

# SMALL TALK, BIG ISSUES

MASTER THE MESSAGES, FACTS, AND TONE THAT  
WILL WIN ARGUMENTS AND INFLUENCE FRIENDS



## Powerful Phrases

### A WIDE RANGE OF PREVENTITIVE HEALTH SERVICES

Examples: lifesaving cancer screenings, birth control, STD 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 woman 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 and often complex 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 her 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 1) it makes individuals feel alone in their experience. and 2) 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 woman is in danger, or when the pregnancy results from rape or incest. 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.

## 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 we do know is that politicians aren't the experts.



# 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

- 1 in 5 women in the U.S. has visited a Planned Parenthood health center at least once in her life.
- Planned Parenthood serves 2.4 million people each year in 613 health centers across the nation.
- 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 a woman's right to safe and legal abortion.