



The *TRUTH* Revealed: Crisis Pregnancy Centers in Montana

ADDENDUM

One year after the release of our initial report, [The *TRUTH* Revealed: Crisis Pregnancy Centers in Montana](#), we are proud to bring you this addendum which looks forward to solutions. Since the initial release much dedicated work has been done to educate the public on crisis pregnancy centers (CPCs), conduct deeper research, and mobilize a grassroots constituency to find solutions to the issues which arose in our investigations. **This addendum is a snapshot of this work and provides recommendations to increase patient safety and privacy, and enhance consumer protections.**

Other events have also transpired in the year since the initial report release. Sadly, Susan Cahill's family practice clinic, All Families Healthcare in Kalispell, was maliciously destroyed by an anti-choice extremist in [March 2014](#)—thus instigating the closure of healthcare services to hundreds of patients in the Flathead Valley. In our initial report, we made connections between CPCs in Montana and extremists; unfortunately, [these dangerous connections were illustrated](#) in the case of the Kalispell vandalism. The alleged vandal's mother (he is still awaiting trial as of this writing) was a founding board member of Hope Pregnancy Ministries which operates Clear Choice Clinic, a crisis pregnancy center in Kalispell. The violence against Cahill happened shortly after Clear Choice Clinic attempted to curtail Cahill's practice by purchasing her office building and effectively pushing her out. (See Cahill's interview [here](#))

It is with this acute awareness that we offer the following analysis of strategies for accountability moving forward. NARAL Pro-Choice Montana will always work to increase reproductive freedom and enhance the public's understanding of personal choices, including abortion. Our investigations found that nearly 90% of Montana CPCs gave inaccurate information—**we maintain our position that this misinformation is unethical and detrimental to the public health of our communities.** CPCs in Montana use inaccurate and misleading information to dissuade women from choosing safe, legal abortion. They are a dangerous arm of the anti-choice movement and we remain committed to exposing their practices.

Intentionally telling women false medical information (i.e. condoms don't work, birth control is abortion) is wrong. We want to make sure women in our community are not misled about abortion and other health-care options.

Recommendations:

Direct service providers can:

- ✓ Educate themselves on CPCs and be aware of local CPC activities
- ✓ Offer to assist clients in accessing unbiased health information

- ✓ Review and revise referral lists for clients
- ✓ Provide support for women to make informed and independent healthcare choices

Individuals can:

- ✓ Report False or Deceptive Advertising:
 - Check your local Yellow Pages to see if CPCs in their area are involved with false or deceptive advertising, such as listing themselves under abortion services or abortion. When you see deceptive advertising, contact Yellow Pages to ask that they change the listing. Additionally, internet search engines like Google have pledged to remove deceptive CPC advertising, [if you see these ads on Google, report them](#).
 - Help us stay informed of local CPC activities. We can't be everywhere, so we rely on our members and allies around the state to keep us apprised of local CPC activities that are of concern.
- ✓ Spread the word, help with our public education campaign:
 - Share your experience with CPCs to help us spread the word about their dangerous and misleading practices. We have set up a process for individuals to report their experiences with crisis pregnancy centers in Montana via our website. *If you would like to tell us about your experience or find out more information*, please visit www.prochoicemontana.org
 - Help educate others by submitting opinion pieces to the local newspaper, writing a letter to the editor, reviewing the CPC online via websites like Yelp or Google, and telling your story.
 - Tweet CPC-related information using the hashtag #FreePregnancyTests, a hashtag many CPCs use in their advertising.
 - Educate elected officials through letters, emails, phone calls, and personal visits.
- ✓ [Volunteer](#) with pro-choice organizations.
- ✓ [Donate](#) to pro-choice organizations and support pro-choice businesses

Elected Officials can:

- ✓ Speak out in support of affirmative legislation, such as the bill introduced in 2006 by Congresswoman Carolyn Maloney (D-NY) intended to curb deceptive advertising of CPCs, entitled the "Stop Deceptive Advertising in Women's Services" Act. The bill authorizes the Federal Trade Commission to regulate the advertising practices of CPCs so they cannot be confused with legitimate abortion providers or providers of abortion referrals.
- ✓ Ensure that public funding does not go to support CPCs and their coercive agenda.

The Media can:

- ✓ Investigate CPCs and their activities
- ✓ Report stories and encounters to help document the reality and raise awareness of CPCs
- ✓ Review advertising policies and ask CPCs to disclose their non-medical status and refusal to provide or refer for abortion services in their advertising