

REPRODUCTIVE FREEDOM FOR ALL

TO: Interested Parties

FROM: Reproductive Freedom for All

Subject: Candidates are embracing “reproductive freedom” — and it’s working

DATE: June 4, 2024

Abortion is motivating voters to the polls like never before — and how we communicate about it and explain its relevance is a key way to help move voters across the political spectrum. That’s why, as the 2024 general election approaches, talking about abortion as an issue of reproductive freedom remains a crucial framework to shape the conversation around abortion and mobilize voters.

Every election since the U.S. Supreme Court overturned *Roe v. Wade* has shown what we always knew to be true — that the vast majority of Americans resoundingly support reproductive freedom.

Grounded in Research

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. There is ample [evidence](#) to show that embracing the [freedom frame](#) to talk about the barrage of attacks on abortion access and reproductive health care is the best way to expand our base of support:

- **Reproductive freedom best captures the full scope of the harms caused by an increasingly extreme Republican party that continues to attack everything from abortion and life-saving care to birth control and IVF.** The ‘freedom frame’ is grounded in [research](#) that shows it resonates with the broadest segments of voters—audiences that are crucial to building the strongest coalitions of support.
- **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.
- **Polling experts and analysts from across the political spectrum recognize that talking about abortion from the lens of [freedom](#) is both effective and motivating to voters.** Recent polling shows that [support levels](#) often increase substantially when abortion is framed as a matter of personal freedom from government interference.

“Freedom” Wins in Red, Blue, and Purple States

We have seen victory after victory in states like Kansas, Ohio, Kentucky, Montana, California, and Michigan where a diverse coalition of Americans across the political spectrum showed up to support reproductive freedom and campaigns that center abortion as a matter of freedom:

- Pat Ryan utilized [freedom messaging](#) in campaign ads during his successful run to represent NY-18 in the U.S. Congress.
- In Kansas, groups supporting reproductive rights successfully campaigned against a proposed constitutional amendment to restrict abortion under the branding of “[Kansans for Constitutional Freedom](#).”
- In 2022, Michigan successfully passed an amendment adding the “[Right to Reproductive Freedom](#)”
- Successful campaigns since the fall of *Roe v. Wade* ran ads talking about the importance of abortion rights by focusing on reproductive freedom: [Governor Andy Beshear \(KY\)](#), [Governor Tony Evers \(WI\)](#), [Congresswoman Mary Peltola](#), and ballot measure campaigns in [Kentucky](#) and [Kansas](#).
- In Wisconsin, Judge Janet Protasiewicz’s winning campaign included [ads highlighting](#) her belief “in a woman’s freedom to make her own decision on abortion.” Throughout the race, [abortion was a driving force in mobilizing voters](#) in support of her bid for the Wisconsin Supreme Court.

Using reproductive freedom to frame the public conversation around abortion rights and access continues to be the most powerful way to expand our coalition of support and secure the electoral victories necessary to codify protections into law. It is one of the most effective messaging tools we have at our disposal to capture the broadest swath of voters and to reflect the full scope of attacks on reproductive care that our movement is facing.

To learn more about reproductive freedom framing and its political saliency, contact media@reproductivefreedomforall.org.

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For over 50 years, Reproductive Freedom for All (formerly NARAL Pro-Choice America) has fought to protect and advance reproductive freedom at the federal and state levels—including access to abortion care, birth control, pregnancy and postpartum care, and paid family leave—for everybody. Reproductive Freedom for All is powered by its more than 4 million members from every state and congressional district in the country, representing the 8 in 10 Americans who support legal abortion.