



Strategic Plan

Organization: Planned Parenthood Federation of America: Planned Parenthood Action Fund

Goal: The goal of this campaign is to educate the public on abortion access and its necessity through first-person accounts, ads that will air across the country, and the sharing of facts and figures on abortion from professionals in the field.

Audience: The audience of this campaign includes all those affected by the widespread abortion bans in the U.S. seen after the overturning of *Roe v. Wade*, and all those who may be in need of an abortion.

Products: This campaign will include three parts; a press release, a fact sheet, and talking points. The press release will be published on both Planned Parenthood's website and the website for the Planned Parenthood Action Fund as well as various social media accounts directly associated with both organizations. It will also be distributed to various news outlets throughout the U.S. in order to reach the public. A fact sheet will be provided for reporters in order to familiarize them with the topic at hand, and abortion access as it stands in the U.S. currently. Lastly, talking points will be distributed to Planned Parenthood employees working at centers around the country and specific events aimed at raising awareness for the topic.

Risks and Challenges: After the overturning of *Roe v. Wade*, many states enacted various restrictive bans on abortion and sexual education, including access to proper education on the topic of abortion. Therefore, within these states, the law poses a direct challenge to the spreading of educational campaigns such as these. It is important that knowledge is spread to areas with strict abortion laws, in order to help as many as those in need as possible. Social media plays a large part in this, and will be essential in our effort to share information on abortion access and the facts behind abortion with as many people as possible.

For Immediate Release
November 20, 2023
Contact: Jacqueline Ayers
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A Multi-Million Dollar Campaign By Planned Parenthood Aims To Educate the Public on the Necessity of Widespread Abortion Access

Washington D.C. — A year after the overturning of *Roe v. Wade*, Planned Parenthood and Planned Parenthood Action Fund have announced a \$16 million media campaign that aims to educate the public on the facts behind abortion as well as what abortion access is left in the U.S.

The campaign will include the re-launching of websites; BansOffOurBodies.org and its new companion site, BastaDeControlarnos.org. The goal of both sites is to educate the public about current abortion laws and restrictions in each state following the overturning of *Roe v. Wade*. They also aim to share the stories of patients and direct people to events happening around the U.S.

This campaign will also include the production and distribution of a multitude of ads that will run throughout the country on various platforms, social media being the most prominent one. These ads will put emphasis on reaching those under 25 years old as well as communities who face difficulties in accessing health care.

Another goal of the campaign is to urge people to read and listen to people's stories surrounding the topic of abortion, as well as sharing their own. The social media aspect of the campaign will aim to promote #WhateverTheReason. This hashtag will be used as a place where people can share their personal experiences with abortion care, as well as read and understand the abortion experiences of others.

[Planned Parenthood](#) delivers vital reproductive health care, sex education, and information to millions of people worldwide. Planned Parenthood Federation of America, Inc. is a registered 501(c)(3) nonprofit under EIN 13-1644147. Donations are tax-deductible to the fullest extent allowable under the law.

[Planned Parenthood Action Fund](#) is an independent, nonpartisan, not-for-profit membership organization formed as the advocacy and political arm of Planned Parenthood Federation of America. The Action Fund engages in educational, advocacy, and limited electoral activity, including grassroots organizing, legislative advocacy, and voter education.



Planned Parenthood Abortion Access Fact Sheet

- (1) 1 in 4 women will get an abortion by the age of 45.
- (2) 59% of abortion were obtained by women who already have children.
- (3) 62% of abortion patients reported a religious affiliation—24% Catholic; 30% Protestant; 8% identified with another religion.
- (4) According to an analysis by the University of California San Francisco published in 2014, major complications in abortion care occur less than .025% of the time.
- (5) There is no link between safe abortion and the ability to get pregnant in the future.
- (6) 14 U.S. states have completely banned abortion.
- (7) 28 U.S. states have banned abortion after a specified point in pregnancy.
- (8) Abortion access has been expanded in 11 states including; New York, New Jersey, Maryland, Washington, California, Illinois, Minnesota, etc.
- (9) It's estimated that 25 million unsafe abortions take place every year.
- (10) Across the globe 40% of women of childbearing age live in countries with highly restrictive abortion laws, or where abortion is legal, is neither available or accessible.

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Talking Points Memo

Prepared For: Planned Parenthood

Prepared By: Planned Parenthood Action Fund

November 20, 2023

- We are very excited to have begun this campaign and have high hopes for its success across the country.
- We believe that access to abortion is essential to the health care of every person, and proper education on the subject is necessary in order to expand that access.
- Providing information on where safe, legal abortion are accessible is a top priority of this campaign.
- Through the funding provided by the Planned Parenthood Action Fund, we can reach a great deal of the public and spread knowledge much more efficiently.
- Studies show that 25 million unsafe abortions take place each year. Meaning the abortion restrictions that continue to increase throughout the nation pose a direct threat to the health and safety of women and those with uteruses all across the U.S.
- By destigmatizing abortion and providing open education on the subject, those in need of an abortion will be more likely to seek out and obtain a safe one.
- This campaign aims to run for at least a year, and will hopefully permeate news and social media outlets even longer.