**PROBLEM**
20% of recognized pregnancies in the U.S. lead to a pregnancy loss. Pregnancy loss is stigmatized and has negative well-being effects. There are barriers to self-disclosure and social support exchange.

*How might we design social technologies that help individuals experiencing pregnancy loss to find the support they need?*

**NEEDS and CONCEPTS [1]**
- Identifying similar others who have experienced pregnancy loss
- Reducing perceptions of stigma and rarity
- Empowering safe disclosures and supportive interactions

Network-Level Reciprocal Disclosure

“It’s been helpful in general just to see that someone else, my age, that I knew experienced a loss and has been brave enough to talk about it.”

“It’s easier when there’s strength in numbers, but if you don’t know for certain that there’s people out there who have been through it, it’s a very vulnerable thing to put yourself out there by yourself and hope that someone reads it and responds and says, ‘Hey, me too.'”


**PROTOTYPE**
Not Alone aims to enable disclosure and social support exchange among individuals with pregnancy loss experience.

Not Alone embodies concepts that facilitate Network-Level Reciprocal Disclosures: perception of homophily, anonymity degree, sharing stories, and engaging with similar others.

**NEXT STEPS**
Use Not Alone as a technology probe to examine Network-Level Reciprocal Disclosure as a design principle for sensitive disclosures and social support, and evaluate the design with potential users.

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