

EXHIBIT V

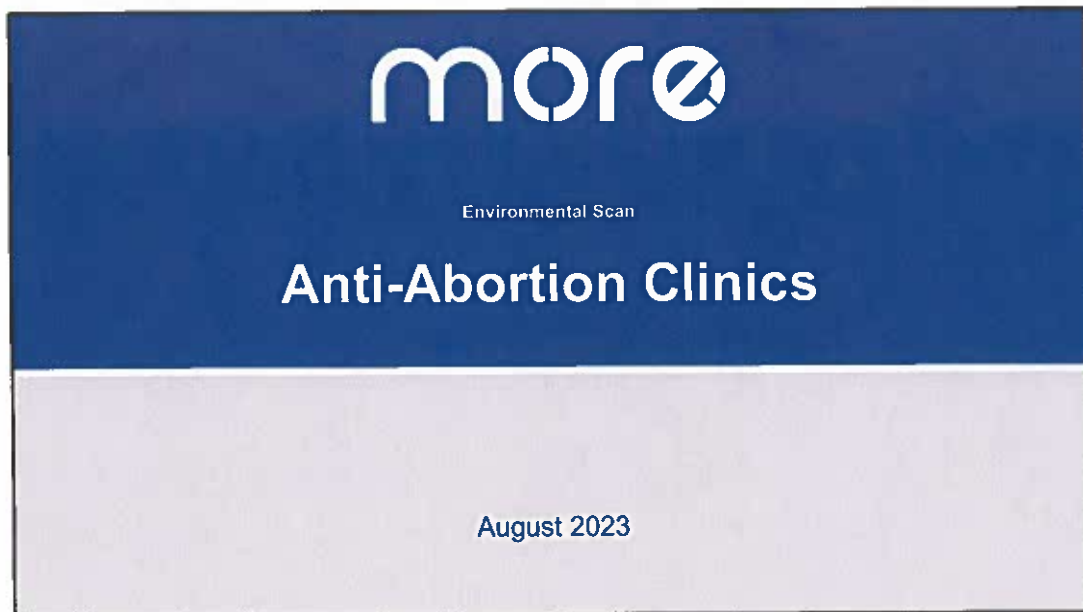


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Overview

- Scanned current events, Massachusetts AACs, research, and advocacy landscape around AACs
- Highlighted existing communications campaigns and consumer messaging
- Identified considerations for our campaign to discuss

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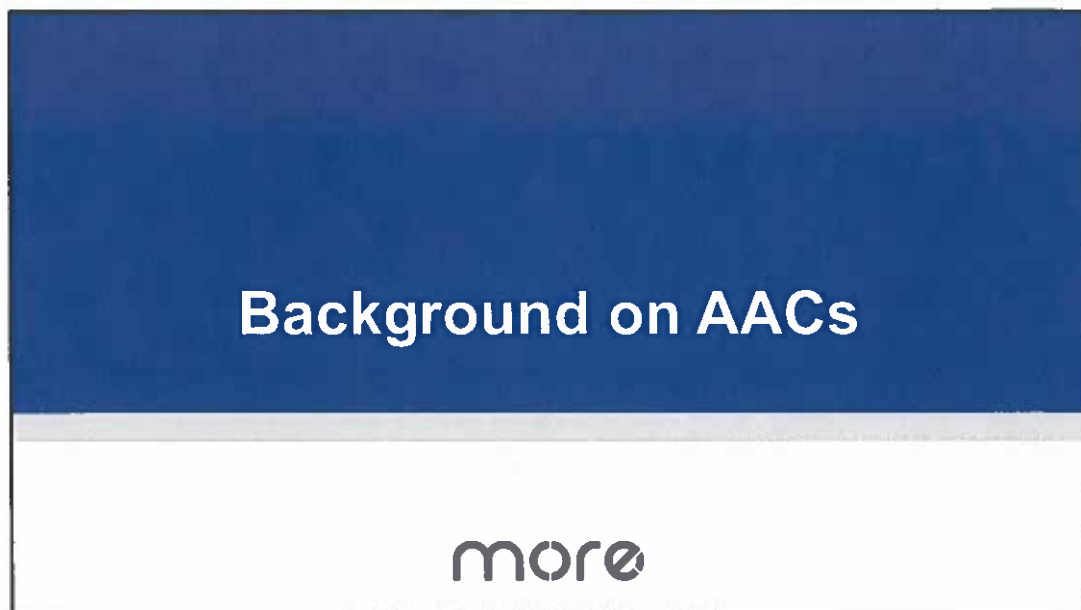


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Names and Terms

- They refer to themselves as...
 - Crisis pregnancy center—Recently, they've used CPC less and less, in the face of more exposure
 - Pregnancy resource center
 - Women's health center
- The healthcare, advocacy, and research fields are using various names CPCs, anti-abortion centers/clinics, and/or fake clinics. Mostly anti-abortion centers.
 - The AP is now using the term anti-abortion centers (crisis pregnancy centers)

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What They Do & Don't Do

- Number of AACs is growing: About 2,500 nationwide; around 30 operating in Mass.
- Funded by anti-abortion groups and religious orgs with the explicit agenda to prevent abortion. Some receive funding from state programs like TANF.
- Use predatory, deceptive tactics to present as healthcare facilities with healthcare staff, but offer virtually no healthcare
 - 95% offer no prenatal care, less than half refer to prenatal care (from *Designed to Deceive*)
- Biased and false information, including false claims around abortion
- Promote "free" items and services (diapers, support) but "earn as you learn" tactics
- Advertise aggressively online to people looking for abortion, prenatal, pregnancy-related support
- "Co-locate" next to real clinics and/or abortion providers to confuse patients

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How They Harm

- Impede/delay access to real care including delayed prenatal care, STD care, etc.
- Spread misinformation
- Delay abortion services, and therefore, access
- Push the unsupported, unproven, and dangerous "abortion pill reversal"
- Put patient data and privacy at risk (no HIPAA requirements)
- Break down trust of legitimate health care

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Crisis pregnancy center failed to spot an ectopic pregnancy, threatening patient's life, lawsuit alleges

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AAC Targeting

- Primarily target BIPOC individuals
- Low-income, uninsured
- People looking for diapers, clothes, help with planned pregnancies; in need of prenatal care
- People looking for abortion services (*refer to their audience as "abortion-minded" or "abortion-seeking" potential patients*)
- Younger people, including college students
- Immigrants

"I'm a full-time college student and the resources that I have are extremely limited. I know how expensive abortion can be...The website used all the right language. I even knew about CPCs before this whole ordeal. I completely fell for it because it made the website seem like a medical clinic..."

Excerpt from "Hana's Story", *N.Y. Magazine*, 2022

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AAC Advertising Tactics

A report from the Center for Countering Digital Hate (CCDH) shows that between March 2021 and February 2023:

- AACs spent an estimated \$10.2 million on Google ads
 - Ads were clicked on an estimated **13 million times**
 - **2 times more** spent in states where abortion is legal compared to states with bans.

AACs use keywords for SEO and Google Ads.

- AACs **target 15,000** different queries (keywords/phrases) related to abortion
- Examples:
 - “abortion clinic near me”
 - “pregnancy options”
 - “telehealth abortion pill <state>”
 - “how much is an abortion in <state>”
 - “abortion pill”
 - “planned parenthood”

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Search Terms and Sample Result: "Abortion, Greenfield MA"

alternativespregnancy.com
<https://alternativespregnancy.com>
Abortion Clinic Info Greenfield MA: Abortion Clinics Info ...
 Free Pregnancy test Call Alternatives 413-774-6010 Signs of Pregnancy Pregnancy
 Programs Free Abortion Counseling Free Ultrasound & Sonogram for ...
 About Us Your Choice Services Students
 You visited this page on 8/9/2023.

optionsforpregnancy.com
<https://optionsforpregnancy.com/free-clinic-alterna>
Alternatives Pregnancy Center - Greenfield
 Think I'm Pregnant. An unexpected pregnancy comes with no easy answers. But we want to
 help you. We can provide you with a free pregnancy test and the ...

StandingWithYou.org
<https://www.standingwithyou.org/resource-alterna>
Alternatives Pregnancy Center - Greenfield
 They're a safe place where you can get free pregnancy tests and information about your choice
 between abortion, adoption, and parenting. They provide education ...



Alternatives Pregnancy Center

Website Directions Save Call

2.6 ★★★★★ 20 Google reviews

Pregnancy care center in Greenfield, Massachusetts

Address: 466 Main St, Greenfield, MA 01301

Hours: Closes soon · 5PM · Opens 10AM Tue=

Phone: (413) 774 6010

Suggest an edit · Own this business?

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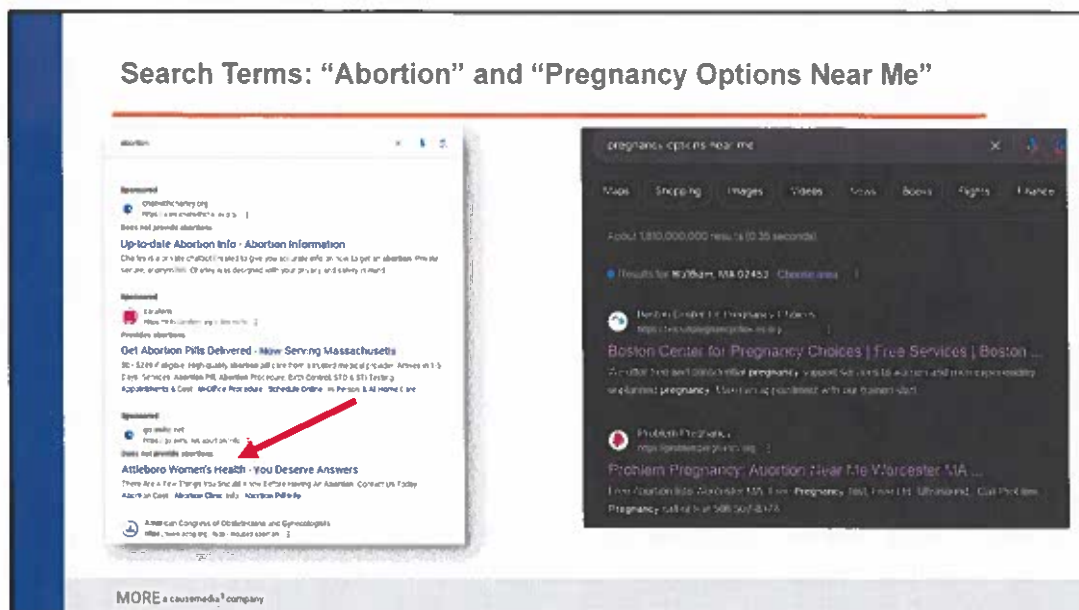
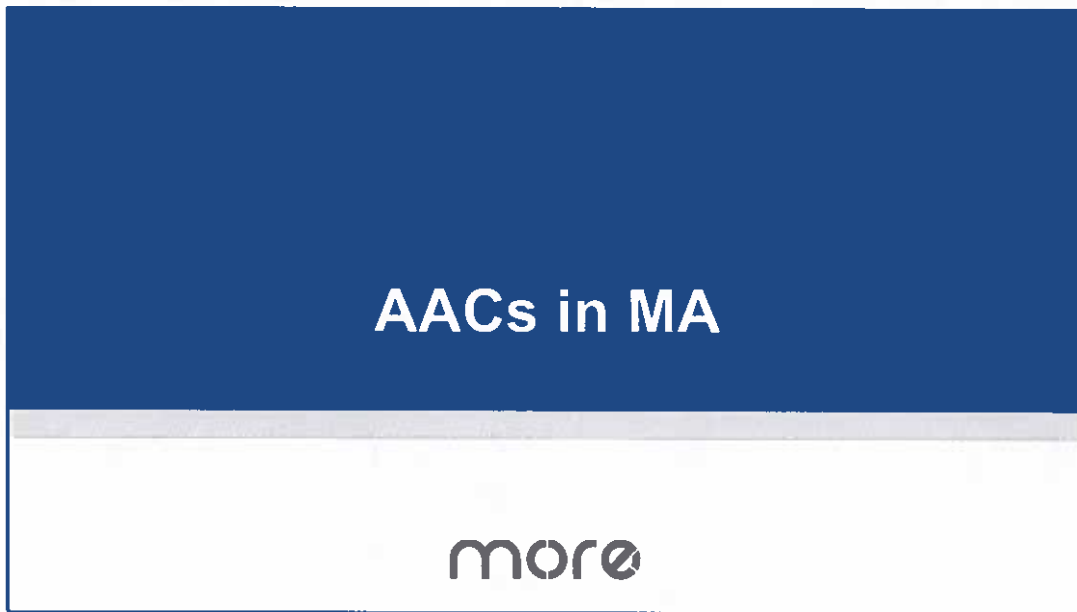


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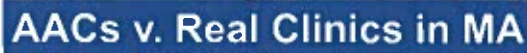


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Sample List - AACs in Massachusetts

- **Attleboro Women's Health Center/Abundant Hope Pregnancy Resource Center**, Attleboro
- **Boston Center for Pregnancy Choices**, Boston
- **Healthy Futures**, Dorchester
- **Your Options Medical Center** (Fall River, Sturbridge, Revere, other locations)
- **Alternatives Pregnancy Center**, Greenfield
- **Your Options Medical Mobile Van**, Hyannis
- **Pregnancy Care Center/Standing With You/Options for Pregnancy**, Lowell
- **Pregnancy Support Services of Berkshire**, Pittsfield
- **Learn Your Options Pregnancy Confirmation Services**, Revere
- **Springfield Pregnancy Care Center**, Springfield
- **Clearway Clinic**, Worcester

Care
Support
Clinic
Resource
Choices
Medical
Women's Health
Center

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Services They Advertise

- Pre-abortion consultation
- Abortion information
- After-abortion care; after-abortion counseling
- Ultrasounds
- Pregnancy testing
- Prenatal/pregnancy education
- STI testing/treatment
- Abortion pill reversal
- Parenting classes
- Diapers

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Language and Messaging

Need to talk to someone? Life-affirming care

We're here to provide a safe space to consider all your options

No judgement Compassionate

You are not alone. Free

Here to support you Make empowered decisions

We're here to help

Confidential services You have options

MORE + cartercenter.com/pers

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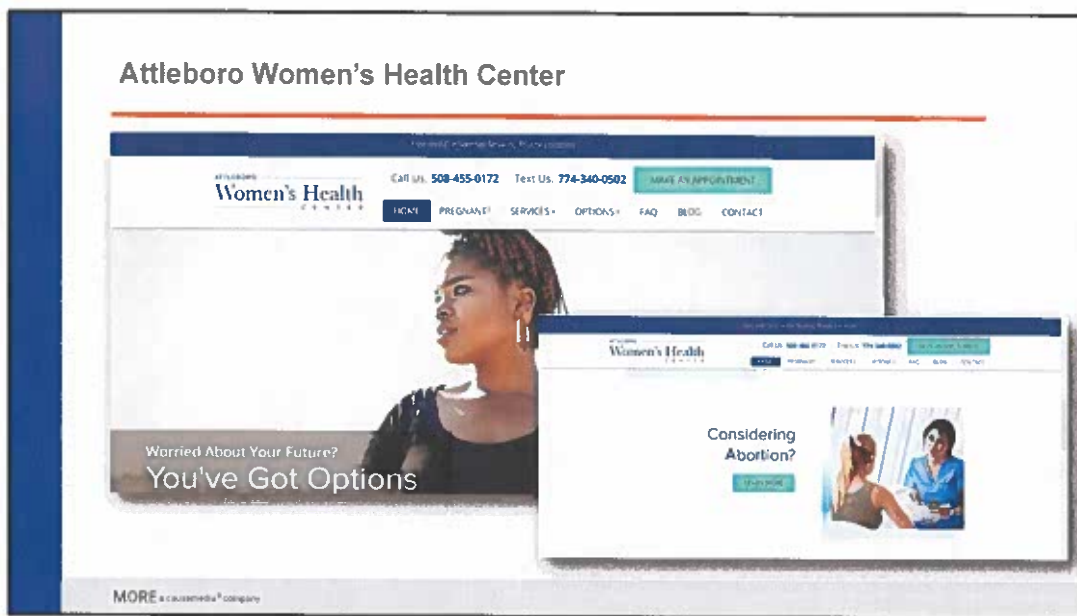


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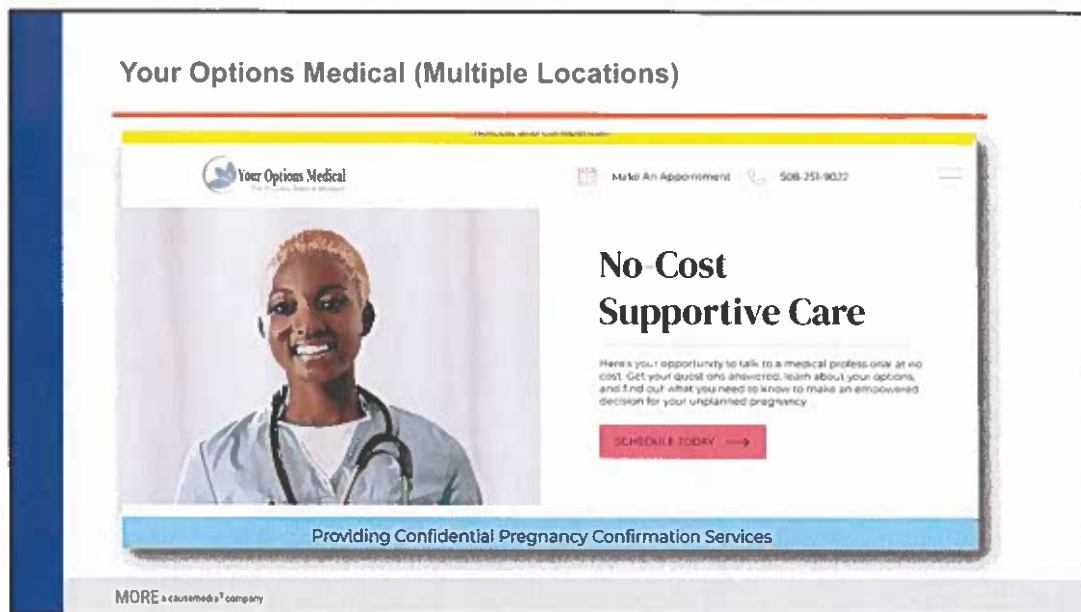


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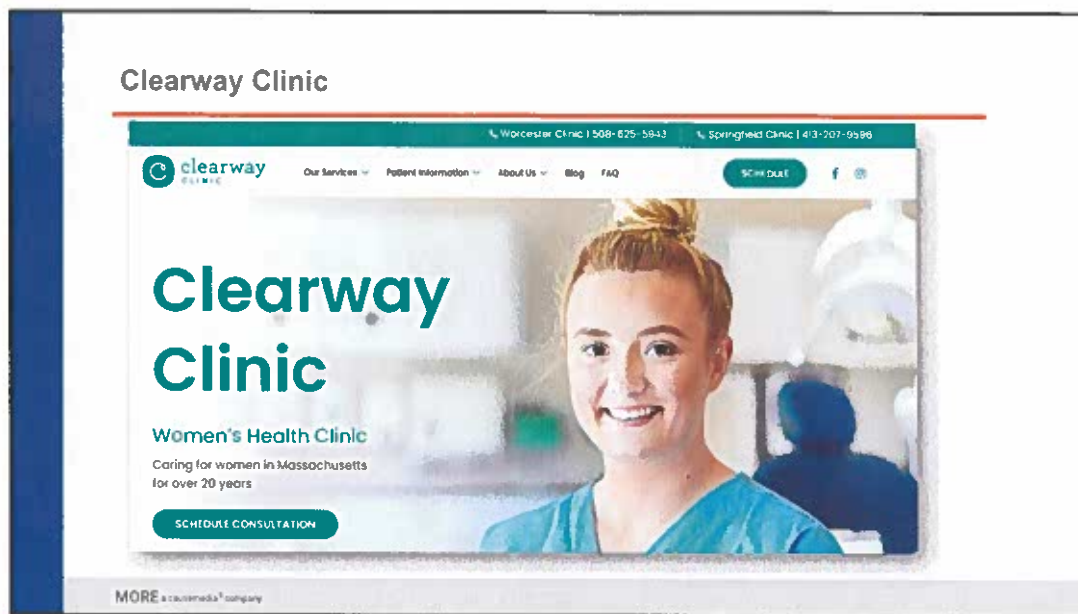


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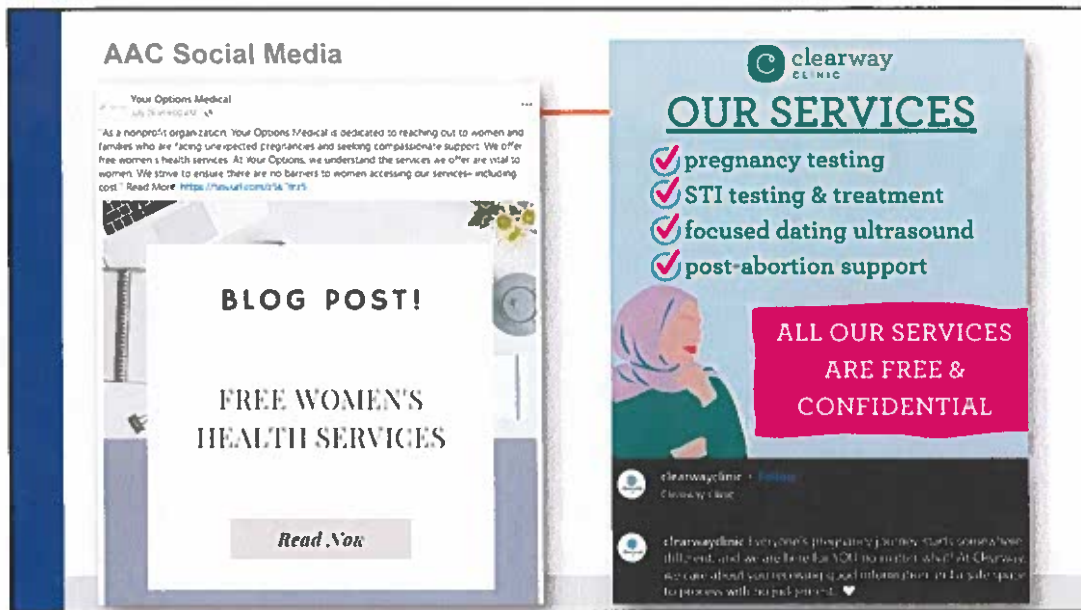


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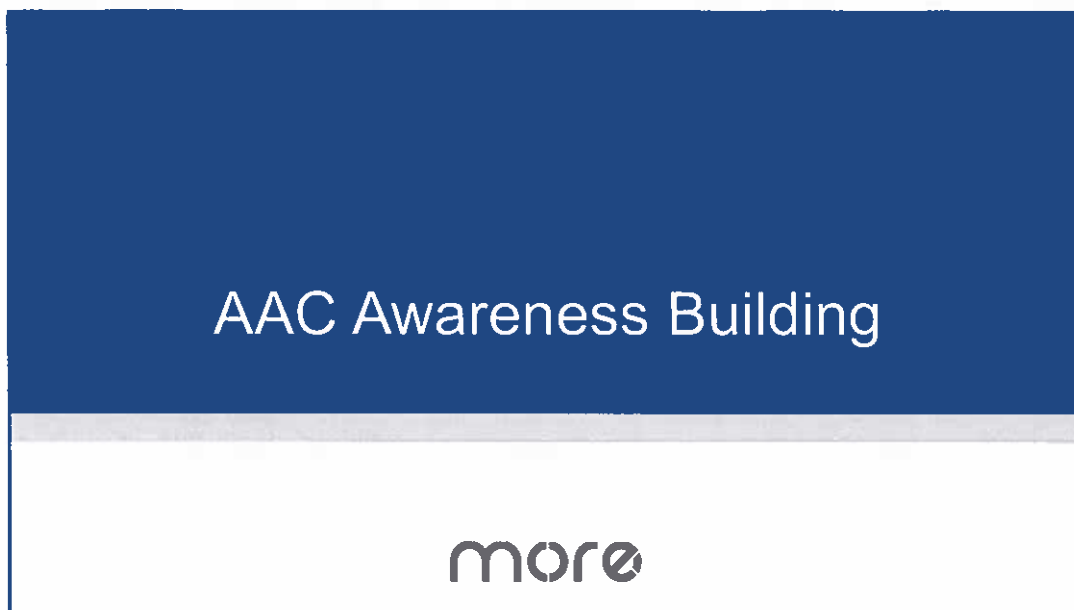


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NOWNYC / Women's Justice NOW

Objective

To train, educate, and provide programs/resources on a wide range of women's rights topics

Audience

Women seeking information about their rights regarding pregnancy/abortion (once on pages related to these rights)

Key Messaging

From resource page for how to spot and report AACs:

- . "Get the facts"
- . "Find a *REAL* clinic"
- . "False claims used by CPCs..."
- . *Spotting fake clinics*
- . *How to know if a clinic is fake*



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LegalVoice: "Know Before You Go"

Objective

Group fighting for equitable laws and educating people on their rights.

Audience

Those pregnant and looking for information

Key Messaging

- "Know Before You Go"
- From their CPC resource page on how-to-spot-AACs
- Refers to both "fake clinics" and the #ExposeFakeClinics campaign, linking to that group's page



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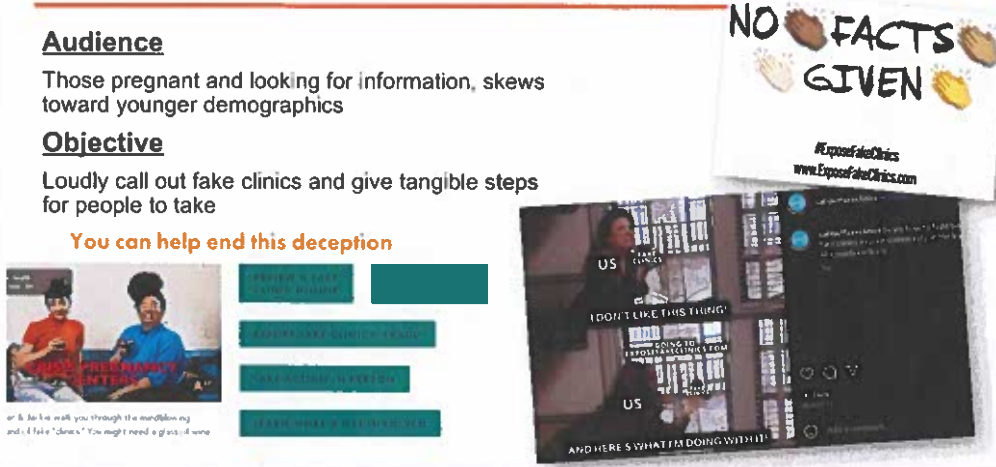
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Abortion Access Front: Expose Fake Clinics

Audience
Those pregnant and looking for information, skews toward younger demographics

Objective
Loudly call out fake clinics and give tangible steps for people to take

You can help end this deception



or to be the one you through the medication and a fake "clinic." You might need a glass of wine

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Abortion Access Front: Expose Fake Clinics

Key Messaging/Strategies

- Printable signs; toolkits for protest; flyer downloads; in-person guides
- Ideas for sign language and chants
- Links to leave reviews, vote for honest reviews of AACs
- Resources for how to spot and report these centers
- *#ExposeFakeClinics*' website offers direct links to activism
- Additional digital strategies—reporting mobile clinics ('*#gramthevan*')
- Many examples of navigating the language we are considering

From website Fake clinics 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.



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#GramTheVan

IF YOU DIDN'T THINK FAKE CLINICS COULD GET ANY CREEPIER... INTRODUCING MOBILE MEDICAL UNITS!


THAT'S RIGHT, FAKE WOMEN'S HEALTH CENTERS NATIONWIDE DEPLOY ULTRASOUND VANS— FAKE CLINICS ON WHEELS— TO TRICK, MANIPULATE, AND PRESSURE PREGNANT PEOPLE, THUS DENYING THEIR ACCESS TO ACTUAL MEDICAL CARE.

These sketchy vans come fully equipped with:

- Ultrasound machines that don't require a medical license to use
- Bizarrely 2000 medical professional
- Playbooks full of misinformation

Where can you find a fake clinic on wheels?

- College campuses, busy intersections, fairs
- Places that offer support to parents with low incomes, like WIC or TANF
- In front of REAL reproductive health clinics to confuse patients and lose them to the
- At anti-choice protests: Fake Clinics work closely with anti-abortion extremist groups, like 40 Days for Life



STRANGER DANGER!

TAKE ACTION!

HAVE A MOBILE UNIT IN YOUR TOWN? FIND OUT AT EXPOSEFAKECLINICS.COM. LET EVERYONE KNOW JUST HOW CREEPY THESE POLICE ARE BY POSTING A PICTURE OF THE VAN AND WHERE YOU SAW IT ON INSTAGRAM AND OTHER SOCIAL MEDIA. USE HASHTAGS [#GRAMTHEVAN](#) & [#EXPOSEFAKECLINICS](#)

Take it a step further and tag your local City Council member & Dept. of Commerce officials. Do they know this sketchy van is your community pretending to be a medical provider for the sole purpose of lying to and preventing pregnant people from having an abortion?

LEARN MORE AT EXPOSEFAKECLINICS.COM

MORE © 2024 ExposeFakeClinics.org

FAKE CLINICS!?

HOLD THE PHONE! WHAAA-T?

YEP! Anti-Abortion Centers (AACs), often called Crisis Pregnancy Centers, are impostor clinics set up by anti-abortion extremists, designed to shame and stigmatize vulnerable people who are exploring ALL options and needs for their pregnancy. What's worse, they currently outnumber ACTUAL abortion providers by epic proportions.

LEARN THE DIFFERENCE:

FAKE CLINICS (AACs)...

- Are run by religiously-affiliated extremist organizations.
- Are UNREGULATED by the state.
- Claim to provide free pregnancy tests & ultrasounds but mostly shame & lie about reproductive health (sometimes that ultrasound is just something they found on Google)
- ARE NOT medical professionals!

ACTUAL ABORTION PROVIDERS...

- Are trained medical professionals whose care is based on science.
- Offer info and counseling for all options including carrying a pregnancy to term, adoption and prenatal care referrals.
- AND abortion.
- Provide a full range of reproductive healthcare including safe legal abortion.
- Are governed by research and trusted medical institutions.

Now YOU can help us expose these frauds!
Take action at ExposeFakeClinics.com
[#ExposeFakeClinics](#)




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Further posts using the hashtag #ExposeFakeClinics, for their own campaigns or events

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Abortion Care Network: #EndAbortionDeception**Objective**

Educate those in the San Francisco area that AACs mislead and offer medically unsound information

Audience

San Francisco Bay Area residents

Key Messaging/Strategies

- #EndAbortionDeception
 - 6 billboards around San Francisco Bay area
 - Supported by extensive earned media
- Use of real-life care provider
- "Medically accurate"
- "Deception"
- "Care they can trust"
- "Politically motivated"



Face of billboard campaign UCSF nurse
Monica McLemore

MORE a carenetwork.org

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#EndAbortionDeception

Key Messages From Other Groups

- "Medically accurate"
- "Deception"
- "Care they can trust"
- "Politically motivated"

The relationship between providers and patients is based on trust. That's why **Desert Star Family Planning** provides the expert care and medical care, accurate information patients need. [Visit us today.](#)

PATIENTS NEED CARE THEY CAN TRUST

Desert Star Family Planning
Allentown Women's Center

Allentown Women's Center (Twitter) Allentown, PA

patients seeking pregnancy-related care. Get to know your local provider: <https://desertstarfp.com>
#endabortiondeception #abortionaccess
#abortioneducation

PATIENTS NEED CARE THEY CAN TRUST

Desert Star Family Planning
Desert Star Family Planning

Desert Star Family Planning (IG) Phoenix, AZ

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Several other clinics followed this same messaging campaign across the country

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Art by @liberaljane – activist artist – justchoice org utilizing ‘fake clinics’ language

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Abortion Care Network

Objective
 "... De-stigmatize and normalize the abortion experience—for abortion care providers as well as individuals and communities."

Audience
 People who are pro-abortion, but may not be aware of the needs or immense populations independent providers serve

Key Messaging/Strategies

- "Celebrate abortion providers"
- "Communities need clinics"



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ReproAction

Objective
Educate and activate those who support abortion and women's reproductive rights

Audience
Those who are pro-abortion and are unsure of how to take action

Key Messaging/Strategies

- "Hold fake clinics accountable"
- Social media assets available
- #BadFaithMedicine
- Monthly webinars to connect activists, share best practices and resources
- DIY Action Planning for Activists"
- #BadFaithMedicine Campaign—exposing AACs
- Headlines, titles all use strong, decisive language, often active verbiage

MORE a campaign's category

#BadFaithMedicine

Area: Abortion Fake Clinics Abuse Your Tax Dollars

add your name


DIY Action Planning for Activists

ReproAction

ReproAction on YouTube

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ReproAction



Reproaction

MORE TO LEARN AT THE REPROACTION
BLOG [HTTPS://REPROACTION.ORG/CATEGORY/BLOG/](https://reproaction.org/category/blog/)

What is "Abortion Pill Reversal"?
Unproven, Unethical, Bad Faith Medicine.

MYTH

V.

FACT

"CONSUMERS SEEK OUT ORGANIZATIONS, FACILITIES, BUSINESSES, OR NONPROFITS FOR WHAT THEY PROVIDE, NOT FOR WHAT THEY DO NOT PROVIDE. WOMEN UNDERSTAND THAT IN GOING TO A FACILITY OFFERING FREE SERVICES, THEY MAY NOT BE OBTAINING EVERY SERVICE THAT IS OTHERWISE AVAILABLE."

BRIEF OF OPERATION OUTCRY, THE JUSTICE FOUNDATION, APPEALS FOR LIFE

FAKE CLINICS OFTEN LIE ABOUT SERVICES THEY PROVIDE TO GET PEOPLE CONSIDERING ABORTION IN THEIR DOORS.

"WHAT IS A CRISIS PREGNANCY CENTER?" ON THE REPROACTION BLOG



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Planned Parenthood

Objective

To educate and provide resources to ensure people have the care they need to protect and make decisions about their bodies and reproductive health

Audience

Patients/people who have historically faced barriers to quality health care- often BIPOC and LGBTQ+ community as well as people in rural areas, with low incomes, and without health insurance.

Key Messaging/Strategies

- Consistent messaging about resources for factual, medically sound care and education
- National Press Statement from 2007 condemning AACs
- Little national messaging on AACs
 - Localized groups have more AAC-focused advocacy, directly oppositional language
 - Many blog posts calling out AACs
 - Flyers/fact sheets
 - Local affiliates often have statements
 - ex. Planned Parenthood Advocacy Fund of Massachusetts (PPAF) board statement



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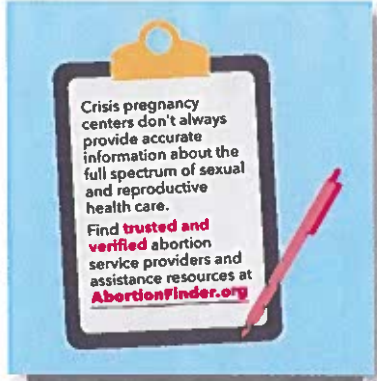
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Planned Parenthood: Local Communication

Excerpt MA Chapter's Statement on website

Just the Facts

Throughout the Commonwealth, PPAF helped local leaders take action against false, deceptive advertising and misinformation regarding pregnancy-related care and abortion. Of particular concern is the threat posed by crisis pregnancy centers (CPCs), or "fake abortion clinics," which



Crisis pregnancy centers don't always provide accurate information about the full spectrum of sexual and reproductive health care. Find **trusted and verified** abortion service providers and assistance resources at **AbortionFinder.org**

Planned Parenthood Advocacy Fund of

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Example flyer from NY

Crisis Pregnancy Centers

are

ANTI-CHOICE ANTI-ABORTION FAITH-BASED FAKE CLINICS

with

- NO OVERSIGHT**
If a non-profit receives taxpayer funds for a pregnancy resource center it is subject to oversight. No oversight, lack of financial transparency, no accountability.
- NO HONESTY**
CPCs tell women a false promise: "We'll help you decide if you want to keep the baby." In reality, they are only there to pressure women into having the baby.
- NO CHOICES**
There are no choices. No choice to abort, no choice to keep the baby. They are only there to pressure women into having the baby.
- NO PRIVACY**
CPCs claim to be confidential, but they are not. They are only there to pressure women into having the baby.
- NO SEPARATION**
There are no separation of church and state. They are only there to pressure women into having the baby.

BAD BILL ALERT

SB 24

Senate Bill 24 is scheduled to be debated in the Texas House on Friday! The bill proposes permanent use of taxpayer funds to fund Anti-Abortion Crisis Pregnancy Centers, fake clinics known for providing biased and often religious-based counseling. However, the bill prohibits the use of funds for family planning services like birth control.

Call your Texas House Representative and tell them to vote NO on SB 24! To call your Rep visit: <http://bit.ly/SB24calls>

TAKE ACTION.

Planned Parenthood Texas Votes IG

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New York State: “Know Your Options, Get the Facts”

Objective

Similar to “All of You” campaign – goal to highlight options and educate

Audience

Pregnant or those who could become pregnant in New York

Key Messaging/Strategies

- “Know Your Options, Get the Facts”
- Similar page to Mass.gov's, provides resources
- Does **NOT** call out AACs in the same way
- **DOES** make special note of who are true care providers and what they should offer
- Detailed, clinical

Overview

Make sure your provider is offering high quality services.

- **Quality of Family Planning Providers** will offer information about birth control, abortion, prenatal care, planning and adoption **without pressure or bias.**
- **Quality Family Planning Providers** will have high standards of care as required in the [NYC Health Planning Study](#) and provide the most up to date scientifically proven reproductive health services available **without mandating you feel pressured.**
- **Quality Family Planning Providers** will be licensed to provide services in NYS and be able to tell you what kind of services they have. The NYS Care Providers that are licensed to care for women and offer family planning services include:

Providers

Obstetricians (OBs) Doctors who have special training in women's health, pregnancy, and childbirth.

Licensed Midwives Professionals who have special training in family planning, prenatal care and childbirth. Licensed midwives can take excellent care of women who have uncomplicated pregnancies. If a problem arises, or you have special needs, a midwife will refer you to an obstetrician.

Family practice doctors Doctors who have special training in family health care. You may already be seeing a family practice doctor for your care. Some family practice doctors provide family planning services and also take care of women who have uncomplicated pregnancies and can handle many common complications. If you would like to see this doctor for your pregnancy, ask whether they take care of pregnant women. If a problem arises, or you have special needs, the family practice doctor will refer you to an obstetrician.

Nurse - Nurse Practitioner (NP) or Physician Assistant (PA) Professionals who, at some clinics, may provide some of your routine prenatal care in addition to seeing a doctor or midwife. These nurse care professionals are trained to provide prenatal care.

MORE: [causamedia.com](#)

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Considerations

more

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Considerations

- **Calling out AACs**—Consider balance between helping people recognize the facility in their community AND calling them what the field is calling them, anti-abortion centers
 - Fake clinics may not be viable given licensing of some MA centers. Recommend avoiding this in testing if it's not legally viable.
 - Consider what Abortion Access Front used: "Anti-abortion centers, which are often called crisis pregnancy centers,"
- **Key messages about harms** and why they should be avoided—Focus on what is universally a strong deterrent for patients and include more info on campaign page
 - What individuals lose out on (*all options, accurate information, trusted care, care without judgement, etc.*)
 - The deception and dishonesty
- AACs are **targeting** more than just people looking for abortion care—keep this front of mind in messaging and media/marketing strategies
- Using **myth vs. fact** messages—is this effective?

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Considerations

- Using **health care provider** as face of campaign, to share what they offer and what AACs really are
 - Many providers have suggested real stories would be powerful
- Keep our audiences' real and/or perceived **barriers to care** front of mind
 - Messaging about SRHP clinics should address barriers
- Language
 - "All your options"; terms like "comprehensive care"
 - Free: many providers pointed out the appeal of free pregnancy tests, but that it's not actually "free"
 - Using terms like red flags, spotting fake clinics has been done a lot

MORE considerations category

How do we want to tackle/address religious aspects of these places

Bad

Faith
medicine

Hold accountable

Fake

Deceptive/deception

'Know' – putting a positive light on the mind of the consumer – they *can* spot these, they are not helpless they can know

Options
Facts
Red flags
Etc.

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Research Update and Next Steps

- Key informant/provider interviews to date
 - *Dr. Carrie Baker and Jenifer McKenna*
 - *REN*
 - *Tapestry Health—Cindy Miller*
 - *BMC—Dr. Kate White*
 - *Health Imperatives—Emily and Elizabeth*
 - *Family Health Center of Worcester—Abby Rosenstein*
 - *UMass—Dr. Luu Ireland*
 - *Coming: Marie Harris and Areli Castillo-Torres, PPLM Worcester*
- Sept 25th – Next meeting
 - Share key informant call insights and discuss key messages
 - Final Project Brief for sign-off
- Develop the Creative Brief – 25th – Oct. 10th (presented 10/10)

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Further Reading/Resources

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The Alliance
Designed to Deceive

- The Alliance: "a collaborative of state and regional law and policy members" with widely cited report and robust resource page on AACs
- Report spotlights
 - *Non-Diagnostic Ultrasounds*
 - *Abortion Pill "Reversal"*
 - *Patient Information and Big Data*



MORE a cna.commedia.coming by

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Center for Countering Digital Hate
Profiting From Deceit

- Collected between March 2021 and February 2023
- Researchers focused on digital strategies of AACs
- Stark findings about the amount of money put into digital presence of AACs vs. real clinics



MORE © cauxmedia / corgore

Issue Brief: Crisis Pregnancy Centers

- Straightforward and clinical: facts and definitions educating on AACs (called Crisis Pregnancy Centers)
- Descriptions of their deceptive manner
- Resources for further reading



Truth and Transparency in Crisis Pregnancy Centers

- Study of presentation and messaging of AACs
 - Tactics
 - Funding
 - Comparison to real clinics

Received 15 July 2009
 Received revised 15 July 2009
 Accepted 15 July 2009
 Available online 15 July 2009

مجلس الشورى

FROM FORMULA

Figure 4. Map of the study area.

Truth and Transparency in Crisis Pregnancy Centers

Early beds of the 'Lower Devonian' are not 'Devonian' at all, but are 'Carboniferous' and 'Permian'.

Alkalosis:
 The pathogenesis of this group only involves GPCs, but the exact causes and the role here have been investigated with evidence that the cerebral neurons that control respiratory muscle activity are "sensitive" to changes in pH. GPCs are responsible for maintaining respiratory activity during hyperventilation. In this, the brain's response to increased pH is to stimulate the respiratory center, which leads to hyperventilation and a further decrease in pH, thus creating a vicious cycle.

[illegible]

Dr. Dwyer stated that this is not as unusual as it seems in his practice. (3%) as a percentage to the representative health insurance (3%) have been going strong for years. Although, planned parodontal or short-term procedures have local anesthesia without sedation have only a few. It is safe. They always receive

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For

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Miscellaneous

- [Crisis Pregnancy Center Map](#)
- [Consumer Alert - CA Department of Justice](#)
- [Consumer Alert - NJ Div of Consumer affairs](#)
- [Crisis Pregnancy Centers and Fake Clinics Archives - Ms. Magazine](#)
- [State legislation tracker | Guttmacher Institute](#)

- [Abortion Care Network](#)
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