

## FACT SHEET

*Abortion Changes You*™ delves into a painful topic that affects most Americans. This outreach is not a campaign – it's an invitation and a vehicle to connect individuals with resources after an abortion experience.

*Abortion Changes You* provides a space set apart from politics, from labels, from debate. It is a safe environment for individuals from different backgrounds and viewpoints.

### **The *Abortion Changes You* outreach objectives are:**

To communicate to those touched by abortion that they are not alone and that healing resources are available;

To create a safe space for reflection about the personal impact of abortion;

To increase awareness of abortion's impact on various family members.

### **Core Outreach Tools:**

- **AbortionChangesYou.com Web site**
- **Book – *Changed: Making Sense of Your Own or a Loved One's Abortion Experience***
- **Special Events Speakers and Presentations**

### **Free Downloadable Resources for the Internet:**

- **Audio Moments** – 30 and 60-second
- **Banner Ads**
- **Promotional Video** – This 60-second movie can be e-mailed to others

**Media Resources:**

- **Electronic Newsroom** located at [AbortionChangesYouResources.com](http://AbortionChangesYouResources.com)
- **Radio Commercials/Public Service Announcements**  
– 30 and 60-second
- **Spokespersons**
- **“Voices”** – 15 “voices” for billboards, public transit ads, print ads, education pieces and posters.

**Tailored Resources on  
[AbortionChangesYouResources.com](http://AbortionChangesYouResources.com):**

- **Articles for Newsletters & Publications**
- **Resource Kit for Churches**
- **Resource Kit for Colleges**
- **Special Resources for Mental Health Professionals**