

Goals and Impacts of Pharmacy Outreach

- 1. Direct impact of outreach events: Public image and financial loss.** By challenging with signs and literature at a pharmacy located for our greatest advantage, we seek to bring public image and financial losses to CVS and Walgreens pharmacies. These corporations have signed on with the Food and Drug Administration to become part of the U. S. abortion industry by filling prescriptions for mifepristone. This challenge also involves Target since their pharmacies are CVS. This is an urgent matter for foot soldiers in EVERY state because of these repugnant national corporate decisions.
- 2. Direct impact of outreach events: 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 the abortion procedure used in over half of abortions in America. Pro-Life Waco has created a threefold flier on chemical abortion. The brochure describes chemical abortion, dangers to women, abortion pill reversal, and outlines how to transfer prescriptions out of CVS or Walgreens. At outreach events, we offer and discuss the flier content with pharmacy customers and employees, pedestrians, and travelers.
- 3. The impact on pharmacy chains other than CVS and Walgreens.** Outreach at CVS and Walgreens creates an incentive for other pharmacy chains to stay far away from this controversy. Walmart and grocery chains, such as HEB in Texas, have ignored the FDA offer and provide prescription options for CVS and Walgreens customers. Our chemical abortion flyer presents the easy steps for prescription transfers.
- 4. CVS and Walgreens may abandon their baby-killing plan.** Their commitments were made in January. As 2023 ended, CVS and Walgreens still have not obtained certification from the FDA. Their corporate managers may be rethinking their initial enthusiasm as they learn that the abortion pill combination is not “as safe as Tylenol.” Also, Alyona Dixson of Pahrum, Nevada died in mid-September from septic shock six days after her chemical abortion. Her husband has filed a lawsuit. Challenging CVS and Walgreens nationwide could provide the crucial pressure for these corporations to bail out.

Pharmacy Outreach is one form of public square outreach. In addition to the direct impact of **Pharmacy Outreach**, there are other impacts from the public square outreach in general. Public square outreach includes all activities that engage the broad spectrum of community members. The pro-life movement has been overly focused on “preaching and teaching to the pro-life choir.” 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, display booths at fairs and festivals, and engaging in the battle of ideas on the *WacoTrib* editorial page. Here are the key benefits of all forms of public square outreach.

Less Direct But Important Impacts

- 5. 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, 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 sides 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. Growing public square outreach 365 days of the year will be a key to pro-life political recovery. With public square outreach, we contribute to changing hearts, minds, and souls. And when that happens, votes change too.
- 6. Impact on the general business community.** Outreach in the streets of a city sends a powerful message. This is particularly true when the outreach challenges a business that supports abortion. This is a strong incentive for other businesses to stay far away from the abortion battle.
- 7. Counterbalance to media bias.** The mainstream and social media treat the pro-life movement in damaging ways. With public square outreach, we have the opportunity to form public opinion and counter media bias. Thousands see us from vehicles and sidewalks and receive messages that they have neighbors who deeply care about the abomination of abortion. We handle ourselves in a dignified, accurate, and powerful manner—not the way the mainstream media portrays us.

- 8. 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.
- 9. 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 had a full conversion. In 2010, Monica was the featured speaker for a PLW press conference outside the Nobody’s Fool event! She remains active today exposing the realities of Planned Parenthood sex ed. www.ittakesafamily.org
- 10. A memorable family activity.** Let your children, grandchildren, and siblings catch you in the act of pro-life discipleship. A photo of your family at a public square outreach would be a wonderful keepsake.
- 11. Effective use of active life defenders.** Laborers in the pro-life vineyard have different interests and gifts. Not all are inclined toward politics, 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. Moreover, many are multitaskers.
- 12. The civil rights movement and public square outreach.** The civil rights movement relied substantially on public square outreach to penetrate the thinking of a broad cross-section of America. One historic episode was civil disobedience at a lunch counter where blacks were banned at the Woolworth department store in Greensboro, North Carolina. And the mild-mannered Rosa Parks refused to seat herself at the back of the bus in Montgomery, Alabama. Each bold initiative spread to other states and helped change hearts, minds, and votes of Americans. **Pharmacy Outreach** could have a similar impact for the pro-life cause.

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