

Making a Majority

Reproductive Freedom Talking Points & Messaging

Framing

Our overall messaging framework is to call out the villains –the justices who overturned Roe and MAGA extremists passing abortion bans – while offering a vision for the future where Democrats fight back and pass federal legislation that protects and expands reproductive freedom.

You'll notice that we use the term “reproductive freedom” frequently. That’s because it speaks to a value we all have in common: personal freedom. Using terms like “abortion access” or “abortion care” makes sense in many contexts but doesn’t tell the full story, this issue is also about other types of reproductive healthcare as well as values like privacy and bodily autonomy.

General messaging topline

- Our bodily autonomy should not depend on what state we live in.
- MAGA Republicans across the country have passed cruel abortion bans, leaving millions of people unable to access necessary healthcare.
- Abortion bans hurt everyone, but cause the most harm to Black, brown, and low-income individuals.
- Everyone, everywhere should have the right to seek reproductive health care – and have meaningful access to that care.
- Democrats in Congress need to continue fighting back against these abortion bans and pass federal legislation to protect reproductive freedom for all.

[H.R. 782](#): Ensuring Women's Right to Reproductive Freedom Act

Sponsor: Rep. Lizzie Fletcher, TX 7

The right to travel is already enshrined in the constitution, but that isn’t stopping Republican officials across the country from infringing on this right - and we know we can’t trust right-wing judges and justices to protect us. This bill stops states from prohibiting or prosecuting residents for traveling to another state for abortion care. It also includes protections for healthcare providers as well as anyone who helps someone access abortion care out of state. There are already a lot of cosponsors for this bill, so we have a good opportunity to build strong Democratic consensus.

Bill details:

- Prohibits interference with a person’s ability to travel out of state to seek abortion services.
- Prevents anyone acting under state law from criminalizing health care providers who provide legal abortion services to out of state residents, anyone who travels out of state for abortion, or anyone who helps another person travel out of state for abortion.

- Prevents state laws from restricting the movement in interstate commerce of prescription drugs approved for abortion.

Talking points:

- After passing abortion bans in their states, MAGA Republicans across the country are continuing their extremism by criminalizing travel out-of-state for legal abortion care.
- These policies target people seeking legal abortion and other reproductive healthcare, as well as healthcare providers - even when they don't live or work in a state with these laws – and anyone else who offers assistance to a patient seeking care.
- The constitution protects the right to travel, but that isn't stopping Republican extremists in state houses or in the courts.
- This is a basic freedom that we cannot allow Republicans to strip away.
- We're counting on Democrats to fight back against these attacks on our personal and reproductive freedoms by passing H.R. 782.
- Everyone should have the freedom to travel to seek any kind of healthcare.
- This bill affirms the right to travel across state lines for care, and protects healthcare providers who are just doing their job, as well as anyone who helps a patient access care.

H.R. 3420: My Body, My Data Act

Sponsor: Rep. Sara Jacobs CA 51

Republicans have no problem exploiting the lack of regulations for private reproductive health data entered into online apps, websites, and search engines to go after people they suspect of having received abortion care. This bill would create privacy standards, so that our personal health data stays personal. Almost half of the Democrats in the House have already cosponsored the bill, so there's room to build up that consensus.

Bill details:

- Creates a national standard to protect personal reproductive health data.
- Limits the personal reproductive and sexual health data that can be collected, retained, used, or disclosed to only what's needed to deliver a product or service.
- Protects personal data that's not currently covered under HIPAA, including data collected by apps, cell phones, or search engines.

Talking points:

- MAGA Republicans have been using personal health information collected from apps, websites, and search engines to target and criminalize people they think had an abortion.
- This reproductive health data includes location data, search histories, and reproductive health data collected by menstruation, ovulation, and pregnancy tracking apps each month – none of which is protected under HIPAA.
- Currently, there are very few protections in place to prevent this data from being collected, retained, or disclosed to third parties.

- Everyone should be able to use online information and resources for their health without fear of their personal information being shared with the government.
- We need to strengthen digital privacy and protect people's personal reproductive health information, so that it cannot be disclosed or misused.
- This is an issue that we're going to see come up more and more, unless Democrats take action now. Democrats must pass the My Body, My Data Act to protect all of our privacy and our personal data.

H.R. 4303: Abortion Justice Act

Sponsor: Rep. Ayanna Pressley MA 7

Codifying Roe would restore the legal right to abortion, but that isn't enough on its own. There have always been systemic barriers in place that prevented people – particularly Black, brown, and low-income folks – from actually accessing the care they need. This bill would remove some of these barriers to care and address disparities and systemic racism in reproductive health care. This is a new bill that has just opened up to cosponsors, so we've got to push all House Democrats to sign on to this bill and build support for this justice-oriented vision for reproductive freedom.

Bill details:

- Affirms the right to abortion and miscarriage care.
- Protects patients and providers from criminalization.
- Requires insurance coverage to include abortion care.
- Removes systemic barriers to care. Addresses disparities and systemic racism in the healthcare system.
- Calls for necessary federal investment in abortion care.

Talking points:

- Roe was always the floor, not the ceiling. The legal right to abortion is important, but it's not enough on its own. People must be able to actually access the care they want and need.
- Even when abortion was legal nationwide, there were insurmountable obstacles that prevented some people from accessing abortion care.
- Black, brown, low-income, LGBTQ+ and immigrant folks have always faced systemic barriers to reproductive health care. It's time to pass legislation that recognizes and addresses those barriers.
- We can't stop at codifying Roe, we must ensure that everyone, everywhere has meaningful access to abortion care.
- Everyone should be able to access abortion care if they need it, without barriers based on who you are, where you live, or how much you earn.
- The Abortion Justice Act presents a bold, new vision for the future of reproductive rights and justice in America. It ensures people more control over their bodies, lives, and futures.

- This bill doesn't just restore rights that we have lost, it goes further to expand our reproductive freedom and protections. It improves the availability and affordability of abortion care and prevents anti-abortion politicians from creating barriers to care.