

Amendment 4 Messaging Training

We need 60% of the voters in November to support Amendment 4 in order for this ballot initiative to pass. That's millions and millions of people we need to talk to. **You are a trusted source to your friends, neighbors and family members. We need you to talk to them about why we need to limit government interference in our health care decisions.**

DOs and DON'Ts

DOs (luckily they are fairly limited):

- Frame the amendment in terms of stopping government interference with abortion, as opposed to protecting the right to abortion.
- Always focus on shared values: that Floridians deserve the freedom to make these decisions and against government interference.
- Know that the ban is opposed by majority of Floridians, across religious, cultural and party lines.
- Do call it a “near total” and “extreme” ban.
- Ignore public polls. Most public polls have been asking about the amendment in ways that can be misleading and not how the amendment is written or will appear on the ballot.

Hear a Don't? Pivot to the DOs

- Don't get drawn into arguments about what-ifs. Avoid getting dragged into the weeds about when, how often, and why abortions may happen later in pregnancy.
- The amendment isn't about make abortion legal in Florida. It's about preventing government interference with abortion. When we accurately frame our message through the values of limiting government interference, we see 74% support.
- Avoid “pregnant person.” Instead, stick to “patient,” which leans into a medical frame.
- Don't frame the amendment as a restoration of Roe, which is not in itself compelling to most voters. Instead focus on stopping extreme bans.
- This is about abortion access for Floridians. Don't mention Florida as being a safe haven for abortion in the Southeast. For many voters, doing so triggers concerns about “abortion tourism.”
- Don't attack any political party or politician. Instead, refer to “extreme politicians” who banned abortion.
- Do not respond to anything about a candidate or elected official and his/her position on the amendment or abortion.
- Don't respond to questions designed to bait us, for example about the fact that the Florida Supreme Court female justices voted against the amendment while the male justices voted for it, should also be ignored.

- **Some Phrases to Use**

- Limit government interference
- Personal medical decisions
- Doctors and patients
- Across party and ethnic lines majority do not want the bans
- Near-total ban
- Before most realize they are pregnant
- Exceptions are meaningless
- Extreme ban
- Extreme politicians
- We can never know what someone is going through. We are not in their shoes.
- Tell stories!

Practice How to Answer These Questions/Comments

The formula: Empathize with a concern, instead of shaming people or telling them they are wrong. And acknowledge — rather than ignore — the kernels of truth that make false claims seem convincing.

- **Does this amendment allow abortion for any reason until the moment of birth?**
- **Does this amendment undo Florida's parental rights?**
- **What does "healthcare provider" mean – that just anyone could perform an abortion?**
- **How many weeks is viability?**
- **I believe in the sanctity of life and that life begins at conception. This amendment will lead to abortion on demand for any reason.**
- **This is just a radical, political attempt to bring out more Democrats to vote.**
- **The current laws allows for abortion in the cases of rape and incest.**
- **The current laws just need changing to take care of the exceptions.**
- **The three women Supreme Court justices voted not to put this on the ballot.**
- **I could have had an abortion, it was hard, but now I have a wonderful son.**
- **What bothers me is the women that use abortion as birth control.**
- **This amendment is too extreme.**
- **The doctors are just misunderstanding the current law and the exception to save the life of the mother. They are creating the problems.**

Possible Language to Consider Using

THEM: What does the Amendment say?

YOU: The full language of the amendment is short and to the point.

No law shall prohibit, penalize, delay, or restrict abortion before viability or when necessary to protect the patient's health, as determined by the patient's healthcare provider.

This amendment does not change the Legislature's constitutional authority to require notification to a parent or guardian before a minor has an abortion.

These two sentences express an essential freedom: We want the freedom to make decisions about our lives, bodies, families and futures without government interference.

THEM: What does the Amendment do?

YOU: We're working to pass Amendment 4 to kick ALL POLITICIANS, regardless of their party affiliation, out of private medical decisions.

The government shouldn't interfere in personal medical decisions between Floridians and their doctors. Doctors shouldn't have to risk criminal prosecution to treat the patient in front of them.

THEM: I don't believe abortion is "health care."

YOU: Regardless of what some lawmakers say, abortion access is about health care. We need to pass Amendment 4 to ensure that all patients are treated with dignity and have their medical needs met.

Patients don't turn to politicians for advice about birth control, mammograms, or prostate cancer treatments. Politicians should not be involved in a person's private medical decisions about their pregnancy.

THEM: But the amendment doesn't define "health care provider." Would just about anyone be allowed to perform an abortion?

YOU: Of course not. The term "health care provider" is already defined in Florida law. You don't go to your dentist for heart surgery, and no one would go to a massage therapist for an abortion. Healthcare providers are all bound by their scope of practice, standards of care, and ethics. These false claims are only meant to scare and confuse voters.

THEM: But the amendment doesn't define "viability."

YOU: "Viability" is already defined in Florida law. The U.S. Supreme Court, the Florida Supreme Court, the state of Florida, and the medical community have clearly and consistently defined "viability" as when the fetus can live outside the womb.

Florida Statute 390.011 says viability is "the stage of fetal development when the life of a fetus is sustainable outside the womb through standard medical measures." Amendment 4 would not change this definition.

THEM: The amendment will take away parental rights.

YOU: We strongly agree that parents should have the right to advocate for their child's health, safety and well-being. We respect the will of Florida voters who have already voted to allow parents to do so. Amendment 4 clearly states that it does ***not*** change the state's constitutional protection of those rights. If anything, the amendment gives parents more rights and freedoms by maintaining health care options for their family.

THEN: I agree that politicians should not interfere with my health care decisions. But why focus on abortion? That narrow focus makes me uncomfortable.

YOU: You and I agree: Floridians should be able to access the health care they need without unnecessary barriers or restrictions. Patients don't turn to politicians for advice about orthopedic surgery, cancer treatments, or heart disease. We deserve the freedom to make personal reproductive health care decisions without interference from the government.

The amendment is about stopping government interference with abortion.

THEM: The amendment will remove all regulations imposed on abortions and abortion clinics. It disables government from passing or enforcing laws designed to protect women.

YOU: Under this amendment, the state government retains its ability to regulate the licensing of health care providers and the operation of hospitals, medical clinics, and health care facilities.

What Amendment 4 does is stop politicians from interfering in personal health care decisions. Floridians deserve the freedom to make medical decisions for themselves in consultation with their health care team, not in consultation with politicians.

THEM: This amendment would mandate abortion until birth.

YOU: More than 90% of all abortions take place in the first trimester. Less than 1% occur later in the pregnancy. Each pregnancy is unique, and Amendment 4 will ensure that doctors can provide the best individualized medical treatment for their patients.

Near-total abortion bans like the one in Florida force doctors to risk criminal prosecution just for treating their patients. This amendment would put healthcare decisions back in the hands of patients and their doctors. It would prohibit the government from banning abortion before viability or blocking needed care when the patient's health is at risk.

THEM: This is just a radical proposal and a political attempt to bring out more Democrats to vote.

YOU: This amendment represents the will of more than 1.4 million Floridians who are Republicans, Democrats, third-party voters, and people with no party affiliation who signed the petition to put the amendment on the ballot. People from all political parties believe politicians in Tallahassee have no right to stand in between patients and their doctors.

THEM: I believe in the sanctity of life and that life begins at conception. This amendment will lead to abortion on demand for any reason.

YOU: I respect your political and religious views. People have differing opinions about abortion care. However, those views must not interfere with the relationship between patients and their doctors.

There are so many reasons why someone may make the deeply personal decision to have an abortion. Politicians shouldn't be allowed to interfere in this decision or prevent doctors and nurses from treating their patients to the fullest extent of their skill and training.

The fact is, we can never know what someone else is going through – we're not in their shoes. That's why we must vote "YES": to keep the government out of our exam rooms and make sure Florida families and their doctors have the freedom to make the decisions that are right for them.

THEM: What happens if this Amendment isn't passed?

YOU: Florida is now home to one of the strictest abortion bans in the country. Amendment 4 is the only way to overturn the state's near-total ban on abortion. Many women don't even realize they are pregnant before the cut-off date for an abortion, which is six weeks. The ban also doesn't have any real exceptions for rape, incest, or medical necessity. To obtain an abortion under these "exceptions," patients must jump through legal, procedural, and logistical hurdles that are nearly impossible. The ban is strongly opposed by a majority of Floridians across party lines.

If this amendment is not passed, we may face further restrictions on reproductive health care.

- In 2024, two bills (HB 651 and SB 476) were introduced in the Florida legislature to grant personhood to a fetus "at any stage of development." The bills died in March after the public uproar over the Alabama Supreme Court ruling that frozen embryos count as "children," causing a disruption of IVF treatment in that state. Without Amendment 4, expect the Florida legislature to possibly reconsider similar bills.

THEM: We need a national abortion rights bill. This amendment doesn't go far enough.

YOU: I can understand your frustration. We need to do what we can within the limits of what we can change. I hope you will register to vote – if you haven't – and vote in November – by mail or in person. We need to make sure Floridians can access the health care they need without medically unnecessary barriers or restrictions.

PATIENT STORIES CARRY BIG IMPACT

<https://www.youtube.com/watch?v=urAxSODlw-w>

Anya Cook, of Florida

She and her husband were out to dinner when she felt a gush of water. They went to the emergency room of the hospital she had hoped to deliver her baby in. She was told she was experiencing pre-viability preterm prelabor rupture of the membranes (PPROM). She was told could get infection and possibly die and a nurse asked if she could pray for her. Multiple studies show the condition can cause significant complications, including infection and hemorrhage, that can threaten the health or life of the mother, but, because of the 15 week abortion ban (now 6 week), her life was not yet sufficiently in danger, she was given antibiotics and discharged. In another state without this ban, she would not have left the hospital and would have proceeded with appropriate medical care.

Because Anya felt she was not going to survive, she kept the next day hair appointment so her mother or the mortuary would not have to do her hair. The next day she starts to deliver her baby alone in the bathroom of the hair salon.

As soon as the fetus hit the water, blood started flowing between her thighs and spattering in the bathroom. Between there and the operating room of the hospital, she lost almost half her blood.

<https://www.youtube.com/watch?v=cxMedysP9OU>

Allie Phillips, of Tennessee

At 19 weeks, the daughter/fetus was diagnosed with multiple fetal anomalies. She had no chance of survival as she had no lungs. Continuation of the pregnancy put Allie's health at risk and her ability to have future children.

Allie researched her choices and arranged for treatment in a New York clinic. When she arrived there was no heartbeat. The last detected heartbeat was 10 days before, so it was unclear when the fetus had died. During this time period, Allie was at risk for blood clots, infections or going septic. Within the hour she was in the operating room getting emergency surgery. She is now running for office in Tennessee.

<https://www.youtube.com/watch?v=aiHbylOCoe0>

Amanda Zurawski, of Austin, Texas

Amanda was denied abortion care after she experienced preterm pre-labor rupture of membranes (PPROM) at 18 weeks of pregnancy. She was seen at a Catholic hospital in Austin, where she was denied an abortion because her doctors could still detect fetal cardiac activity. Three days later, she showed signs of infection and was diagnosed with sepsis, a life-threatening condition.

Although doctors then performed an emergency induction abortion, she spent the next three days in the ICU fighting for her life. She ultimately survived, but the infection caused one of her fallopian tubes to become permanently closed, compromising her future ability to have children. Amanda has been forced to turn to in vitro fertilization (IVF) in her attempt to start a family. She and her husband shipped their embryos to another state, fearful of what law Texas will enact next which may eliminate IVF.

She started the lawsuit against Texas which, as of the latest information available, has 22 plaintiffs. The lawsuit seeks to clarify the scope of Texas's "medical emergency" exception under its state abortion bans.