

REPRODUCTIVE FREEDOM **FOR** ALL

Communicating and Winning on Reproductive Freedom

How we talk about abortion matters. Period. Research shows that values-based messaging that reflects how voters already think and feel about abortion is the most impactful way to reach, engage, and mobilize the 8 in 10 Americans who support the right to legal abortion. Leaders must speak out with powerful, proactive messaging while pushing back against rampant disinformation from anti-abortion extremists and politicians.

The following memo, based on Reproductive Freedom for All’s [multi-year message research findings](#), provides recommendations for owning the narrative and combating anti-abortion misinformation.

Shape the Conversation Around Powerful Values: Freedom vs Control

The freedom to decide, especially as a direct contrast to controlling politicians, provides a powerful and uniquely effective framework for conversations around accessing the full range of reproductive health care in the United States. It’s also key to be specific and clear – when we are talking about abortion, we need to name it.

- *When it comes to decisions around parenthood and pregnancy, I will always respect people’s freedom to make personal decisions about their reproductive health care – including abortion.*
- *I, like most Americans, believe that personal decisions about pregnancy should be made by the pregnant person, with the support of the people they love and trust—not by politicians.*
- *The reality is that every pregnancy is unique and complex. That’s why one-size-fits-all bans and restrictions on abortion endanger pregnant people and prevent doctors from providing the best health care to their patients.*

KEY LANGUAGE	
Defining our Side and Describing our Values	Describing Restrictions and Defining the Opposition
<ul style="list-style-type: none"> • Reproductive freedom • The freedom to decide • Personal decisions • Empathy and compassion • Safe, accessible, supported • Equity and justice 	<ul style="list-style-type: none"> • Controlling • Invasive/Intrusive • Politically motivated • Political interference • Self-interest and political gain • Taking away options • Criminalizing doctors and patients

Avoid Anti-Abortion Traps and Misinformation

Anti-abortion extremists and bad actors purposefully use inflammatory, medically inaccurate language as a means to manipulate and confuse voters. Avoiding these pitfalls is crucial as a means to push back against their disinformation and lies.

Don’t Repeat...	Instead Say...
Chemical abortion	Medication abortion
Infanticide, partial birth abortion, abortion on demand, abortion up until the moment of birth	Abortion later in pregnancy
Pregnancy care centers, maternal health centers, crisis pregnancy centers	Fake health centers