

Why you should be involved:

Pharmacy Outreach: A Pro-Life Imperative for 2024



The Direct Pharmacy Impact and General Public Square Impact

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1. Curb and contain the launch of pharmacy abortions. Our strong public witness at CVS and Walgreens will be a deterrent to expansion beyond the initial states.

On March 1, 2024, these corporations revealed their six initial states were NY, PA, MA, CA, IL, and RI. Walgreens and CVS will face difficulties. These can include resistance from medical professionals, lawsuits resulting from abortion complications, etc. A strong and growing **Pharmacy Outreach** nationwide will become another major headache. Slowing and limiting state-to-state expansion can be a pro-life success. Your city and state are needed.

2. Deliver a strong message to “other” pharmacy chains to STAY OUT, which preserves pharmacy choice.

Walmart and grocery chains have ignored the FDA's offer to sell abortion pills. Democrats are pressuring these firms to join Walgreens and CVS. This is an urgent and doable goal. However, outreach must come quickly, strongly, and broadly to keep Walmart on the sidelines. Currently, most customers have prescription choice. Let's keep it that way.

3. Education on chemical abortion.

Our movement must engage those who do not currently agree with us. **Pharmacy Outreach** provides a huge opportunity to inform, educate, and persuade about chemical abortion. Pro-Life Waco has created a flyer on chemical abortion, the procedure used in over half of abortions in America. The flyer describes chemical abortion, dangers to women, abortion pill reversal, and the how-to for prescription transfers. We can engage pharmacy customers and employees, pedestrians, and travelers.

4. Tarnished public image and financial loss.

Using signs, literature, and conversations, we bring public image and financial losses. These corporations brazenly announced their rollout into the chemical abortion market. Businesses want a serene environment for their facilities—with messages controlled. **Pharmacy Outreach** in their public rights-of-way upset their image and financial apperance. (Our challenge also involves Target since their pharmacies are CVS.) This is an urgent matter for foot soldiers in EVERY state because of repugnant **national** corporate decisions.

5. Lessons from the civil rights movement.

The civil rights movement relied substantially on public square outreach to penetrate the thinking of a broad cross-section of America. Historic episodes included the lunch counter desegregation movement of 1960. This ignited on February 1 in Greensboro, NC when four black college students took seats at a Woolworth department store. The movement quickly spread throughout Southern states, changing hearts, minds, and votes. On July 25, 1960, Woolworth integrated lunch counters in all its stores. **Let's make the Walgreens pharmacy become the Woolworth lunch counter of the pro-life movement.** We can create and show the on-fire passion for the civil rights of babies in the womb in the 21st Century.

6. We should be eager to add an arrow to our quiver.

We claim to be the civil rights movement of the 21st Century. Let's see how we can be on fire. Let's deliver a dazzling challenge to CVS and Walgreens!

7. Public Square Outreach is vitally important for pro-life politics.

To recover from recent election losses, we must appeal beyond the pro-life choir to the independents, the mushy middle, and the undecided. It is painfully obvious that the pro-life movement has not penetrated the middle.

Abortion supporters easily sway the independents to their side with expensive and deceptive advertising. In 2022, Republican and pro-life candidates were projected to win the independent vote by 2 to 3%. However, we lost by 2 to 3%. Our legislative gains

were much less than expected. And, we lost all five statewide votes with abortion directly on the ballot. Strong Public Square Outreach—365 days of each year—will be one key to pro-life political recovery. With PSO, we contribute to changing hearts, minds, and souls. **And when that happens, votes change too.**

8. Impact on the general business community.

Pro-life outreach in the streets of a city sends a powerful message to our communities at large. This is particularly true when outreach challenges a business that supports abortion. This creates a strong incentive for other businesses to stay on the sidelines—far away from the abortion battle.

9. Counterbalance media bias.

The mainstream media treat the pro-life movement in damaging ways. With Public Square Outreach, we directly form public opinion. We at least partially counter media bias. Thousands see us on sidewalks, billboards, and overpasses. They receive the message that they have neighbors who deeply care about the shedding of innocent blood. And they should too! We are respectful and factual with our messages—not the way the mainstream media portrays us.

Pharmacy Outreach is one form of **Public Square Outreach (PSO)**. In addition to the direct impact of Pharmacy Outreach, there are other benefits common with all forms of **Public Square Outreach**. This page presents the key benefits common to all forms of **Public Square Outreach**. PSO includes all activities that engage the B-R-O-A-D spectrum of our neighbors. This includes the undecided “mushy middle” of our communities. The pro-life movement has focused mostly on the pro-life choir and our hardened opposition. The time is now to restore balance.

For Pro-Life Waco, **Public Square Outreach** has included yard signs, billboards, Life Chain, pedestrian overpass outreach, and display booths at fairs and festivals, and challenges to business enablers of abortion.

10. Encouragement to non-active pro-lifers.

The responses of honking and thumbs up are numerous. Some pull into parking lots to thank us. It would be great if these pro-lifers became active and joined us. However, a modest engagement is better than none at all.

11. Trigger for pro-life activism.

For over two decades, Pro-life Waco led outreach in opposition to the Nobody’s Fool sex education event each July in Waco. Monica Cline was one of the “educators” for this Planned Parenthood event.

She eventually experienced a full conversion and embraced active involvement. In 2010, Monica was featured for a PLW press conference outside the Nobody’s Fool event! Monica is active today exposing the realities of Planned Parenthood sex ed. www.ittakesafamily.org

12. A memorable family activity.

Let your children, grandchildren, and siblings catch you in the act of pro-life discipleship. A photo of your family engaged in Public Square Outreach would be a wonderful keepsake.

13. Effective use of active life defenders.

Laborers in our vineyard have diverse interests and gifts. Not all are inclined to other pro-life channels. For some, the fit is better for Public Square Outreach. The movement should have opportunities available for all.

**Considering all of the above,
success in each Pharmacy
Outreach is 100% assured.
There are degrees of success.
However, failure is impossible!**