hear what women were struggling with, what they needed more information on, and what obstacles were stacked against them when it came to talking about and choosing a birth control method. Our influencers helped foster this conversation by providing authentic human connection to real, personal stories. They told us about men who messaged them with questions on how to best support their partners, moms who brought the campaign's information to their daughters, and friends who used our content for discussion during girls night. In 2019, the campaign's anonymous Ask a Question portal received over 30 question submissions which were answered privately via email by the UTHHealth team.

**600,000+**  
**women**

**3 MILLION**  
**impressions**

**60,000+**  
**visits to [owneverypiece.com](https://owneverypiece.com)**





A woman with long brown hair, wearing a white t-shirt and pink pants, stands in the center of a large, vibrant cloud of colorful powder. The powder is in shades of yellow, orange, pink, and blue, creating a dreamy, ethereal atmosphere. She has her arms outstretched, palms up, and is smiling at the camera. The background is a soft, out-of-focus white, making the colorful powder stand out.

# Acknowledgments

**To every influencer, partner, provider, ally and friend:  
thank you for all you've done for Own Every Piece,  
but most of all—for women.**

For years, you created opportunities for women to share their stories and invited your audience in to learn about reproductive health and empowerment. For that, we are immensely grateful.

Thank you to our Funders who believed in this mission and made it possible for us to reach so many women across our region. In addition we'd like to thank the following:

- The influencers and trusted voices who engaged with their communities around this critical issue
- The UTHealth team who worked daily to answer women's questions, think creatively about how to get free resources into their hands, and organized so many people around our work
- Our Clinic partners who commit every day to serving women with empathy, equity and humanity
- Our Campaign partners: The Black Sheep Agency, Elmore Public Relations, LaPram

**To the women in Houston owning every piece of their lives:**

We are so lucky to have supported your journey and your agency. We are grateful for all the time, effort and support you have generously shared with us over the years. We're rooting for you to always ask for what you need, know your options and lead the movement for reproductive justice.



# What's Next?

**Reproductive health should be accessible and equitable for every woman, from every background.**

Own Every Piece was born from years of research and listening to women. Our focus on birth control accessibility has led us to our next step, to better understand what additional inequities women are facing in their reproductive journeys so we can find ways to address them.

The Own Every Piece website is still live, with tons of information for providers, resources for women in Houston, a full archive of stories and more.

Tell your story. Share your reproductive healthcare journey with us as a part of our ongoing research. Find out how at [owneverypiece.com](https://owneverypiece.com).

Follow us on social media to stay with us as we explore and address inequities in reproductive health.







**2022**

[Owneverypiece.com](http://Owneverypiece.com)