



**Partner Organizations:**

ACRJ  
AMSA  
CPHA-N  
Catholics for Choice  
Center for Reproductive Rights  
CLPP  
EMILY's List  
EngenderHealth  
EQUAL Health Network  
Feminist Majority  
Foundation  
IGNITE  
Ipas  
ISIS  
Joint Action Committee  
Latina Sexual and  
Reproductive  
Justice Coalition  
LSRJ  
Medical Students for  
Choice  
NARAL Pro-Choice  
New York  
NAPAWF  
National Institute for  
Reproductive  
Health  
NLIRH  
NOW  
NWHN  
OWL-SF  
Our Bodies,  
Ourselves  
Pathfinder  
International  
People For the  
American Way  
PRCH  
PPAC  
PPMM  
PPSP  
RCRC  
RHTP  
RH Realitycheck  
Scarleteen  
SisterSong  
Trust Women Foundation  
Women Donors Network  
Women's Media  
Center  
Women's Voice  
Women's Vote

<http://oursilverribbon.org>

**TESTIMONY TO SAN FRANCISCO BOARD OF SUPERVISORS**

**Re: Pregnancy Information Disclosure and Protection Ordinance**

**Ellen R. Shaffer, PhD MPH**

**Co-Director, Trust Women/Silver Ribbon Campaign**

**September 26, 2011**

I am Ellen Shaffer, Co-Director of the Trust Women/Silver Ribbon Campaign, which aims to increase the voice, visibility and unity of the pro-choice majority.

We appreciate Supervisor Malia Cohen's leadership as a champion of the Pregnancy Information Disclosure and Protection Ordinance. We also thank our colleagues who are here today to support reproductive justice, including many Silver Ribbon partners, by mobilizing public opposition to the deceptive practices of crisis pregnancy centers such as First Resort.

If enacted, this measure would explicitly prohibit limited services pregnancy centers in San Francisco from making false or misleading statements to the public about pregnancy-related services that the centers offer.

Supervisors, First Resort is an organization dedicated to an abortion-free world that falsely advertises itself as offering abortions.

OurSilverBlog did a [First Resort Google search on 9-24-11](#), and also looked at their website. The search for "abortion San Francisco" found a paid ad by First Resort, and several search results also listed this organization there.

The first quote on their webpage reads:

**Abortion** *"I really thank you for all your help and support. The decision I made isn't a pleasant one but I received good advice so that I wouldn't have to go through this again."* - Client who chose to terminate her pregnancy

We have posted a video clip that shows similar fake "clinics" baldy lying to women, for example claiming that abortion increases their risk for breast cancer by 100% (the real number is zero):

<http://www.youtube.com/watch?v=7jvzJ35zhvQ>

First Resort is not alone. On Sept. 24, 2011, the New York Times editorial page reported:

"Thirty-eight years after Roe v. Wade recognized a woman's right to make her own childbearing decisions and legalized abortion nationwide, a newly intensified drive by anti-abortion forces who refuse to accept the law of the land has seriously imperiled women's ability to exercise that right. Opponents of abortion rights know they cannot achieve their ultimate goal of an outright ban, at least in the near future. So they are concentrating on ... making abortion more difficult to obtain."

These deceptive practices are most likely to victimize the most vulnerable. In 2006, poor women had an unintended pregnancy rate five times that of higher-income women, and an unintended birth rate six times as high. With improvements in coverage for contraception and its effectiveness, the rate of unintended pregnancies declined among middle and upper-income women by 29%, from 34 per 1,000 women aged 15- 44 in 1994, to 24 per thousand in 2006. At the same time, the unintended pregnancy rate among women with incomes below the federal poverty line increased from 88 per 1,000 in 1994 to 132 in 2006—a 50% rise over the period. Poor women's high rate of unintended pregnancy results in their also having high—and increasing—rates of both abortions (52 per 1,000) and unplanned births (66 per 1,000). <http://oursilverribbon.org/blog/?p=287>

The Trust Women/Silver Ribbon Campaign is confident that women will make the right choices for themselves if they are can find accurate information. San Francisco's groundbreaking legislation will help to see that they get it.