



FREEDOM IS FOR  
**EVERYBODY**

**To:** Interested Parties

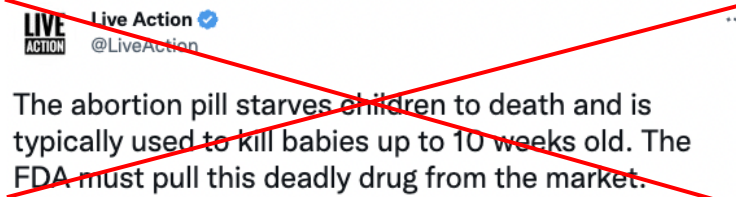
**From:** NARAL Pro-Choice America Research Team

**Date:** January 3, 2023

## Memo: Top 10 Outrageous & Extremist Anti-Choice Tactics in 2022

Last year, the anti-choice movement unleashed its most dangerous, anti-freedom narratives in an attempt to exacerbate the already turbulent landscape of abortion rights and access. Anti-choice activists and politicians led a concerted campaign against reproductive freedom—spreading medical disinformation, defending baseless bans on abortion care, and misleading the public about their ultimate agenda of power and control.

**1. Anti-choice leaders [amplified disinformation](#) about the [safety](#) of [medication abortion care](#).** The anti-choice movement ramped up its [attacks](#) on [medication abortion care](#)—[elevating](#) falsehoods about its [health risks](#) and “[environmental impacts](#)” to justify medically [unnecessary restrictions](#) and [challenging](#) the FDA’s long-standing approval of mifepristone. Moreover, it continued to push the unproven, [unscientific practice](#) of “[abortion pill reversal](#).”



*Screenshot of [Twitter](#) post from Live Action crossed out with a large red X. The text reads: “The abortion pill starves children to death and is typically used to kill babies up to 10 weeks old. The FDA must pull this deadly drug from the market.”*

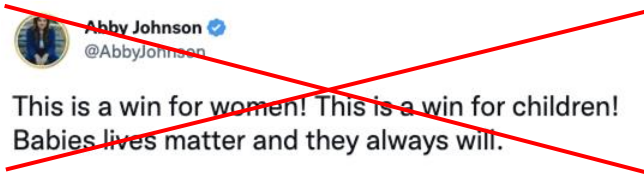
**2. The anti-choice movement used racist dog-whistles and [said the quiet part](#) out loud about white supremacy as a driving force behind the assault on reproductive freedom.** It spread [misleading](#), [hypocritical](#), and [racist](#) narratives about [reproductive freedom](#) to mask the disproportionate harm that bans and restrictions have on communities of color, including Black, Latina/x, Asian American, Native Hawaiian, Pacific Islander, and Indigenous people. It should come as no surprise that the anti-choice movement [advocated](#) for voter [suppression](#) and [barriers](#) to voting, which have systematically disenfranchised people of color.



*Screenshot of [Washington Post headline](#) crossed out with a large red X. The text reads: “GOP lawmaker calls Roe ruling ‘victory for white life’ as Trump rally cheers”*

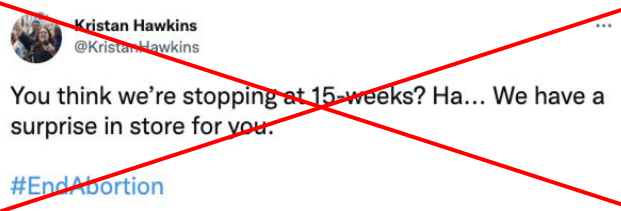
**3. Following the *Dobbs v. Jackson Women’s Health Organization* decision, the anti-choice movement attempted to [downplay, distract, and deflect](#) from its regressive agenda and the harm it is causing.** Anti-choice activists quickly sought to rebrand the *Dobbs* decision as a “[win for women](#)” and falsely claimed that *Roe v. Wade* was “[extreme](#)” and “[unpopular](#).” Many

anti-choice [politicians](#) touted the decision as “[pro-democracy](#)” and claimed it was an opportunity to [return decisions](#) related to abortion [back](#) to the [states](#).



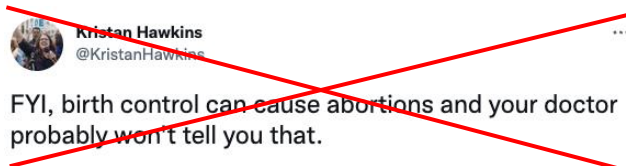
Screenshot of [Twitter](#) post from Abby Johnson crossed out with a large red X. The text reads: “This is a win for women! This is a win for children! Babies lives matter and they always will.”

4. After [denying](#) that their goal was to ban abortion care nationwide, anti-choice [politicians](#) introduced a federal abortion ban that they outrageously billed as “[moderate](#).” In September, Senator Lindsey Graham (R-SC) introduced a national ban on abortion that anti-choice [leaders](#) framed as “[compassionate](#)” and the “[least](#)” Congress could do to “[protect women](#).” Nonetheless, anti-choice activists claimed the ban didn’t go far enough and called for legislation to lock [ideological](#) language into law defining when life begins and criminalize abortion, also known as “fetal personhood” measures.



Screenshot of [Twitter](#) post from Kristan Hawkins crossed out with a large red X. The text reads: “You think we’re stopping at 15-weeks? Ha... We have a surprise in store for you. #EndAbortion”

5. Anti-choice leaders targeted birth control and IVF as part of their quest to roll back *all* our reproductive freedoms. The anti-choice movement never intended to stop with ending *Roe* and ratcheted up its [medical disinformation](#) campaign [against contraception](#) and in vitro fertilization (IVF). Anti-choice leaders [fearmongered](#) about the “[risks](#)” and “[safety](#)” of contraceptive care and [falsely conflated](#) it with abortion. Similarly, they perpetuated false narratives about [IVF](#) treatment by alleging that it was “[unethical](#)” and “[practicing eugenics](#).” Anti-choice [politicians](#), including [Georgia Governor Kemp](#) and legislators in [Tennessee](#), are already indicating support for restrictions on contraception and IVF.



Screenshot of [Twitter](#) post from Kristan Hawkins crossed out with a large red X. The text reads: “FYI, birth control can cause abortions and your doctor probably won’t tell you that”

6. The anti-choice movement’s [fake feminism](#) and commitment to “protecting women” was a [smokescreen](#) to conceal the dangers of anti-choice policies. Under the guise of supporting “[female empowerment](#)” and “[gender equality](#),” anti-choice activists continuously attacked reproductive freedom. They purported to be [advocates](#) for and protectors of cisgender women while obscuring their [regressive](#) and harmful views of gender.



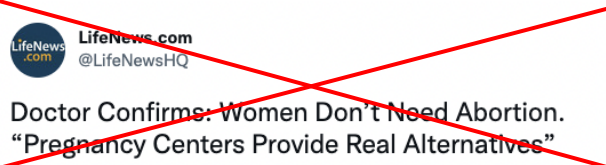
Screenshot of [Twitter](#) post from Students for Life crossed out with a large red X. The text reads: “Warning: Sensitive Content. We don’t need to protect abortion access, we need to protect women. Women deserve better than abortion. And at the very least, they should know what abortion really is. @autumnhigashi”

7. To further position itself as the defender of (cisgender) women and [appeal](#) to the [Religious Right](#), the anti-choice movement perpetuated [transphobia](#) and regressive views on [gender](#). Anti-choice activists claimed that [gender inclusivity](#) was an “[appropriation](#)” of [womanhood](#). Their vehement [support](#) for [anti-trans legislation](#) and promotion of blatantly [trans-exclusionary](#), gender-essentialist narratives underscored their dangerous and discriminatory objectives.



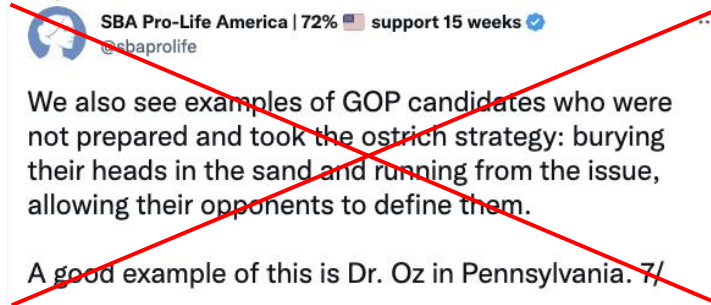
Screenshot of [Twitter](#) post from Abby Johnson crossed out with a large red X. The text reads: “It is a basic biological truth that you cannot change your gender. Men attempting to transform themselves into women is simply an appropriation of womanhood. Stop it.”

8. Anti-choice actors [defended](#) their on-the-ground [disinformation machines](#): fake health centers. The anti-choice movement [touted](#) fake health centers as “[alternatives to abortion](#),” falsely claiming that they “[support](#)” [pregnant people](#). In practice, fake health centers—sometimes known as “crisis pregnancy centers”—notoriously use [coercive](#) messaging, [medical disinformation](#) about abortion care, and [deceptive tactics](#) to manipulate pregnant people’s decisions and attempt to block them from having an abortion.



Screenshot of [Twitter](#) post from Life News crossed out with a large red X. The text reads: “Doctor Confirms: Women Don’t Need Abortion. ‘Pregnancy Centers Provide Real Alternatives’”

9. The anti-choice movement sought to [downplay](#) its midterm [election losses](#) by [misrepresenting public support for abortion](#). Anti-choice politicians were [purveyors of disinformation](#) on the campaign trail and [laid bare](#) the movement’s [patriarchal](#) endgame of control over people’s decisions about if, when, and how to start or grow their families. To distract from strong voter opposition to its extremism and advance its anti-democracy agenda, anti-choice activists argued that the midterm [election results](#) were [fraudulent](#) and the [reproductive freedom movement](#) “[bought](#)” the election.



*Screenshot of [Twitter](#) post from SBA Pro-Life America crossed out with a large red X. The text reads: “We also see examples of GOP candidates who were not prepared and took the ostrich strategy: burying their heads in the sand and running from the issue, allowing their opponents to define them. A good example of this is Dr. Oz in Pennsylvania 7/”*

10. Finally, the anti-choice movement made unfounded [accusations](#) of “[censorship](#)” from [tech](#) platforms when faced with [disinformation accountability](#) measures. Anti-choice activists [baselessly claimed](#) content moderation constituted “[discrimination](#)” and “[suppression](#)” and doubled down on the [false narrative](#) that they are victims of “[Big Tech](#).” In reality, their movement has thrived under lax [internet](#) policies that favor them. Despite these claims of suppression, platforms like [Facebook](#) and [YouTube](#) allow anti-choice propaganda to spread, especially in [Spanish-language](#) media.



*Screenshot of [Twitter](#) post from March for Life crossed out with a large red X. The text reads: “Yet again, Big Tech is censoring the life-affirming work of the pro-life movement. Pregnancy centers serve millions of women by not only providing top-quality medical care, but also free baby supplies, parenting classes, adoption services, & financial aid.”*

### Pushing Back on the Anti-Choice Movement in 2023

The stakes for abortion rights and access are higher than ever in 2023, and the reproductive freedom movement must clearly define the villains who led us to this moment of crisis. Calling out the anti-choice movement for its deceptive and cruel attacks on our fundamental rights is essential. In stark contrast with the anti-choice movement’s extremist agenda, the



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reproductive freedom movement is working to build a world in which everybody is free to make the best decisions for themselves, their families, and their futures. In the new year, we must continue to [combat](#) anti-choice disinformation and reclaim a narrative centered on pregnant people, medical consensus, and compassion when discussing reproductive care.