



Your Target Audience



Press

- The loss of abortion rights was not going to carry the day.
- Make sure North Dakota legislators knew how this bill was being viewed outside of Bismarck and North Dakota. Aim for region wide exposure.



Supporters

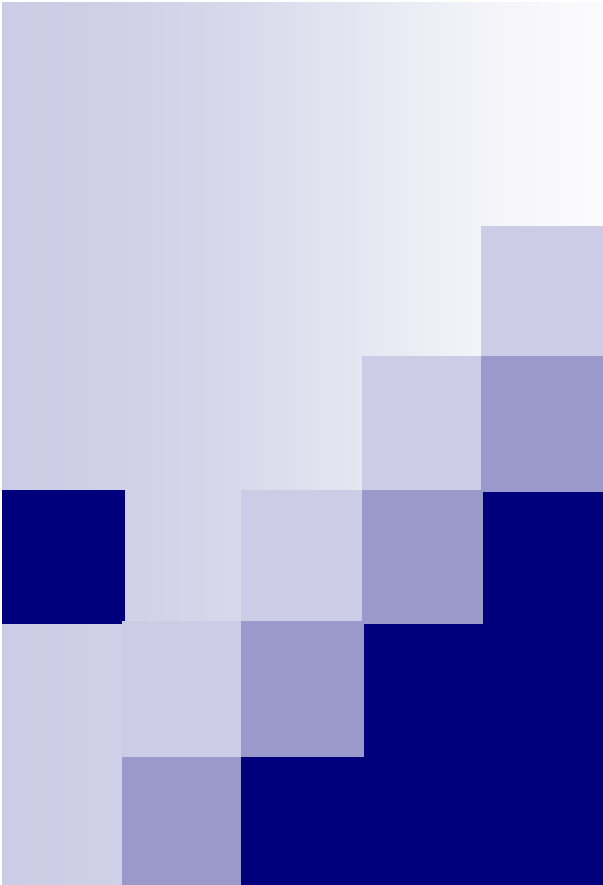
- Full court press to make sure all our supporters knew about the bill and how extreme it was.

The heat they generated was key to our killing the bill.




Legislators

- The loss of abortion rights was not going to carry the day.
- We needed to join forces with as many other groups as we could to get the absurdity of this bill through to legislators.



Messages that were
most effective



HB 1572 is intrusive, dangerous and simply goes too far.

- This bill could impact literally thousands of laws – from when property rights are granted, to inheritance rights, to who can file a lawsuit.



It Puts the Government, Lawyers, and the Courts Into Our Personal Lives

- It would affect important life decisions that should be made by women, their doctors and families – not politicians.



HB 1572 Could Impact Literally Thousands of Laws / Be a Legal Nightmare

- HB 1572 could allow lawyers and the courts to reinterpret North Dakota laws and regulations that contain the word “person”. It could impact literally thousands of laws.
- Because of its broad implications, this amendment could clog our courts and allow for lawsuits against anyone associated with a woman’s health.



HB 1572 goes too far

- This measure would ban all abortion – even in the cases of rape or incest victims or when the life of the woman is at risk.
- By giving legal rights to fertilized eggs, this amendment threatens stem cell research, in vitro fertilization, common birth control methods (like the Pill), and access to emergency contraception for rape and incest victims.



HB 1572 goes too far (contd.)


- Emergency contraception for rape and incest victims would be banned.
- A woman with cancer could be denied access to life saving medical treatment because it could endanger a fertilized egg.



Opposition Messages



They swarmed the legislature in numbers rarely seen in Bismarck.




They intentionally ignored the reality of the bill; accused us of exaggeration.

- This is a simple bill
- It would not ban abortion
- It would not ban in-vitro
- It would not ban treatment for ectopic pregnancies
- It would not negatively impact the use of birth control
- HB 1572 is based on empirical science, like the laws of gravity




Key Strategies that Provided the Win



Herd the Allies – docs, religious community, lawyers, women’s groups

- We got into the fight late.


We needed to meet and recruit people fast for testimony, face to face visits, etc.



Recruit the Opinion Makers – editorial boards, columnists, LTEs, blogger calls

- Once the bill passed the House, the reaction was quick and pointed.

However, we still had to persuade people that this was not “an abortion bill” that will impact a whole lot more than abortion rights.



Create a little ridicule from the outside world – obtain media from outside the state

- Make sure the legislature feels the eyes of the nation upon them.



Bring in the big guns – in-vitro docs

- Physicians whose career is dedicated to facilitating healthy pregnancies, make a potent force at the legislature.



Expose the big picture – keep this away from the abortion issues

- Get a legal memo analyzing the law and its impact
- Make sure that no opportunity is lost to mention the legal nightmare that this law would bring to North Dakota, including the fleeing across state lines of in-vitro docs



Anything that Didn't
Work