



#ExposeFakeClinics Direct Action Toolkit!

www.ExposeFakeClinics.com

About the campaign:

Anti-choice extremists have been attacking abortion access in the U.S. since the procedure became legal 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 vs. only 780 real abortion providers. 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!

#ExposeFakeClinics Direct Action

Start or Join an Action IRL

Come out to boldly expose fake clinics! Holding an on the ground event or action is a great way to bring in a wider audience and educate your community about Crisis Pregnancy Centers.

Step 1: Read Here First.

Before taking to the streets, do your research. Reach out to local Reproductive Justice groups, a NARAL chapter, or the like and ask about what campaigns, if any, around CPCs are already happening in the community. Check out the resources on ExposeFakeClinics.com and try to find out:

1. *Who is funding the fake clinics near you?*
2. *Have there been any efforts to regulate CPCs in your state or at the local level?*
3. *What impact are fake clinics having on local abortion providers and patients?*
4. *On campus? What relationship, if any does your college have to any local CPCs? Does your school refer students to CPCs? Do CPCs advertise on your campus?*

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.

***NOTE: 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. Reach out to them and see if you can find both a time, a location, and a strategy that works best for everyone (ideas for alternative locations are in Step #2). And if you are going to be near fake clinics, DO NOT ENGAGE with their staff or visitors. Remain peaceful, and stay on public property.

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

At tinyurl.com/EFCaction, get inspired by recent direct actions from [ReproAction](#) and [Lady Parts Justice League](#). And more ideas for actions are on the following page.

Do you live in one of the many states that spend taxpayer \$\$\$ on CPCs? Is your governor a big fan of funding fake clinics? Or is your local CPC directly affiliated with a local church? Use this banner to stand outside your local CPC, or hold a sidewalk protest at a legislators office, in front of a local church affiliated with the CPC, or even in the middle of your campus, forcing your peers to go up and ask you "Wait, what's a fake clinic?" The idea is to expose them for what they are, and that can happen in a number of ways!

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 healthcare to patients who need it.

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Make sure your action makes an impact

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 Live right from your action. *And* write your own op-ed for local media to let folks in your town know what's happening (check out an awesome one from ReproAction at tinyurl.com/EFCaction).

Signs Up!

Signs are eye-catching and help you get your point across. Download signs from Shout Your Abortion and Lady Parts Justice League at tinyurl.com/EFCaction. There are other fun ideas for making your own on that site too!

'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, @LPJLeague, and @AbortionAccessHackathon!

Get Loud with some chants:

- *Real doctors provide us care, you just lie and shame and scare / Sound off—get facts! / Sound on—not quacks / Expose fake clinics — dot com!*
- *CPCs will lie outright / this is why we stand and fight!*
- *Expose fake clinics — no joke! / Get informed — stay woke!*
- *No more stigma, no more blame, fake clinics specialize in shame!*
- *Fake clinics are lying sacks / cause CPCs' give zero facts!*
- *Quack, quack, quack! (with duck arms)*
- *No Lies Between The Thighs!*

Speak Out

Have you or someone you know had an experience with a fake clinic? Or want to share their abortion story? Share it out loud at your action! Invite a speaker from your local abortion provider to share about the impact the fake clinic is having on their work. How are CPCs funded in your state? Any good ideas for what that money should be going to? Any active campaigns happening that should get a shout out? Shout em out!