

#ExposeFakeClinics Direct Action Toolkit!

www.ExposeFakeClinics.com

Anti-choice extremists have been attacking abortion access in the U.S. since the procedure became legal nationwide in 1973. One of their tactics is one that most people have never heard of: FAKE "CLINICS." Yep, it's a thing. In fact, there are close to **4,000 fake clinics all over the country**. Also known as Crisis Pregnancy Centers or CPCs, fake clinics do NOT provide comprehensive reproductive health care—or much of any "health care" at all. Instead, they use **phony ads to trick pregnant people into making an appointment**, promising "free ultrasounds" or "pregnancy support."

Once inside, **people are lied to, shamed, and pressured about their reproductive health decisions, often delaying their procedure or pushing them past the deadline for a legal abortion altogether**. CPCs are often made to **look like medical facilities, yet they don't practice medicine** (outside of an occasional ultrasound or STI test), nor do they use medical facts or standardized ethics. More and more, these predatory places are **funded by taxpayer dollars, impacting poor women and people of color the hardest**.

You can help end this deception. **The toolkit that follows includes instructions and resources for reviewing CPCs online and organizing direct actions on campuses and in communities.**

And check out ExposeFakeClinics.com for our Review-A-Thon toolkit!

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Start or Join an Action IRL

Step 1: Read Here First.

Try to discuss with those most impacted and create a clear demand or set of demands (and targets!) to be at the center of your action. And it's totally okay if your goal for now is just general community awareness about CPCs.

If a fake clinic in your community is located near a REAL clinic, the real clinic will very likely NOT be comfortable with your having a protest of any kind while their patients are coming in for appointments.

If you are going to be near fake clinics, **DO NOT ENGAGE** with their staff. **Remain peaceful, and stay on public property.**

You can, however, totally hand out flyers about the ExposeFakeClinics.com campaign to passersby so they understand why you're there.

Step 2: Disrupt, Disrupt, Disrupt (And Don't be Scared to Keep it Fun)!

Gather your friends for a few hours and stand outside a fake clinic with your signs!

[At this link, get inspired by recent direct actions, download and print sample signs, and start practicing your chants.](#)

Crisis Pregnancy Centers are still relatively obscure to much of the public, which means many people in your community are susceptible to their lies and misinformation. By bringing attention to CPCs in a big, public way, you can disrupt the false narrative that these "clinics" are providing real health care to patients who need it.

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Make sure your action makes an impact

Spread the Word About REAL Resources

Whether or not you can hold a protest in front of a CPC you can also chalk the public sidewalk in front of them! Here are some sample messages you can leave:

- Find a real clinic near you at INeedAnAbortion.com
- Learn more about abortion pills through the mail at PlanCPills.org
- This is not a real clinic. ExposeFakeClinics.com

Tips

Even if you're only chalking the sidewalk, it's best to have a buddy with you at all times.

Check out the partners list to see if there's a group in your area already planning Expose Fake Clinic actions.

'Gram it or it didn't happen

Don't forget to take pictures + post photos and videos of your action on social media. Use the hashtag **#ExposeFakeClinics**, and tag [@CallOutFakeClinics](https://twitter.com/CallOutFakeClinics), [@AbortionFront](https://twitter.com/AbortionFront), and [@AbortionAccessHackathon](https://twitter.com/AbortionAccessHackathon)!

Get it covered

The more visually engaging, the more the media will want to cover your action! Call + tweet at local reporters in your area to let them know when and where you'll be! And take lots of pictures in case they can't make it — write up recap and send it to them to write about! Even better, take video or do a Facebook, Instagram, or TikTok Live right from your action. And write your own op-ed for local media to let folks in your town know what's happening.