



### HOW TO CHANGE THE SPIN Repetition. Repetition. Repetition.

#### ■ Reframe the Debate

A compassionate, pro-woman message will counter the “woman versus baby” spin with an *authentically* pro-woman *and* pro-child message.

You can also erode the rhetoric of “choice” by using the phrase “poor-choice” in context with abortion and/or “poor-choice advocates” as often as possible. It is also imperative to constantly stress that we are “pro-woman” and are therefore working to protect women from “dangerous, unnecessary, and unwanted abortions.”

#### ■ Repeat the Same Message

Clarity and redundancy lead to more accurate reporting and better recall. Concentrate on a few key messages, and repeat brief, focused sound bites, especially when speaking to broadcasters who often edit responses into short, media-friendly segments.

#### ■ Renew the American Spirit

Use the words “America” and “American” often to remind people that most Americans oppose abortion and that being *anti-life* and *anti-woman* is anti-American. The American people are pro-woman, pro-child and pro-life.

**Example:** “Abortion rates continue to fall because American women who’ve had abortions are now telling their daughters and friends that abortion is a poor choice. Been there. Done that. Hated it.”

#### ■ Resolve Their Internal Conflict

The psychological principle of cognitive dissonance may explain why otherwise virtuous Americans resist the pro-life message. When faced with new information that conflicts with their core beliefs, people sometimes resolve the resulting tension or “dissonance” by rejecting the new information.

When high abortion rates clashed with America’s desire to believe that “We’re good people,” many rationalized that “abortion *must* be okay, because *we’re* okay.”

Now that abortion rates are falling, cognitive dissonance is on *our* side. Frequently remind Americans about falling abortion rates, so they’ll feel more free to admit that the trend is away from abortion because it is a bad thing. This is a more welcome message because it doesn’t threaten the belief that “Americans are good people.” (Our thanks to Dr. Rachel McNair for this subtle but effective insight.)