

ELIZABETH (BETSY) PLEASANTS; DrPH(c), MPH

CURRENT POSITION

Graduate student researcher and project lead, Abortion + Tech post-Dobbs
Wallace Center for Maternal, Child, and Adolescent Health Research
Bixby Center for Population, Health, and Sustainability
School of Public Health
University of California, Berkeley

PERSONAL INFORMATION

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Pronouns: she/her/hers

SUMMARY

Betsy Pleasants is a candidate in the Doctor of Public Health (DrPH) program at UC Berkeley's School of Public Health and an Emerging Scholar in the Society of Family Planning's 2022 cohort. She received her Master's in Public Health (MPH) from the Maternal, Child, and Adolescent Health (MCAH) program at UC Berkeley in Spring 2019. She is interested in mixed methods approaches to researching and intervening upon sexual and reproductive health issues, particularly in access to reproductive health information and services. Her research seeks to further reproductive health equity in the US, focusing on exploring and leveraging technologies for health. She currently works with the Wallace Center for MCAH Research; the Bixby Center for Population, Health, and Sustainability; and ANSIRH at UCSF. She has experience working with various groups on public health research and programs related to access to information and informed decision-making, contraception, abortion, HIV prevention, perinatal care, health equity, and healthcare policy. She has technical capabilities in qualitative and quantitative research; program planning, monitoring, and evaluation; integrating novel methodologies into research; user-centered research and design; teaching and mentorship of undergraduate and graduate students; and knowledge dissemination through peer-reviewed manuscripts and non-traditional channels.

EDUCATION

Dr.P.H.

August 2020-May 2024

University of California at Berkeley, School of Public Health

Dissertation research: *Understanding r/abortion: A mixed-methods study of a Reddit-based community for abortion in 2022*

M.P.H in Maternal, Child, and Adolescent Health

August 2017- May 2019

University of California at Berkeley, School of Public Health

B.A. Anthropology (with Honors)

August 2010 - May 2014

University of North Carolina at Chapel Hill

HONORS AND AWARDS

UC Berkeley Maternal, Child, and Adolescent Health (MCAH) Early Career Leadership Award (certificate) October 2023

Society of Family Planning Emerging Scholar (\$7,500) August 2022 – present

CPHPL Internship Scholar Award (\$3,000) May 2021 – August 2021

Kalmanovitz Public Health Graduate Fellowship (\$10,000) August 2020 - May 2021

RESEARCH SUPPORT

“Understanding r/abortion: A mixed methods study of a Reddit-based online community for abortion in 2022”

PI: Pleasants (\$7,500); 2022-2023

Society of Family Planning Emerging Scholar's Award

“Is TikTok the new contraceptive counselor? Assessing contraceptive side effects discourse on TikTok”

Co-PIs: Pleasants, Pleasure, and Whitfield (\$25,000); 2023-2024

Society of Family Planning, Side effects matter: Centering people's experiences with contraceptive side effects

PROFESSIONAL EXPERIENCE

The Wallace Center for Maternal, Child, and Adolescent Health (MCAH) Research **October 2017–present**
UC Berkeley SPH; Berkeley, CA

Role: Graduate Student Researcher and project lead *August 2022–present*
Project: Understanding r/abortion: A mixed methods study of a Reddit-based community for abortion in 2022

Role: Graduate Student Researcher/Instructor *January 2021–May 2021*
Project: Maternal and Child Health Infodemiology, facilitating interdisciplinary research with Google Trends

Role: Graduate Student Researcher *October 2017– May 2019*
Project: Understanding Consumer Behavior to Advance Reproductive Health in the United States

Sexual Health and Reproductive Equity (SHARE) program **January 2024–present**
UC Berkeley, School of Social Welfare; Berkeley, CA

Role: Researcher
Project: Family Planning Misinformation on TikTok

Advancing New Standards in Reproductive Health (ANSIRH) **May 2021–present**
UCSF; Oakland, CA

Role: Consultant *August 2023–present*
Project: Abortion in US Newspapers in 2022

Role: Research Collaborator *May 2021–June 2022*
Project: Google Ads Abortion Access study—Distance to facility and abortion access

Ibis Reproductive Health **May 2021–present**

Role: Intern/Consultant
Projects: Transgender and Gender Expansive (TGE) SRH self care; Studying Accompaniment model Feasibility & Effectiveness (SAFE) Study—Timing and trajectories of abortion experiences

The Fung Fellowship **August 2021–May 2023**
Fung Institute for Technology, UC Berkeley School of Engineering; Berkeley, CA

Role: Lead Graduate Student Instructor
Course: Fung Fellowship for Human Centered Design

Health Research for Action (HRA) **June 2019–December 2020**

Role: Staff Research Associate
Projects: Development of the California Oral Health Literacy Toolkit; Pilot Study of Student Health Coach Training in a Hypertension and Technology; Solving the Arsenic Problem in Rural California

Bixby Center for Population, Health, and Sustainability **September 2018–August 2019**

Role: Research analyst
Project: Provider Biases in the Provision of Contraception in Togo

Youth+Tech+Health (YTH), an ETR initiative **August 2018–July 2019**

Role: Research Associate
Projects: Male Contraceptive Initiative Enhanced Discovery, ZonaSegura, Birth Control Connect

RTI International **May 2014–December 2017**

The Women’s Global Health Imperative (WGHI); San Francisco, CA *August 2016–December 2017*
Role: Public Health Analyst

Projects: Community Violence and Reproductive Health among Youth in Salinas, California (A Crecer), Microbicides Trial Network (MTN) 020: ASPIRE Vaginal Ring Safety and Effectiveness Trial

Health Care Quality and Outcomes Program; RTP, NC

May 2014 – July 2016

Role: Public Health Analyst

Projects: AHRQ Safety Program for Perinatal Care (SPPC)

Department of Anthropology, UNC-Chapel Hill

October 2011–May 2014

Role: Research Assistant

Project: Markets and Health in the Amazon

TEACHING EXPERIENCE

Fung Fellowship Honors Experience

Fall 2022 & Spring 2023

Role: Instructor

Supervising instructors: Jennifer Mangold, Adrienne Greer

Fung Fellowship for Health + Innovation

Fall 2021 & Spring 2022

Role: Lead Graduate Student Instructor

Supervising instructors: Dana Ragouzeos, Tina Piracci, Jennifer Mangold, Adrienne Greer

Maternal and Child Health Infodemiology

Spring 2021

Role: Graduate Student Researcher/Instructor

Supervising instructors: Sylvia Guendelman, Julianna Deardorff, Barbara Laraia, Coye Cheshire

Connecting Adolescent Developmental Science to Social Impact

Fall 2020

Role: Graduate Student Instructor

Supervising instructor: Ron Dahl

Undergraduate Research Apprenticeship Facilitator

Fall 2019 - Fall 2021

Role: Research experience facilitator and coordinator

Supervising instructors: Linda Neuhuser, Susan Ivey, Winston Tseng

Adolescent Health

Spring 2019

Role: Reader

Supervising instructor: Ron Dahl

Guest lectures

2023: Technologies in family planning trajectories; Pregnancy and Childbirth (Elon University)

2023: Analyses of text data, mixed methods research approaches; Doctoral Seminar (UC Berkeley SPH)

2023: Using SNS data for SRH research, the case study of analyses of r/abortion; Human Sexuality (UC Berkeley SSW)

2023: Big Data + Family Planning Research; Family Planning, Population Change, and Health (UC Berkeley SPH)

2023: Leveraging information for HCD: Open-Source Data, Fung Fellowship for Health + Innovation (UC Berkeley SoE)

2022: Big Data + Family Planning Research; Family Planning, Population Change, and Health (UC Berkeley SPH)

MENTORING

Doctoral students

Cambray Smith; MD PhD, 2023 – present

Marisol De Ornelas; DrPH, 2023 – present

Renee Clark; DrPH, 2022 – present

Alex Schulte; Phd (Health Policy), 2022 – present

Graduate students

Emma Anderson; MPH, 2022 - present
Aparna Roy, MIMS (Masters of Information Management and Systems), 2022 - present
Edith Bacca; MPH, 2020-2022

Undergraduate students

Cassandra Fallon; Pre-Nursing, 2023 - present
Evangeline Norrell; BA Public Health, 2023 - present
Yucca Phun; BA Public Health, 2023 - present
Eliza Dolgins; BA Public Health, 2022 - present

SERVICE

Thesis reader, Cassandra Fallon; University of South Carolina undergraduate thesis; 2024-present
Student representative, committee for MCAH + Epidemiology faculty search; UC Berkeley School of Public Health; 2022 – 2023
Student advisor, DrPH program redesign; UC Berkeley School of Public Health; 2022-present
Subject matter expert, [Designed to Deceive: A Study of the Crisis Pregnancy Center Industry in Nine States. Full report and state policy recommendations](#) from [The Alliance](#), State advocates for women’s rights and gender equality
Subject matter expert, report on [Gendered Health Misinformation](#) from Meedan Digital Health Lab

PUBLICATIONS

- Pleasants, E.,** Ryan, J. H., Ren, C., Prata, N., Gomez, A. M., & Marshall, C. (2023). [Exploring Language Used in Posts on r/birthcontrol: Case Study Using Data From Reddit Posts and Natural Language Processing to Advance Contraception Research](#). *Journal of Medical Internet Research*, 25, e46342.
- Pleasants, E.,** Jayaweera, R., Egwuata, I., Nmezi, S., Kristianingrum, I., Zurbruggen, R., Grosso, B., Bercu, C., Motana, R., Gerdts, C., Moseson, H. (2023) [Self-managed medication abortion trajectories: Results from a prospective observational study in Argentina, Nigeria, and Southeast Asia](#). *BMJ SRH*.
- Pleasants, E.,** Parham, L., Weidert, K., Phun, Y., Anderson, A., Dolgins, E., Marshall, C., Upadhyay, U., Cheshire, C., Prata, N. (2024) [Waiting to start abortion: A qualitative exploration of narratives shared in a Reddit community for abortion post-Dobbs leak in 2022](#). *Social Science & Medicine*.
- Pleasants, E.,** Parham, L., Weidert, K., Anderson, A., Dolgins, E., Cheshire, C., Marshall, C., Prata, N., Upadhyay, U. (under review) *Experiences and consequences of abortion access barriers shared in a Reddit community for abortion post-Dobbs leak*.
- Pleasants, E.,** Whitfield, B., Pleasure, Z. H., Larsen, C., Johnson, D., Steiner, R., Lindberg, L. (under review) *Research letter: Adolescents’ and young adults’ preferred and actual sources of contraceptive information*.
- Pleasants, E.,** Weidert, K., Parham, L., Dolgins, E., Anderson, A., Phun, Y., Marshall, C., Prata, N., Cheshire, C. (in preparation) *“Please help me”: A qualitative exploration of communication about social support in posts to an abortion subreddit in 2022*.
- Woodruff, K. **Pleasants, E.,** Ren, C. (in preparation) *Research brief: Popular news coverage of medication abortion 2022-23: A multi-method analysis*.
- Swanson, K., Ravi, A., Saleh, S., Weia, B., **Pleasants, E.,** & Arvisais-Anhalt, S. (2023). [Effect of recent abortion legislation on Twitter user engagement, sentiment, and expressions of trust in clinicians and privacy of health information: content analysis](#). *Journal of Medical Internet Research*, 25, e46655.
- Pleasants, E.,** Cartwright, A., Upadhyay, U. (2022) [Association between distance to an abortion facility and abortion or pregnancy outcome among a prospective cohort of people seeking abortion online](#). *JAMA Netw Open*. 2022;5(5):e2212065.
- Guendelman, S.* **Pleasants, E.***, Kong, A., Cheshire, C. (2022) [Exploring Google searches for out-of-clinic medication abortion in the United States during 2020: An infodemiology approach using multiple samples](#). *JMIR Infodemiology*. doi: [10.2196/33184](#)
- Pleasants, E.,** Guendelman, S., Weidert, K., Prata, N. (2021). [Quality of top webpages providing abortion pill information in the USA: An evidence-based webpage quality assessment using Google data](#). *PLOS ONE*.

Tseng, W., **Pleasants, E.**, Ivey, S. L., Sokal-Gutierrez, K., Kumar, J., Hoefl, K. S., ... & Neuhauser, L. (2021). [*Barriers and facilitators to promoting oral health literacy and patient communication among dental providers in California*](#). *International journal of environmental research and public health*, 18(1), 216.

Prata, N., Weidert, K., Zepecki, A., Yon, E., **Pleasants, E.**, Sams-Abiodun, P., & Guendelman, S. (2021). [*Using Application Programming Interfaces \(APIs\) to Access Google Data and Gain Insights Into Searches on Birth Control in Louisiana and Mississippi, 2014-2018: Infoveillance Study*](#). *Journal of Medical Internet Research*, 23(7), e25923.

Pleasants, E., Koffi, T. B., Weidert, K., McCoy, S. I., & Prata, N. (2019). [*Are Women In Lomé Getting Their Desired Methods Of Contraception? Understanding Provider Bias From Restrictions To Choice*](#). *Open Access Journal of Contraception*, 10, 79.

Pleasants, E., Taura, T. Reddy, K., Mirembor, B.G., Woeber, K., Palanee-Phillips, T., Zimba, C., Atujuna, M., Montgomery, E.T. (2019) [*Relationship Type and Use of the Vaginal Ring for HIV-1 Prevention in the MTN 020/ASPIRE Trial*](#). *AIDS and Behavior*.

Kahwati, L. C., Sorensen, A. V., Teixeira-Poit, S., Jacobs, S., Sommers, S. A., Miller, K. K., **Pleasants, E. A.**... & Mistry, K. B. (2019). [*Impact of the Agency for Healthcare Research and Quality's Safety Program for Perinatal Care*](#). *The Joint Commission Journal on Quality and Patient Safety*, 45(4), 231-240.

Guendelman, S., Yon, E. **Pleasants, E.**, Hubbard, A., Prata, N. (2020). [*Shining the Light on Abortion: Drivers of Online Abortion Searches across the United States in 2018*](#). PLOS ONE.

Tseng, W., **Pleasants, E.**, Ivey, S. L., Sokal-Gutierrez, K., Kumar, J., Hoefl, K. S., ... & Neuhauser, L. (2021). [*Barriers and Facilitators to Promoting Oral Health Literacy and Patient Communication among Dental Providers in California*](#). *International Journal of Environmental Research and Public Health*, 18(1), 216.

Laborde, N., **Pleasants, E.**, Atujuna, M. Reddy, K., Palanee-Phillips, T., Montgomery, E. (2017), [*Impact of the Dapivirine Vaginal Ring on Sexual Experiences and Intimate Partnerships of Women in an HIV Prevention Clinical Trial: Managing Ring Detection and Hot Sex*](#). *AIDS and Behavior*.

POSTERS, PRESENTATIONS, AND REPORTS

Woodruff, K. Ren, C. Cardenas, A., Mugol, N. A., Whalen, W., **Pleasants, E.**, (April 2024) *Coverage of abortion in major U.S. newspapers, 2022-23*. Presented at NAF 2024, Washington, D.C.

Pleasants, E. (2024, April) *Defining self-managed abortion*. Presented at PAA Psychosocial Workshop 2024, Columbus, Ohio (virtual).

Dolgin, E., **Pleasants, E.**, Parham, L., Weidert, K., Anderson, E., Prata, N. (2024, April) *Exploring Behavioral Innovations to Access Abortion post-Dobbs leak: Insights from the r/abortion Community on Reddit in 2022*. Presented at PAA Psychosocial Workshop 2024, Columbus, Ohio (virtual).

Anderson, E., **Pleasants, E.**, Parham, L., Weidert, K., Dolgin, E., Prata, N. (2024, April) *Exploring Decision-Making Narratives on Medication Abortion versus Procedural Abortion Using r/abortion*. Presented at PAA Psychosocial Workshop 2024, Columbus, Ohio (virtual).

Weidert, K., **Pleasants, E.**, Parham, L., Anderson, E., Dolgin, E., Prata, N. (2024, April) *Have others had the same experience? A qualitative analysis of posts on self-managed abortion to US-based Reddit community for abortion in 2022*. Presented at PAA 2024, Columbus, Ohio.

Pleasants, E., Parham, L., Weidert, K., Anderson, E., Dolgin, E., Marshall, C., Prata, N. (2023, November) *Oral Presentation: Lived experiences and consequences of abortion access barriers: A qualitative exploration of narratives shared in a Reddit community for abortion in 2022*. Presented at APHA 2023, Atlanta, GA.

Pleasants, E., Roy, A., Weidert, K., Marshall, C., Upadhyay, U., Cheshire, C., Prata, N. (2023, October) *Poster: Understanding r/abortion: Using a dynamic topic modeling approach to explore use of an online community for abortion during 2022*. Presented at SFP 2023, Seattle, WA.

Pleasants, E. (2023, June). *Innovative methods for abortion research post-Dobbs, presentation on Big Data for abortion research*. Presented at SER 2023, Portland, OR.

Pleasants, E. (2023, June). *Preliminary findings on the use of an online community for abortion in 2022*. Presented at PAA Psychosocial Workshop 2023, New Orleans, LA (virtual).

Pleasants, E., Rodriguez, G. M., Baca, E., Hernandez, D., Gadgil, A., Tseng, W. (2020, October). *Rural community engagement and novel arsenic remediation technology in Lemoore, California*. Presented at APHA 2020, San Francisco, CA (virtual).

Pleasants, E., Herrick, M. (2019). [EXECUTIVE SUMMARY: YTH Initiative Enhanced Discovery Scan – MCI](#). (Report) Prepared for the Male Contraceptive Initiative.

Pleasants, E., Taura, T., Reddy, K., Mirembe, B. G., Etima, J., Woeber, K., Palanee-Phillips, T., Zimba, C., Atujuna, M., Montgomery, E.T. (2017, August) *Reported Impact of Intimate Partner Relationships on Adherence to the Vaginal Ring in the MTN 020/ASPIRE Trial*. Presented at IAS 2017, Paris, France.

Laborde, N., **Pleasants, E.,** Atujuna, M. Reddy, K., Palanee-Phillips, T., Montgomery, E. (2017, April). *Threat of betrayal or promise of pleasure: Meanings associated with the use of a vaginal ring in intimate relationships*. Presented at the Society for Applied Anthropology Conference 2017, Santa Fe, CA.

Laborde, N., **Pleasants, E.,** Chitukuta, M., Naidoo, S., Reddy, K., Atujuna, M. Reddy, K., Mathebula, F., Reynolds, D, Etima, J., Nakyanzi, T., Palanee-Phillips, T., Baeten, J., Montgomery, E. **The MTN-020/ASPIRE Team** (2016, October). *The Impact of the Vaginal Ring on Sexual Experiences of Women in an HIV Prevention Clinical Trial*. Presentation at HIVR4P Conference 2016, Chicago, IL.

Sorensen, A.V., Webb, J., Clare, H.M., Banger, A., Jacobs, S., **Pleasants, E.,** McArdle, J., Burson, K., Lasater, B., Gray, K., Poehlman, J., Kahwati, L.C. (2017, May), [AHRO Safety Program for Perinatal Care: Summary Report](#). (AHRQ Publication No. 17-0003-24-EF).

West, N. D., Tant, E. M., Gandhi, S. O., Gavin, N. I., **Pleasants, E. A.,** Farrell, K. M., & Briggs, A. D. (2014, September). *Primary Care Payment Increase: Update on Implementation Final Report* (Report No. 0213459.003.000.001). Prepared for Medicaid and CHIP Payment and Access Commission.

Strazza, K., Emery, K. J., Jacobs, S. R., **Pleasants, E. A.,** Alva, M. L., Hoerger, T. J., Renaud, J. M., & Blumenfeld, B. H. (2015, August). *Evaluation of the Health Care Innovation Awards: Community Resource Planning, Prevention, and Monitoring, Annual Report 2015. Mineral Regional Health Center*. Prepared for Centers for Medicare & Medicaid Services.

PRESS COMMUNICATION

Lowrey A. The Atlantic (2023). [Right Price, Wrong Politics](#).

Berkeley Public Health (2022). [The Supreme Court has overturn Roe v. Wade: How what happens?](#)

Korducki, K.M, Fast Company (2022). [Ahead of the Supreme Court’s Roe decision, social media is rife with anti-abortion misinformation](#).

VanDeWater, K. Healio, Women’s Health & OB/GYN (2022). [Travel distance to facility represents barrier to abortion care in US](#).

Kronemeyer, B. Contemporary OB/GYN (2022). [Distance to abortion facility and remaining pregnant](#).

Pleasants, E. Daily Californian (2021). [Challenging abortion disinformation online](#).

PROFESSIONAL MEMBERSHIPS

Society of Family Planning
American Public Health Association
Population Association of America
Association for Computing Machinery

REFERENCES

- **Ndola Prata**, MD MSc, UC Berkeley School of Public Health Fred H. Bixby Center for Population Health, and Sustainability Endowed Chair in Population Planning
Relationship: Dissertation committee chair, Master's Capstone committee chair
- **Coye Cheshire**, PhD, Professor in the School of Information at UC Berkeley
Relationship: Dissertation committee member, instructor for MCAH Infodemiology course, research collaborator
- **Julianna Deardorff** PhD, Associate professor and program head for the Maternal, Child, and Adolescent Health Program at UC Berkeley, Associate Dean of Faculty Affairs in SPH
Relationship: Professional mentor, QE committee chair
- **Ushma Upadhyay**, PhD MPH, Professor, Department of Obstetrics, Gynecology & Reproductive Science
Relationship: Dissertation committee member, Research collaborator and supervisor, Professional mentor
- **Heidi Moseson**, PhD MPH, Senior Research Scientist at Ibis Reproductive Health
Relationship: Internship and consultancy supervisor at Ibis Reproductive Health, Research collaborator, Professional mentor
- **Lindsay Parham**, PhD JD Executive Director of the Wallace Center for Maternal and Child Health Research
Relationship: Current supervisor and research collaborator at the Wallace Center
- **Adrienne Greer**, MPH, Program Manager at The Better Lab, UCSF
Relationship: Former Assistant Director of the Fung Fellowship, teaching supervisor for 2 years
- **Subasri Narasimam**, PhD MPH, Research Assistant Professor in Global Health, Rollins School of Public Health at Emory
Relationship: Research mentor and collaborator