

# More Comprehensive Women's Care, More Options, Less Controversy

## Messaging on Redirecting Planned Parenthood Funding

### Messaging Priorities

#### The Path Forward...

1. Women should have access to the best care
2. Get government out of the abortion and baby parts business
3. Redirect funding to 13,000 local health centers

#### Planned Parenthood...

1. America's largest provider of abortion: 1 every 90 seconds
2. Traffics baby parts
3. Not held to hospital medical standards

### Strongest Messages

#### Women's Care

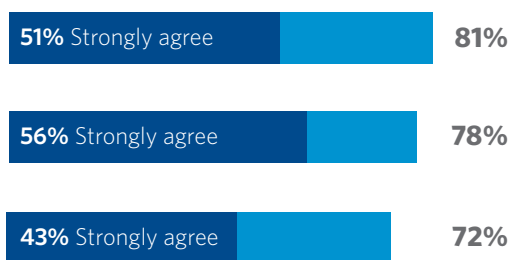
Women should have access to the best, most comprehensive care possible...

#### Trafficking Baby Parts

Government should not be in the business of funding organizations that harvest and sell baby parts from aborted children.

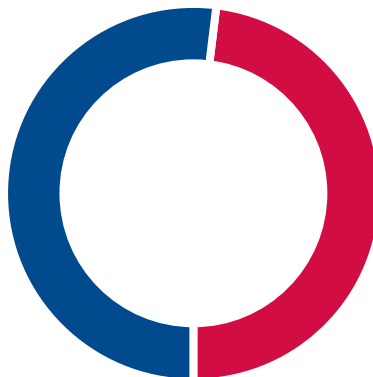
#### Alternative Options

...taxpayer dollars would be better spent directed... to the more than 13,000 health centers and hospitals providing comprehensive women's health care



### Majority Support Redirecting Funds to Health Centers Providing More Comprehensive Care

**52%** Women should have access to the best, most comprehensive care possible, but the government shouldn't be in the business of funding organizations that traffic and sell baby parts from aborted children. **We should direct the \$500 million that goes to Planned Parenthood to the more than 13,000 health centers and hospitals** providing more comprehensive women's health care.



**48%** Planned Parenthood is one of the nation's leading providers of high-quality, affordable health care for women. Taxpayer funding for Planned Parenthood goes towards cancer screenings, primary care, birth control, and preventative services. **Defunding Planned Parenthood would be a blow to women's health**, inflicted by a militant right-wing group responsible for acts of violence and fraud against abortion clinics for years.

**Source:** Recommendations based off online surveys using national representative samples of 1,001 U.S. voters conducted August 24-27, 2015 and 1,002 U.S. voters conducted September 2, 2015 with a margins of error of ±3.1%.