



Evaluating the impact of Abortion Talk - request for proposals

Background

Abortion Talk is on a mission to encourage individuals and communities to have conversations about abortion, to help end abortion stigma. We run the UK's first and only free, confidential Talkline for anyone who needs a safe space to talk about their abortion experience. We also run workshops for abortion providers and community groups or activists, giving them time to explore the rewards of their work and the challenges of abortion-related stigma.

Formed in 2021, we have spent the past three years setting up our Talkline and developing our workshops. We recently created our first three-year strategy, which is focused on growing our services and strengthening our infrastructure. One part of this is gathering evidence of and insight into our impact.

We have recently received funding to evaluate our practice and assess the impact of our work.

Abortion Talk's current evaluation situation and context

Since forming, Abortion Talk has delivered services in a number of ways:

- We run workshops for healthcare practitioners and abortion advocates on a range of subjects aimed at reducing abortion stigma in healthcare settings. *We carry out basic monitoring and evaluation on participants' reactions to these workshops, usually immediately after the end of the workshop*
- We have designed and are piloting a "fundamentals" course primarily aimed at student nurses and midwives. *We are in the process of a basic evaluation of these pilots, gathering data from participants before and after to track changes in attitudes and intentions to practice*
- We have established and grown a Talkline staffed by volunteers for anyone to contact to talk about their experience of abortion. *We capture broad themes and anecdotal feedback from callers, via the volunteers, about the positive effects our talkline has on them.*

Where we want to be

In order to understand our potential impact more effectively, we wish to capture data around:

- Workshops: we are particularly interested in not just whether participants' views have changed or how they feel they have benefited from the workshops but how their practice may have changed.-
- Talkline: the difference speaking to one of our volunteers can have on individuals who call the line, both immediately and in the medium/long term
- Talkline: the impact of support via webchat rather than telephone



Outputs

We're open to suggestions from consultants as to what shape this work might take. But to give an idea we'd be looking for things like:

- Creation of an impact assessment framework
- Development of qualitative and quantitative measurement tools
- Primary research with Talkline callers and Workshop participants
- A report documenting detailed findings that can be used to secure ongoing funding and generate further impact

Proposals must include a research methodology with a justification for the research methods selected.

Whilst we are seeking a one-off evaluation of the charity's work to date, we would also like proposals to include the development of data capture tools that can be adopted and maintained by our very small team in the future.

Fee for the project

We have set aside up to £10,000 for this work. We will be delighted to hear from anyone who thinks they can deliver this work for less, and are equally open to feedback if you feel the fee is unrealistically low for expected outputs.

How to apply

If you are interested in this work, we would love to hear from you. To be considered, please set out in your proposal how you'd approach the project, with timelines and outputs and an indication of your fee. If you'd like an informal discussion before applying, please get in touch with Susie, our Operations Manager (info@abortiontalk.com).

In addition to your proposal please include:

- Your CV.
- Two references.
- Details of anyone you may partner with or subcontract to.
- A short description of what being pro-choice means to you.

Closing date: 9am Friday 13 December

Interviews planned for w/c 16 December

Work to be completed January - March 2025