

## Big Picture Tips

- **DO** speak with a confident, nonjudgmental voice. Avoid sounding strident or defensive.
- **DO** lead with our wide range of preventive health services.
- **DO** explain that we are a not-for-profit.
- **DO** share how many people rely on Planned Parenthood.
- **DO** talk about health information, prevention, and education.
- **DO** emphasize that we provide confidential, compassionate care to everyone, regardless of their personal situation or ability to pay.
- **DO** use “an individual’s pregnancy” in lieu of more medical terms, and “unintended pregnancy” instead of “unplanned” or “unwanted.”
- **DO** avoid harsh names and labels, such as “right-wing extremist.” Try: “people with extreme anti-abortion views.”



## Helpful Facts

- Planned Parenthood serves 2.3 million people each year in 600 health centers across the nation.
- This affiliate provides health services for more than 120,000 people in San Diego, Riverside, and Imperial counties each year.
- Every \$1 invested in state-funded family planning services saves \$4 on state-funded health care services later.
- By age 45, half of American women will have an unintended pregnancy and nearly 1 in 4 will have an abortion.
- The majority of Americans support the right to safe and legal abortion.

**Ready to learn more?**  
Visit our Brand Ambassador  
landing page at  
[planned.org/brandambassador](https://planned.org/brandambassador)



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# SMALL TALK, BIG ISSUES

**MASTER THE MESSAGES,  
FACTS, AND TONE THAT WILL  
INFLUENCE FRIENDS**



# Powerful Phrases

## A WIDE RANGE OF PREVENTIVE HEALTH SERVICES

- Examples: lifesaving cancer screenings, birth control, STI testing, men's health

## ACCURATE INFORMATION & NONJUDGMENTAL HELP

- Replacing fear and misinformation with facts and education
- Patients of all ages know they will be cared for compassionately and confidentially
- Everyone should have accurate information about all of their health care options
- Decisions about whether to choose adoption, end a pregnancy, or continue a pregnancy should be made by a pregnant person with the counsel of their family, their faith, and their health care provider

## ACCESSIBLE & AFFORDABLE HIGH-QUALITY CARE

- Our highly trained doctors, nurses, and other health care professionals are experts at what they do
- We follow the most up-to-date medical protocols and meet stringent credentialing requirements

## WE'RE HERE

- Our doors are open to everyone, no matter who they are or where they live
- For parents who might be uncertain about how to talk to their teens about sex
- For youth and schools that need comprehensive sex education programs, covering everything from abstinence to birth control

# Talking About Abortion

- "No one does more to prevent unintended pregnancies than Planned Parenthood through our birth control services and sexual education programs."
- Acknowledging the complexity of the topic is powerful: "Abortion is a deeply personal decision."
- Don't apologize for our abortion services by saying that "it's only 5%" of what we do." Instead say, "Abortion is a small and important part of what we do."
- Help people think outside their bubble: "I don't know a person's specific situation" or "I am not in their shoes."
- Use the phrases "ending a pregnancy," "abortion," or the need for a "safe and legal procedure."
- Remind people that abortion stigma keeps people silent about their experience. This silence is harmful because it makes individuals feel alone in their experience and it makes it easier to restrict access to abortion.



# Other Hot Topics

## GOVERNMENT FUNDING

- Federal funds are not used for abortion. The Hyde Amendment, passed by Congress in 1976, bans the use of federal funds to pay for abortions, with exceptions for when the life of the pregnant person is in danger, or when the pregnancy results from rape or incest. California funds abortions for Medi-Cal patients.
- Rigorous research shows that the preventive health care Planned Parenthood provides saves taxpayer money in the long run.

## PROFITING FROM ABORTION

- Planned Parenthood is a nonprofit; there are no profits. All revenues go directly back into the services we provide in our local communities.

## POLITICS

- No one turns to politicians for advice about blood pressure screening or cancer treatments. Politicians should not be involved in anyone's personal medical decisions about their reproductive health or pregnancy.
- Reproductive health has historically been a bi-partisan issue. Leading Republicans legalized abortion in California (Reagan), started the Title X federal family planning grant (Nixon), and abolished abstinence-only sex education in California and started California's subsidized family planning program (Wilson).

## WHEN LIFE BEGINS

- Questions about when life begins are personal, and it's just not that simple. For some it's based on faith; for others, it's a matter of science or medicine. One thing I do know is that politicians aren't the experts.

## LABELS LIKE "PRO-CHOICE" AND "PRO-LIFE"

- "Pro-choice" and "pro-life" labels don't reflect the complexity of how most people actually think and feel about abortion. Instead of putting people in one category or another, we should respect the real-life decisions people and their families face every day.