



National  
Urban League

## NUL Codify Abortion Rights Advocacy Toolkit

Active Campaign: *Ongoing*

**POINTS OF CONTACT:** Campaign/ event questions & support:

- **Toni Wiley** (Director, Advocacy) at [awiley@nul.org](mailto:awiley@nul.org)

### OVERVIEW

The U.S. Supreme Court's [ruling](#) for the *Dobbs v. Jackson Women's Health Organization* case has effectively overruled the 1973 *Roe v. Wade* decision which has protected the right to an abortion for almost 50 years! With this decision, it is estimated that **at least 23 states** and U.S. territories will **immediately** ban abortions. Women in these states could be forced to either continue a pregnancy against their wishes, travel to another state where services are legal, or obtain services by illegal means...we believe this is **no choice** for women in this country!

To address this, the *Women's Health Protection Act* was introduced in Congress in 2021 and 2022 to codify the right to an abortion as law throughout the United States. On both occasions, the bill passed the House of Representatives, yet **failed** to move forward in the Senate because of an arcane procedural rule called the filibuster, which blocked the bill from receiving an "up" or "down" vote. This same rule has been used throughout our nation's history to block civil rights legislation.

Had the *Women's Health Protection Act* passed, it would have made the right to an abortion federal law and removed medically unnecessary barriers some states have implemented to make access to these services more difficult. We know these barriers directly and disproportionately harm Black and other women of color, women with disabilities, transgender persons, women in rural areas, young women, immigrants, and those having difficulty making ends meet.

### KEY TALKING POINTS

- The National Urban League believes abortion rights is a civil rights issue. Laws that limit abortion access infringe upon the civil liberties of women to make decisions about their own bodies and family planning.

- The Supreme Court’s decision on abortion is concerning because it may cause a “domino effect” that threatens other judicial decisions targeted by an extreme conservative wing of this nation – decisions that protect individual freedom and civil rights under the 14<sup>th</sup> amendment including the right to privacy concerning consensual sexual activity, affirmative action, LGBTQ+ rights including same sex marriage, access to contraception, interracial marriage and more.
- Restrictive abortion laws disproportionately impact Black and other women of color, low-income individuals, persons with disabilities, and immigrants who have historically been—and continue to be—disproportionately impacted by medical discrimination, bias, and other disparities surrounding issues of birth.
- History has proven, bans on abortion DO NOT stop women from having abortions. Instead, it will end **safe** abortions and it will force many women to make unsafe choices that could put their health, freedom, and lives in danger.
- Abortion is healthcare, and at a time when we are still grappling with unequal access to and outcomes from healthcare – especially for Black women, who are 2.5 times more likely to die from childbirth than White women – it is extremely dangerous to revoke access to life-saving medical treatment like abortion.

## “PROTECT CHOICE NOW” ABORTION RIGHTS CAMPAIGN

### PRIMARY CALL TO ACTION:

**JOIN US on *Friday, June 24, 2022 at 3pm ET*  
for a Facebook, Twitter, Instagram SOCIAL MEDIA STORM!**

- o **MAKE YOUR VOICE HEARD ON SOCIAL MEDIA!** Use our graphics and selected posts to express your frustration and raise awareness on **social media** about the Supreme Court’s abortion decision and the detrimental impact it will have on Black, Brown, and low-income communities!
- o Text keyword “**PROTECTCHOICENOW**” to **52886** to send a clear message to your Members of Congress that WE WON’T GO BACK and they must work and pass legislation that codifies abortion as a right!

**Link to campaign:** <https://p2a.co/ckyoW15>

**Text keyword to campaign:** “PROTECTCHOICENOW” to 52886

### SOCIAL MEDIA HANDLES TO FOLLOW

@nulpolicy (Twitter, Facebook, and Instagram)

@naturbanleague (Twitter, Facebook and Instagram)

### **SOCIAL MEDIA HASHTAG(S):**

#WeFightForFREEDOM

#UrbanLeagueFightsForYou

#ProtectChoiceNow 🍌

### **SELECTED TWEETS/ SOCIAL MEDIA MESSAGING:**

- ☐ Reproductive rights IS civil rights! Abortion bans disproportionately impact Black, Brown and low-wealth people! Text PROTECTCHOICENOW to 52886 to demand Congress to take action to codify abortion rights! #WeFightForFREEDOM #UrbanLeagueFightsForYou
- ☐ This will NOT end with abortion rights!!! Overturning Roe threatens LGBTQ+ rights, interracial marriage, affirmative action, access to contraceptives...AND MORE! Text PROTECTCHOICENOW to 52886 to demand Congress to take immediate action to codify abortion rights! #WeFightForFREEDOM #UrbanLeagueFightsForYou
- ☐ #RoeVWade is officially overturned. What's next?
  - 🚨 #LGBTQ+ rights?
  - 🚨 Affirmative action?
  - 🚨 Same sex marriage?
  - 🚨 Interracial marriage?
  - 🚨 Access to #contraceptives?

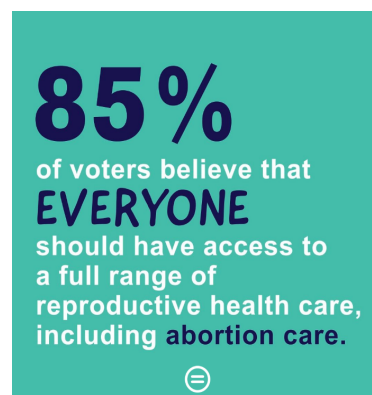
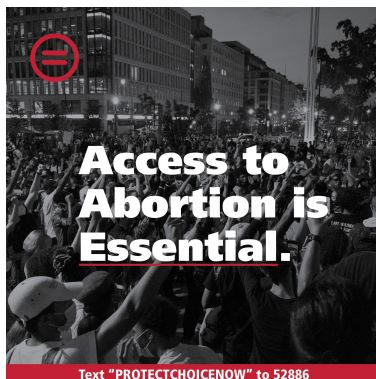
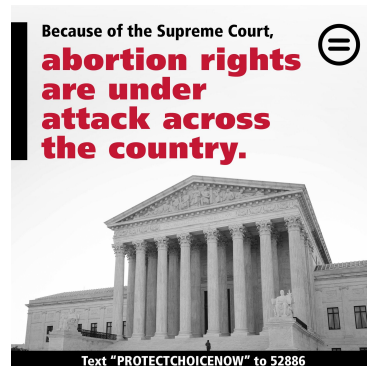
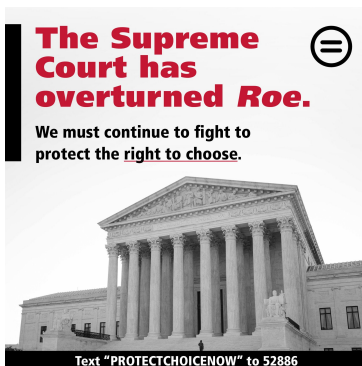
The list goes on. Take action now: Text PROTECTCHOICENOW to 52886!

#WeFightForFREEDOM

- ☐ Abortion bans WILL NOT end abortions, they will end SAFE and LEGAL abortions! We must protect women! Text PROTECTCHOICENOW to 52886 and tell Congress to take action NOW! #WeFightForFREEDOM
- ☐ Now that Supreme Court has overturned Roe, use this tool to learn more about the status of abortion rights in your state: [https://bit.ly/PPA\\_AccessMap](https://bit.ly/PPA_AccessMap)  
#WeFightForFREEDOM #UrbanLeagueFightsForYou
- ☐ EVERYONE deserves access to safe + legal reproductive services and the right to make decisions about their bodies and family planning! Urge Congress to pass legislation to Protect Choice Now! #WeFightForFREEDOM #UrbanLeagueFightsForYou
- ☐ States have enacted more abortion restrictions in 2021 than in any year since the 1973 *Roe v. Wade* decision. Protect women's right to control their bodies. It's time for Congress to ACT and codify abortion rights! #WeFightForFREEDOM  
#UrbanLeagueFightsForYou
- ☐ Women know what's best for their bodies and lives. Restrictive abortion laws threaten the health and well-being of women and children. Text "PROTECTCHOICENOW" to 52886 to let Congress know! #WeFightForFREEDOM #UrbanLeagueFightsForYou

- ☐ Nearly 90% of US counties lack even a single abortion provider. Text  
“PROTECTCHOICENOW” to 52886 to let Congress know that the right to abortion isn't  
real if only certain people can access it! #WeFightForFREEDOM  
#UrbanLeagueFightsForYou
- ☐ With Roe overruled, some people will have to travel over 1000 miles round trip to reach  
an abortion provider! Tell Congress: The right to abortion isn't real if only certain people  
can access it. #WeFightForFREEDOM #UrbanLeagueFightsForYou

## NUL ASSETS [[DOWNLOAD HERE](#)]



## BACKGROUND RESOURCES

- **PRESS RELEASES + LETTERS:**

- NUL Responds to the Overturn of Roe and the End of Federal Abortion Protections
- NUL [Calls Efforts to Overturn Roe Part of a Larger Anti-Civil Rights Movement](#)
- NUL [CEO and UL Affiliates Call on Senate to Protect Abortion Rights](#)

- **ARTICLES/ NEWS CLIPS:**

- NUL State of Black America Podcast: [Reproductive Justice is Racial Justice](#)
- NUL State of Black America Podcast: [The Future of Roe v. Wade](#)
- NUL For the Movement Podcast: [Navigating the \(Not So\) Black & White Issue of Abortion in America](#)

- **SELECTED TOOLS/ RESOURCES FROM OUR PARTNERS**

- Planned Parenthood [Abortion Access Map \(frequently updated\)](#)
- Planned Parenthood [We Won't Go Back Toolkit](#)
- Center for Reproductive Rights [Messaging Toolkit](#)