



Embracing Life!

Spring 2023

Women's
Help Center

Changing Lives, One Heartbeat at a Time!



Kristan Hawkins

2023 Gala for Life

With Keynote Speaker
Kristan Hawkins

President of Students for Life of America

With pro-abortion supporters doing a fantastic job marketing abortion as nothing more than health care and safer than taking a Tylenol, Kristan's message is a crucial one.

"College students are the direct targets of today's abortion industry," she said. "We're going to make sure that the pro-life message is heard."

She also recently addressed the backlash against pregnancy centers like Women's Help Center.

"Pregnancy centers that give out free diapers and baby formula...are being attacked simply for helping women who courageously choose life. It's unbelievable that this continues to happen in our country, but we're not going to let them stop us."

This year's Gala is on Tuesday,

We invite you to join us at the 2023 Gala for Life, where we will welcome Kristan Hawkins as our keynote speaker! President of Students for Life of America, Kristan is a fearless author, speaker, podcast host, and human rights advocate who works tirelessly to teach others how to reach out to college students in defense of life.

She has built a national team of pro-life warriors serving more than 1,200 college and university chapters in all fifty states. More than 100,000 young people across the nation are trained in how to address and defend issues of life, whether they are on the sidewalk or in their dorm.



Tickets are by reservation at \$150
per person

To register, contact JJ at jjpopoff@whcjax.com
or call 904.398.5143

September 26, at the World Golf Village Renaissance Resort in St. Augustine. Tickets are \$150 per person. For tickets, email JJ Popoff at jjpopoff@whcjax.com or call JJ at 904.398.5143. Information on sponsorship opportunities is included in this newsletter.



Start Calling It Murder

How the pro-life movement is losing the messaging war and why this doesn't have to be the case anymore.

called “right” to force death on another human being. Celebrities, media personalities and our cultural institutions, all joined in this deranged death cult, even more gung-ho than before.

In fact, *abortion*, not crippling inflation or skyrocketing crime, was the main issue that the far-left-controlled Democratic

Party chose to campaign on in the 2022 midterms—and according to some, it worked, as the widely expected red wave never came. The *New York Times* (a former newspaper, to quote Andrew Klavan) credited the left’s unexpectedly good performance with their obsession with killing babies. Pro-abortion referendums passed in Michigan, California and Vermont, while pro-life ones failed in the deep red states of Montana and Kentucky. And three months earlier, a pro-life state constitutional amendment in similarly cherry-red Kansas failed by an unexpected landslide 20% margin.

Yes, the Supreme Court may have decided to hand our movement a huge victory back in June, but there is one court where we have experienced massive defeat after massive defeat in the subsequent months—the court of public opinion.

We in the pro-life movement *know* that the left’s biggest weapon in the debate is their *big lie*—that abortion is a “woman’s right.” This is easily debunked on two grounds. First of all, there is no “right” that can supersede another person’s basic fundamental human

rights. Just like slavery and human trafficking inherently infringes on another individual’s right to liberty, abortion does the same with the unborn child’s human right to live. And secondly, more than half of the infants slaughtered in abortion happen to be female. But us pro-lifers still let the left run roughshod over us with their narrative with minimal resistance. We let them get to impressionable young women, millions of whom are brainwashed to believe they are fighting for their “liberation” by crusading to brutally snuff out the life of the most vulnerable and marginalized class of humans. Why is our messaging so poor?

It’s commonly said that “honesty is the best policy.” This is absolutely the case in political strategy—in order to message effectively to voters, we must call things what they are. The right gets this with regards to most issues. In the last few years, we’ve done this with immigration, terrorism, crime, and wokeness in education and it’s paid dividends for us at the ballot box. But why can’t we do the same with abortion? Are we seriously *afraid* of being called a “bigot” by a blue-haired twenty-year-old with (ze/zer) pronouns?

The abortion lobby is playing smash-

This article is reprinted with the permission of author Tony Edwards.

As 2022 comes to a close, one particular day of the year will be talked about for generations to come: June 24. As someone who has been active in the American pro-life movement for nearly a decade, I remember that early summer morning vividly and fondly. My phone started to blow up with messages from fellow activists. *We did it*. Nearly fifty years of activism, vigils and peaceful protests had finally culminated with the *Dobbs* decision which affirmed the obvious reality that there is indeed no “Constitutional right” to kill a baby.

However, as the sea of jubilation subsided, the other side—the *pro-death* movement—quickly got to work. A self-styled “summer of rage” ensued. An assassination attempt was made on the life of Justice Brett Kavanaugh. Crisis pregnancy centers (which unlike Planned Parenthood, actually give women *choices*) were firebombed by domestic terrorists, who proceeded to get off scot-free thanks to complicit prosecutors. Millions of abortion-loving leftists took to the streets and social media to complain about the loss of this so-

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mouth football while we are stuck playing checkers. Just look at the Kansas amendment that was predicted to be close but failed miserably. It lost by such a huge margin, it means that a significant amount of people who voted Republican in 2020 and 2022 voted against the pro-life movement. Is abortion *that* popular in Kansas? No. But our messaging was *that* bad. While the other side fought aggressively, we took somewhat of a moral high ground by using the vague and uninspiring slogan “value them both.” The left accused us of taking away a “fundamental human right” and our best counterargument was “value them both?” Seriously?

For the pro-life side to retake the large amount of ground they have lost in the battle for “hearts and minds” (particularly with young people) these bland platitudes must stop. I am calling for a complete and total overhaul of our movement’s messaging strategy. We are fighting a political war, not making an Alex Kendrick movie. Instead of trying to address the left’s lie (that abortion is a woman’s right), as was the case with “value them both,” we must completely *reject* this wholly untrue premise—just like the left constantly tries to deny that abortion is the taking of a human life. Instead, we must focus on *why* the pro-aborts must frame abortion as a “right” in order to win. It’s about who they are: morally bankrupt and depraved individuals who reject science and are primarily motivated by financial gain.

Messaging is *everything* to the left. They refuse to call our side pro-life, instead opting for the moniker “anti-choice.” This is quite ironic as they are the ones who believe that an unelected government agency should unconstitutionally force people to take an injection in order to work. These same unhinged hypocrites who have the audacity to call *us* “anti-choice,” also firmly hold that the school a child

attends must be dictated by their zip code, even if this results in millions of children receiving a significantly inferior education, largely segregated among racial lines.

We cannot afford to play defense anymore. We have the truth on our side, but we *must* act like we do. Instead of answering a radically pro-abortion leftist who asks, “why do you want to take women’s rights away?” we should instead ask them “why do you want to murder innocent babies?” By answering their question, we are in a way conceding that abortion is a “right.” We must clearly reject their premise just like they reject ours. They know this and so should we.

Another thing we must do is make the distinction between the messaging and the policy components of the battle for life. While both are equally as important, the movement at-large has focused exclusively on the latter while taking the former for granted and incorrectly believing that large swaths of people will magically come around and oppose abortion once it’s illegal. This is putting the cart before the horse. In order to win, the pro-life movement must take almost the *reverse* approach to what we have been doing. We need to be more aggressive in our messaging (i.e., calling abortion what it is) while at the same time, taking a more careful and gradualist approach toward legislation.

We are the new abolitionist movement. When it comes to abortion policy, we must stop using the word “ban.” The left who knows the power of language understands this, which is why they aggressively message and often win public support victories almost every time the right proposes a “ban” on abortion. You usually “ban” things that are either relatively harmless in the grand scheme of things (like large sodas) or things that have legitimate use or value (like firearms). If we propose abortion “bans,” it sets a subconscious message that killing babies is either “harmless” or even “good.” No, we don’t want to merely *ban* abortion. We want to *abolish* it. We want to make it

unthinkable—to the point where making it illegal is seen as common sense, just like the murder of born children being illegal.

Just like the 19th century abolition movement did with slavery over several decades, we in the pro-life movement must be willing to play the long game and build the message of abortion being murder and therefore unthinkable over a few generations. The laws abolishing abortion will naturally come after, but in order to bring pro-life policy to places like California, New York or even Florida, we must first change the hearts and minds of the people who live there. The chaos that happened after *Dobbs* was expected. The pro-life movement simply wasn’t prepared for the fall of *Roe*. After all, it’s hard to outlaw something that sixty percent of the population believes is a “right.”

The pro-life movement has our work cut out. We must “be less nice” to the radical abortion lobby (it’s foolish to believe that aside from some rare cases, we will “convert” them) and more assertive in exposing them for who they are. We should especially tailor our messaging toward young people who voted in large numbers for Democrats last cycle.

We also should always support policies that maximize the number of babies saved. Now that *Dobbs* has made the right to life a state issue, we should be smart about which states are suitable to pursue abolition, which ones where we go for heartbeat bills, and which ones we go after less comprehensive fifteen-week limits. If we can gradually change the prevailing narrative on unborn life over the coming years, we will get rid of abortion more and more, until the very idea of it being legal is eventually treated the same way as legal slavery worldwide.

An argument we should use every time we seek to pass any pro-life law is how radical some states’ abortion laws are compared to the rest of the

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world. This might shock literally everyone, but a handful of U.S. States in the west and northeast are the only places in the world where abortion is available on demand, up until birth. Think about it—New Jersey and Alaska have more permissive abortion laws than China and North Korea (which at least have *some* limits). This shows just how *radical* most Democrats' views on abortion are—but why does the pro-life movement never talk about it? The left loves to compare the U.S. to the rest of the world, so why shouldn't we? Imagine how different the political landscape would be if the pro-life movement talked about how legal abortion up until birth is a uniquely American thing (it literally is) as often as we attempt to justify it not being a woman's "right?"

So, if the left is going to call us pro-lifers "religious extremists" and "women haters" (which we are not), we will just simply look them straight in the eyes and call abortion *murder* (which it is). Deal?

Tony Edwards is a conservative activist, writer, and political commentator based in NE Florida. In addition to being a Digital Patriot contributor, he is the co-host of the Jax Loose Cannons Podcast and the author of the young adult science fiction series "A Matter of Time." You can visit his website at amotseries.com and follow him on Twitter and most other social media platforms @RealTonyEdwards



The State of Abortion in Florida

I am proud to call myself a Floridian. Known as the Sunshine State, the Theme Park Capital of the World, and even the Alligator State, Florida offers amazing beaches, parks, and, for the most part, friendly people. However, last year our state became known for something much more dark and ominous, dare I say demonic? Oh yes. Soon after *Roe v. Wade* was overturned Florida became the Abortion Capital of the South. Women from states where abortion became restricted as a result of *Roe* began flocking to Florida for their abortions, where babies could be aborted up to 15 weeks—well into the second trimester. In fact, more than 6,700 women came to Florida from other states to abort their babies last year, a 38% increase over 2021.

Women from as far away as Texas and Louisiana regularly call Women's Help Center the moment they have a positive pregnancy test, looking for an abortion and letting us know they are already on their way to the Abortion Capital of the South. Our centers immediately adapted to address the desperate calls of these post-*Roe* women who were determined to abort. I am incredibly proud of our team, who quickly pivoted to minister to the increase in calls and client visits.

The Florida Senate recently passed a bill limiting abortions to six weeks. While not perfect, the bill gets us closer to our goal of abolishing all abortions in Florida. Even though Governor DeSantis signed this bill into law as soon as it landed on his desk, the law remains on hold until at least one of the following occurs:

- A decision by the Florida Supreme Court that would deem the right to privacy in our state Constitution does not include the right to abortion.
- A decision by the Florida Supreme Court in *Planned Parenthood v. State*, that allows the current prevention on abortions after 15 weeks to remain in effect. The Supreme Court is expected to hear the case in June.
- An amendment to the Florida constitution clarifying that S. 23, Article I of the state constitution, does not include a right to abortion.
- A decision from the Florida Supreme Court, receding (in whole or in part) from *in re T.W.*, 551 So. 2d 1186 (Fla. 1989), *312 North FL Women's Health v. State*, 866 So. 2d 612 (Fla. 2003), *313 or Gainesville Woman Care, LLC v. State*, 210 So. 3d 1243 (Fla. 314 2017).

WHEN the six-week ban goes into effect, women and families will need the services of Women's Help Center more than ever. There will still be women who are faced with an unexpected and unwanted pregnancy. They will be scared and confused and we will be here for them. Our ministry is again pivoting to meet these expected changes. Our staff is training and preparing for what's to come. Also, I am delighted to share that Women's Help Center recently added a 24/7 nurse hotline so women can reach us at any time of day or night! Additionally, our client marketing will continue to expand so abortion-vulnerable women find Women's Help Center before they find a place that will help them abort. All of this and more will be discussed at our Gala for Life on September 26. I hope you will join us for what is sure to be another inspiring evening!

Abortion in Florida is changing, but it is not going away anytime soon. The battle for life continues. Women's Help Center will remain on the front lines until this nation comes to its senses and makes abortion illegal and unthinkable. May God bless you and your loved ones, our great state of Florida, and may God bless America!

Nancy

~Nancy Basham, Executive Director



2023 Gala for Life!

Be My Voice

Tuesday, September 26, 2023

World Golf Village Renaissance Resort
500 S. Legacy Trail, St. Augustine, FL 32092

Featuring Keynote Speaker

Kristan Hawkins

President of Students for Life of America

Please Select Sponsorship Level

☐ Warrior: \$25,000+

- ~ 2 VIP Tables (20 seats)
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☐ Heartbeat: \$500+

- ~ 2 Reserved Gala seats
- ~ Recognition on Gala Jumbotron
- ~ Recognition in Gala Program
- ~ Recognition in 2nd Quarter newsletter

Thank you for considering sponsorship of our 2023 Gala Fundraiser for Life! We are receiving a tremendous response to the event and expect a sellout crowd. Seating is limited, so please let us know if you plan on sponsoring so we may reserve your seats.

Cut here and return form

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____ Check Enclosed (Make check payable to **Women's Help Center**)

☐

I have selected my sponsorship level but am unable to attend.



Changing Lives, One Heartbeat at a Time

We appreciate your support of Women's Help Center!



Mail Form and Table Guest Names to:

**Women's Help Center, 4209 University Blvd. S., Jacksonville, FL 32216
or email to: jjpopoff@whcjax.com**

**Questions? Please contact JJ Popoff at
jjpopoff@whcjax.com or 904-398-5143**

Jacksonville Abortionist Closes!

Florida Women's Center in Jacksonville has joined the list of abortion clinics nationwide that have closed since Roe v. Wade was overturned!

For more than 20 years, abortionist Patrick Kelly operated in the back of a private medical complex behind Memorial Hospital, performing up to 20 or more abortions each day. Since the complex was privately owned, advocates for life were unable to have a presence there. The mothers and babies going into the abortion clinic did not have anyone to offer them one last chance of hope, help, and life.

That all changed in October of 2015, when Women's Help Center purchased the building directly across from Florida Women's Center. Our Samuel Wells location was unique in that it operated as both a pregnancy resource center and as a sidewalk advocacy ministry. Women's Help Center staff and volunteers stood for life six days a week, reaching out to the women going into the abortionist. These women and their partners were offered a chance to have a free ultrasound and discuss their life-affirming options with us. In addition to showing them the beauty of their unborn child on an ultrasound, we provided them with emotional support, spiritual encouragement, and practical assistance with housing, expenses, education, and more. The days were often long and hard—people frequently cursed us and the abortionist repeatedly called JSO to try and disrupt our ministry—but our prayers and advocacy saved babies and their mothers from abortion.

Thank you to the multitude of people who faithfully stood for life at Samuel Wells over the years. Your prayers were answered, and, because of your faithfulness, there is one less abortionist in Northeast Florida. One down, three to go.



Client Story How WHC Changes Lives, One Heartbeat at a Time

Life-affirming counseling, ultrasounds, and spiritual outreach are all part of what makes more than 3500 women each year turn to Women's Help Center for support, including Nevaeh, a vulnerable young mom who walked through our doors several months ago. Nevaeh faced enormous pressure to abort her baby. Thankfully, she ended up at Women's Help Center instead of at the abortionist next door to us.

WHC Client Advocate Denise provided the support Nevaeh needed to help her realize that she deserved to have her baby and experience the true joy of motherhood. Denise has remained in touch with Nevaeh throughout her pregnancy, mentoring her and being her cheerleader when Nevaeh had no one else to turn to. Dedicated WHC volunteers and friends also helped Nevaeh, providing her with badly-needed baby items.

"Nevaeh is a completely different person than when she first came in," Denise told us. "She is happy, confident, and overjoyed to soon welcome her baby girl into the world."

The picture on the right of Denise and Nevaeh depicts the joy, trust, and friendship that develops between a WHC Client Advocate and a mother in need of reassurance and help.

This is love. This is us not giving up on our client so that she will not give up on herself. This is Women's Help Center.



WHC Client Advocate Denise Pointner
and WHC client Nevaeh



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MISSION STATEMENT

Women's Help Center is pro-life and pro-family. We empower women facing unexpected pregnancies with the help, hope, and skills they need to **CHOOSE LIFE** for their unborn children through parenting or adoption.



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