

Goals and Impacts of Pharmacy Outreach

- 1. Direct impact of Pharmacy Outreach: Public image and financial loss.** Using signs, literature, and conversations, we seek to bring public image and financial losses to CVS and Walgreens pharmacies. Walgreens and CVS announced on March 1, 2024, that they would roll out their entry to the chemical abortion market. The six initial states for filling abortion pill prescriptions are NY, PA, MA, CA, IL, and RI. 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.
- 2. Pharmacy Outreach must provide strong obstruction to the rollout beginning in abortion-friendly states.** Walgreens and CVS will face difficulties. These can include resistant medical professionals, lawsuits resulting from abortion complications, etc. A strong and growing **Pharmacy Outreach** across the nation must be added to their headache list. If our response to Walgreens and CVS is feeble, the message to the business community is they will pay no price for abortion support. Slowing and limiting the state-to-state expansion will be a pro-life success.
- 3. A message to other pharmacy chains to STAY OUT and maintain pharmacy choice.** Walmart and large grocery chains have ignored the FDA's offer to sell abortion pills. We must protest strongly and broadly to keep them on the sidelines. Currently, most customers have Rx choice. Our Chemical Abortion flyer presents the easy steps for prescription transfers.
- 4. Education on chemical abortion.** Our movement must engage those who do not think like us. **Pharmacy Outreach** provides a huge opportunity to inform, educate, and persuade about chemical abortion. Pro-Life Waco has created a flier on chemical abortion, the procedure used today to commit over half of abortions in America. The flyer describes chemical abortion, dangers to women, abortion pill reversal, and the easy steps to switching pharmacy business. We engage pharmacy customers and employees, pedestrians, and travelers.
- 5. We should be eager to add an arrow to our quiver.** We claim to be the civil rights movement of the 21st Century. If we want to show that we are on fire, of course, we will deliver a dazzling challenge to CVS and Walgreens.

Pharmacy Outreach is one form of Public Square Outreach (PSO). In addition to the direct impact of **Pharmacy Outreach**, there are other impacts in common with all forms of PSO. Public Square Outreach includes all activities that engage the broad spectrum of our neighbors from diverse locations. This includes the undecided “mushy middle” of our communities. The pro-life movement has been overly focused on the pro-life choir and our hardened opposition. For Pro-Life Waco, Public Square Outreach has included yard signs, billboards, a pro-life billboard truck, Life Chain, pedestrian overpass outreach, challenging the business enablers of abortion, and display booths at fairs and festivals. Here are the key benefits of all forms of Public Square Outreach.

Less Direct But Important Impacts

- 6. Public Square Outreach is vitally important politically.**
To recover from recent electoral 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 can easily sway the independents through expensive and deceptive advertising. In 2022, the Republican and pro-life candidates were projected to win the independent vote by 2 to 3%. However, we lost by 2 to 3%. Our gain in legislative seats was much less than expected. We lost all five statewide votes with abortion directly on the ballot. Strong Public Square Outreach 365 days of each year will be a key to pro-life political recovery. With PSO, we contribute to changing hearts, minds, and souls. And when that happens, votes change too.
- 7. Impact on the general business community.** Outreach in the streets of a city sends a powerful message. This is particularly true when outreach challenges a business that supports abortion. This is a strong incentive for other businesses to stay far away from the abortion battle.
- 8. Counterbalance to 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 from vehicles and sidewalks and receive messages that they have neighbors who deeply care about abortion. We handle ourselves in a dignified, accurate, and powerful manner—not the way the mainstream media portrays us.

- 9. Encouragement to the pro-life silent majority.** The responses of honking and thumbs up are numerous. Some pull into parking lots to thank us. It would be great if the pro-life silent majority would do more. However, a modest engagement is better than none at all.
- 10. Trigger for pro-life activism.** For over two decades, Pro-life Waco led outreach in opposition to the one-day Nobody's Fool sex education event each July in Waco. One of the “educators” for the Planned Parenthood event was Monica Leal Cline. She eventually experienced a full conversion. 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
- 11. 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.
- 12. Effective use of active life defenders.** Laborers in the pro-life vineyard have diverse interests and gifts. Not all are inclined toward pregnancy support, sidewalk counseling, or prayer vigils. For some, the fit is better for Public Square Outreach. The movement should have opportunities available for all.
- 13. 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 include the march over the Selma Bridge, the segregated buses challenge in Montgomery, Alabama, and lunch counter integration sparked by four college students at a Woolworth store in Greensboro, North Carolina. Each bold initiative changed hearts, minds, and votes. **Let's make the Walgreens pharmacy the Woolworth lunch counter of the pro-life movement.** We can create and show the on-fire passion of the civil rights movement of the 21st Century.

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