

For Immediate Release
May 30, 2018

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Public Education Campaign Will Raise Awareness About Harmful, Medically Unnecessary Abortion Restrictions in Wisconsin

Wisconsin Alliance for Women's Health and National Partnership for Women & Families Collaborate to Launch Campaign, Release Report

Madison, WI—The biggest threat to Wisconsin women's ability to access quality abortion care is politicians in the state. That is the key message of a new public education campaign launched today by [Wisconsin Alliance for Women's Health](http://www.supportwomenshealth.org) (WAWH), and supported by the National Partnership for Women & Families. The campaign highlights findings from a [new, rigorous report](#) by the nonpartisan National Academies of Sciences, Engineering, and Medicine, including that abortion is safe and that medically unnecessary regulations undermine access to quality abortion care. The new campaign contrasts these findings with the fact that politicians have made accessing abortion care tremendously challenging in Wisconsin; a [new report](#) by the National Partnership identifies state abortion restrictions that can keep women from getting the care they need by misleading them, delaying care, requiring unnecessary tests, and making care more expensive.

The five-figure ad campaign, supported by the National Partnership, launched today. It will feature Facebook and Twitter ads; sponsorship of the WisPolitics Midday podcast; and digital ads on *WisPolitics*, *Milwaukee Journal-Sentinel* and *Cap Times* news sites.

"It is painfully clear that anti-abortion state legislators will stop at nothing to push their radical agenda, despite growing evidence that these laws harm women," said Sara Finger, WAWH founder and executive director. "It must stop. With this campaign, we're aiming to raise awareness about our state's dangerous abortion restrictions and how Wisconsinites can fight back."

According to the National Partnership's report, [Bad Medicine: How a Political Agenda Is Undermining Abortion Care and Access in Wisconsin](#), Wisconsin has a number of abortion restrictions that bear no relationship to medical standards; undermining health care providers' efforts to provide the highest quality, patient-centered care; and taking decision-making away from women. For example, Wisconsin abortion providers are required to give women state-drafted materials that include biased, misleading and medically unnecessary information, and to administer a mandatory ultrasound, display the image and describe it. Wisconsin also has a 24-hour mandatory delay that forces women to make medically unnecessary second trips to clinics to receive abortion care; a requirement that only physicians can provide abortion care despite evidence that advanced practice clinicians, such as nurse practitioners, certified nurse-midwives and physician assistants, can safely and effectively provide abortion care; a requirement forcing abortion providers to share information about fake women's health centers that deceive, mislead and shame women; a ban on providing medication abortion via telemedicine (despite evidence that it is safe and improves access to care); and other harmful restrictions.

“Abortion is health care, and every time politicians enact medically unnecessary, burdensome anti-abortion laws – as they have time and again in Wisconsin – this health care is pushed further out of reach,” said Sarah Lipton-Lubet, vice president at the National Partnership. “It’s wrong and it’s harmful, and more Wisconsinites need to hear the truth, including from nonpartisan medical experts like those at the National Academies. We’re excited to continue to work with partners like Wisconsin Advocates for Women’s Health to push for changes that will protect, instead of undermine, women’s ability to get the health care they need.”

For more information about harmful abortion restrictions in Wisconsin, and WAWH and the National Partnership’s campaign, visit supportwomenshealth.org/truth.

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The vision of the Wisconsin Alliance for Women’s Health (WAWH) is an environment in which all Wisconsin women, at every age and every stage of their life, can realize their optimal health, safety and economic security. Visit supportwomenshealth.org for more information.

The National Partnership for Women & Families is a nonprofit, nonpartisan advocacy group dedicated to promoting fairness in the workplace, reproductive health and rights, access to quality health care and policies that help women and men meet the dual demands of work and family. More information is available at NationalPartnership.org.