

Messaging and Talking Points



About Fight For Families

Organizing key messages in a value, problem, solution and action framework helps to build an argument, explain the position you wish people to take and invites their engagement.

Value: Everyone should feel safe and supported in their pursuit of building their family.

Problem: Proposed (recent/existing/etc.) laws/legislation restricting reproductive health care are a (new and) serious threat/danger to people trying to have a baby.

Solution: Our elected officials must ensure that state and federal laws surrounding pregnancy protect the safety and security of people trying to have a baby.

Action: Tell your elected officials they can support your dream for a healthy pregnancy and baby by passing laws that protect your wellbeing/the wellbeing of people who struggle to get pregnant — and vote down those that don't.

- We need allies who make family building possible.
- We need our legislators on the side of families.
- Let's remove the obstacles. Let's help create healthy families.

How to Describe the Campaign

Fight For Families is a public education and storytelling campaign led by RESOLVE, the nation's leading organization dedicated to family building. For millions of Americans, a baby is their most precious and longed-for dream. Concerned by laws that threaten to limit the safe and effective medical options of people trying to achieve a healthy pregnancy, *Fight For Families* will help raise the voices of hopeful parents to their elected leaders.

Supporting Messages and Sound Bites

About pregnancy and family building:

- For millions of Americans, a baby is their most precious and longed-for dream.
- Access to care means access to building a family.
- For too many, there are challenges on the journey to parenthood — challenges that can be enormously difficult, painful and isolating to navigate.
- This is why we need elected officials to make it easier — not harder — for people to have their baby and fulfill their dream.

What families need from lawmakers in this moment:

- It's important that the full range of health care options are available to protect those who are (actively) trying to build their family.
- The legal confusion created by these proposed/recently-passed laws surrounding reproductive health care are creating/have created despair among those [of us] who dream of a healthy pregnancy and baby.
- The best decisions to protect [my/someone's] health and future fertility options are decisions made between [me/an individual] and [my/their] doctor/health care provider.
- And lawmakers who want to protect family building have committed to protecting all medical options for those trying to have a healthy baby.
 - They are our allies in making parenthood possible.

Closing Messages:

- It is heartbreaking to face obstacles when you long for a healthy pregnancy and baby.
- And right now, these dangerous threats to medical care will make it even harder for those who deeply want to build their family.
- We can't allow these dangerous threats to medical care to make it more difficult for us to bring our babies home — we need lawmakers to put families first.
- Help us defend our dreams, our health and our hopes to complete our families.