



2014 NOW Roe v. Wade Anniversary Chapter Action Guide

Introduction

Whether you are a Roe veteran and have been planning events for years or are just getting your feet wet as a chapter leader, this guide contains helpful information and new ideas for creating effective actions.

In 1973, the Supreme Court affirmed women's constitutional right to legal abortion in the landmark case *Roe v. Wade*. But today, *Roe* is at risk, with hundreds of new laws restricting abortion rights introduced in 2013 alone. The National Organization for Women has been on the front lines of the fight for reproductive justice since its founding in 1966, and NOW activists have been fiercely defending *Roe*, one of the most critical legal decisions of our time, since it was issued 41 years ago.

Think locally. This year's theme is "**Fighting Back for Roe – State by State**". Thanks to coordinated efforts to pass laws that undermine women's right to choose, *Roe* is being eroded in the states. Some such strategies include:

- Personhood Bills: Changes the definition of person or citizen to include fetuses.
- Targeted Regulations on Abortion Providers (TRAP) laws: Stringent and medically unnecessary requirements that are designed to be difficult for clinics to comply with and thus forces them to close. Usually these measures are passed under the guise of protecting women's health.
- Bans on Types and Times of Abortions: The most common bans begin at 6, 12, and 20 weeks.
- Ultrasound: Requires women to undergo a trans-vaginal ultrasound prior to receiving an abortion.
- Public Funding: Prohibition of public funds from covering abortion procedures.
- Insurance Coverage: Prohibition of public and/or private health insurance companies from covering abortion procedures.

For more information about threats in a particular state, check out the Threats to Abortion Access in 2014 table in the Appendix.

Before Your Chapter Action

Setting Goals

There are many things to consider when planning an action. It is helpful to start by setting a goal. The goal of an action should be based on what is happening in your state or community. Consult with other chapter leaders and come to consensus regarding the goal of your action.

CHAPTER ACTION PLANNING

	Political Advocacy	Raising Awareness	Clinic Focused
Goal	Pass or defeat ballot measures and proposed legislation that would either support or undermine abortion access.	Inform the public about a particular issue e.g. local threats to abortion access, anti's strategies for undermining Roe v. Wade, or abortion stigma.	Support the work of abortion providers and the women who need their services.
Action	Petition drive, organize a lobby day, rally, demonstration, vigil, etc.	Panel discussion, film screening, abortion speak out, etc.	Clinic defense and positive visibility events
Considerations	Demonstrations and rallies often require permits, especially if you plan to use sound equipment. Begin planning at least 6 weeks in advance. Pick a strategic location which is meaningful and has high traffic. Also, if planning an outdoor event keep in mind that Roe day takes place in January and may be cold.	Finding an appropriate venue, especially when there are technology requirements such as in a film screening may take some time. Be sure to book speakers at least 4 weeks in advance. They should be able to address local threats. This action is ideal for a dedicated small group of activists.	Good for a limited amount of activists. However, might take some thinking ahead since it is best to work with clinics and ask them what they need first.

For help assessing your chapter's resources, see the Appendix of this guide.

Safety

Certain anti-choice groups have a history of violence and also like to have events on the anniversary of Roe vs. Wade. You can do a search online to find out if there are anti-events planned during/near your event. While at the action, encourage the use of the buddy system when leaving or arriving if there is a strong presence of antis. Be aware of your surroundings and have the proper authority's contact information on hand should the need arise.

Earned Media (newspapers, television, radio, etc.)

Chapter leaders should work to obtain press coverage for events. Not only will it elevate your event and inform the public about an important issue, but it will help you attract new members. First, send a press alert including the basic event details (who, what, when, where, and why) to local media outlets. Next, follow up with a phone call a few days before the event to encourage different media outlets to attend. Finally, send out a press release the day of the event and be sure to bring extra printed copies to the event.

Appoint a spokesperson for the event, usually this is the chapter president, and prepare talking points in advance. The most common question journalists ask is “why are you here?”

Social Media (Twitter, Facebook, Tumblr, etc.)

Similarly, utilizing social media to promote events is essential. Social media platforms such as Facebook, Twitter, and Tumblr are terrific as these sites allow chapters the ability to promote events in addition to traditional media. When only a few activists are available, standalone social media actions such as blog carnivals or tweet chats are effective. However, there should always be a social media component to every action, whether that is live tweeting throughout the event or posts before and after. Be sure to consult the 2014 Roe Day Social Media Kit on the chapter’s only website for messaging and hashtags.

At the event, if possible, assign someone with a smartphone to stream or post updates in real time. This allows others who might otherwise be unable to attend your event to follow what is going on and participate. If no one with a smartphone is available to serve in this role, ensure someone is responsible for taking lots of good pictures and posting them shortly after the event.

To help you get started, read NOW’s “How to” guides for Facebook, Twitter and Tumblr. For tips on becoming more effective online, check out the webinar “Social Media 102: You Have Twitter- Now What?” All materials are available on the chapter’s only site¹.

¹ If you need the log-in information for the chapters’ only website contact the Field Team at the National Action Center.

During Your Action

Be Safe, Be Prepared:

- Designate a point person who will introduce themselves to any law enforcement present should anything go wrong. Ideally this will be whoever is listed on the permit
- Have cell phone numbers for all speakers and event organizers
- Give event attendees clear instructions on where they are allowed to be and do (for example, do not block the sidewalk) either via announcement before the event or through flyers. When creating these instructions be sure to look over the permit guidelines thoroughly -- every municipality is different
- Comply with any law enforcement directives

Remember to bring:

- ✓ Copies of press release
- ✓ Camera
- ✓ NOW rounds
- ✓ Keep Abortion Legal Rounds and Stickers
- ✓ Membership brochures – Every event is an ideal time to recruit new members!
- ✓ List of chants (see the Appendix of this guide for examples)
- ✓ Bull horn or sound system
- ✓ Copies of the permit
- ✓ Fully charged cell phone
- ✓ Handouts
- ✓ Appropriate items for the weather: umbrellas, sunscreen, hand warmers, water, flashlights, etc.

After Your Action

Immediately after the event remember to clean up and bring home extra rounds and membership brochures for the next event. Get together with other organizers to debrief the action using the action debrief form (see the Appendix). Debriefs can occur in person, over the phone, or via email. If you would like a member of the field team to facilitate your debrief contact the field team.

If press does attend your event, collect links to news stories. The National Action Center loves to hear about your actions. Email (fieldorg@now.org) any press coverage, photos, number of attendees, and other important details. Also, don't forget to post photos and a follow up message to your social media platforms following the event.

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Finally, send thank you notes to any speakers, volunteers, or other people who helped make your event a success. Follow up with any potential new members who showed interest at your event. Recruitment is an important aspect of chapter stability overtime and should be an important aspect of every chapter action.

Resources

Social Media help from the NOW Chapters' Only Site

Roe Day Social Media Guide

<http://www.now.org/chapters/internal/index.html>

“How To” guides

Twitter

http://www.now.org/chapters/internal/TwitterHowTo_FINAL.pdf

Facebook

http://www.now.org/chapters/internal/FacebookHowTo_FINAL.pdf

Hootsuite

http://www.now.org/chapters/internal/HootsuiteHowTo_FINAL.pdf

Tumblr

http://www.now.org/chapters/internal/TumblrHowTo_FINAL.pdf

“Social Media 102: You Have Twitter- Now what?” Webinar

http://www.now.org/chapters/internal/SocialMedia102_FINAL.pdf

Guttmacher Institute

This database, updated monthly, contains comprehensive information regarding reproductive justice threats.

<http://www.guttmacher.org/statecenter/>

Alliance for Justice

Our partners at Alliance for Justice have created the short documentary film [Roe at Risk](#) featuring several NOW activists across the country. This 16-minute film is the perfect length to show at an event. The Alliance for Justice also created the insightful report [The Threats, the Courts, and You](#).

Roe at Risk Documentary:

<http://www.afj.org/multimedia/first-monday-films/films/roe-at-risk-fighting-for-reproductive-justice-2013>

The Threats, the Courts, and You

<http://www.afj.org/wp-content/uploads/2013/12/Roe-at-Risk-one-pager-12-11-13.pdf>

APPENDIX : Chapter Leader Tables

ASSESSING CHAPTER RESOURCES

How many activists can you count on to help you plan?	
Timeframe. Considering how many activists you have, how much time do you have to put a successful event together?	
Look at your budget. How much money do you have to make this happen?	
Other considerations?	

ACTION DEBRIEF TABLE

	What went well?	What can we improve upon for next time?
<i>Example</i>	<i>We reached our goal of 30 activists in attendance</i>	<i>Ask activists to arrive earlier to allow for prep time</i>
Logistics / Planning		
Chapter Communication		
Social Media / Press Outreach		
Attendance / Recruitment		
Outcome / General Results		
Other		

Ballot Initiatives and Court Challenges In 2014

This table contains upcoming ballot measures and pending legal battles in 2014. In addition, state legislative threats continue to be expected.

State	Threat	More info
AK	Alaska "Natural Right to Life" Initiative	Currently not on the 2014 ballot. Called for protecting "the natural right to life and body of all mankind from the beginning of biological development
AZ	Fight in the courts	The Ninth Circuit struck down an Arizona law prohibiting abortion after 20 weeks of pregnancy. The state has petitioned the Supreme Court for review, which has yet to decide whether it will hear the case this term.
AR	Fight in the courts	Arkansas's law, the "Arkansas Human Heartbeat Protection Act," bans abortion after 12 weeks of pregnancy and is being challenged in federal court. A trial date is set for March 2014.
CA	California Parental Notification for Abortion	Initiated constitutional amendment, approved for circulation in California as a contender for the November 4, 2014 ballot. Will require parental notification prior to a minor receiving an abortion.
	California Personhood Begins at Conception Initiative	Submitted to the Office of the Attorney General of California, where it awaits a ballot title and a ballot summary prior to being approved for circulation as a contender for the November 4, 2014 ballot. It is an initiated constitutional amendment. Attempting to change the CA constitution to define life begins at conception.
CO	Colorado Definition of Person and Child Initiative, Amendment 67	Will be on the 2014 statewide ballot in the state of Colorado as an initiated constitutional amendment Defines unborn humans as a "person" and "child" in the Colorado criminal code
GA	Georgia Personhood Amendment	May appear on the November 2014 ballot in Georgia as a legislatively-referred constitutional amendment. Defines life at conception, ban abortions and restrict in vitro fertilization.
MI	Michigan Ban on Automatic Insurance Coverage of Abortion Initiative	The Ban on Insurance Coverage of Abortion Initiative is an indirect initiated state statute in Michigan that may appear in the general election on November 4, 2014. If enacted this measure would prohibit both public and private health insurance companies from covering abortions unless individuals purchase a supplemental

		policy.
MS	Mississippi "Personhood" Amendment	The Mississippi Trapping Ban Initiative may appear on the November 2014 statewide ballot as an indirect initiated constitutional amendment. The measure would specify that life begins at conception and that human beings at all stages of development have equal rights.
	Fight in the courts	Fighting to keep the state's lone abortion clinic open, advocates are challenging a TRAP law passed in 2012 that requires the clinic's doctors to attain admitting privileges at a local hospital. A federal judge blocked the state from closing the clinic while its doctors attempt to get admitting privileges, and a trial date has been set for March 2014.
NC	Fight in the courts	North Carolina's coercive ultrasound law that requires an ultrasound at least four hours before an abortion—without exception in cases of rape, health of the mother, or fatal fetal abnormalities—is being challenged in federal court. A judge temporarily blocked the law, and a hearing took place in August 2013, with a decision expected soon.
ND	North Dakota Life Begins at Conception Amendment, Measure 1	Declares in the state constitution that life begins at conception. On the Ballot Nov. 4, 2014
OR	Oregon Prohibition on Public Funding of Abortions Amendment	May appear on the November 2014 statewide ballot as an initiated constitutional amendment. The measure would prohibit using public funds to pay for abortion procedures
TN	Abortion Amendment	Amend the state Constitution to state nothing "secures or protects a right to abortion or requires the funding of an abortion."
TX	Fight in the courts	Texas's newly enacted law that imposes TRAP requirements, limits access to medication abortion, and bans abortion after 20 weeks of pregnancy has been challenged in federal court. The Fifth Circuit has lifted the District Court's grant of an injunction on the admitting privileges part of the law, and advocates are now asking the Supreme Court to temporarily block the law.
WI	Wisconsin Personhood Amendment	May appear on the 2014 statewide ballot as a legislatively-referred constitutional amendment Would define a fetus as a person.

ROE DAY CHANTS

Roe v. Wade Anniversary Chants	Roe v. Wade Anniversary Chants
<p>Not the Church, not the state, Women must decide their fate!</p> <p>Racist, sexist, anti-gay, Right-wing judges, go away!</p> <p>Gay, straight, black, white We all unite for women's rights!</p> <p>Pro-life, that's a lie, You don't care if women die!</p> <p>Pro-life men have got to go, When you get pregnant, let us know!</p> <p>Our bodies, our lives, Our right to decide!</p> <p>2,4,6,8, Separate church and state!</p> <p>2,4,6,8, Abortion rights in every state!</p> <p>5,4,4,5, These decisions change our lives!</p> <p>Ho, ho, hey, hey! Roe v. Wade is here to stay!</p> <p>Show me what democracy looks like! <i>This</i> is what democracy looks like!</p> <p>Women's rights are under attack! What do we do? Stand up! Fight back!</p> <p>Don't go back to times primeval Keep abortions safe and legal</p> <p>We say pro-choice They say no choice</p> <p>Hey, hey! Ho, ho! Clinic terrorists have got to go!</p> <p>Racist, sexist, anti-gay Born-again bigots go away!</p>	<p>Not the Church, not the state, Women must decide their fate!</p> <p>Racist, sexist, anti-gay, Right-wing judges, go away!</p> <p>Gay, straight, black, white We all unite for women's rights!</p> <p>Pro-life, that's a lie, You don't care if women die!</p> <p>Pro-life men have got to go, When you get pregnant, let us know!</p> <p>Our bodies, our lives, Our right to decide!</p> <p>2,4,6,8, Separate church and state!</p> <p>2,4,6,8, Abortion rights in every state!</p> <p>5,4,4,5, These decisions change our lives!</p> <p>Ho, ho, hey, hey! Roe v. Wade is here to stay!</p> <p>Show me what democracy looks like! <i>This</i> is what democracy looks like!</p> <p>Women's rights are under attack! What do we do? Stand up! Fight back!</p> <p>Don't go back to times primeval Keep abortions safe and legal</p> <p>We say pro-choice They say no choice</p> <p>Hey, hey! Ho, ho! Clinic terrorists have got to go!</p> <p>Racist, sexist, anti-gay Born-again bigots go away!</p>

