



FEMINIST MAJORITY FOUNDATION

CHOICES CAMPUS LEADERSHIP PROGRAM

WORLD'S LARGEST PRO-CHOICE STUDENT NETWORK

CAMPAIGN TO EXPOSE FAKE CLINICS

WWW.FEMINISTCAMPUS.ORG

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ESTABLISHING “TRUTH IN ADVERTISING” POLICIES

Are Crisis Pregnancy Centers misleading women on your campus?

If you have found referrals in the Campus Health Center or advertisements in campus outlets for CPCs, take action to demand “Truth in Advertising” to help prevent women from being deceived.

The Campaign to Expose Fake Clinics has several “Truth in Advertising” strategies:

- Propose that your Campus Health Center stop referring to CPCs. If they continue to do so, request placement of a disclaimer explaining that CPCs are limited-service facilities.
- Ask that any newspaper or other outlet on campus that

permits advertisements from CPCs stop accepting those ads. If they continue, request that the ad be accompanied by a disclaimer that identifies CPCs as limited-service facilities.

- Propose and pass a Student Government Resolution to urge the newspaper, health center, and other outlets to ban CPCs or include a disclaimer about the services they provide.

For a similar model “Truth in Advertising” policy for your campus newspaper or other outlets concerning CPC advertising, visit WWW.FEMINISTCAMPUS.ORG/ACT/CPC or contact CAMPUSTEAM@FEMINIST.ORG

SUPPORT REGULATIONS ON CRISIS PREGNANCY CENTERS IN YOUR COMMUNITY

Limited-service crisis pregnancy centers often pose as comprehensive women’s health clinics, but they are not usually staffed by medical professionals and they do not provide or refer for abortion or comprehensive birth control services. A Congressional investigation found that approximately 87% of crisis pregnancy centers provide false or misleading information about the health effects associated with abortion, commonly telling women that abortion is linked to an increased risk of breast cancer, infertility and mental illness, including suicide. All of these connections have been proven false by numerous reputable medical studies.

Investigative reports by organizations such as NARAL Pro-Choice Texas and NARAL Pro-Choice New York, which depend on undercover visits and phone calls by young activists, have led to the passage of city-wide ordinances regulating fake clinics. In March 2011, New York passed a comprehensive “truth in advertising” ordinance that would require crisis pregnancy centers to disclose at their entrances and on their public advertisements the fact they do not provide or

refer for “abortion or FDA-approved contraceptive drugs and devices.”¹

What you can do to help pass an ordinance regulating fake clinics in your community:

- Educate activists in your community about the deception and danger of crisis pregnancy centers, using videos like the Feminist Majority Foundation’s “Crisis Pregnancy Centers: Nothing but False Promises and Misinformation” (available online) or RH Reality Check’s “Crisis Pregnancy Centers: A Special Report.”
- Organize with pro-choice groups in your community to develop an investigative report which exposes the misinformation and manipulation happening at your local crisis pregnancy centers.
- Circulate petitions to demonstrate to your representative the overwhelming support for regulating fake clinics.

¹ <http://legistar.council.nyc.gov/LegislationDetail.aspx?ID=777861&GUID=F7F0B7D7-2FE7-456D-A7A7-1633C9880D92&Options=ID|Text|&Search=371>, accessed on 3/7/11



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MODEL "TRUTH IN ADVERTISING" RESOLUTION REGARDING CRISIS PREGNANCY CENTER ADVERTISING AND REFERRALS ON CAMPUS

1. Whereas, the Student Government/[name of entity passing the resolution] advocates for the safety and well-being of the student body and;
2. Whereas, women on our campus and in our community deserve neutral, comprehensive and accurate medical information about abortion and birth control and;
3. Whereas, Crisis Pregnancy Centers' use deceptive names, locate near comprehensive health clinics, and purport to provide pregnancy-related services but do not actually provide abortions or birth control services or referrals, and;
4. Whereas, a Congressional investigation found that 87% of Crisis Pregnancy Centers provide false or misleading information about the health risks associated with abortion, most commonly stating that abortion is linked to an increased risk of breast cancer, infertility and mental illness, including suicide and;
5. Whereas, a study conducted by the Feminist Majority Foundation found that 48% of campus health centers refer students to limited-service Crisis Pregnancy Centers that are not usually staffed by medical professionals and that may provide false information about birth control and abortion;
6. Whereas, Crisis Pregnancy Centers target college campuses with their deceptive advertisements, often offering "free pregnancy tests" and "options counseling" and;
7. THEREFORE, BE IT RESOLVED that the Student Government/[name of entity passing resolution] recommends that our campus newspaper require that a disclaimer clearly identifying limited-service Crisis Pregnancy Centers as facilities that do not provide abortion or birth control services or referrals be included on all advertisements for such facilities, and;
8. BE IT FURTHER RESOLVED that the Student Government/[name of entity passing the resolution] recommends that our campus health center, if it refers students to Crisis Pregnancy Centers, provide a disclaimer clearly identifying limited-service Crisis Pregnancy Centers as facilities that do not provide abortion or birth control services or referrals.