

A Pro-Life Candidate's Innovative, Debate Shifting, Head Turning, Message Guide with Talking Points

The First Thing You *Must Know, Digest, and Repeat*

There is a national epidemic of *unwanted and unsafe* abortions.¹⁻³

Fully two-thirds of all abortions are performed on women who felt pressured to agree to abortions that actually *violate their own values and preferences*.² These women also report that their unwanted abortions contributed to a decline in mental health, harmed relationships, and fueled more frequent feelings of grief and loss.¹

Thus, for every woman who claims abortion benefited her life, **there are two** who say it caused them more harm than good.¹

Remember, all of these women are voters. And for two-thirds, their abortions are *ugly and painful* memories.

This leads to the second most important fact to keep top of mind:

Post-abortive women are keenly afraid of judgment and condemnation.

Therefore, the most important message you need to convey to post-abortive women and men is that **you truly do understand, accept, and care about them**.

Don't assume they will give you the benefit of the doubt. Assume, instead, exactly the opposite. The media tells them that pro-lifers are judgmental, even hateful.

This fear of condemnation is what disproportionately pushes post-abortive voters toward "pro-choice" candidates. Why? Not only because they are being told that pro-lifers are judgmental, but also because every time they hear "I'm pro-choice" the underlying message is "I don't judge you, but my opponent does."

In a nutshell, the fear and expectation of being condemned is the real driving force behind the voting gender gap.

We will show you how to neutralize that fear of judgement. Even better, we will show you how to talk about the real concerns of post-abortive women and connect with them on a powerful emotional level.

If you follow this strategy, *you*, the pro-life/pro-woman candidate, will become the preferred choice over your *poor-choice* opponent. (That's not a

misprint. “Pro-choice” candidates are really the poor-choice alternative. They are defending and promoting abortions which are always the poorest choice.)

If you follow this approach, *there is no need to be afraid of the abortion issue*. There is no need to dance around difficult questions about abortion in cases of rape or incest, fetal anomalies, or any other What-If scenario. Your answer will always be the same: “Women should never feel pressured into unwanted or unsafe abortions. We simply need to always make sure that doctors are doing their jobs, and only recommend abortions when the benefits are truly greater than the risks.”

Bottom line: You are about to learn an approach to the abortion issue that makes you far more attractive to voters—regardless of how often or in what circumstances they believe abortion should ever be legal.

This new pro-woman/pro-life position will be of such strong appeal to voters, that it will become one of your favorite issues to address, rather than the one you most dread. At the same time, your opponent will be left sounding evasive, insensitive, or confused.

Your Stump Speech; or Mix and Match Talking Points

- Let’s begin with two facts. First, every abortion ends an innocent human life. At the very least, abortion is something that should be avoided and regretted.
- The second fact is closely related to the first: The vast majority of women say their abortions were contrary to their own personal values and preferences.²
- Only one-third of women freely choose abortion in accordance with their own values and preferences.² The rest feel backed into unwanted abortions, because of the pressures they face from other people or circumstantial pressures.¹
- In fact, one in ten specifically describe their abortions as “coerced.”²
- This is why I am deeply grateful for, and supportive of, all the great post-abortion healing programs out there which are helping women to recover from the grief, guilt and trauma that almost always follow unwanted abortions.
- These groups, mostly run by post-abortive women themselves, are helping women escape the bonds of impacted grief, drug addiction, alcoholism, sexual dysfunction, insomnia, and other self-destructive behaviors.³

- This is also why I am deeply committed to passing laws that will help to stop unwanted, unsafe, and unnecessary abortions.
- Abortion clinics have failed to provide adequate pre-abortion screening and counseling.
- The American Psychological Association has identified at least 15 risk factors that identify the women at highest risk of more psychological problems following abortions,³ and feeling pressured to have an unwanted abortion is at the top of the list!
- But abortion clinics aren't adequately screening for these risk factors. Why?
 - First, because they currently face no liability for the injuries caused by unwanted abortions. It costs them nothing to ignore both the risk factors that predict post-abortion traumas and the complications themselves.
 - Second, if they did do proper screening and counseling, many women would not have these contraindicated abortions, and that would reduce the abortion clinics' profits.
 - Third, proper screening and counseling takes more staff time. It might even require some women to come back for a second or even third counseling session. And that would reduce abortion clinic profits.
 - The modern abortion industry is built on an assembly line model: one-size-fits-all, fifteen-minute pre-abortion counseling sessions. Quick in. Quick out. That's how they maximize profits.
 - Individualized counseling would disrupt the steady flow of their assembly line abortions.
 - Individualized screening and counseling is the bane of assembly line abortions! But it is the ONLY way to properly care for and protect the rights of women.
- My position is that the rights and welfare of each individual woman must always come before the profits of the abortion industry.
- My opponent says he is protecting reproductive rights. But in fact, he's protecting abortion industry profits at the expense of women who are feeling pressured into unwanted and unsafe abortions.
- True reproductive freedom necessarily includes a right to not be pressured into an abortion that violates your own values and preferences. But

thousands of these unwanted abortions are occurring every day!

- The epidemic of unwanted abortions demonstrates that the present regulations governing abortion are a national disgrace. They are allowing over 60% of all abortions to be done on women who are being pressured into what are fundamentally *unwanted* abortions! And over 1 in 10 abortions are literally coerced, forced on women by those with power over them.
- Abortion providers know this. They know they are complicit in cooperating in unwanted abortions. They are negligent in failing to provide the true evidence-based screening and alternatives counseling women deserve. But abortion providers don't care. Because they earn more when their patient pool is three times higher because of the pressures that push women into unwanted abortions.
- Some abortion providers are also ideologically driven to increase abortion rates, not to help women, but to curb climate change, or to reduce the birth rates among the poor, or any other reason that has nothing to do with helping each individual woman to act according to her own values and preferences.

For a more complete candidate's guide, go to

StopForcedAbortions.org/politics.htm

REFERENCES CITED

1. Reardon DC, Longbons T. [Effects of Pressure to Abort on Women's Emotional Responses and Mental Health](#). *Cureus*. 2023;15(1):e34456. doi:10.7759/cureus.34456
2. Reardon DC, Rafferty KA, Longbons T, Reardon DC, Rafferty KA, Longbons T. [The Effects of Abortion Decision Rightness and Decision Type on Women's Satisfaction and Mental Health](#). *Cureus*. 2023;15(5). doi:10.7759/CUREUS.38882
3. Reardon DC. The abortion and mental health controversy: [A comprehensive literature review of common ground agreements, disagreements, actionable recommendations, and research opportunities](#). *SAGE Open Med*. 2018;6:205031211880762. doi:10.1177/2050312118807624