

# Legalizing Abortion Access

## Campaign Plan

Shweta Krishnan | ADPR 3960



Sponsored by:

**CENTER *for***  
**REPRODUCTIVE**  
**RIGHTS**

# Table of Contents

<b>1) Introduction</b>	<b>3-4</b>
<b>2) Key Audiences</b>	<b>5-6</b>
<b>3) Campaign Objectives</b>	<b>7</b>
<b>4) Campaign Strategies</b>	<b>8</b>
<b>5) Key Messages</b>	<b>9-11</b>
<b>6) Campaign Tactics</b>	<b>12-14</b>
<b>7) Timeline</b>	<b>15</b>
<b>8) Budget</b>	<b>16</b>
<b>9) Exhibits</b>	<b>17</b>
• <b>Op-Ed</b>	<b>18</b>
• <b>Infographic</b>	<b>19</b>
• <b>Advertising Script</b>	<b>20</b>

# Introduction

In 1973, the Supreme Court of the United States ruled through *Roe v. Wade* that the decision to continue or end a pregnancy belongs to an individual. This ruling held that the “liberty” in the 14th Amendment, also applied to abortion rights. However, in 2022, in *Dobbs v. Jackson Women’s Health Organization*, SCOTUS ruled that the Constitution does not protect the right to abortion, and the power was given to the states.

Now, state governments are left to make laws for themselves regarding abortions, leading to large discrepancies across the nation. Some states have full abortion bans, while others legally allow abortions with new protections. Abortion is becoming a more controversial topic each year, and the fight to have abortion access in some states still continues today.

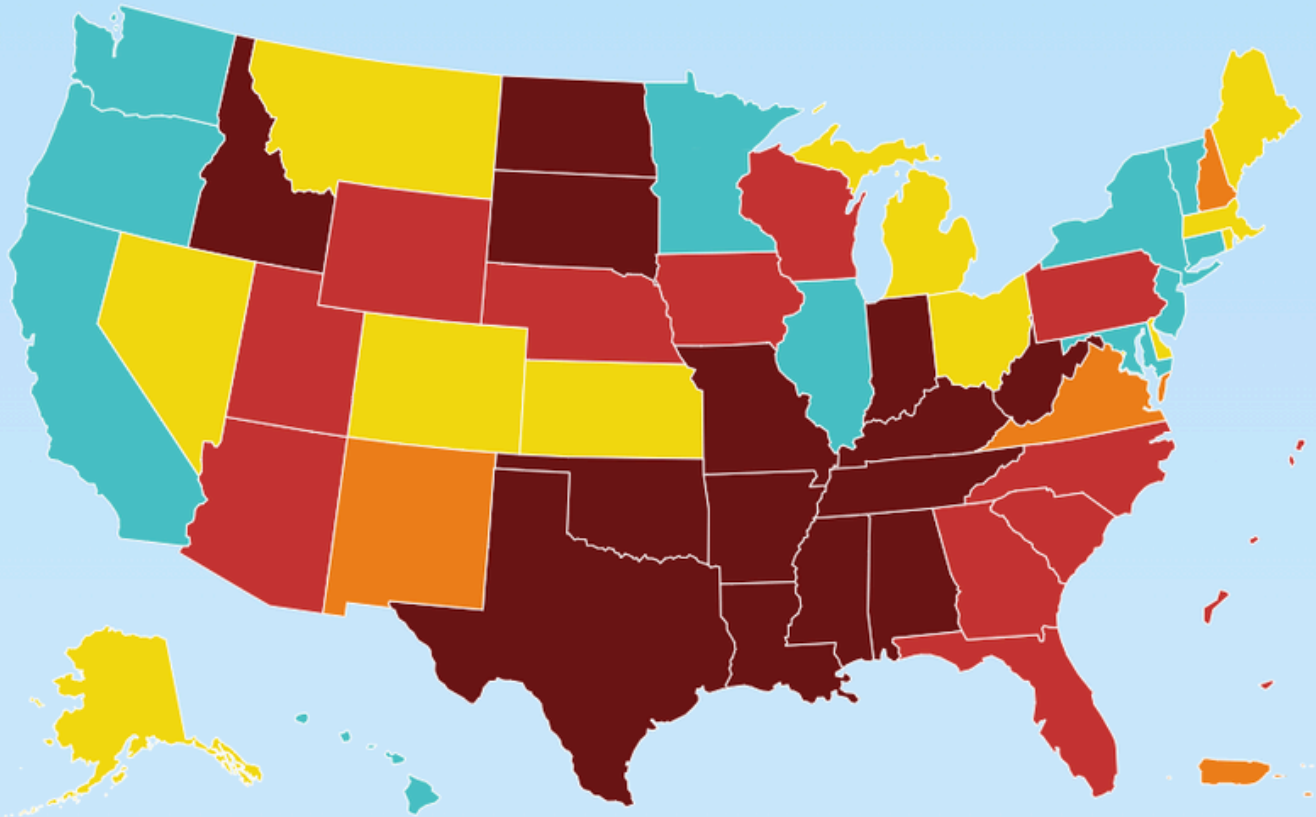
The Center for Reproductive Rights is a global legal advocacy organization that seeks to advance reproductive rights and safe access to abortions through their work.

This campaign proposes a variety of strategies and tactics to get the attention of key audiences and to push legislatures to legalize abortion across the nation.

# Introduction (Continued)

Find a State or Territory

Expanded Access   Protected   Not Protected   Hostile   Illegal



- States where abortion is illegal.
- States where abortion is hostile (it will likely be banned).
- States where abortion is not protected legally.
- States where abortion is protected legally.
- States where there are additional abortion laws to increase access.

**This map, created by the Center for Reproductive Rights, details how large abortion law discrepancies are across the nation.**

# Key Audiences

## Women

Women are the forefront of abortion access because this issue directly impacts them the most. They need to be informed of the risks regarding having an abortion or not, and how it will affect their physical, mental, and emotional health. Additionally, this group would be receptive to campaigns that aim to address crisis through outreach efforts.

## Healthcare Providers

Doctors and nurses would benefit from education and training about the risks of not having abortion access. Having information from healthcare providers would also help build credibility using data, statistics, and expert opinions.

## **Generation Z**

According to a study from the Pew Research Center, 74% of adults ages 18-29 support legalizing abortion. This generation is also impacted by the reversing of Roe v. Wade, as they are also in the age group starting to consider parenthood and starting a family. They are also more consistently involved with outreach initiatives and prioritize social justice issues, so they would be more inclined to speak about the impact of abortion bans.

## **Federal and State Legislators**

Implementing legislation that allows abortion to be accessible across the country would improve maternal mortality rates and make a difference in many women's lives. Targeting legislators can influence policy and create more permanent solutions to provide resources to those that are affected by this crisis.

# Campaign Objectives

**Increase  
understanding**  
of why abortion  
access is  
necessary.

**Advocate**  
for data driven  
policies.

**Gain support**  
of key  
stakeholders.

# Campaign Strategies

## **Focus on depoliticizing**

the abortion crisis to address the issue and implement bipartisan solutions that prioritize the health and safety of all American women.

## **Advertise the effects**

of not legalizing abortions and its dangerous outcomes.

**Engage audiences** to bolster support on social media about the current accessibility of abortions right now and how that can be improved.



# Key Messages

## Elevator Pitch

The federal government should legalize access to abortions nationwide. Reproductive justice and bodily autonomy are rights that every individual needs in order to make personal medical decisions. Banning abortions will not fully end these medical procedures; they will only be carried out in an unsafe manner, leading to more health complications and death. Maternal mortality rates continue to increase across the country, particularly in states with more abortion restrictions. Marginalized and vulnerable minority communities are disproportionately and more significantly affected by abortion bans. Restriction of abortion access can negatively impact women's mental health.

**Reproductive justice and bodily autonomy are rights that every individual needs to make decisions regarding their own health.**

- Abortion bans restrict health care services, primarily used by women, and reinforce gender stereotypes undermining women's ability to control their own lives.
- Criminalizing abortion leads to violations of fundamental rights and threatens people's lives by deterring them from seeking care in obstetrical emergencies.
- International human rights law recognizes that access to abortion is linked to rights of life, health, equality, nondiscrimination, privacy, and freedom from ill treatment.
- Passing legislation would prohibit gestational bans and restrictions on certain abortion procedures.

# Key Messages (Continued)

**Banning abortions will not fully end these procedures; they will be carried out in an unsafe manner.**

- In 2022, nine million faced complications as a result of unsafe abortion including life-long injuries, severe disability, heavy bleeding, damage to internal organs, or losing the ability to become pregnant in the future
- 8-11 percent of global maternal deaths are due to unsafe abortions.
- Physical health risks associated with unsafe abortion also include incomplete abortion, hemorrhage, infection, uterine perforation, and damage to genital tract and internal organs.

**Maternal mortality rates continue to increase across the country, particularly in states with more abortion restrictions.**

- Of the ten states with the highest maternal mortality rates, six of them have total abortion bans.
- According to the National Vital Statistics System, a recent study found that the enactment of gestational age limits for abortion was associated with a 38 percent increase in maternal mortality.
- A 20 percent reduction in Planned Parenthood clinics was associated with an 8 percent increase in maternal mortality.
- A nationwide ban would increase the United States maternal mortality rate by an additional 24 percent.
- Maternal deaths resulting from health-related complications developed or continued in pregnancy, and therefore, women with chronic conditions are not able to access abortion care and have to carry an unwanted pregnancy, putting their lives in danger.

# Key Messages (Continued)

**Barriers to safe abortion are emphasized in marginalized and vulnerable communities.**

- Black women are three times as likely to die in childbirth as their counterparts
- Women living in majority Hispanic communities also face severe complications 32 percent more often than those living in White communities.
- Women of color are more likely to need lifesaving abortions, in cases like an ectopic pregnancy
- Abortion bans will harm people's health by reducing access to other necessary healthcare services offered by the restricted providers, such as contraceptive services, testing and treatment for sexually transmitted infections, LGBTQ+ health services, referrals for primary care, intimate partner violence prevention, prenatal care, and adoption services
- Abortion restrictions especially affect people with low incomes, people of color, immigrants, young people, people with disabilities, and medically underserved areas because these populations already experience health disparities due to social, political, and environmental inequities

**Restriction of abortion access can negatively impact women's mental health.**

- Challenges in accessing abortion, such as additional costs for out-of-state travel, lodging, childcare, and lost wages can all lead to more psychological stress.
- People who are denied abortions are more likely to experience higher levels of anxiety, lower life satisfaction and lower self-esteem compared to those who are able to have access to abortions.
- People who were denied abortion care were more likely to live in poverty, experience debt, and have lower credit scores for several years after denial.
- Women who were turned away are also more likely to be tethered to a violent and abusive partner.

# Campaign Tactics

## Public Opinion Research

Research is important to use throughout the entire campaign in order to understand where different audiences stand on legalizing abortion. Through using surveys and focus groups, we can learn more about the different ideas and attitudes of stakeholders. This information will also be used for opposition management. Having public opinion research will help us build on effective strategies to engage with different audiences. This information will be collected throughout the entire campaign to track opinions and understand how to best engage the audience.

## Earned Media

This campaign will pitch ideas and provide examples of written stories for local press and news outlets to write and publish about the impact of not legalizing abortion nationwide. Stories could include personal experiences from mothers who were, and still continue to be, affected by this issue over an extended period of time. We will also have key stakeholders writing op-eds for the local and national news outlets to publish as well. Additionally, we will have bi-monthly press releases explaining the campaign's progress and the goals they are seeking to achieve.

# Advertising

Print and digital media will both be utilized in order to address a wide variety of people. There will be digital advertising on social media platforms, such as Facebook, Twitter, and Instagram. Instagram will have posts and stories regarding ways to take action and resources for those that need help or that want to engage further with the campaign. The Twitter account will be used to post shorter updates and announce important dates for the campaign, in terms of events that are organized. There will also be television and radio ads in order to connect with the audience through traditional advertising methods. TV ads will appear once every month. Print advertising will focus on highlighting statistics and data and putting them up in highly accessible and publicized areas, such as shopping complexes and public transportation areas.

# Opposition Management

The opposition for abortion is known to be very strong, due to the religious contextualization of this issue. Because of the difference in laws across the country for each state, there is a strong disagreement over this issue. This campaign needs to focus on explaining how many maternal lives can be saved, and how impactful this healthcare can be on whole families, not just mothers. Most importantly, we will need to put out factual data and statistics to debunk myths that might be spread by opposition. This involves changing the perception of medical professionals that provide abortion care and ensuring that they are viewed as resources for help and advice, and not to destroy the lives of others.

# Grassroots

At the beginning of the campaign, we will create and launch a website that provides the main goals of this campaign, resources, option to donate, option to volunteer helping create content for social media or engaging with community members, and ability to contact for further information. For social media, including Facebook, Twitter, and Instagram, to continue to get support for this issue by sharing statistics and personal stories to connect with the audience. On these platforms, we will also use hashtags, such as #legalizeabortions, #prioritizematernalhealth, and #prochoice, to create a more centralized conversation about this policy issue.

Door-to-door knocking, flyers, mass emails, and mass texts would also help with grassroots engagement. With this, we need to have a consistent team to send emails and texts to engage with our audiences in order to ensure that we are updating everyone on the goals that we are working towards and the progress we have made throughout the campaign.

# Timeline

**June-August**

- Public opinion research
- Start relationships with the media

**August-September**

- Launch website and social media

**September-November**

- Earned media placements
- Further data collection

**November-February**

- Budget analysis
- Earned media placement

**February-March**

- Capitalize on Women's History Month in March to advertise
- Final grassroots conversations

**April**

- Campaign ends
- Evaluation of full campaign

# Budget

Service	Cost
Public Opinion Research	\$100,000
Earned Media	\$75,000
Advertisements (Print, TV, Digital)	\$375,000
Grassroots	\$200,000
Other (Consulting and Initial Recruitment)	\$100,000
Total	\$850,000



# Exhibits

## **1) Op-ed**

An opinion editorial is a way for an author to express support or opposition to a public policy issue that they care about. This piece is written for the author to convey their opinions and create discussion amongst the readers. This op-ed is written with hypothetical author, Judy Chu, a U.S. Representative that introduced the Women's Health Protection Act.

## **2) Infographic**

Infographics visually depict data pertaining to a specific public policy issue. This infographic provides data on why abortion needs to be legalized and the consequences that the nation faces right now.

## **3) Advertising Script**

Advertising is used to appeal to a large number of viewers through visuals and emotions. This ad script is written to draw emotion based on the policy issue at hand.

# Op-Ed

**Abortion access must be legalized and equally accessible to everyone now.**

By: **Judy Chu**- Judy Chu is a U.S. Representative for California's 28th congressional district. She serves on the subcommittee for health on the Ways and Means Committee, the Pro-Choice Caucus, and chairs its Contraception and Family Planning Task Force. She introduced the Women's Health Protection Act (WHPA), which would give healthcare providers the ability to provide abortion care to patients without restrictions.

Unsafe abortions are one of the leading, but preventable, causes of maternal deaths and morbidities. They can lead to physical and mental health complications for women and healthcare providers. According to the World Health Organization (WHO), 8-11% of annual maternal deaths can be attributed to unsafe abortions globally.

Banning abortions will not end these procedures. They will continue to be carried out in an unsafe manner. The John Hopkins Bloomberg School of Public Health reports that pregnancy-related complications are 2 to more than 25 times higher for pregnancies ending in birth compared to abortion. Physical health risks associated with unsafe abortion also include incomplete abortion, hemorrhage, infection, uterine perforation, and damage to the genital tract and internal organs.

# Op-Ed Continued

Additionally, abortion bans and restrictions are emphasized in marginalized and vulnerable communities. For example, according to the Center for Disease Control and Prevention, Black women are three times as likely to die in childbirth as their white counterparts. Abortion bans will harm individuals' health by reducing access to other necessary healthcare services offered by the restricted providers, such as contraceptive services, testing, and treatment for sexually transmitted infections, LGBTQ+ health services, referrals for primary care, intimate partner violence prevention, prenatal care, and adoptions services. Most importantly, abortion restrictions especially affect people with low incomes, people of color, immigrants, young people, individuals with disabilities, and medically underserved areas because these populations already experience health disparities due to social, political, and environmental inequities.

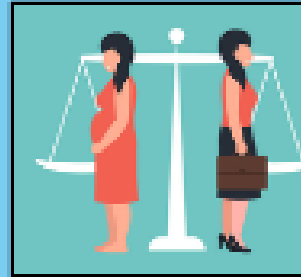
In order to decrease maternal mortality rates due to unsafe abortions, legislative action must be taken. The Women's Health Protection Act (WHPA) would prohibit governmental restrictions on the provision of, and access to, abortion services. It establishes a statutory right for health care professionals to provide abortion care and resources and for patients to receive care, free from bans and restrictions. This legislation was introduced in June 2021, and has been passed by the House of Representatives. It is still yet to be passed by the Senate before it can be signed into law. It has been taken into consideration for several months, but no other specific legislative action has been taken to help decrease maternal mortality rates and help women make informed decisions about their own reproductive health. Congress must be driven by a strong commitment to helping women's healthcare and work in a bipartisan manner to counter this issue.

It is crucial to give women the choice to make the healthcare decisions that are best for them by giving them legal access to all possible abortion resources. The Women's Health Protection Act is a major piece of legislation that could change the scope of abortion access and help more women. It's time to give women the healthcare they need and deserve.

# Infographic

## ABORTION ACCESS MATTERS

Everyone needs reproductive justice & bodily autonomy to make personal health decisions.



In 2022,  
**NINE MILLION**  
women faced life-threatening complications as a result unsafe abortion.

A nationwide abortion ban =

24%

**INCREASE** 

in maternal mortality rates.



Black women are  
**THREE TIMES**  
as likely to die in childbirth as their white counterparts.



**MAKE ABORTION LEGAL  
ACROSS THE NATION NOW.**

For more information, go to  
[reproductiverights.org](https://reproductiverights.org).

# Ad Script

“It’s Time for Change: Make Abortion Accessible”  
Script

Director: Shweta Krishnan

Actor: Footage of woman, husband, and the doctor

Morgan Freeman voiceover

Editor: Shweta Krishnan

Sponsor: Center for Reproductive Rights

## Video

Woman and her husband sit in a doctor’s office waiting impatiently with their faces in their hands.

Doctor walks into the room.

Women and her husband immediately look up.

Doctor moves towards the patient.

Woman and husband look at doctor in disbelief.

## Audio

Ominous music increasing in the background.

Ominous music stops. Brief moment of silence.

Doctor [sound on film (SOF)]: I’m afraid I have bad news for you. There’s no easy way to say this, but you have an ectopic pregnancy.

Doctor [sound on film (SOF)]: Your baby is growing in the fallopian tube, which will most likely rupture and cause life-threatening internal bleeding.

Woman is shown sobbing in her hands as her husband tries to comfort her.

Woman wipes her tears away.

Camera pans to husband, who is complete shock. Doctor walks out of the room.

Abruptly cuts to black screen.

Center for Reproductive Rights logo pops onto the screen in white text and slowly fades into the black background.

End

Doctor [sound on film (SOF)]: I'm sorry. You have no choice. You must go through with the pregnancy. I cannot help you.

Woman [sound on film (SOF)]: Don't I get to choose what happens to me and my baby?

Doctor [sound on film (SOF)]: No. You must have this baby- no matter what it does to you.

Silence.

Morgan Freeman narrator: Who else has to experience this pain? How many mothers have to die before the government realizes? Banning abortions WILL NOT stop them. It's time for change. Make abortions accessible for all women.

End