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Community Action Fund of  
Planned Parenthood of Orange &  
San Bernardino Counties

# POST-ROE ADVOCACY TOOLKIT



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[BansOffAbortion.org](https://BansOffAbortion.org)

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## Know the Facts





# DONATE





# Donate

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## 1) Donate to the PPOSBC Abortion Fund

Since the fall of Roe v Wade, PPOSBC has seen a large influx of patients traveling to California. We've created the Abortion Aid program to increase abortion access at all health centers and are prepared to help with travel assistance if needed. To help ensure anyone can get the care they need, regardless of what state they live in or their ability to pay, you can donate at [www.pposbc.org/give](http://www.pposbc.org/give)

## 2) Donate to the Community Action Fund

To help fight for reproductive education and services, including abortion care, in California, donate to the political arm of our organization. [www.CommunityActionFund.org/give](http://www.CommunityActionFund.org/give)





# SPEAK UP





# Speak Up

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## 1) Speak Up About Your Support for Abortion Access

Speak to your friends, family, and peers about why abortion is health care and why you support access to safe, legal abortion.

We know that the best way to change hearts and minds is to have open and honest conversations with people who trust us. This is also true when talking about abortion. So why is it so hard for some people to talk about abortion? **Abortion stigma.**

Abortion stigma is the shame and silence that surrounds abortion. It comes from years of well-practiced and often shared rhetoric that demonizes abortion and creates a challenging environment for us to talk openly and unapologetically about it. We, however, want to make sure that the way we speak about abortion promotes acceptance and normalization of this necessary health care that all people should be able to access.

By talking with our loved ones about abortion, we can change the narrative around abortion and reassure people that abortion is essential health care.



# Speak Up About Your Support for Abortion Access

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## Think About Who You Want to Speak With, When, and How to Address Them

We can change hearts and minds by speaking with our peers and trusting individuals. Here are a few different groups to think about speaking with about abortion:

- Family
- Friends
- Colleagues
- Members of a club/  
volunteer team/church
- Social media followers/mutuals
- Fitness groups
- Classmates

## Be strategic in your timing as you plan these conversations

Rather than just reaching out randomly, create a plan for yourself. If you have a recurring event with the person you want to speak with, plan the conversation around that. If they are really close to you, approach them and let them know you really want to get something off your chest and tell them your story.



# Speak Up About Your Support for Abortion Access



There are many different avenues to have these conversations with our loved ones.

There is no guarantee that one conversation will change anyone's mind, but it's a good idea to make abortion a normalized topic for this person. Here are some ways to have conversations with your loved ones:

## — **Text Message**

Text message conversations can be good when the person you are talking to engages in stigma during your exchange. This way, you can begin the conversation on their terms and nip any stigma in the bud.

## — **Phone Calls**

Phone calls are a great way to connect with someone as close-to-in-person as possible without actual physical proximity. You are able to discuss all of the facts and share your story with someone in real-time, being as vulnerable as you'd like.

## — **Social Media Posts**

Posts on social media accounts might be a good way to combat disinformation and share trusted sources of information about abortion with those you know only online.

## — **In-Person Conversations**

This is the most vulnerable kind of conversation you can have with someone. All of your body language and emotions are visible to the person you're talking to. You can absolutely have those holiday conversations! If you approach your conversation centering on yourself and using facts with a loved one, you may be able to shift their perspective even if just a little bit.



## Social Media Posts

Use the sample posts and images below to show your support for abortion access on social media.

### Guidance:

- Advocate for reproductive rights with the Community Action Fund across all your social media channels (Facebook, Instagram, Twitter, etc.)
- Encourage your audience to take action and visit [CommunityActionFund.org](https://CommunityActionFund.org) for more information
- Tag and follow [@ActPPOSBC](https://twitter.com/ActPPOSBC), and share content
- Use the following hashtags: #ActPPOSBC, #BansOffOurBodies, #BansOffAbortion, #StandWithPlannedParenthood, as appropriate

Find the downloadable files [HERE!](#)

# Social Media Posts



**SHARE  
YOUR STORY.**

**Help end  
abortion  
stigma.**

I  
DON'T  
REGRET  
MY  
ABORTION

12:00

Did you hear the news?

What can we do?

**It is time to vote & fight!**

**BansOffAbortion.org**

**BANS  
OFF OUR  
BODIES**

**Fight for  
Reproductive  
Rights**

Stay up to date with  
Planned Parenthood's  
Community Action Fund

**BANS  
OFF OUR  
BODIES**

*Our BODIES  
OUR Futures  
Our ABORTIONS*

**Take a  
Stand**

Help advance access to sexual  
health care & defend  
reproductive rights with  
Planned Parenthood's  
Community Action Fund

**I STAND  
WITH  
PLANNED  
PARENTHOOD**

For more posts and samples [Click Here.](#)



# Speak Up

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## 2) Share Your Abortion Story

If you have had an abortion, support your loved ones seeking an abortion, or have had other experiences related to abortion access, sharing your story is a powerful way to show the positive impact access to abortion has on the lives of people.

Our stories are the most powerful tool we have. Being vulnerable boosts vulnerable conversations and builds trust with the person you are speaking to. Open up to them about why you support abortion, whether you've had one, supported someone through one, or believe access to abortion under any circumstance is important. Let them know why. Allowing yourself to open up allows genuine and honest conversation to flow. And, people will listen to their loved ones, even if their opinion is not swayed much or right away.



# Share Your Abortion Story

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If you've had an abortion or supported someone else through one, or have experienced a pregnancy scare and are planning to tell your story or share the reasons you support abortion access, here are some ways to prepare:

## **1. Challenge: You can start by stating the challenge that you've faced**

Whether it was a lack of comprehensive sex education or the experience of birth control failing, the challenge is the thing that pushes us toward a proverbial "fork in the road." At that fork, we made a decision.

## **2. Choice: This is the decision we made**

For instance, if you were faced with a potential pregnancy, how did you react? Did you visit a Planned Parenthood health center? Did you consider what you would do if faced with an unintended pregnancy? This highlights our thought process and decision-making the moment when faced with a challenge.



### 3. Outcome: The outcome is the result of the decision you made.

What if you weren't actually pregnant? Did this event fire up your passion for sexual and reproductive health care access? We want to tell stories of resilience rather than pain. What motivated you to find your passion, and how have you acted on that passion?

### 4. Edit Your Story!

An effective story is around 500 words. This makes it bite-sized enough to read quickly, but also provides enough context and detail to be expressive.

For a spoken story, this will be around three minutes long. Of course, you can lengthen or shorten your story depending on how you are sharing it, but that 500-word mark will be the best for conversations you have with your peers.

Make sure to stick to the structure, and keep all the relevant details that make your experience unique to you.

Once you're ready to share your story, we would love to hear from you! Share your story here:

<https://bansoffabortion.org/share-your-abortion-story>



# Speak Up

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## 3) Write Letters to the Editor and Op-Eds

Op-ed is short for “opposite the editorial page.” These medium-length, first-person essays that make a specific point are often used as a stand-in for opinion pieces and editorials. They often are a response to a news story or a call for action around a specific issue.

Letters to the editor (or LTEs for short) are very short responses that people can send to the editors of a newspaper in response to a recent news article. Both op-eds and LTEs are great tools to get your viewpoint published. They can be used to advance a narrative, drive momentum around a story, or respond to an article.

LTEs can especially be really great ways for you to get involved, share your own stories around reproductive health care, and make your voice heard.



## Write Letters to the Editor and Op-Eds

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### General Tips for Writing an LTE:

- Name what you are responding to – can be an article from the newspaper, an action from the legislature, or a public event. (i.e. overturning of Roe v. Wade).
- Name your expertise
  - Yes, “I have lived this” is expertise.
- Tell your story.
- Explicitly connect yourself to the issue you’re addressing.
  - i.e. As a patient at Planned Parenthood, As a child of immigrants, As a Black woman...
- These letters should be signed with a person’s full name and title or affiliation as applicable.
- The best letters are short, typically around 150 words — making one or two points in clear, attention-getting language.
- Write clearly and concisely following the limitations given on submissions by the editorial page or letters-to-the-editor page.
- Almost every newspaper has an email or form on their site for you to electronically submit an LTE.

### General Tips for Writing an Op-Ed:

- Try to keep it between 600-800 words (always ask for the outlet’s guidelines).
- Try opening with a snappy, interesting lead. Get your reader’s attention to keep reading.
- Get to the point – Why are you writing? Why should the reader care about this issue, at this moment?
- Ask your reader to act – give your reader actions to take from this toolkit.



# ADVOCATE





# Advocate

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## 1) Attend an Event Near You and Make Your Voice Heard

Sign up with the Community Action Fund of Planned Parenthood of Orange and San Bernardino Counties to hear about upcoming events near you. Sign up:

[www.CommunityActionFund.org](http://www.CommunityActionFund.org)

Upcoming Events are posted on [www.BansOffAbortion.org](http://www.BansOffAbortion.org) on a monthly basis. Check regularly to find an event supporting abortion access near you.

Stay connected with us on social media

 [ActPPOSBC](https://www.instagram.com/ActPPOSBC)

 [ActPPOSBC](https://twitter.com/ActPPOSBC)

 [Community Action Fund of PPOSBC](https://www.facebook.com/CommunityActionFundofPPOSBC)



# Advocate

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## 2) Call Your State Elected Officials to Encourage Them to Support Planned Parenthood Priority Legislation at the California State Legislature

To see how your representatives votes on Pro-Reproductive rights legislation visit:

[Planned Parenthood Affiliates of California Legislative Scorecard](#)

Write an email to your elected here:

<https://www.weareplannedparenthood.org/a/2022-ppac-legislation>

### **Future of Abortion Council (FAB)**

In September 2021, more than 40 organizations joined together to form the California Future of Abortion (CA FAB) Council. Sexual and reproductive health care providers, reproductive rights and reproductive justice advocacy organizations, legal and policy experts, researchers, and advocates, with the support of California's Governor and Legislative leadership, convened to identify barriers to abortion services and recommend policy proposals supporting equitable and affordable access to abortion care for Californians and all who seek care here.

The work of the FAB Council culminated in 45 policy recommendations that were drafted into 13 bills.

**See the complete list of bills in the next pages:**





# PPAC Sponsored Bills

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## **AB 2091 (Bonta): Medical Privacy**

AB 2091 would enhance privacy protections for medical records related to abortion care under California's Reproductive Privacy Act against disclosures to law enforcement and out-of-state third parties seeking to enforce hostile abortion bans in other states. Patient confidentiality is the cornerstone of Planned Parenthood's delivery of reproductive health care services.

## **AB 2134 (Weber): California Abortion and Reproductive Equity Act (CARE Act)**

Establish the California Reproductive Health Equity Program which will provide grants to providers who provided uncompensated care to patients with low incomes and those who face other financial barriers to accessing abortion and other sexual and reproductive health care.

## **AB 2205 (Carrillo): Abortion Segregation Funds**

Under the ACA, qualified health plans in the exchange that provide coverage for abortion services must collect a separate premium payment of \$1 per member per month and hold in a segregated account from which claims for abortions must be paid. Over the last 10 years of maintaining these segregated accounts, the Department of Insurance estimates that QHPs have collected several million dollars in the accounts. QHPs are prohibited from using these funds for any other purpose other than paying claims related to abortion services. This bill would require the qualified health plans under Covered California to report annually to the Department of Insurance and Department of Managed Health Care the total amounts of funds collected in the segregated accounts to better understand how much money is currently in those accounts and how much is being used each year to pay claims.



# PPAC Sponsored Bills

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## **AB 2223 (Wicks): Decriminalization of Abortion & Pregnancy Loss**

AB 2223 would create clear and consistent guidance regarding existing protections under the Reproductive Privacy Act to protect people from prosecutions and criminalization of abortion or pregnancy loss. AB 2223 addresses priorities outlined by the CA FAB Council by ensuring that there shall be no civil and criminal penalties for people's actual, potential, or alleged pregnancy outcomes.

## **SB 1142 (Caballero and Skinner): Access + Support for Abortion**

This bill will create the California Abortion Support Fund to provide grants to organizations that provide logistical and direct support to people accessing abortion services in California. SB 1142 will require the California Health and Human Services Agency to develop and maintain a website with comprehensive and accurate information regarding accessing abortion services in California, to provide patients one point of entry to connect with the nearest and most accessible abortion provider, obtain coverage or financial support for care, and get logistical assistance and resources for travel, lodging, or other needs.





# PPAC Sponsored Bills

## **SB 107 (Wiener): Protections for Gender Affirming Care**

Protects patients and providers in CA from civil liability judgments for providing gender affirming health care to patients when the claims are based on hostile laws in other states that are hostile to gender-affirming care and are contrary to the public policy of California and protects medical privacy for patients seeking gender-affirming care services in California.

## **AB 32 (Aguiar-Curry): Telehealth**

AB 32 ensures patients will continue to have access to care following the end of the COVID-19 public health emergency by maintaining parity in reimbursements for telehealth services for Medi-Cal managed care plans. The telehealth flexibilities established during the PHE aligned Medi-Cal beneficiaries with people with commercial insurance and provided equal access to all modalities of care to Californians.

Visit <https://www.cafabcouncil.org/ca-fab-checklist-new-version> for the latest information on the status of these bills.





# Advocate

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## 3) Support Ballot Measure Proposition 1

This measure will allow California voters to add the right to abortion directly into the California State Constitution to ensure that, in California, people continue to have the power to control their own bodies and personal decisions.

[Senate Constitutional Amendment \(SCA\) 10](#), would amend the California State Constitution to add an explicit constitutional right to abortion and contraceptives. By adding that directly into the state's Constitution, SCA 10 will protect access to abortion for generations to come. Now that SCA 10 has passed the California State Legislature, the issue will be for voters to decide this November on the ballot and will be Proposition 1.

Learn more about Proposition 1 at <https://www.protectabortionca.com/wp-content/uploads/2022/07/220710-YesOn1-FactSheet.pdf>

Sign up to get involved with the campaign at [www.CommunityActionFund.org](http://www.CommunityActionFund.org)





# Advocate

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## 4) Urge the White House to do Everything it can to Protect Abortion Access

- **On July 8th, 2022 President Biden signed an Executive Order Protecting Access to Reproductive Health Care Services:**
  - Directs HHS to explore options to expand access to medication abortion and birth control – including emergency contraception – and provide critical care for people experiencing miscarriages;
  - Launched a public awareness initiative to combat misinformation and provide accurate information on patient rights to care and privacy;
  - Protects patients against deceptive online practices, the compromising of their medical data and information on mobile apps and devices, and protects their ability to seek sexual, and reproductive health care and services on virtual platforms;
  - Convening volunteer lawyers to defend patients and providers against criminal liability for seeking, providing, or dispensing sexual reproductive healthcare services;
  - Establishing an Interagency Task Force on Reproductive Health Care Access to support the coordination and implementation of efforts outlined in the EO.



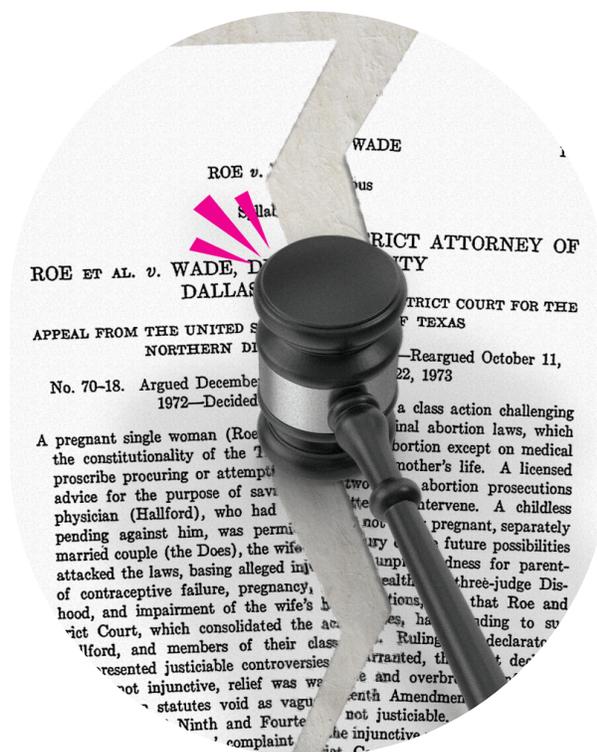
## Urge the White House to do Everything it can to Protect Abortion Access

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Write to the White House, to encourage the administration to do everything within its powers to restore access. Also, thank him for all the steps his administration has already taken to expand access for those living in states with abortion bans.

Submit a letter at <https://www.whitehouse.gov/contact/>

Check out our template letter to the White House on the next page:





## Urge the White House to do Everything it can to Protect Abortion Access

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# Template Letter to the White House:

The Supreme Court has overturned Roe v. Wade and eliminated our federal constitutional right to abortion. A majority of justices ruled to throw away nearly 50 years of precedent and take away the right to control our bodies and personal health care decisions.

This dangerous outcome has opened the floodgates for states across the country to ban abortion. People are forced to flee their states to seek abortion — if they can afford to. Those without the resources or support will be forced to remain pregnant or seek abortion outside of the health care system.

Today we are calling on President Biden and the White House to do all that he can within his executive authority to protect and expand access to essential abortion care for people all over our country.





# Advocate

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## 5) Encourage your Members of Congress to Protect Abortion Access Nationally

Call your member of Congress to encourage them to protect abortion access nationally by repealing the Hyde Amendment and codifying Roe v. Wade into Federal Law.

Find out who represents you in Congress:

<https://www.house.gov/representatives/find-your-representative>

## 6) Call or Email Anti-Abortion Politicians

Let them know that the majority of Americans support access to safe, legal abortion. Encourage them to change their mind and codify Roe v. Wade into law.

Visit the Congressional Scorecard for a list of anti-choice elected in the U.S. House and Senate at

<https://www.plannedparenthoodaction.org/congressional-scorecard>



# Advocate

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## 7) Vote and Encourage Others to Vote as Well

Take your rage to the voting booth. As we approach the midterm elections and prepare for the 2024 presidential election, we must ensure we are electing leaders that will stand up and support reproductive rights, and are committed to protecting abortion access. Encourage others to vote as well.

Visit [www.march2thepolls.org/](http://www.march2thepolls.org/) to learn more about registering to vote and the upcoming midterm elections!





# Advocate

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## 8) Send Handwritten Postcards to Targeted Voters

Join us for our postcard writing campaign. Writing a personalized postcard to potential voters has proved to be an effective way of activating voters and increasing voter turnout.

By participating in this campaign you will have a chance to tell someone in your own words why electing pro-reproductive rights candidates this election is vital for the future of abortion rights.

How to Sign-up:

1. If you are interested in postcard writing sign up [HERE!](#)
2. After you sign up, we will mail you a set of postcards.
3. You can start filling them out on your own time.
4. Let us know when you're done and we'll coordinate the next steps with you.

Sign up: [www.weareplannedparenthoodaction.org/a/postcard-campaign](http://www.weareplannedparenthoodaction.org/a/postcard-campaign)



# Advocate

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## 9) Run for Office!



**If you are fed up with the constant attacks on our Reproductive Health and Abortion rights and want to make a difference, we want to support you!**

**Get in touch with us at**  
**PublicAffairs@PPOSBC.org**  
**to learn more!**





# KNOW THE FACTS





# Know the Facts

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We want to ensure that we are providing anyone we talk to with accurate information about abortion.

The following are facts and statistics you can share with your peers during your conversations:

- A person's decision about their own health care should be made between them and their doctor.
- We've seen what happens when politicians interfere in these deeply personal medical decisions and tie doctors' hands. In states that have banned abortion, some pregnant people and their families have been put in unimaginable situations — such as needing to end a pregnancy for serious medical reasons but being unable to do so.
- Nearly one in four women\* will get an abortion by age 45.
- 62% reported a religious affiliation — 24% Catholic; 30% Protestant; 8% identified with another religion.
- Questions about when life begins are personal, and it's just not that simple. For some it's based on faith; for others, it's a matter of science or medicine. There is no general consensus. However, one thing we do all know is that politicians are not the experts.
- 59% of abortions were obtained by women\* who have children.



# Know the Facts

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- 45% of people who received an abortion were married or living with their partner.
- 60% of patients were in their twenties; 25% were in their thirties; adolescents — or those younger than 20 — accounted for 12% of abortion patients and fewer than 4% were younger than 18.
- 39% were white, 28% Black, 25% Hispanic, 6% Asian or Pacific Islander, and 3% of other backgrounds.
- Abortion is one of the safest medical procedures performed in the United States. Data, including from the CDC, shows that abortion has a safety record of over 99%.
- Abortions have few complications, according to a landmark study by the National Academies of Sciences, Engineering and Medicine released in 2018. In fact, studies show that over the short term, childbirth is associated with more risks to a woman's health than abortion.
- Major complications in abortion occur less than .025% of the time, according to an analysis by the University of California San Francisco published in 2014.



# Know the Facts

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- Organizations including the American Cancer Society, Susan G. Komen, and the National Cancer Institute state that unbiased scientific research has found no link between abortion and breast cancer. Experts also agree that earlier studies of the relationship between prior induced abortion and breast cancer risk were methodologically flawed.
- There is no link between safe abortion and the ability to get pregnant in the future.
- Research has shown that having an abortion is not associated with an increased risk of mental health problems. Having an abortion does not increase a woman's risk for depression, according to a study of nearly 400,000 women that was published in 2018 by the University of Maryland School of Public Health. A study published in January 2020 found that the most common emotion that women felt — at all times over five years after an abortion — was relief.
- Deciding if and when to have a child is one of the biggest economic decisions a person can make.
- Rhia Ventures has found that 86% of women say that controlling when and if to have children is critical to their career development. On average, in the U.S., 56% of women would refrain from applying for a job in a state that has recently banned abortion.



# Know the Facts

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- In “The Costs of Reproductive Health Restrictions an Economic Case for Ending Harmful State Policies,” IWPR lays out the economic research that estimates state-level abortion restrictions could cost the U.S. \$105 billion dollars per year through reduced earning levels, increased turnover time and work absence, and reduced formal labor force participation of women between 15 to 44 years old.
- The Hyde Amendment is an unfair law that makes it harder for people enrolled in Medicaid, in the military, or in other certain other circumstances to access abortion.
- Whether they are enrolled in private or government-funded health insurance like Medicaid, every person should have coverage for a full range of pregnancy-related care, including abortion.
- 36 million women of reproductive age are on the way to losing their access to abortion simply because of where they live or how much money they make.
- Abortion bans fall hardest on people earning low incomes, especially poor women, young people, LGBTQ+ people, and people of color.
- People have personal and religious beliefs about abortion. No one is asking anyone to change their beliefs. But this is about protecting legal access to a medical procedure that allows people to determine their own futures.



# Know the Facts

 <b>Instead of this:</b>	 <b>Use this:</b>
Late-term abortion; born-alive, partial-birth abortion	Abortion later in pregnancy
Chemical abortion	Medication abortion
Heartbeat bills	Extreme bans on abortion, often around 6-weeks of pregnancy
Choice	Decision
Keep abortion rare; reduce abortion rate	Safe and legal
Unwanted, unplanned	Unintended
A woman's issue	An issue for anyone who can become pregnant
Abortion care	Abortion
Anti-choice/Pro-life	Anti-reproductive health, anti-abortion
Heartbreaking, tragic, difficult	Complex, personal decision
Fetal abnormality, anomaly, impairment	Fetal diagnosis, severe fetal diagnosis