

How to Talk About Abortion & Freedom in 2024

What Americans are Thinking: [Polling](#) shows that Americans broadly support the freedom of women to make health care decisions – and that includes abortion care – without government interference. In a [NewDEAL Leaders poll](#), 86 percent of Democrats, 70 percent of Independents, and 55 percent of Republicans agree that the government should protect reproductive rights.

What Democrats are Doing: On the national level, Democrats tried numerous times to pass legislation to codify abortion rights into law. Republicans blocked those efforts.

- On the state level, Democratic officials and activists in seven states – California, Kansas, Kentucky, Michigan, Montana, Ohio, and Vermont – [solidified](#) abortion rights through state ballot initiatives.
- Further, many Democratic-led states passed additional laws protecting the right to abortion care. Legislators in Colorado, Massachusetts, New York, Washington, and Vermont [passed shield](#) laws allowing doctors to prescribe medical abortion drugs to women in states with abortion bans through telehealth appointments.

Top Line: Democrats support the freedom of women to make their own health care decisions, and that includes abortion care. Republicans support abortion bans that restrict freedom and actively harm women and communities.



Five tips to communicate about abortion and freedom in 2024:

1) Talk about Roe, not Dobbs: Most people understand and know Roe v Wade. But few people are familiar with what the “Dobbs decision” means. Talk about the Supreme Court overturning Roe v Wade, but there is no need to use the phrase “Dobbs decision.”

- Emphasize that abortion bans are a direct result of Donald Trump. Use language such as, “Trump-appointed Supreme Court Justices who overturned Roe.”

2) Embrace Freedom Language. Abortion is motivating this election cycle, especially for Democratic voters. Embrace the [message of freedom](#), as [polling](#) shows voters are more likely to trust Democrats to protect freedom than Republicans, particularly when Republicans are tied to the MAGA movement, which is viewed more as undermining than protecting freedoms.

3) Highlight Real-Life Dangers of Abortion Bans: More than [20 states](#) passed abortion bans or severe restrictions since the Supreme Court overturned Roe v Wade. Courageous women in those states have come forward to share their experiences with such bans.

- [Jaci Statton](#), an Oklahoma woman facing life-threatening pregnancy complications, was turned away from the hospital. Instead of helping her, hospital officials told Jaci to wait in the parking lot, bleeding out, until she was deemed “sick enough” under state law to receive treatment.
- In Texas, [Kate Cox](#), mother of two, was devastated to find out her third pregnancy had complications. Despite her health being at risk, and a minimal chance the fetus would survive, the Texas Supreme Court denied her access abortion care. Instead, she had to flee the state for the care she needed.

4) Highlight Broader Impact: Abortion bans not only harm women and families, but have ripple effects that harm states and communities.

- **Economic Impact:** Restrictions on women’s reproductive health care (including abortion care) cost state and local economies more than \$170 billion annually through reduced labor force participation and earnings among women, according to research from the [Institute for Women’s Policy Research](#).
 - Florida’s abortion ban “is a huge problem for businesses looking to recruit young talent” to the state, according to Rep. Fentrice Driskell, Florida’s Democratic House Leader. “I’m concerned this will have long-lasting adverse implications for the state’s economy.”
- **Health Care Impact:** Abortion bans are also driving away maternity specialists, which has far-reaching effects for all families.
 - “Young doctors leaving medical school are choosing to start practices in other states because of the potential legal ramifications they face in places like Wyoming,” said Teton County Commissioner Natalia Macker. She’s worried because the impact of abortion bans adds more stress to an already fragile rural healthcare system.
 - Idaho, which has a total abortion ban, has lost more than half its OB-GYNs as well as more than half its high-risk maternity specialists, Idaho House Minority Leader Ilana Rubel [said](#) on NewDEAL’s *An Honorable Profession* podcast. “Women are having to be airlifted to neighboring states” when they have medical complications. One woman who took such a flight developed sepsis so advanced by the time she landed that she had to get a hysterectomy. The abortion ban “has permanently robbed her of the ability to have children,” Rubel said.

5) Emphasize Future Threats to Reproductive Health: Republicans are not satisfied with merely banning abortion. Conservatives are already attacking access to IVF and even contraception.

- Karen Finney on *An Honorable Profession* podcast: “Soon we are going to see at the federal level a conversation about access to contraception. There are bills in states all across the country again trying to codify those rights because, again, as we know, when the Dobbs decision came, Clarence Thomas said, ‘Hey, maybe there’s some other privacy-based decisions we should be looking at.’ And we knew exactly what he meant.
- On the national level, Senate Republicans **blocked** attempts to codify access to [contraception](#) and access to [IVF](#) into federal law.