



The Caleb Report

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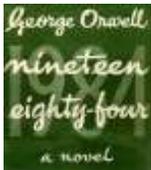
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FRAMING THE DEBATE

PLANNED PARENTHOOD REEDUCATES PRO-ABORTION ACTIVISTS

Virtually all young people read *Nineteen Eighty-Four* as part of their secondary education. (More accurately, most youth were *assigned* to read the book as part of their secondary education.) Written by Eric Arthur Blair (1903-1950) under the penname “George Orwell” and released in 1949, the novel is a far cry from the work he had introduced to the world four years earlier, *Animal Farm*.



Nineteen Eighty-Four is a novel about a society under oligarchical rule. “Big Brother,” as the state is known, has absolute control over every action and thought of the people through propaganda, secrecy, constant surveillance, and harsh punishment. The state made use of three key slogans: “War is Peace,” “Freedom is Slavery,” and “Ignorance is Strength.” Big Brother made verbal manipulation a veritable art form.

Community organizer Saul D. Alinsky (1909-1972) put the importance of language quite succinctly in his book *Rules for Radicals: A Pragmatic Primer for Realistic Radicals* when he wrote, “He who controls the language controls the masses.” Alinsky was right. Unfortunately, nearly all people, groups and governments that engage in verbal engineering do so with evil intentions.

Why has so much been written about the importance of language—the use of particular words and phrases—in swaying public opinion? LDI has addressed the subject on several occasions.

Verbal engineering has played a pivotal role in convincing a sizeable percentage of the population that abortion should be legal—at least under some circumstances. In fact, it could be argued that the Pro-Abortion Movement’s success in refocusing the debate by changing the way people speak is largely responsible for all of its victories.

Motivated by last year’s hard-fought political campaigns, Planned Parenthood Federation of America (PPFA) and its public policy arm, Planned Parenthood Action Fund (PPAF), are stepping up their efforts to change the way people think. Since social engineering is always preceded by verbal engineering, PPFA/PPAF first want to quickly change the way people speak about abortion.

We know how hard Planned Parenthood worked to drop the word “abortion” from the “abortion debate.” What are some of the top controversial issues of the day? Gun control. Same-sex marriage. Immigration. And, of course, “choice.” While every other subject includes a word that makes clear the issue at hand, “abortion” was replaced by “choice”—a term so vague it could apply to everything. After all, every issue involves a “choice” of some kind.

Pro-abortion leaders have tired of the basic “pro-choice” tune, seeing it as having reached its maximum usefulness. Consequently, they have settled on a new mantra.

In a recently released booklet and video, PPAF relies on rhetoric and opinion polls that are both self-serving and deceptive. The booklet is intended to be something of a training manual. The video, on the other hand, is an attempt to explain and justify the sought-after changes. It is meant for the masses to view and embrace.



The booklet, which is titled, “Talking About Abortion: Having An Authentic Conversation About A Complex Topic,” is not

easy to find. Clearly, PPAF intended to keep it from public view. PPAF failed. With this in mind, let’s carefully examine the text:

You’re about to embark on an important conversation.

THIS BOOK WILL HELP.

The language and insights in the following pages are built on extensive research and will allow you to speak with confidence.

THESE MESSAGES STRENGTHEN YOUR POSITION AND ACTIVATE THOSE AROUND YOU

These messages work in a variety of settings, with a variety of messengers.

SUPPORTING RESEARCH:

Enhances favorability for advocates of safe and legal abortion among supporters.

Increases intensity of this issue among supporters.

Insight: LABELS ARE LIMITING

“The pro-choice and pro-life labels don’t reflect the conversation that’s happening in America today.”

OR YOU CAN SAY:

“These labels don’t reflect the complexity of how most people actually think and feel about abortion.”

IF YOU WANT TO SAY MORE:

“Instead of putting people in one category or the other, we should respect the real life decisions women and their families face every day.”

RESEARCH SHOWS:

The number of people who say abortion should remain safe and legal is higher than the number who would indentify as pro-choice. These messages directly reach those people while still motivating our supporters.

First of all, the “conversation” about abortion is the same as it has always been, but claiming there has been some big change can motivate supporters to “keep up” with new trends—even if they do not exist.



Planned Parenthood is seizing upon the fact that no one likes to be “labeled,” even though they are often quite accurate. A “label” is little more than a vague description of one aspect of a person’s character, beliefs, and so forth. “Labeling” is not inherently a negative, but Planned Parenthood is claiming the opposite is true. Why? The masses need to accept this premise before they can be led down the newly engineered path.

According to PPAF, the commonly used labels (“pro-choice” and “pro-life”) should be abandoned because abortion is “complex” and the terms do not accurately describe a person’s position. Alternatively, Planned Parenthood states that we should “respect the real life decisions women and their families face every day.”

This is an example of $A + B \neq C$. The two points have nothing to do with each other. The bottom line is that Planned Parenthood does not want us to use “pro-life” and “pro-choice” because they are simplistic labels. (There are far better reasons to never use “pro-choice.”) But the real motivation behind the change comes into focus when one considers the paragraph that reads, “The number of people who say abortion should remain safe and legal is higher than the number who would indentify as pro-choice.”

The new language allows PPAF to claim that people who support legal abortion in only one circumstance are “pro-choice.” This would greatly increase the number of people Planned Parenthood claims to represent. Continuing with the booklet:

Insight: PEOPLE ARE OFTEN UNCOMFORTABLE TALKING ABOUT ABORTION.

MANY PREFER TO TALK ABOUT PERSONAL DECISION MAKING.

“Abortion is a deeply personal and often complex decision for a woman, and I don’t believe you can make that decision for someone else.”

AND YOU CAN SAY:

“A woman should have accurate information about all of her options. Information should support a woman, help her make a decision for herself, and enable her to take care of her health and well-being.”

IF YOU WANT TO SAY MORE:

“Information should not be provided with the intent of coercing, shaming, or judging a woman.”

RESEARCH SHOWS:

Talking about abortion as part of a full range of options is a strong frame. Painting a picture of personal decision making is powerful.

Many people are indeed uncomfortable talking about abortion. And people would rather discuss “personal decision making” because doing so allows them to ignore the real issues. This is the old “who decides” versus “what’s decided” question and Planned Parenthood never likes to talk about what is being decided.

Exactly what about abortion is “personal”? It obviously impacts *at least* two human beings. But it is not as “complex” as Planned Parenthood would have people believe. The question that must be answered by a mother whose child is in her womb is actually quite simple—Should I pay someone to kill my baby or should I allow him or her to live? There is nothing particularly “complex” about it.



This is not part of PPAF’s film or brochure. It is tool to promote its most recent verbal engineering campaign.

Planned Parenthood is interested in giving a pregnant woman all possible options, but only if the “counselor” leads the customer toward abortion; hence its vehement opposition to pregnancy help centers. Naturally, PPAF wants all discussions to emphasize “personal decision making,” despite the fact that more than one person is affected by the decision. In court cases an adult is appointed to represent the interests of a minor child. But when it comes to a choice between killing and accepting a child, Planned Parenthood believes no one should speak for the one human being facing the greatest impact.

Insight: YOU’RE NOT IN HER SHOES SO DON’T DESCRIBE THEM

"It's just not that simple. I don't know a woman's specific situation—I am not in your shoes. Ultimately, decisions about whether to choose adoption, end a pregnancy, or raise a child must be left to a woman, her family, and her faith, with the counsel of her doctor or health care provider.

CONVERSATION APPROACH:

Don't describe a woman's possible situation. What you think are "good reasons" may not be someone else's.

RESEARCH SHOWS:

79% of likely voters found the statement convincing: "We're not in her shoes. It's just not that simple."

It is intriguing that PPAF does not want its "abortion pushers" to describe possible scenarios. "What you think are 'good reasons' may not be someone else's." The point is to avoid discussing circumstances in which one person may oppose abortion and another may support the deadly act. If woman A draws the line at rape/incest exceptions and woman B draws it at rape/incest and fetal deformity exceptions, no one has the right to interfere with or judge anyone's beliefs or situation. Opinion A is just as good as opinion B. All choices are morally equal so let's just ignore the differences.

Insight: SAFE AND LEGAL IS KEY

"It is important that abortion remain a safe and legal medical procedure for a woman to consider, if and when she needs it."

RESEARCH SHOWS:

Keeping abortion "safe and legal" is one of the most agreed upon statements we tested, even among audiences who are traditionally unfavorable to abortion.

When referencing abortion, the best terms to use are "ending a pregnancy," "abortion," or "a safe and legal procedure."

One point should be made crystal clear. A woman does not "need" an abortion. If she did there would not really be a "choice" involved.



Planned Parenthood is embracing the word "abortion," but only if accompanied by the words "safe and legal." Pro-abortion activists are learning to preach the message in a way that is most likely to evade the real issues and, therefore, ending with a "safe and legal" position. But this can only be achieved if the listener is "guided" toward the desired position.

The next section of the booklet is predictable:

Insight: WHO INVITED THE POLITICIANS?

"Women don't turn to politicians for advice about mammograms, prenatal care, or cancer treatments. Politicians should not be involved in a woman's personal medical decisions about her pregnancy."

"The bottom line is that a woman, not politicians, should make the informed decisions when it comes to her own pregnancy."

RESEARCH SHOWS:

Government and politicians staying out of these personal decisions is a **core anchor for messaging**.



One of PPFA/PPAF's favorite tactics is also one of the most effective. The common disdain for politicians is used to gain favor. It does not matter that the lawmaker may be trying to protect human life against those who

would destroy it. Once again, it is an example of evading the real issue by creating a straw man.

Self-promotion is up next in "Talking About Abortion":

WHAT IS PLANNED PARENTHOOD?

PLANNED PARENTHOOD IS A HEALTH CARE PROVIDER IN AN INFORMATION-SEEKING WORLD.

"Planned Parenthood health centers provide a broad range of services, more than 90% of which are life-saving cancer screenings, birth control, prevention and treatment of STDs, breast health services, Pap tests, sexual health education, information, and health counseling."

"One in five women has turned to Planned Parenthood at some time in her life for professional, non-judgmental, and confidential care. No one else does more than Planned Parenthood to reduce unintended pregnancies and keep women healthy."

RESEARCH SHOWS:

Basing the messages on the **broad range of services** provided by Planned Parenthood health centers and including information about all services and options reminds people of Planned Parenthood's mission and impact.

In other words, deemphasize Planned Parenthood's death business and stress its seemingly altruistic side.

The last section of the booklet is basically a summary:

MESSAGING TIPS

ACKNOWLEDGE that you don't know a woman's situation and can't walk in her shoes.

SPEAK about a "woman's pregnancy." You do not need to include the words "unplanned" or "unintended."

EMPHASIZE that abortion should remain safe and legal.

STOP after you've made your point. More detail about specific situations often pushes people away.

REMEMBER that moving away from labels broadens your audience and helps you connect with the public on this issue.

Any person who employs even a small amount of critical thinking could see right through the misleading tactics.

Sadly, most people will take what they are being told at face value—without even an ounce of healthy skepticism.



The release of the PPAF video, “Not In Her Shoes,” was made public in a statement to the media. The video illustrates “how the pro-choice and pro-life labels don’t reflect the complexity of the conversation about abortion, and the way that Americans—especially young people—think and talk about abortion today.” The statement said the video “highlights a disassociation with the black and white labels that ‘box in the conversation’ and the fact that a growing number of Americans who might otherwise identify themselves as ‘pro-life’ are in fact in favor of keeping abortion safe and legal.” It was noted that the video is part of the group’s effort to “expand the national conversation about abortion beyond ‘pro-choice’ and ‘pro-life’ labels.”

“The way that Americans—especially young people—think and talk about abortion has changed over the last 40 years,” said PPFA President Cecile Richards. “A growing number of Americans no longer identify with the pro-choice and pro-life labels that they believe box them in.” Richards claimed that “many people” who identify themselves as pro-life “also believe that women should have access to safe and legal abortion.”

Both the “Talking About Abortion” booklet and “Not In Her Shoes” video rely heavily on what we are led to believe is exhaustive research. How did PPAF come by the statistics and poll numbers upon which it has greatly relied? Anyone with superhuman eyesight may see the fine print found in the video which reads, “Online survey conducted by the Glover Park Group [GPG], December 2012.” Needless-to-say, online polls are not considered the least bit valid and both PPAF and GPG know it, yet they choose to rely on the useful “data” and hide the truth in the fine print.

What is Glover Park Group? It is a media consulting firm and, get this, a registered lobbyist for—you guessed it—*Planned Parenthood*, which is just one more reason why the statement that most people want abortion to remain legal is both laughable and despicable. Remember, Planned Parenthood’s entire case showing the supposed need for its new campaign was based on GPG “research.” PPFA/PPAF wants to change the way people speak so a seemingly innocuous “reason” was manufactured. After all, no one expects PPFA/PPAF to publicly announce its “verbal and social engineering campaign.” This is yet another example of Planned Parenthood deception.

Planned Parenthood of West and Northern Michigan (PPWNM) addressed the new campaign in its newsletter:

On January 22, the 40th anniversary of *Roe v. Wade*, PPWNM stood with women across the country in reinforcing the importance of safe and legal abortion. Despite abortion being legal, constitutionally protected, and consistently supported by a majority of Americans, opponents of women’s health have made it increasingly harder for women to access it through court battles, ballot measures, and burdensome legislative restrictions.

The 40th anniversary of *Roe* coincides with the release of new research showing that a large majority of American’s believe in a woman’s right to choose but we need to have a major shift in the way we, as a nation, are having the “abortion debate.”

PPWNM cited three additional polls:

- A survey conducted shortly after the 2012 presidential election by the Pew Research Center, a subsidiary of the PPFA-funding Pew Charitable Trust, showed that “64 percent of voters younger than 30 said that abortion should be legal in all or *most* cases” (emphasis added).
- According to “research” from the pro-abortion National Latina Institute for Reproductive Health, 74 percent of Latino registered voters “support a woman’s ability to make personal, private decisions about abortion.” Just how vague is that?
- According to a 2012 survey conducted by the pro-abortion Public Religion Research Institute, 67 percent of black Americans believe abortion should be legal “in all or *most* cases” (emphasis added).

A wide conclusion has been drawn from narrow and vague “evidence.” PPWNM claimed it is “clear from the data...that the number of people who say abortion should remain safe and legal is significantly higher than the number of people who would identify as ‘pro-choice.’”

This means that we need to move beyond labels—they don’t work. The “pro-choice” and “pro-life” labels don’t reflect the complexity of the issue of abortion or the way that Americans think and talk about abortion. Abortion is a deeply personal and often complex decision for a woman. Ultimately, decisions about whether to choose adoption, end a pregnancy, or raise a child must be left to a woman, her family, and her faith, with the counsel of her doctor or health care provider.

PPWNM ended by saying the “Talking About Abortion” campaign will “help move the conversation forward on this complex issue.” What?

On YouTube the video is accompanied by a description written by Planned Parenthood:

“Not in Her Shoes” is designed to help people talk about abortion without feeling boxed in by the pro-life vs. pro-choice labels. Many people have opinions on abortion, and by using these labels, it’s limiting the conversation.

Truth is, the majority of Americans just don't want to be labeled and believe abortion should remain safe and legal. What they want is for a woman choosing abortion to obtain one that is safe and legal, if and when she needs it.

It's a personal decision. Nobody knows a woman's specific situation—we're not in her shoes.

A transcript of the video follows:

Most things in life aren't simple. And that includes abortion. It's personal. It can be complicated. And for many people, it's NOT a black and white issue.

So why do people try to label it like it is? Pro-choice? Pro-life? The truth is these labels limit the conversation and simply don't reflect how people actually feel about abortion.

A majority of Americans believe abortion should remain safe and legal. Many just don't use the words pro-choice. They don't necessarily identify as pro-life either. Truth is, they just don't want to be labeled.

What they want is for a woman to have access to safe and legal abortion, if and when she needs it.

But when it comes to abortion, who decides?

Her congressman? Her governor? Her president?

Women don't turn to politicians for advice about mammograms, prenatal care, or cancer treatments. And they shouldn't. Politicians don't belong in a woman's personal medical decisions about her pregnancy.

When it comes down to it, we just don't know a woman's specific situation. We're not in her shoes.

Ultimately, decisions about whether to choose adoption, end a pregnancy, or raise a child must be left to a woman, her family, and her faith, with the counsel of her doctor or health care provider.

So the next time you talk about abortion, don't let the labels box you in.

Have a different conversation.

A conversation that doesn't divide you, but is based on mutual respect and empathy.

To learn more, go to notinershoes.org.

People visiting notinershoes.org are transferred to a page on the PPAF website. In addition to the video, the opinions of three young women are presented:

Erin Carhart

"This is an issue beyond the ways in which we define one another. Abortion is a private health matter, plain and simple. If you think about it, abortion is about choice and life, so really *the labels we've previously placed on this term don't even make sense.*"

Destiny Robinson

"I think that the labels pro-choice and pro-life put people in boxes. *Abortion is not a boxed-in issue*, it's a very complex issue it has a lot of different parts to it, a lot of decision

making goes behind a woman deciding to have an abortion so putting a label on it is just not fair"

Kelsey Warrick

"Roe means so many things to me. Most importantly, however, is how Roe is a symbol of progress for our nation. We need to *remove the label of pro-choice and pro-abortion* and move towards a notion of reproductive justice and equality."



A scene from "Not In Her Shoes," which was produced for Planned Parenthood by the Glover Park Group.

Pro-abortion groups began showing signs of abandoning the "pro-choice" mantra quite some time ago. The new campaign indicates that the timeline of the change has been accelerated. Dawn Laguens, PPFA's executive vice president, said the word "choice" may be problematic. "When 'choice' got assigned, women didn't have as many choices" in any area of their lives, she said. But now that women have more rights and freedoms maybe "choice" as a word sounds frivolous." (More rhetoric to justify the new campaign.)

Keep in mind that the goal is to change the way people speak and, eventually, think about abortion. Even "Liberals Unite," an online news source for the "liberal community," admits that PPFA/PPAF is trying to "reframe the abortion debate." Laguens and colleagues may say anything they please, but the truth is plain to see.

Not everyone is eager to abandon the theme that has served the Pro-Abortion Movement well for so long. "I have very strong views about this apparent backing down from the pro choice principle!" wrote Donald A. Collins, a former PPFA and Guttmacher Institute board member. He believes "now is not the time to back down for so called 'political strategy' reasons." Collins begged his colleagues to reconsider:

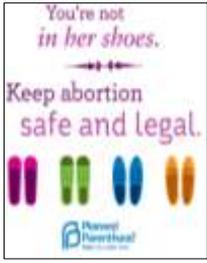
Did a bunch of weak or ideologically motivated politicians tell PPFA that if you backed down on PRO CHOICE it would be easier to restore funding lost as in Texas or cause less worry about their continuing to fund Title X if budget cuts are coming—and of course some cuts to all programs are coming.

I would have thought the last Presidential election would have more than confirmed PPFA's standing with women, just as the unprincipled attack by the Komen Foundation backfired on its plan to eliminate PPFA funding. This is indeed a season for standing on principles!!

I implore, and I hope its traditional supporters will implore, PPFA's leadership to say even more strongly than ever that they are PRO CHOICE!

Speaking about the new campaign, LDI President Douglas R. Scott, Jr. said "this campaign is based on the

false premise that most people support *Roe v. Wade*. In reality, most people have no idea what was decided in *Roe* and have never heard of its critically important companion case, *Doe v. Bolton*, a fact that has served Planned Parenthood well.”



A poster promoting PPFA's campaign.

Scott hopes pro-life people will not embrace the new verbal engineering. “Planned Parenthood understands the importance of language. Its greatest achievement was getting people to routinely use the term ‘pro-choice’ rather than ‘pro-abortion.’ It was given an ever stronger foothold in the lexicon when pro-life people let Planned Parenthood determine the language *we* use to describe the horror. And, frankly, ‘pro-choice’ is an inadequate description. It is important that pro-life activists use words that are both accurate and descriptive.” Scott said he cringes when he hears a pro-life advocate use language created, by design, by pro-abortion activists.

THE PRAYER PROJECT

Please join us in *daily prayer* for people active in the Pro-Abortion Movement and those who have been weak in their claimed pro-life convictions (subject to change; updates at www.fightpp.org).

March: singer/actress **Idina Kim Menzel**, a member of PPFA’s Board of Advocates; *April*: U.S. Secretary of State **John Forbes Kerry**; *May*: Planned Parenthood lobbyist **Alisa LaPolt Snow** (see the article “Planned Parenthood and Infanticide” below); and *June*: pro-abortion supporter and entertainer **Beyoncé Giselle Knowles-Carter**.

PLANNED PARENTHOOD AND INFANTICIDE

“So, um, it is just really hard for me to even ask you this question because I’m almost in disbelief,” said Florida legislator Jim Boyd, prefacing a question to a woman who had just testified to a House subcommittee. “If a baby is born on a table as a result of a botched abortion, what would Planned Parenthood want to have happen to that child that is struggling for life?”

All eyes and ears turned toward Alisa LaPolt Snow, the lobbyist for Florida’s Alliance of Planned Parenthood Affiliates (FAPPA). “We believe that any decision... should be left up to the woman, her family, and the physician.” Snow made FAPPA’s position clear during a hearing on a bill that would require abortionists to provide care to infants surviving an abortion.

Before the day was over, the disbelief that permeate the hearing room would lead other lawmakers to ask Snow the same question “What happens in a situation where a baby is alive, breathing on a table, moving. What do

your physicians do at that point?” asked Rep. Daniel Davis. Snow responded by saying she did not have the answer and was not sure how often such a situation arises, as though the frequency matters.

“You stated that a baby born alive on a table as a result of a botched abortion that that decision should be left to the doctor and the family,” said Rep. José Oliva. “Is that what you’re saying?” Despite being given yet another opportunity to “clarify” FAPPA’s statement, Snow reaffirmed the group’s position that the decision “should be between the patient and the health care provider.”

“In other words,” said LDI President Douglas R. Scott, Jr., “Planned Parenthood’s position is that the way to deal with such a situation is to leave it to the discretion of the mother who paid to have her child killed and the ‘professional’ who failed to do what he/she had been paid to do.” Scott said this is stunning because Snow inadvertently spoke the truth; not just because the truth is so horrific. “That latter is no surprise at all.”

Alisa LaPolt Snow is president of Tallahassee, Fla.-based Snow Strategies. The firm offers services such as “governmental consulting, lobbying, policy analysis, policy development, political consulting, client advocacy, public relations and media outreach. Its slogan is “Clearing Pathways for Your Success.”



Snow testifies before a legislative subcommittee: Is she honest or just a flake?

Keeping in mind Snow’s words to the subcommittee one may be surprised to learn the names of some of Snow Strategies’ other clients: Alliance of Florida PPECs (Prescribed Pediatric Extended Care), Alliance for Pediatric Therapies, Brightstart Pediatrics, Caring Hearts Pediatric Extended Care Center, Caring for Kids, Children First/Children’s Care Campus, Children’s Rehab Network, Children’s Week/Capitol Events Inc., Cradling Hands Pediatric Care, Lee Memorial Hospital/Children’s Hospital Extended Care Center, Pediatrics Health Care for Kids, and Tender Care Centers. Interestingly, Snow Strategies does not publicly list FAPPA as a client. Hmmm.

Scott predicts FAPPA will fire Snow Strategies, but only to save face; not because FAPPA officials truly disagree with Snow’s comments.

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