

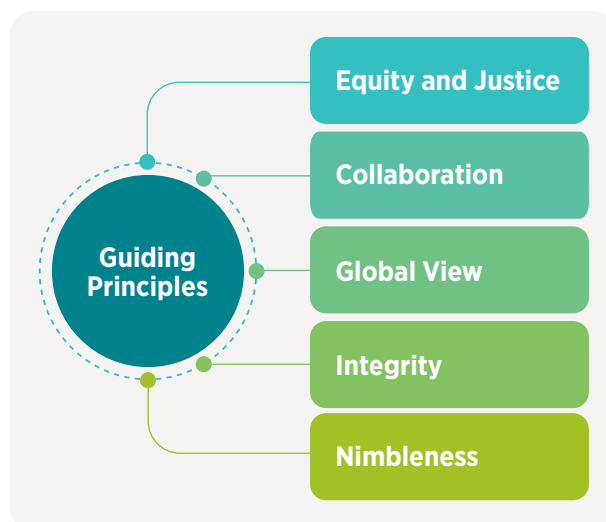
# Strategic Positioning: A Stakeholder-Informed Agenda for 2022 and Beyond

In 2021, the Guttmacher Board of Directors began a process of Strategic Positioning to assess the Institute’s current role in the field and chart an approach for the organization that is responsive to our stakeholders and well-suited to the changing landscape of sexual and reproductive health and rights in the United States and worldwide.

A Board-led Strategic Positioning Task Force, headed by current Board Chair Pamela Merritt, set forth recommendations based on insights collected from key colleagues and stakeholders into the needs of the field and Guttmacher’s unique value within it. The recommendations—adopted unanimously by the Board in June of 2022—represent areas of heightened focus and attention, and will inform and guide the work of the Board, leadership and staff beginning in August 2022. The adopted recommendations are not intended to cover the full range of topic areas or strategies that the Institute plans to engage in.

The Strategic Positioning follows the Strategic Framework, developed by Guttmacher’s new leadership in 2020 to guide the Institute through unprecedented external events—the pandemic and its significant economic and social consequences, a political environment that is increasingly hostile toward sexual and reproductive health, and a collective reckoning on racial injustices.

The Strategic Positioning process complements the Framework while expanding its scope to focus on Guttmacher’s roles and interactions within the field and beyond. This process has continued to center the same set of guiding principles that are at the core of the Framework: equity and justice, collaboration, global view, integrity and nimbleness.



## Strategic recommendations

### Articulate and act upon a racial equity vision

- Articulate and communicate the Institute’s commitment to racial equity, via a publicly-facing statement of principles and intent. Our statement is rooted in an understanding that while research can and should be high-quality and rigorous, it is never values-neutral, and it can be deployed to a wide range of ends. Sexual and reproductive health research has historically been used to justify reproductive oppression and advance stigmatizing and harmful narratives about people of color in the United States and marginalized communities around the world. The statement acknowledges Guttmacher’s role in this history and asserts our responsibility for advancing racial equity.
- Take actions consistent with the statement with the aim of advancing racial equity both internally and externally.
- Conduct an annual review of the statement and revise it as needed to ensure that it is up-to-date and serving its intended purpose.

## Adapt abortion research and policy to an evolving landscape

- Support the staff in shaping its abortion research to meet the needs in today's varied and changing contexts. Recommended actions include prioritizing the safety (legal, medical and otherwise) of clients and providers in any research the Institute conducts, recognizing especially that level of risk often is tied to white supremacy.
- Support the Institute's work to develop a research agenda in partnership with external policy advocates.
- Support staff's ability to engage in a broad array of strategic policy activities and advocacy consistent with our mission and values, including lobbying up to the permissible limits allowed by law, presenting research to state and federal advocates and legislators, and testifying at all levels of government as appropriate.
- Support work to determine what research and policy approaches best complement state and regional advocates, and identify and pursue work that surfaces opportunities for new and proactive approaches to advocacy work at the state and regional levels.
- Support the Institute's policy work asking the most important questions and focusing our research on policy-actionable variables so that the results help seed discussions and ultimately recommendations about policy changes that will have the most impact on access and outcomes, especially for the historically marginalized, underserved and excluded.

## Build on progress toward establishing equitable partnerships

- Support increased investment in the development, refinement and evaluation of effective partnerships for research, advocacy, policy and communications. Our efforts need to focus on building relationships and on both short-term needs and long-term goals. We recognize that partnerships are more vital than ever to expanding the impact of both our international and domestic efforts, to ground our work in legitimacy, and to expand our own knowledge base to advance our mission.

