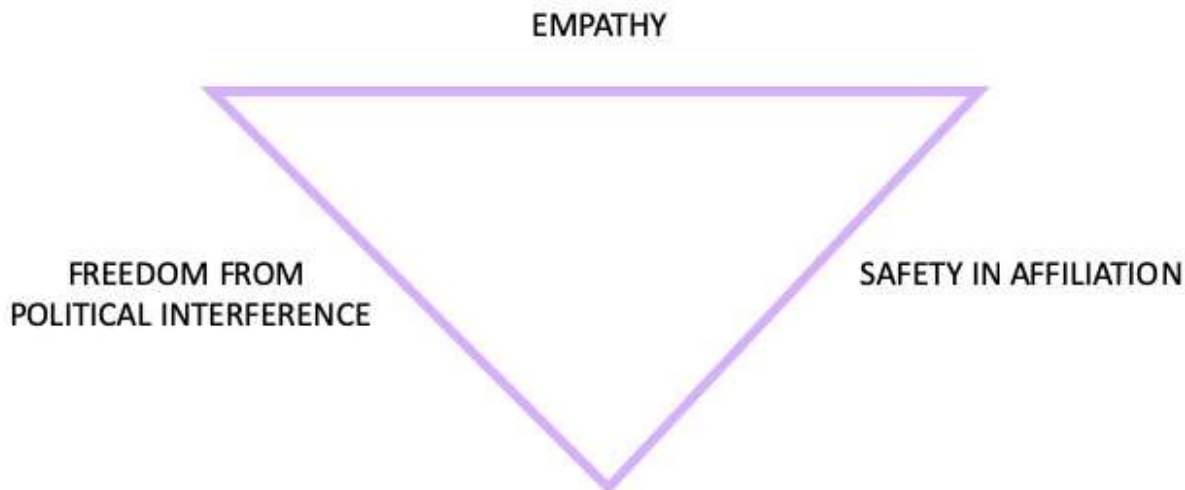


NARAL Talking Points - Summer 2019

While Republican lawmakers in states across the country rush to pass extreme abortion bans, reproductive freedom advocates have the critical task of amplifying the real story:

- A strong majority of the American public recognizes that any decision about pregnancy should be made by the woman with the support of people she loves and trusts.
- Politicians trying to ban abortion are out of touch with the beliefs of most Americans.
- Women and their families need the freedom to make the best decision for their circumstances—they don't deserve to pay the price for a political agenda.

Among this 7 in 10 majority of Americans, many now feel frustration and anger at the right-wing agenda to deny personal freedoms in pursuit of a total ban. This provides an opportunity for advocates to connect to audiences through core values of empathy and freedom while offering a sense of security in affiliation with the mainstream.





SHOW UNDERSTANDING FOR WOMEN AND FAMILIES

Value: Empathy

Key message: *We cannot make a woman's decisions because we don't know her heart.*

Supporting messages:

- > *Nobody can know what a woman and the people she loves and trusts are going through when making personal decisions.*
- > *Women and their families don't deserve to pay the price for a political agenda.*
- > *One-size-fits-all laws simply don't work when people are making personal medical decisions.*

Context: This point enables people who support the right to access legal abortion to stake out moral high ground by putting the experience of women and their families at the center of this issue. It touches on compassion as well as the importance of not judging others.

CALL OUT RIGHT-WING POLITICIANS

Value: Freedom from Political Interference

Key message: *Politicians are restricting women's freedom by pushing through harsh regulations to serve their own agenda.*

Supporting messages:

- > *The real goal of these politicians is to deny women's freedom by banning abortion.*
- > *These politicians are overstepping their role and criminalizing and punishing women.*
- > *Politicians who are restricting women's freedom are out of touch with mainstream America.*
- > *Interfering in women's lives to score political points is just plain wrong.*

Context: This provides an opportunity to connect with anger and frustration about overreach by politicians pursuing an agenda that does not resonate with the majority of Americans. The villains in this story are specific politicians, not "the government."



EMBOLDEN THE MAJORITY / REASSURE SOFT SUPPORTERS

Value: Safety in Affiliation

Key message: *Most Americans believe that personal decisions about pregnancy should be made by a woman and the people she loves and trusts.*

Supporting messages:

- > *The strong majority—over 70%—of the public agrees: women and their families deserve the freedom to make the best decision for their circumstances.*
- > *Support for legal abortion in most or all cases has gone up over the past year.*
- > *Leaders who value women’s freedom are taking action and passing laws to protect access to abortion.*
- > *Most Americans agree with NARAL: decisions about abortion should be made by a woman with the support of the people she trusts, not politicians.*

Context: This is an affirmative statement of a positive vision shared by a decisive majority of Americans. It speaks to the shared values and concerns of both strong allies and those who oppose political interference even if they are personally against abortion.