



Colorado Organization for Latina Opportunity & Reproductive Rights (COLOR)

**How we helped defeat
personhood in 2008**

Polling Data



- Aug. 15-24, 2008, phone survey (in English & Spanish) of 604 likely Latino/a voters across Colorado
- Key Findings:
 - CO Latinas/os divided on Amend. 48
 - Latina/o voters do not see abortion as black or white issue
 - To persuade Latina/o voters to oppose 48, emphasize: goes too far, does not respect others' decisions, puts women's health at risk

Persuasive Messages



- Amendment 48 goes too far - it would outlaw all abortions, even in the cases of rape, incest, or when a woman's life is at risk
- Even if I would not have an abortion myself, I respect and support other families' decisions to do what's right for them
- Amendment 48 will put women and families' health at risk. It could prevent a woman from receiving lifesaving medical treatment - for something like cancer - if the treatment jeopardizes a fertilized egg.

Strategy & Tactics

VOTE NO VOTE NO VOTE NO
It goes too far and threatens
OUR families and OUR future



Amendment 48

VOTE NO

“Even if I would not have an abortion myself I respect and support other families’ decisions to do what is right for them.”

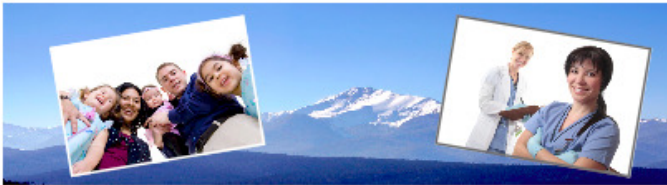
Families should be in charge of their own healthcare decisions. Amendment 48 would allow the government to make these decisions instead.



Colorado
Organization for
Latina
Opportunity and
Reproductive Rights

Latino Families for Health Care & Opportunity Campaign
www.colorlatina.org or 303 393.0382

Paid for by Colorado Organization for Latina Opportunity and Reproductive Rights **COLOR** a grassroots organization of Latinas for Latinas that works to promote reproductive health and rights in the Latino community of Colorado.



Vote Tuesday!

Vote NO on 46, 47, 48, 49 and 54
These amendments threaten our families and our future.

- Vote No!**
- 46** would eliminate public initiatives that expand opportunities for women and people of color.
 - 47** would reduce the ability of employees, like nurses and firefighters, to have a conversation with employers about better working conditions.
 - 48** would grant constitutional rights to fertilized eggs. It would eliminate a family's right to make personal private decisions about their future and their health care.
 - 49** limits the way firefighters, nurses, teachers and police officers can choose to spend their hard-earned paychecks.
 - 54** silences working families and small businesses—while creating loopholes for drug, oil and energy companies.

Vote NO en 46, 47, 48, 49 y 54
Estas enmiendas ponen en peligro nuestras familias y nuestro futuro.

- Vote No!**
- 46** eliminaría las iniciativas públicas que amplían las oportunidades para las mujeres y las personas de color.
 - 47** reduciría la capacidad de empleados, como enfermeras y bomberos, de tener conversaciones con sus patrones acerca de cómo mejorar sus condiciones de trabajo.
 - 48** daría derechos constitucionales a los óvulos fertilizados. Se eliminaría el derecho de una familia de tomar decisiones privadas y personales sobre su futuro y su cuidado de salud.
 - 49** limitaría la manera en que los bomberos, las enfermeras, los maestros y los oficiales de la policía pueden elegir a gastar su dinero.
 - 54** se callaría a familias trabajadoras y pequeñas empresas—mientras que crea escajeras grandes para compañías farmacéuticas, petroleras y de la energía.

Remember...vote NO on the 40s and 54!

Tips for Voting in Colorado

1. You must be properly registered to vote! Not sure? Check to see if you are registered at www.justvotecolorado.org or with your County Clerk.

Para votar, hay que registrarse de manera oficial. Si no está seguro, puede verificarlo aquí: www.justvotecolorado.org o con su "County Clerk".

2. **BRING IDENTIFICATION with you to the polls.**

Tráiga su identificación cuando vaya a votar.

3. If you are a registered voter, but do not have ID or do not appear on the voter list for ANY reason, YOU HAVE THE RIGHT to cast a provisional ballot. Fill in all forms as completely as possible.

Si ya está registrado para votar, pero no tiene ID o por cualquier razón su nombre no aparece en la lista de votantes, TIENE EL DERECHO de votar con una boleta provisional.

4. If you still have a mail-in ballot, you can drop it off at designated locations up to 7pm on Election Day.

Si todavía tiene una boleta de votación por correo la puede dejar en uno de los lugares designados, hasta las 7:00 pm durante el día de las elecciones.

5. YOU HAVE THE RIGHT to vote by yourself or, if you need assistance because of a disability, to receive assistance. Every polling place must be accessible to people with disabilities.

TIENE EL DERECHO de votar solo o recibir ayuda si la necesita debido a una discapacidad. Cada lugar de votación tiene que estar accesible a personas discapacitadas.

6. If you wrongly mark, deface, or tear your ballot, or it is defective or mutilated, YOU HAVE THE RIGHT to receive up to three replacement ballots.

Si Ud. incorrectamente marca, desfigura o rompió su boleta, o si la boleta tiene un defecto, TIENE EL DERECHO de recibir hasta 3 boletas sustitutas.

7. If you do not speak English, YOU HAVE THE RIGHT to receive assistance from someone who speaks your language and English.

Si no habla inglés, TIENE EL DERECHO de recibir ayuda de alguien que habla su idioma.

8. You have the right to leave work for up to two hours to vote at the beginning or end of work, as long as you notify your employer before Election Day. If you are not required to work for at least 3 hours when the polls are open, this does not apply. [§ 1-7-102]

Tiene el derecho de salir de su trabajo por hasta 2 horas para votar al principio o al final de su trabajo, siempre y cuando usted notifique a su empleador antes del día de la elección. Si no es requerido que usted trabaje por lo menos tres horas cuando la urnas estén abiertas, esto no aplica. [§ 1-7-102]

Brought to you by members of the Colorado C-3 Roundtable including:



Not all organizations have taken a stance on all of the amendments.

JustVote
COLORADO.ORG
 Trouble voting on Election Day?
 1-866-CUR-VOTE

www.JustVoteColorado.org
 Llame a nuestra línea de votación
1-888-839-8682

JVC is not affiliated with or promoting any candidate or issue.

Lessons Learned



- Start talking about endorsements with allies as early as possible in process
- Relationships are key
- Collaboration across issues WORKS
- There is a vested interest in status quo of divisive abortion politics
- Important to keep eye on movement building, not just winning this election
- Battle will be ongoing unless we reframe the issue and grow our base



For more information

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