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EVERYBODY

To: Interested Parties

From: NARAL Pro-Choice America Research Team

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Memo: Anti-Choice Movement Pushes False Narratives About “Protecting Women” Post-Dobbs v. Jackson Women’s Health Organization

With the introduction of Senator Lindsey Graham’s (R-SC) national abortion ban, the anti-choice movement has yet again [rebranded](#) its attacks on abortion access as efforts to “[protect women](#).” However, the harm that abortion bans cause women and pregnant people is well [documented](#), and there have been many [cases](#) of these [dangers playing](#) out since the *Dobbs* decision in June.

The anti-choice movement co-opts language around “women’s rights” to justify its extremism and distract from its ultimate aim of white supremacist, patriarchal control. While anti-choice activists and [politicians](#) work to downplay the harms abortion bans cause, we must center the impact of bans on real people, call out the anti-choice movement’s [rampant transphobia](#) and homophobia, and expose their motives and radical agenda.

Using Fake Feminism to Validate Restrictions on Abortion Care

The anti-choice movement has long operated under the guise of being “[pro-woman](#)” to promote its [misogynistic](#), [regressive](#) agenda. Who could forget anti-choice activists falsely asserting that the [overturning](#) of *Roe v. Wade* was a “[win](#)” for women and would ultimately “[serve](#)” them? The anti-choice movement continues to misleadingly argue that they are the “[real allies](#)” to women and the “[true feminists](#)” in the conversation around reproductive freedom.

In order to legitimize its inaccurate and inflammatory claims that the anti-choice movement “[empowers](#)” women, anti-choice activists—such as Abby Johnson and March for Life—allege to defend women against a “[false choice](#)” they face between [parenthood](#) and a [career](#). They baselessly claim to protect women from the reproductive freedom movement’s work to “[turn women against](#)” motherhood and from the “[harms](#)” of abortion access. This fake feminism deliberately distracts from how abortion bans hurt women and pregnant people and deny them the ability to decide if, when, and how to start or grow a family.

The anti-choice movement’s continued elevation of medical [disinformation](#) about abortion care—especially that it is “[never necessary](#),” more “[dangerous](#) than childbirth,” and “not [healthcare](#)”—further underscores the hypocrisy of its “pro-woman” narrative. Using medically inaccurate claims to [scare](#), confuse, and manipulate people seeking care is cruel. It [diminishes](#) a pregnant person’s decision-making and disregards their health and well-being. Yet anti-choice activists and politicians are leaning into this manipulative narrative to argue that the proposed national abortion ban “[protects women](#)” and attempt to garner support.

Promoting Fake Health Centers as their Post-Roe Solution to “Supporting Women”

Rather than calling to strengthen current social safety nets and [promoting policies](#) that directly support pregnant people and families, anti-choice [activists](#) and [politicians](#) cite



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so-called “alternatives to abortion” programs as evidence that they will “[support](#)” pregnant people who are denied abortion care in a post-Roe world. [Millions](#) of public dollars have been funneled into these anti-choice programs, many of which [aren't legitimate medical clinics](#), and are [largely unregulated](#). On the rare chance that an audit occurs, fake health centers are [found](#) to use the funds to promote their anti-choice agenda. Moreover, many fake health centers [deceptively market](#) themselves as medical providers but are rarely run by licensed medical professionals, which allows them to [evade](#) privacy and ethical standards that protect patients.

Fake health clinics—sometimes referred to as “crisis pregnancy centers”—are the centerpiece of so-called “alternatives to abortion” programs despite their well-documented history of using [deceptive messaging](#), and [coercive tactics](#) to manipulate people and dissuade them from accessing abortion care. These organizations [fearmonger](#) about abortion care by spreading [disinformation](#), including promoting [medically unsound practices](#) such as so-called medication abortion “reversal.” Nevertheless, the anti-choice movement continues to make false claims that fake health centers provide “[help](#)” to [pregnant people](#) and “[save babies](#).”

Using Transphobia and Gender Essentialism to Perpetuate the False Narrative of Being “Pro-Woman”

The anti-choice movement weaponizes [transphobic](#) and [trans-exclusionary language](#) in its abortion messaging to position itself as the “protector” of (cisgender) women and promote [regressive](#) views of gender and reproductive freedom. In tandem with other right-wing actors, the anti-choice movement weaponizes discourse about inclusive language as a wedge issue to stoke division and attack both abortion access and gender-affirming care.

In the wake of *Dobbs*, the anti-choice movement has lashed out with increasing transphobia in an attempt to distract and divide the reproductive freedom majority. They promote [out-of-touch](#) stereotypes that assume women should want to have children and [ideologically-motivated, transphobic views](#) around [gender](#) to validate limiting reproductive care. They push the false narratives that motherhood is [synonymous](#) with womanhood and that gender inclusivity [threatens](#) and “[insults](#)” womanhood to hide their discriminatory and dangerous ideas under a thin veil of “[women's rights](#).” They focus on the “dangers” of inclusive language rather than face the reality—that attacks on abortion harm every body.

Using Fake Feminism to Mask True Harm

The anti-choice movement continues to amplify false and disingenuous claims about being “[pro-woman](#)” when in reality [their attacks](#) on reproductive freedom cause real-life harm for women and all pregnant people. Its claims to offer “[support](#)” and “[protection](#)” are intended to mask the true harms of its agenda.