

# TAKE ACTION: HHS STRATEGIC PLAN



The U.S. Department of Health and Human Services (HHS) has released their 2018-2022 Strategic Plan, and it is a thinly-veiled plot to roll back reproductive rights. By stating that the goals of HHS are to serve and protect “**Americans at every stage of life, beginning at conception,**” the department directly undermines the U.S. Supreme Court’s decision in *Roe v Wade* that affirms the constitutional right to safe and legal abortion. The use of personhood language emphasizes the department’s skewed priorities, and sets a dangerous precedent for future policy. The language in the Strategic Plan also emboldens faith-based organizations and their refusal to provide employees birth control.

**We’re asking NOW activists to comment on the draft Strategic Plan and demand that HHS removes all personhood language. Take action NOW before comments close on October 27!**

**CLICK HERE TO LEAVE A COMMENT!**

Below is a sample comment, talking points, social media, and the HHS draft 2018-2022 Strategic Plan target areas:



**SAMPLE COMMENT**



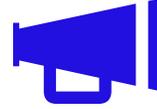
**To leave a comment on the HHS Strategic Plan, click [here](#). Comments have a limit of 1,000 characters.**

*The U.S. Department of Health and Human Service’s 2018-2022 Strategic Plan is the Trump Administration’s latest attempt to undermine women’s reproductive health care. When the HHS states that they are dedicated to “serv[ing] all Americans from conception to natural death,” they attack women. Women are not fooled by coded language that limits reproductive rights, undermines *Roe v Wade*, and infringes upon our autonomy.*

*This guidance sets a dangerous precedent, and helps pave the way for future policies that infringe upon a woman’s constitutional rights. It is not the place of a government agency to determine a woman’s reproductive healthcare choices; rather, that decision should be between a woman and her healthcare provider. I demand that the U.S. Department of Health and Human Services remove all personhood language (“life begins and conception”) from their Strategic Plan, and all other policy documents.*



# TALKING POINTS



1. In its 2018-2022 Strategic Plan, the U.S. Department of Health and Human Services (HHS) included a thinly-veiled plot to limit reproductive rights.
2. By stating that the goals of HHS are contingent upon “serving and protecting Americans at every stage of life, beginning at conception,” the department directly undermines the U.S. Supreme Court’s decision in *Roe v Wade* affirming the constitutional right to safe and legal abortion.
3. A woman’s reproductive choices should be between herself and a licensed health care provider, not Congress, not the President of the United States, and not the U.S. Department of Health and Human Services.
4. This is a clear declaration of the department’s priorities--and sends the message loud and clear that protecting women’s health is not one of them.
5. This guidance sets a dangerous precedent, and helps pave the way for future policies that infringe upon a woman’s constitutional right to bodily autonomy.
6. The U.S. Department of Health and Human Services is threatening women’s access to abortion care and birth control, under the guise of protecting religious freedom.



# SOCIAL MEDIA ACTION

The HHS 2018-2022 Draft Strategic Plan has devastating implications for women and reproductive health. It is a “license to discriminate.” But here’s the scariest part: most people don’t even know it exists! That’s where you come in. After you have left your comments on the HHS Strategic Plan, we ask that you spread the word on your social media channels. Facebook, Twitter, Instagram, even Snapchat! It is critical that we make sure we are not silent about this new plan.

National NOW and our allies will be using the hashtags #HHS\_CODES and #HHS\_FACTS. Below we have provided social media messaging for Facebook and Twitter, as well as graphics:

## GRAPHICS

Click [here](#) and [here](#) to access more graphics.



**HHS STRATEGIC PLAN**  
A BLUEPRINT FOR DISCRIMINATION

 **CODED LANGUAGE**  
"Protect all Americans from conception to natural death"  
really means...take away access to abortion

 **JUNK OF SCIENCE**  
The HHS is pushing anti-choice strategy that can and will have devastating effects on women’s reproductive justice—all based on falsehoods.

 **FAITH-BASED ORGANIZATIONS**  
The new HHS plan references “faith” or “faith-based” orgs over 40 times. How about we focus on women’s health instead?



**TWITTER**



- “Protect all Americans from conception to natural death” really means...take away access to abortion #HHS\_CODES
- Why is it that anti-choice politicians only support religious freedom when it means denying women access to birth control? #HHS\_CODES
- The new HHS Strategic Plan gives a thumbs up to every bigot in America to discriminate against their employees #HHS\_CODES
- The new HHS plan references “faith” or “faith-based” orgs over 40 times. How about we focus on women’s health instead? #HHS\_Facts
- The HHS Strategic Plan isn't an attempt to protect life but an attempt to uplift bigots who choose to deny them access to BC #HHS\_Facts
- Apparently, the HHS has taken up the ‘personhood movement’. Let them know how you feel: [link to this page]
- The new HHS Strategic Plan is a blueprint for discriminatory practices against women. Let them know this will not stand: [Link to this page]
- The new HHS Strategic Plan is a threat to women's reproductive rights. Leave your comments for the HHS by 10/27 and protect your care! [Link to this page]
- The new HHS Strategic Plan has the potential to have severe implications for Medicaid and Title IX. Get involved now!
- The leaders behind the new HHS plan are Tom Price and Charmaine Yoest, two anti-choice, anti-science, anti-common sense politicians #HHS\_Fact
- Fact for the HHS: When you make access to birth control more difficult, abortion rates increase. This is not rocket science guys. #HHS\_Facts
- The HHS is pushing anti-choice strategy that can and will have devastating effects on women’s reproductive justice. #HHS\_Facts
- Who needs science and facts when you have the @sbalist and Trump encouraging your anti-choice rhetoric? #HHS\_Facts
- Let’s be real, we know that the HHS Strategic plan is the blueprint being used to deny women reproductive care #HHS\_CODES
- The HHS’ use of coded language isn't fooling anyone. Their plan gives companies another opportunity to deny women access to BC. #HHS\_CODES
- The new HHS strategy is nothing more than anti-choice dogma wrapped in political jargon. Don’t be fooled. #HHS\_CODES
- The HHS Strategic Plan makes it clear: The reproductive rights of women are no longer a priority or concern #HHS\_CODES



## Call to Action

- The U.S. Department of Health and Human Services (HHS) has just released its draft of its Strategic Plan for 2018-2022. This plan is a blatant and obvious attack on reproductive justice and access to birth control. Making our voices heard on this abomination of a plan is critical. Right now, the HHS is accepting comments until the October 27th. I've commented, now it's your turn!
- The new HHS Strategic Plan is a blueprint for discrimination. Spearheaded by Tom Price and Charmaine Yoest the plan emboldens anti-choice policies. Right now, the HHS is accepting comments until the October 27th. Please submit your comments on this awful plan and protect the reproductive rights of us all!

## Informational Posts

- The HHS has released their new Strategic Plan...and it's awful. The plan, riddled with coded language, makes it clear that the Trump administration plans to ignore reproductive needs and focus on junk science. Click here to learn more about this awful plan. <https://thinkprogress.org/trumps-health-department-is-adopting-a-lot-of-anti-choice-rhetoric-790ea32651bb/>
- The Trump Administration has never been one for rational thought and the unveiling of the new HHS Strategic Plan shows nothing has changed. Stating that life begins at conception and making accommodations for 'faith-based' institutions a top priority, it is clear that reproductive rights are in grave danger. <http://www.motherjones.com/politics/2017/10/look-at-the-junk-science-about-contraception-in-the-health-departments-new-manifesto/>

# HHS STRATEGIC PLAN TARGET AREAS

**Page 4 - Line 60:** “HHS accomplishes its mission through programs and initiatives that cover a wide spectrum of activities, **serving and protecting Americans at every stage of life, beginning at conception.**”

**Page 32 - Line 829:** “Enhance international preparedness through medical countermeasures and community mitigation measures, respecting the **inherent dignity of persons from conception to natural death.**”

**Page 34 - Line 846:** “A core component of the HHS mission is our dedication to **serve all Americans from conception to natural death**, but especially those individuals and populations facing or at high risk for economic and social well-being challenges, through effective human services.”

**Page 45 - Line 1142:** “The research pursued under this strategic goal is to be conducted consistent with the understanding that human subjects protection applies to **all human beings from conception to natural death.**”

**Page 52 - Line 1341:** “Support a broad and diverse portfolio of biomedical research by supporting a range of scientific disciplines, including basic and translational research, to augment scientific opportunities and innovation for public health needs, consistent with human subject protections, **which protect all persons from conception on**, and bioethics.”