

Contraceptive misinformation and disinformation

2025 Request for proposals

Purpose

Access to accurate information about contraception is fundamental to reproductive autonomy. However, the rapid proliferation of misinformation—facts that are false based on scientific consensus—and disinformation—coordinated or deliberate efforts to spread misinformation to gain money, power, or reputation—can undermine reproductive autonomy by hindering people’s abilities to make informed decisions.¹ Although misinformation and disinformation about contraception are not new, understanding their dynamics and impact is particularly important in the current US environment, where the politicization of science and health information fuels their spread.

To generate research related to this topic, the Society of Family Planning is offering the *Contraceptive misinformation and disinformation* funding opportunity. This funding opportunity seeks to support research projects that explore the scope, consequences, and drivers of contraceptive misinformation and disinformation, with the goal of developing effective strategies to mitigate or combat their spread.

¹ Chou WYS, Gaysynsky A, Cappella JN. Where we go from here: Health misinformation on social media. *Am J Public Health*. 2020;110(S3):S273-S275. doi:10.2105/AJPH.2020.305905; Kington RS, Arnesen S, Chou WS, Curry SJ, Lazer D, Villarruel AM. Identifying credible sources of health information in social media: Principles and attributes. *NAM Perspect*. 2021. doi:10.31478/202107a

The deadline for proposals is July 7 at 8:59 pm PT/11:59 pm ET. Awards will be announced in late August and funds will be available for immediate use.



Research focus

We invite research proposals focused on the following topics related to contraceptive misinformation and disinformation in the US:

- **Improving surveillance** of contraceptive misinformation and disinformation. Proposals focused on understudied platforms and nontextual content are encouraged, as well as proposals using methods that provide a more comprehensive picture of the misinformation and disinformation ecosystem, such as network analysis, cross-platform surveillance techniques, spatial and temporal analysis, and/or automated techniques involving machine learning and artificial intelligence.
- **Understanding the consequences** of contraceptive misinformation and disinformation, such as how exposure shapes people's attitudes, behaviors, relationships, and decision-making related to contraception.
- **Understanding the role of emotion, cognition, and identity** on people's susceptibility to contraceptive misinformation and disinformation leveraging existing theoretical frameworks as relevant.

Given the rapidly evolving landscape of contraceptive misinformation and disinformation, teams must prioritize research questions with enduring relevance and be thoughtful about how findings could inform future interventions even amidst changing contexts. Please note that we are particularly interested in proposals focused on disinformation, given its significant threat in the current context. However, we also recognize the unique methodological challenges in studying disinformation and, as such, also welcome projects that address misinformation more broadly. In all cases, proposals must clearly define the scope of their research within an established framework of misinformation and disinformation.

Proposals must be positioned to produce empirical evidence with a clear, concrete, and strategic path to informing interventions, practices, and policies that mitigate or combat contraceptive misinformation and disinformation. Teams must be attentive to the Society's [Diversity, Equity, and Inclusion Vision](#) and the Coalition to Expand Contraceptive Access's [equity-informed principles for contraceptive access research](#). In addition, teams working with data related to race and racism or sex and gender should be attentive to [recommendations](#) for working with these data.

Please note that this funding opportunity does not support the development and/or implementation of interventions; however, teams are welcome to explore the above topics through an existing intervention. Additionally, this funding opportunity does not support projects where clinicians are the primary study population.



Funds and duration

We invite proposals for research studies with budgets up to \$150,000 that can be completed within 24 months. Please note that we seek to fund studies with a range of budgets within the budget maximum: concretely, we anticipate supporting up to five projects with larger budgets (eg, up to \$150,000) and up to four projects with smaller budgets (eg, up to \$75,000). Funding is also available to cover processing fees associated with two open-access publications, provided the work is published within two years of grant completion.

Eligibility

Grants will be made to organizations on behalf of a named principal investigator (PI). Grants are limited, without exception, to tax-exempt organizations. Applicants do not need to be members of the Society. Funding is limited to projects focused on the US.

Review process

All proposals will undergo peer review using specific criteria. The goal of peer review is to make recommendations for enhancing the research proposal and to identify the projects with the greatest potential impact. The funder of these awards may also be involved in selecting grants; this helps ensure that the research funded through the Society is one of many strategic components working together to strengthen the family planning sector.



Application submission opens on
April 7, 2025 and closes July 7, 2025



Review criteria

All eligible proposals will be reviewed according to the following criteria. For more information about the review process, please see the proposal [review guide](https://bit.ly/4hPzi8l): <https://bit.ly/4hPzi8l>

Relevance (10%)

The Society seeks to fund projects focused on contraceptive misinformation and disinformation in the US.

Impact (20%)

The Society seeks to fund projects positioned to produce empirical evidence with a clear, concrete, and strategic path to informing interventions, practices, and policies that mitigate or combat contraceptive misinformation and disinformation.

Methods (40%)

The Society seeks to fund methodologically sound and rigorous projects.

Equity (5%)

The Society seeks to fund projects informed by the [equity principles](#) developed by the [Coalition to Expand Contraceptive Access](#).

Team positionality (10%)

The Society seeks to fund projects demonstrating thoughtful reflection on how team members' race and ethnicity, and other relevant identities and lived experiences, influence the project. The Society prioritizes study teams that elevate the expertise and skills of Black and Indigenous researchers and researchers of color.

Team expertise (10%)

The Society seeks to fund projects led by teams with the necessary skills, backgrounds, perspectives, and/or lived experiences to successfully carry out the project.

Budget (5%)

The Society seeks to fund projects up to \$150,000 that can be completed within 24 months of receiving the award.

Proposal instructions

1. Online application form:

Includes contact and demographic information for the PI, and contact information for the institution, study team, and parties responsible for accounts payable and grants management if the project is funded. The [application form is linked here](#), and on page 7.

2. Summary (250 words):

Provide a brief summary of the proposed project. This information may be used in our newsletter and website and for other educational and promotional purposes should the application be funded.

3. Proposal narrative (8-10 pages):

All proposals should include:

Background: Describe the issue and explain how the proposed research project will produce empirical evidence with a clear, concrete, and strategic path to informing interventions, practices, and policies that mitigate or combat contraceptive misinformation and disinformation.

Research question(s): Include the question(s) that will be answered through the proposed project. Describe the misinformation and/or disinformation framework(s) you are using to structure your research question(s) and the scope of your project within that framework(s).

Methods: Describe the research methods that will be used to answer the research question(s).

Study population: Describe the specific study population. The study population must align with the research question(s) and be specifically defined and justified with attention to how social location shapes that population's experience with contraception. Sample size should be based on power calculations or other appropriate methods as determined by the study approach; sample size should account for subgroup analyses as appropriate.

Equity principles: Describe your plans for upholding [equity-informed principles](#) throughout the research project.

Use of research results: Narrate the target audience(s) with whom you plan to share your research findings, the actions you would like them to take in response to your findings, and the desired outcomes. Describe how your research findings will remain relevant and impactful given the inherent time lag in research and the rapidly evolving health information ecosystem.

Timeline: Describe the timeline for conducting research activities. Data collection and analysis must be feasible to complete within 24 months of receiving the award.

Team positionality: Describe how team members' racial and ethnic identities, alongside other relevant identities and lived experiences, influence the proposed project. Explain how these identities and experiences shape the proposed project's design, feasibility, and impact. Please refer to [these recommendations](#) for information about positionality. Note that the Society prioritizes study teams that elevate the expertise and skills of Black and Indigenous researchers and researchers of color.

Team expertise: Describe team members' expertise, specifying their skills, backgrounds, perspectives, and/or lived experiences as they relate to the project.

References: Works cited should be listed as an appendix to the proposal; the reference page is not included in the 8-10 pages of the proposal narrative.

Proposal instructions (continued)

4. Budget and budget narrative:

The budget maximum for this award is \$150,000. The budget narrative must provide sufficient detail to assess feasibility and suitability in the peer review process and justify the requested resources' relevance to the project's success. Additional secured or requested funds for the proposed project must be named, if applicable. Direct project costs include personnel, research expenses (eg, equipment, supplies, travel, materials), activities related to the use of research results, and other related costs. Indirect costs are permitted at no more than 20% of the total direct costs. For subcontracts and sub-awards, the budget itself may include the 20% indirect cost charges, but the subcontract total may not be included in the main budget when calculating the overall indirect cost charges. Budget documents should be included as an appendix and are not included in the 8-10 pages of the proposal narrative.

5. Team information:

NIH-style biosketches are encouraged for all established scientists. Professional resumes are encouraged for those whose careers have not focused on research. Team members can submit the format that works best for the individuals on the team; however, each submitted biosketch or resume should not exceed 10 pages. These documents must be included as an appendix and are not included in the 8-10 pages of the proposal narrative.

6. Tax exempt status:

Proof of the agency/institution's tax-exempt status determination letter must be included as an appendix and is not included in the 8-10 pages of the proposal narrative. Documentation should also be included for subcontracts with tax exempt organizations that exceed 20% of the budget. These documents must be included as an appendix and are not included in the 8-10 pages of the proposal narrative.



Required formatting


Please use a font size that is at least 11 points and 1.5 line spacing. Upload all materials as a single PDF file. All proposals must be submitted electronically through the [online application portal](#).

Submission deadline

The deadline for proposals is **July 7 at 8:59 pm PT/11:59 pm ET**. Awards will be announced in late August and funds will be available for immediate use.

Questions

The Society welcomes the opportunity to clarify or assist with any application components. Please contact Grants@SocietyFP.org.



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