



REDUCING PUSHBACK, AVOIDING STIGMA, HELPFUL APPROACHES

INSTEAD OF ...	SAY THIS ...	WHY?
<ul style="list-style-type: none"> • Pro-choice or Pro-life 	<ul style="list-style-type: none"> • Support women’s decisions; anti-abortion, abortion opponents 	<ul style="list-style-type: none"> • People often identify as both prochoice and prolife, so the labels are not useful in messaging.
<ul style="list-style-type: none"> • Mother 	<ul style="list-style-type: none"> • Woman, person 	<ul style="list-style-type: none"> • Using “mother” ties the pregnant person to only one role, erasing their autonomy. Try to use gender neutral language like “person” where possible because women are not the only people who get abortions.
<ul style="list-style-type: none"> • Person’s choice 	<ul style="list-style-type: none"> • Personal decision • Important life decision 	<ul style="list-style-type: none"> • A “decision” is more serious than “choice,” which can be perceived as less thoughtful and impulsive.
<ul style="list-style-type: none"> • Abortion should be safe, legal, and rare 	<ul style="list-style-type: none"> • Abortion must be available and affordable • Abortion must be safe, legal, and within reach. 	<ul style="list-style-type: none"> • Saying “rare” increases stigma and can create support for restrictions. Legality alone does not mean people have access to abortion.
<ul style="list-style-type: none"> • Now that Roe is overturned, women will die from back alley abortions. 	<ul style="list-style-type: none"> • We all want to be able to live a safe and healthy life and be free to define our own path. 	<ul style="list-style-type: none"> • So much has changed since 1973, including internet access to medication abortion. Threats of women dying now are less believable and not helpful. Communicate positive values to build support for abortion that is safe, affordable, and available
<ul style="list-style-type: none"> • Talking about codifying Roe 	<ul style="list-style-type: none"> • Abortion must not only be legal, but also available and affordable for all people. • Legal abortion is the floor, not the ceiling. 	<ul style="list-style-type: none"> • Messages should highlight the need to do more than re-establish Roe because even when abortion is legal, many people, especially Black, Indigenous people and other people of color, face barriers accessing abortion.
<ul style="list-style-type: none"> • No one wants to have an abortion • This is a devastating decision 	<ul style="list-style-type: none"> • We don’t know every person’s circumstances • This is a deeply personal decision 	<ul style="list-style-type: none"> • Convey seriousness without stigma or assuming anything about the feelings of the person having the abortion.
<ul style="list-style-type: none"> • The government shouldn’t interfere/ should stay out of our personal decisions • Demonizing government’s role 	<ul style="list-style-type: none"> • “Some lawmakers” or special interest groups want to impose their values on others 	<ul style="list-style-type: none"> • The government/Congress has a role in ensuring access to a full range of healthcare, including abortion care. Individual lawmakers do not.
<ul style="list-style-type: none"> • Listing details or reasons why a woman is having an abortion 	<ul style="list-style-type: none"> • Mention decision-making process: “thinking through the decision;” “talking it over with loved ones.” Remind audiences that “the person has made their decision” • We trust people to know what they need. People come to this decision with their families, faith, and future in mind 	<ul style="list-style-type: none"> • Listing reasons a person is seeking an abortion or exceptions, such as listing exceptions can lead to support for restrictions.
<ul style="list-style-type: none"> • Poor women, dependent on government funding 	<ul style="list-style-type: none"> • Family/person working to make ends meet 	<ul style="list-style-type: none"> • Reduce stereotyping and judgment about low-income people
<ul style="list-style-type: none"> • Fair, unfair, fairness 	<ul style="list-style-type: none"> • We should not treat people differently just because they are working to make ends meet; live in a certain zip code; etc. 	<ul style="list-style-type: none"> • The value and explanation of fair treatment is powerful, but the words “fair, unfair, fairness” alone can result in pushback from audiences because they are thinking about outcomes.

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