

## **SPEAKING YOUR VALUES, BUILDING CONNECTIONS**

### **Affirming Shared, Positive Values for Abortion Care**

The Supreme Court has overturned *Roe v. Wade*, causing anti-abortion policymakers to ban or more severely restrict abortion. This makes it even more difficult, if not impossible, for people to get an abortion, especially in certain parts of the country.

While the public wants to hear you acknowledge this threat, they need more. It is important that you talk about abortion in proactive and affirmative ways, centering shared values on abortion. To make progress, it is essential to affirm our positive vision and values related to abortion. We need to let the public know what we are FOR.

**The tested messages here are meant to be guideposts rather than “talking points.”** **These guideposts provide a durable roadmap to strengthen your own authentic values and voice — and ultimately, your impact.**

#### **CONTACT INFORMATION**

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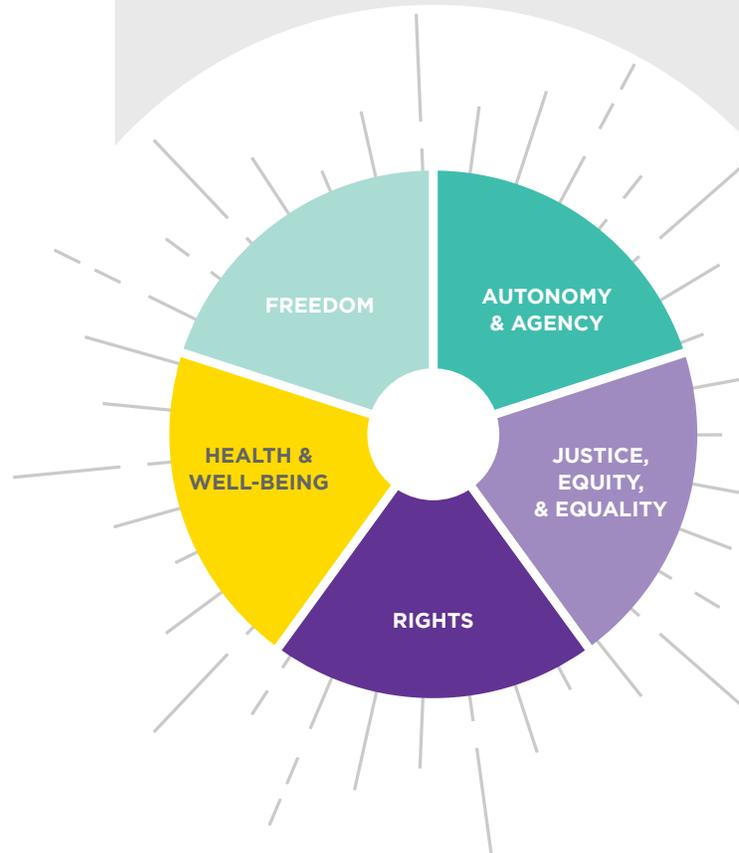
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#### **SHARED VALUES**

When it comes to expressing positive values for abortion, the following deeply held core values drive opinion about abortion across race and political beliefs.



Recognizing that transgender and non-binary people are among those who have abortions, our talking points have a mix of gendered and non-gendered language. Research has shown little impact on opinion when using non-gendered language.

# VALUES-BASED MESSAGES THAT WORK

## THE PROBLEMS

The Supreme Court has taken away a nationwide guaranteed right to abortion for people across the country. Already, abortion is either illegal or unavailable in a growing number of states across the country, meaning people can't get the care they need in their communities, and must travel out of state for care.

Extremist lawmakers are already organizing around a federal ban that would impact people and access in every state. And they've made clear: they won't stop there. They are already coming for our other fundamental rights too.

Forcing someone to continue a pregnancy against their will is a violation of their rights and their basic humanity.

Abortion bans and restrictions take away a person's ability to make personal medical decisions, and are designed to control people and force them to remain pregnant against their will.

## THE SOLUTION

We need to ensure that all people have access to the reproductive health care that they need, including access to abortion.

### AUTONOMY & AGENCY:

- One of the most important life decisions we will ever make is whether to become a parent.
- We should be able to make decisions about pregnancy and abortion free from fear or politicians who shame and try to control us. Lawmakers have no place interfering in someone else's personal medical decisions.
- Let's trust people to make decisions that are best for their lives and their bodies.

### FREEDOM

- We aren't truly free unless we can control our own bodies, lives, and futures. Our laws should protect our rights. Extremist politicians and judges should not try to control and dehumanize us.
- We must hold on to our freedom to make personal decisions without interference from politicians who want to control our bodies and lives.
- Let's commit to a future where communities thrive. A future where we all have the freedom to control our own bodies, safely care for our families, and live with dignity.

### HEALTH & WELL-BEING

- Making sure everyone can live a safe and healthy life means ensuring people have access to health care, including abortion care. Our lawmakers should put people's health, safety, and real-life needs first.
- Living a safe and healthy life is a basic right that includes being able to get abortion and other reproductive health care.
- When people have access to a full range of health care services, including birth control, abortion, and maternity care, they are healthier and their families thrive.

### JUSTICE & EQUITY

- We must unite against racism and discrimination. This includes ending policies that deny people equitable access to healthcare, including abortion.
- If we are truly committed to dismantling systems of oppression, our policies must ensure access to abortion care. That's one part of building a more just and equitable society.
- Abortion bans and restrictions fall hardest on Black, Indigenous, and other people of color working to make ends meet. One part of building a more just and equitable society is ensuring abortion care is available and affordable for all.
- Attacks on abortion rights cause the greatest harm to women of color. They already face some of the most insurmountable barriers to abortion care.
- Ensuring that everyone can get reproductive health care, including abortion, is part of addressing racial and economic injustice. Our laws must ensure affordable and available abortion care.

### WOMEN'S EQUALITY AND RIGHTS

- Women can't be truly equal if they don't have control over their own bodies and reproductive lives, including the decision about whether to have an abortion.
- It's the job of our lawmakers to trust women and see that they are treated fairly and equally, wherever they live.

# DOES YOUR FAITH GUIDE YOUR POLICY-MAKING?

Faith as an approach when  
speaking your Values



While Faith is not a Value, talking about your Values from a Faith perspective can be especially resonant if it is authentic to your lived experience.

## SOME EXAMPLES ON HOW TO DO THAT ARE:

*“As a religious person myself, I support the right of people to consult their own faith and conscience as they make decisions about pregnancy and parenting.”*

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*“ My faith calls me to...  
...trust women  
...support women and families as they make parenting decisions.  
...respect that decisions about becoming a parent are sacred and personal.  
...respect that people have the moral agency to make these important life decisions  
...ensure that each person can live safely and with access to medical care.*

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*“In a just and righteous society...[vision/values]”*

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*“My faith calls me to believe in the inherent worth and dignity of all people—therefore I believe our lawmakers must ensure they are treated equally.”*

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*“I believe each person must be able to follow their own beliefs, moral code, and conscience when making important life decisions. It’s not my place to judge or interfere with anyone’s moral decisions.”*

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*“It is not the job of our lawmakers to punish or shame those who have decided to have an abortion. Instead, lawmakers should make sure they are supported and treated with compassion.”*

## STANDOUT PHRASES

Here are some phrases that resonate with people when talking about ensuring access to abortion:

- **Trust** people to make the decision that is best for their bodies.
- **Women** must be **treated fairly and equally** wherever they live
- All **women** have **access** to the **reproductive healthcare** that they need and deserve including access to abortion.
- **Support the right of women to consult their own conscience**
- All **people deserve to control their own bodies**
- They **should not be punished or shamed** for having an abortion, but **supported** and treated with **compassion**.
- Ensure **affordable** and **available** abortion care
- Greatest **harm to women of color**
- Black and brown women, women with low incomes
- Control, dehumanize, and criminalize women
- Women are people
- Abortion is a **decision a woman makes** about **her life** with her faith and her doctor.
- Only she knows how to make this decision