



PREVENTION FIRST TIME LINE

NARAL Pro-Choice America has long championed the cause of prevention. In addition to our work aimed at keeping abortion safe and legal, we actively support legislation that would make abortion less necessary, not more dangerous or difficult. In 2005, Nancy Keenan, president of NARAL Pro-Choice America, launched the latest phase in this effort called *Prevention First*. Americans are tired of divisive attacks on a woman's right to choose. That's why we are challenging federal and state lawmakers to unify behind commonsense policies that could prevent unintended pregnancies and therefore reduce the need for abortion. *Prevention First* reflects the values of freedom, privacy, and personal responsibility. That means we support guaranteeing women's access to birth control, making sure our children receive honest, realistic sex education, and increasing support for family-planning services. The following timeline describes the legislative, political, grassroots, and media-related components of our *Prevention First* efforts.

January 2005

◆ **NARAL Pro-Choice America Endorses Senator Harry Reid's Prevention First Act:** This commonsense bill proposes a thoughtful package of preventive-health and education measures designed to help reduce unintended pregnancy and, therefore, the need for abortion. NARAL Pro-Choice America endorses the bill (S.20) and our Choice Action Network (CAN) of online activists send nearly 65,000 messages urging other senators to support it. Pro-choice Rep. Louise Slaughter of New York is the primary sponsor of the House version, H.R.1709.

February 2005

◆ **NARAL Pro-Choice America Challenges President Bush to Use State of the Union Address to Call for Common Ground on Preventing Unintended Pregnancies:** NARAL Pro-Choice America urges the president to answer our challenge—finding common ground by reducing unintended pregnancies, and therefore the need for abortion.

◆ **NARAL Pro-Choice America Decries President's Support for Inaccurate and Ineffective "Abstinence-Only" Programs:** In the budget proposal submitted to Congress for fiscal year 2006, President Bush cancels many important, valuable health programs - while sharply increasing taxpayer spending for abstinence-only censorship programs.

◆ **NARAL Pro-Choice America Endorses REAL Act:** NARAL Pro-Choice America endorses the bipartisan Responsible Education about Life (REAL) Act (H.R.768/S.368) to ensure young people receive honest, medically accurate and age-appropriate sex education. NARAL Pro-Choice America's members send more than 77,636 letters to Congress urging passage of this vital legislation.

◆ **NARAL Pro-Choice America Issues Call for Common Ground Challenge to Anti-Choice Groups, Runs Ad in the Conservative *Weekly Standard*:** In an ad published in the conservative *Weekly Standard*, NARAL Pro-Choice America issues a message to the right-to-life movement asking them to join us in supporting Sen. Reid's *Prevention First Act*, a common-ground measure that includes thoughtful proposals to prevent unintended pregnancies.

March 2005

◆ **NARAL Pro-Choice America Backs Clinton-Reid Prevention Amendment to Federal Budget:** Nancy Keenan endorses and lobbies for an amendment to the federal budget that would have set aside funds for sensible pregnancy-prevention programs. More than 22,000 NARAL Pro-Choice America members send messages to their senators urging them to support the amendment. Unfortunately, anti-choice senators reject the measure by a vote of 53 to 47.

◆ **NARAL Pro-Choice America Launches Online Pharmacy Access Campaign:** The media begins reporting that rogue pharmacists across the country are refusing women their birth-control prescriptions. In response, NARAL Pro-Choice America launches a campaign to protect women's access to birth control. Activists send more than 287,000 messages to the five targeted retail pharmacy chains—CVS, Eckerd's, Rite Aid, Walgreens and Wal-Mart—asking them to assure their customers that they will fill prescriptions for birth control.

April 2005

◆ **Sex-Ed by President Bush. Can You Pass the Test?:** NARAL Pro-Choice America sends a real but unfunny April's Fool's Day message showcasing the inaccurate and misleading material in many "abstinence-only" programs. After taking the 'Final Exam, Birds and Bees 101,' activists can take action and send a message to members of Congress asking them to support the REAL Act.

◆ **NARAL Pro-Choice America Praises Illinois Governor's Action to Protect Women's Access to Birth Control:** Nancy Keenan joins Illinois Gov. Rod Blagojevich at a news conference in Chicago announcing the passage of an emergency rule to ensure that pharmacies in Illinois fill prescriptions for contraceptives without delay. Gov. Blagojevich's actions come in response to reports of pharmacists refusing to fill women's birth control prescriptions in the state.

◆ **NARAL Pro-Choice America Endorses Bipartisan Federal Legislation to Guarantee Women's Access to Birth Control:** Nancy Keenan joins Sen. Frank Lautenberg of New Jersey

and Rep. Carolyn Maloney of New York at a Capitol Hill news conference to introduce the bipartisan Access to Legal Pharmaceuticals Act (ALPhA, S.809/H.R.1652), legislation to stop pharmacies from refusing to fill prescriptions. Rep. Chris Shays of Connecticut becomes the bipartisan bill's chief Republican cosponsor.

◆ **NARAL Pro-Choice America President Kicks Off "Heartland Tour" in Washington State:**

In her first two months as president of NARAL Pro-Choice America, Nancy Keenan launches her Heartland Tour, where she works with state affiliates and creates opportunities to listen and learn from community leaders and activists from across the country about ways to advance prevention strategies and opportunities for collaboration. In Washington, Keenan meets with the leaders of NARAL Pro-Choice Washington, policy makers, grassroots pro-choice advocates, local women's leadership, students, supporters, as well as journalists and editorial writers.

◆ **"Heartland Tour" Goes to Texas; Nancy Keenan Meets With Legislators, Community Leaders:** On the second stop on the Heartland Tour, Nancy Keenan and leaders of NARAL Pro-Choice Texas host a briefing with members of the Texas Legislature's Women's Health Caucus and meet with editorial boards at four major daily papers in the state.

May 2005

◆ **Anti-Choice Leaders Refuse to Allow Vote on Giving Military Women Better Access to "Morning-After" Pill:** Anti-choice House Republican leaders block a vote on an amendment to the Defense bill by Rep. Mike Michaud of Maine to ensure that military health-care facilities stock emergency contraception. Approximately 19,000 CAN activists send messages to their representatives asking them to support this amendment.

June 2005

◆ **On 40th Anniversary of *Griswold v. Connecticut* NARAL Pro-Choice America Issues Report Outlining Threat to Women's Access to Birth Control:** On the 40th anniversary of the landmark decision in which the Supreme Court struck down a state ban on contraception, NARAL Pro-Choice America issues *States of Denial: 40 Years After Griswold v. Connecticut, Privacy and Birth Control at Risk Once Again*, which shows a disturbing trend of 15 state legislatures considering measures to restrict women's access to birth control. The report also unveils new polling data showing the remarkable breadth of opposition to allowing pharmacists to refuse birth control prescriptions, with 80 percent of the public, including 74 percent of self-identified "pro-life" individuals, opposing the practice.

◆ **More than 1,400 Activists in 45 States Participate in Campaign to Ask Pharmacies to Pledge to Uphold Right to Birth Control:** NARAL Pro-Choice America launches an online campaign to continue emphasizing how the anti-choice movement is trying to take away not just a woman's right to choose, but also her birth control. NARAL Pro-Choice America activists in 45 states sign up to have their local pharmacies pledge to fill women's birth control prescriptions.

◆ **Hypocrisy on the Hill: Anti-Choice Lawmakers Vote "No" on Measures to Help Pregnant Women:** At a House Appropriations Subcommittee budget mark-up, 11 anti-choice Republican members vote against a proposal offered by Rep. David Obey of Wisconsin that would have increased funding for child care, maternal and child health care, domestic-violence prevention, job training, and other services designed to help pregnant women. NARAL Pro-Choice America supports Obey's amendment and issues a statement highlighting the hypocrisy of anti-choice lawmakers who oppose it.

◆ **NARAL Pro-Choice America President Brings Call for Common Ground to Minnesota:** At a news conference at the Minnesota state capitol, Nancy Keenan joins NARAL Pro-Choice Minnesota members and legislators in calling on anti-choice forces to support preventative measures aimed at reducing unintended pregnancy. This stop on the "Heartland Tour" coincides with the National Right to Life Committee's annual conference in suburban Minneapolis.

◆ **Heartland Tour - Oregon: Nancy Keenan, Oregon Governor Back Better Access to "Morning-After" Pill:** Nancy Keenan, Gov. Ted Kulongoski, and NARAL Pro-Choice Oregon release a survey detailing the availability of emergency contraception at the state's pharmacies. Keenan and the governor call on the state legislature to act on two bills aimed at improving awareness of and access to emergency contraception.

July 2005

◆ **Senators Clinton and Murray's Secure Written Assurance That the Bush FDA Will Act on Plan-B Application by Sept. 1:** Nancy Keenan praises Sens. Clinton and Murray for securing a September 1 deadline for the FDA to act on a petition to follow the recommendation of its scientific and medical advisory panels to make the Plan B "morning-after" pill available over the counter. This comes after nearly a two year delay by the Food and Drug Administration (FDA). Unfortunately, the Bush administration would later break this promise (see August 2005).

◆ **NARAL Pro-Choice America Calls on President Bush to Reveal His Views on Birth Control:** In an unexpected and troubling development, during a July 18 media briefing, White House Press Secretary Scott McClellan refuses, for a second time, to answer a journalist's simple question of whether or not President Bush supports birth control. NARAL Pro-Choice America calls on the president to answer this question on a fundamental issue for women's health. McClellan was first asked this basic question on May 26, 2005.

August 2005

◆ **Anti-Choice Senate Leader Tells Women that Birth Control Is Bad for the Country, Distorts Own Voting Record:**

After a televised interview where Sen. Rick Santorum (R-PA) simultaneously criticizes women for using birth control and falsely implies that he voted for birth-control programs, NARAL Pro-Choice America releases a sampling of recent votes that prove Sen. Santorum's relentless hostility toward contraception, including votes to cut off family-planning services for poor women overseas and to block a program that would require insurance companies that cover Viagra to pay for birth control, too.

◆ **Bush Administration Breaks Promise to Make Decision on "Morning-After Pill" by**

September 1: Nancy Keenan criticizes the Bush FDA for breaking its promise to the U.S. Senate to decide, after more than two years of delay, whether women may obtain emergency contraception over the counter.

September 2005

◆ **NARAL Pro-Choice America Applauds Dr. Susan Wood for Standing Up For Her Convictions and Speaking Out Against the FDA's Refusal to Make Decisions Based On**

Science and Medical Evidence: Dr. Susan Wood, head of the FDA's Office of Women's Health, resigns from her position in response to the agency's repeated delays in granting over-the-counter status to the "morning-after" pill. NARAL Pro-Choice America asks online activists to thank Dr. Wood.

◆ **Crawford's Departure Should Prompt Action on 'Morning-After' Pill:** In a surprise move, Lester Crawford announces his resignation as commissioner of the FDA on Sept. 23, 2005. In a statement released by NARAL Pro-Choice America, Nancy Keenan calls Crawford's resignation an opportunity for the agency to rebuild its credibility and move forward on a petition to make emergency contraception available to women over the counter.

November 2005

◆ **NARAL Pro-Choice America Backs Bill Calling on FDA to Act on 'Morning-After' Pill:**

Nancy Keenan calls on Congress to pass new legislation introduced by Rep. Carolyn Maloney of New York that would require the FDA to end two years of delay and make a decision on whether women may have over-the-counter access to emergency contraception.

◆ **New Online Clock Tracks Bush Administration’s Inaction on “Morning-After” Pill; Online Campaign Comes as New GAO Report Reveals Political Interference Played a Role in FDA’s Delay:** More than 1,700 days after NARAL Pro-Choice America 70 other organizations file a citizen’s petition requesting that the FDA give certain emergency contraceptive drug products over-the-counter status, NARAL Pro-Choice America launches an online “timer” clock to keep track of the number of days the Bush FDA refuses to act on that petition.

December 2005

◆ **Pro-Choice Americans Urge Walgreens to Secure Women’s Access to Contraception:** Walgreens in Illinois disciplines four of its pharmacists who refused to guarantee customers access to legally prescribed birth control. In a statement, Nancy Keenan calls Walgreens compliance with the state policy initiated by Gov. Rod Blagojevich a positive development. She also calls on the retail chain to implement a nationwide guarantee for birth control—a policy that Walgreens does not currently have in place.

January 2006

◆ **NARAL Pro-Choice America Calls on Bush to Fulfill Promise of Uniting, Not Dividing, the Country on Abortion Rights in State of The Union Address:** Nancy Keenan once again challenges President Bush to use his State of the Union Address to unite the country by abandoning his divisive attacks on safe, legal abortion and devoting his efforts instead to commonsense prevention measures that will reduce the need for abortion. NARAL Pro-Choice America provides a list of the eight actions President Bush and Congress can take in 2006 to accomplish this worthy goal.

February 2006

◆ **In First 72 Hours of Call to Action, Thousands of Americans Tell Wal-Mart to End Policy of Blocking Women’s Access to the ‘Morning-After’ Pill:** NARAL Pro-Choice America sends 26,441 messages from Americans in all 50 states to Wal-Mart’s Bentonville, Arkansas headquarters urging the retailer to reverse its policy of refusing to carry the “morning-after” pill. Emergency contraception is most effective if used within 72 hours. NARAL Pro-Choice America channels the messages through its website during the same 72-hour period. NARAL Pro-Choice America, which has been a leader in calling on Wal-Mart to change this policy, launches this latest call to action after three women in Massachusetts file a lawsuit against the retailer for refusing to stock emergency contraception. NARAL Pro-Choice Massachusetts previously joined the women at a news conference to announce the lawsuit and joins NARAL Pro-Choice America in sending the messages.

March 2006

◆ ***Prevention First: Challenge for Common Ground National Day of Action:*** On March 7, NARAL Pro-Choice America enters the next phase in the *Prevention First: Challenge for Common Ground* initiative. Events in more than 20 states and in Washington, DC reinforce the fundamental American values of freedom and personal responsibility that guide our work. Nancy Keenan joins leading pro-choice members of Congress at a Capitol Hill press conference to call for votes on commonsense measures to prevent unintended pregnancies and reduce the need for abortion.

◆ ***Ad in USA Today Challenges Lawmakers to Back Commonsense Ways to Prevent Unintended Pregnancies:*** NARAL Pro-Choice America publishes an ad in *USA Today* that challenges federal and state lawmakers to back commonsense measures to prevent unintended pregnancies and reduce the need for abortion. The ad is part of the national organization and its state-based affiliates' *Prevention First: Challenge for Common Ground* initiative. The challenge calls for an end to divisive attacks on women's reproductive freedom, such as South Dakota's ban on abortion, and instead focuses on sensible, effective ways to prevent unintended pregnancies.

April 2006

◆ ***NARAL Pro-Choice America Applauds Commonsense Menendez Bill to Prevent Teen Pregnancy:*** On April 4, NARAL Pro-Choice America reiterates its support for legislation re-introduced by Sen. Robert Menendez of New Jersey that includes a series of commonsense proposals to help prevent teen pregnancy and protect the health and well-being of young people. As a House member, Menendez had introduced similar legislation the previous year. The Menendez bill, the Comprehensive Teen Pregnancy Prevention Act, would create a new teen-pregnancy-prevention grant program for local educational agencies, state and local health agencies, and non-profit private entities. The initiatives would include efforts to encourage teens to delay sexual activity and help parents communicate with their children about sex. In addition, the proposal would increase funding for essential after-school programs and establish a five-year demonstration project for schools, non-profits, faith-based, and community organizations to foster creative new programs to supplement existing teen pregnancy prevention programs.

◆ ***NARAL Pro-Choice America to FDA: "Women are Waiting":*** On April 18, Nancy Keenan and NARAL Pro-Choice America members, deliver 5,000 hourglass timers and petitions to the FDA headquarters with this timely message: "Women are waiting." NARAL Pro-Choice America asks the FDA to end the three-year delay on over-the-counter access to Plan B®, an emergency contraceptive. The FDA refuses to accept the petitions.

July 2006

◆ **FDA Reconsiders Application to Widen Access to Plan B as a Result of Public Pressure:** On July 31, in a letter to Barr Laboratories, acting FDA Commissioner Dr. Andrew von Eschenbach indicates that the FDA may be willing to approve Plan B® for over-the-counter sales for women ages 18 and older.

◆ **2006 Candidate Guide DVD:** NARAL Pro-Choice America sends all endorsed candidates the 2006 Candidate Guide DVD. This DVD is an educational tool for candidates that talks about how voters want a change in the tone of the debate and a focus on commonsense solutions to prevent unintended pregnancies, without making a woman's right to choose more dangerous or difficult. This values-based message gives candidates the tools to go on the offense instead of playing defense on the issue of abortion.

August 2006

◆ **Barr Laboratories Submits Revised Application to FDA:** On August 18, the media reports that, after meeting with FDA officials, Barr Laboratories submitted a revised application to sell Plan B® over the counter to women ages 18 and older.

◆ **FDA approves Plan B® for Over-The-Counter Sales for Women Ages 18 and Older:** On August 24, after stalling on the application for more than three years, the FDA finally approves Plan B® for over-the-counter sales for women ages 18 and older.

◆ **New Poll Reaffirms that Americans Oppose Congressional Attacks on a Woman's Right to Choose:** NARAL Pro-Choice America releases a new poll that reaffirms that Americans want lawmakers to oppose interference by government and politicians into personal decisions. The poll also shows that voters are much more likely to support candidates who emphasize practical prevention measures like birth control, and honest, realistic sex education.

◆ **Nancy Keenan Addresses Attendees at Democratic Governors Association Chairman's Event and Policy Conference:** At the annual Democratic Governors Association meeting in Aspen, Colorado, Nancy Keenan explains how a values-based *Prevention First* message is a tool that will allow them to go on the offense, strongly communicating their pro-choice values and offering commonsense solutions for preventing unintended pregnancies.

September 2006

◆ **Anti-Choice Groups Renew Attacks on Birth Control With Chicago Conference:** The Pro-Life Action League's "Contraception is not the answer" conference September 22-23 in Chicago is another example of anti-choice groups stepping up their attacks on birth control. This conference reaffirms that the anti-choice agenda is not just about overturning *Roe v. Wade*, but

also outlawing or undermining access to birth control. In a *Chicago Tribune* article, Joseph Scheidler, an anti-abortion veteran who heads the Pro-Life Action League, says, "Contraception is more the root cause of abortion than anything else." (*Chicago Tribune*, September 24, 2006).

◆ **Americans Send More than 70,000 Petitions to Congress: Enact the REAL Act!:** NARAL Pro-Choice America asks activists to collect signatures for the Friends and Family Petition in support of the Responsible Education About Life (REAL) Act, legislation that would set up the first-ever federal sex-education program. Activists collect more than 70,000 signatures.

November 2006

◆ **Prevention First and Pro-Choice Victories in the 2006 Midterm Elections:** On November 7, 2006, Americans reaffirm their commitment to the values of freedom, privacy, and personal responsibility by electing pro-choice candidates and defeating anti-choice ballot measures in races across the country. NARAL Pro-Choice America capitalizes on the public's call for change with a comprehensive \$2.5 million political program, which includes independent expenditures in congressional races, direct contributions to candidates, and contributions to the efforts to defeat anti-choice ballot measures in three states. NARAL Pro-Choice America's independent-expenditure program (mail, voter ID, phones, GOTV) incorporates the *Prevention First* message in six targeted congressional districts—Arizona's 1st, Arizona's 5th, Arizona's 8th, Iowa's 1st, Pennsylvania's 7th, and Pennsylvania's 8th. Five of these six candidates win—as do 75 percent of the candidates NARAL Pro-Choice America endorsed nationwide. Twenty-three new pro-choice members in the House, and three in the Senate, replace either mixed or anti-choice incumbents.

◆ **Plan B. Where's Yours?:** NARAL Pro-Choice America launches a year-long, nationwide campaign to urge national pharmacy chains, such as CVS, Rite Aid, and Walgreens, to adopt corporate policies ensuring that each of their stores stocks Plan B®. The Plan B® emergency contraceptive, also known as the "morning-after" pill, has been repackaged for over-the-counter sales to individuals 18 and older. More than 35,000 CAN activists ask national pharmacy chains to adopt a company-wide policy to stock Plan B®.

◆ **Opposition to Bush's Anti-Birth-Control Appointee Continues to Grow:** NARAL Pro-Choice America's members send nearly 30,000 messages in less than 24 hours urging the Department of Health and Human Services (HHS) to reconsider the appointment of Eric Keroack to lead family-planning post. Keroack is affiliated with the organization A Woman's Concern. According to that group's website, "A Woman's Concern is persuaded that the crass commercialization and distribution of birth control is demeaning to women, degrading of human sexuality and adverse to human health and happiness."

◆ **Wal-Mart Takes Step to End Discriminatory Policy; Will Now Include Birth Control in Insurance Plan:** Nancy Keenan calls Wal-Mart's decision to include birth control in its insurance coverage plan a victory for thousands of American women and says this

announcement sends a strong message that ensuring women's access to birth control is a commonsense policy that Americans support.

January 2007

◆ **NARAL Pro-Choice America Issue State of the Union Challenge to President Bush:** As President Bush prepares to deliver his State of the Union Address, Nancy Keenan points to pro-choice electoral successes and challenges him once again to use this opportunity to unite the country by abandoning his divisive attacks on choice and refocusing his efforts instead on commonsense prevention measures that will prevent unintended pregnancy and therefore reduce the *need* for abortion.

◆ **Pro-choice Activists Declare South Dakota Campaign "Hero of the Year" in 2006; Eric Keroack Clear Winner for "Zero of the Year:"** NARAL Pro-Choice America supporters name Eric Keroack, Bush's anti-choice appointee to direct the country's family-planning program, the Zero of 2007. More than 43,000 activists send messages to Keroack's boss, HHS Secretary Mike Leavitt, asking him to ask for Keroack's resignation.

◆ **Activists Ask Congress to Make Medically Accurate Sex Education a Reality for all American Teenagers:** NARAL Pro-Choice America asks member activists to collect and mail to NARAL Pro-Choice America the sex-education curriculum from their local school board. NARAL Pro-Choice America will use this evidence to convince Congress that medically accurate sex education is desperately needed.

◆ **Is Plan B® Available at Your Local Pharmacy?:** NARAL Pro-Choice America asks activists to take a moment to call their local pharmacy and ask if it stocks Plan B®. Once activists send all the information to NARAL Pro-Choice America, the data will be used to work with national pharmacy chains to guarantee American women have access to their birth-control medication.

February 2007

◆ **After Six Years, He Still Doesn't Get It:** Nancy Keenan calls President Bush's proposed fiscal year 2008 budget yet another missed opportunity to improve women's reproductive health. Rather than investing in programs to prevent unintended pregnancy and *reduce* the need for abortion, the president has yet again chosen to satisfy his right-wing base. Keenan says pro-choice Americans will call on Congress to correct the president's mistakes by increasing funding for family planning and requiring medically accurate sex education for our teens.