



# Roe v Wade Overturned Messaging Sequence for Wisconsin

## Listen

1. Listen to what folks already know, their values that influence their views on abortion, and what is motivating them in this moment.
2. People who feel listened to are more likely to listen in return.
3. This sets the tone for discussion/conversation instead of debate.



## Lead With Shared Values

1. Deciding if or when to become a parent is one of the most personal and life-changing decisions many of us will make.

**OR...**

2. Most of us can agree that decisions about our health care, including pregnancy, are personal. We want the ability to decide what's best for us in consultation with the most trusted people in our lives whether it's our family, close friends, faith leaders, or our doctor or doula without politicians interfering.

Examples:

*"And at the end of the day I hope we can all agree on this, we can't let our kids and grandkids grow up and have fewer rights than we did. That's going backward and that's not the future we promised them and that's not the future they deserve."*

~ Gov. Tony Evers

*"As a father of five, grandfather of thirteen, and a man of faith, I have great respect for human life. I also strongly believe that it is not my place to make healthcare decisions for others."*

~ Representative Dave Considine

## Acknowledge Feelings (Grief, Fear, and Outrage)

1. What is happening in our communities and to our loved ones with the loss of abortion access may feel devastating, scary, or infuriating.
2. As we process this, it's important to take care of ourselves and reach out to our friends and family.



## Set Context

1. With the overturning of Roe, the Supreme Court has gone against the overwhelming majority of Americans who want to protect access to abortion care.
2. This decision takes away the freedom for millions of people across the country to make incredibly personal decisions about their own bodies and their futures; these people include our mothers, sisters, friends, and neighbors.

3. "Abortion restrictions already harm Black, Latino and Indigenous people the most. And these communities stand to lose the most if Roe is overturned." - Tanya Atkinson, PPWI President & CEO
4. Here in Wisconsin, this means that abortion is no longer accessible until it has been determined whether the outdated criminal abortion ban from 1849 that had not been in effect because of the protections Roe v. Wade provided will be in effect.

## Cue People to Think Critically



1. Tell people what this looks like in the real world:
  - a. The mother who is just trying to make ends meet now has to find childcare and transportation to travel out of state to get the care she needs
  - b. A patient and doctor discussing when the patient's pregnancy complications will make them sick enough to get the abortion care they need to save their life
  - c. The young college student focused on their career ahead is now questioning those plans as they ask for time off to travel hours away to get an abortion
  - d. A woman being unable to leave an unsafe relationship because she can't imagine parenting on her own
2. Banning abortions won't stop them in Wisconsin or in any other state - what it will do is make it unsafe, returning to the days where women die from unsafe abortions, putting people's lives at risk just for accessing care that they need.

## Bring It All Together

1. Part of the reason this hurts so bad is because we know the generations before us that fought tirelessly to gain and protect access to abortion.
2. It's important now to feel our collective power, to use our strength in numbers and support our loved ones who deserve access to care.

## Reaffirm Commitment to Patients and Community

1. PPWI's doors are open and we will do everything possible to provide a full range of sexual and reproductive health care and education. This includes helping patients navigate scheduling and paying for abortion care out of state and getting any follow-up care they need when they return home.
2. Planned Parenthood will never back down in fighting to ensure that patients can access the care they need. We are in this together and we have strength in numbers. This isn't over. Together we have the power to show up, raise our voices, and fight for the freedom to make decisions about our own bodies and futures.

