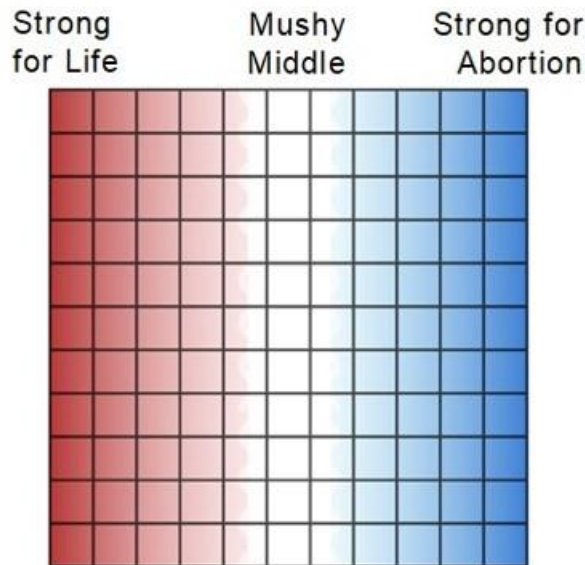


Pro-Life Need Public Square Outreach

Website page in
www.prolifepublicsquare.com



Each small block represents
1 person, or 1,000, etc.

1. The pro-life movement must penetrate the BROAD public square—not just the pro-life faithful.

Public Square Outreach is about the BROAD penetration of our communities to change hearts, minds, souls, and votes. It is useful to recognize three sectors of public sentiment:

- the pro-life faithful,
- the hardened abortion supporters,
- the broad “mushy middle”.

The mushy middle is most important for our way forward. No particular group or initiative can penetrate the whole spectrum. Nevertheless, we must strive to engage more broadly. **Pro-Life in the Public Square is dedicated to encouraging and helping local groups successfully engage the broad spectrum of their communities.** Huge untapped opportunities await our initiatives.

The pro-life movement has concentrated on appealing to the pro-life faithful and criticizing hardened abortion supporters. This bypasses the mushy middle. We are well aware of our weakening political position since the Dobbs decision: a string of statewide losses on constitutional ballot initiatives, Republican candidates distancing from pro-life, the national Republican Party gutting the pro-life platform, etc. Let's examine our pro-life outreach to elevate our game plans to shift the mushy middle toward the pro-life side.

Let's not overemphasize politics. Setting politics aside, the mushy middle is where great opportunities exist for the conversion of hearts, minds, and souls. These conversions are immense and eternal important outside of any political impact.

I do not claim local Public Square Outreach is the silver bullet for our cause. There is no silver bullet. I doubt there is a way forward without a dramatic expansion of local activism in our cities of all sizes.

2. Counteract media bias and neglect.

The mainstream media, from national to local, is overwhelmingly against us. Published news stories present us in negative ways and abortion supporters as saintly heroes. There is a second facet of our problem with the press. They frequently ignore newsworthy events that would benefit the anti-abortion cause. It may be better for pro-life to face biased coverage than no coverage at all! During this century in Waco, Texas, we have seen a dramatic decline in press coverage of pro-life events. At the national level, the annual March for Life in DC is broadly ignored. Another example was the “see-no-

evil” response to 115 late-term aborted fetuses discovered in DC in April of 2022.

What can we do beyond complaining? One needed response is broad and robust Public Square Outreach throughout the nation. This directly and broadly engages the full spectrum of public sentiment. We must become active participants in the media by directly engaging our communities and influencing public sentiment. Thousands see our billboards and yard signs. They see their neighbors at sidewalks, overpasses, county fairs, etc. They receive the message that they have neighbors who deeply care about the shedding of innocent blood, and they should too. For the mushy middle, out of sight is out of mind. We must bring ourselves and our messages in sight.

3. Impact on the general business community.

PSO in a city sends powerful messages to our communities at large. This is particularly true for the business community. When the business community sees us in the public square, they get the message that we are a force to contend with. We are not just passive complainers. In recent years, significant segments of the business community have shifted toward abortion support and the woke agenda in general. There are signs that business support for wokeness is weakening. We seize the opportunity and stay strongly on offense. We must look at this.

4. We should be eager to add new arrows to our quiver.

I can understand some complacency during the last two decades of the Roe era. Abortion numbers declined steadily for decades before the Dobbs court decision. However, after Dobbs, our political position experiences a downturn. Most life defenders were surprised and well as disappointed. We must explore our movement with a critical eye. We must embrace new ways to improve and expand our ministries.

5. Trigger for pro-life activism.

When our neighbors see our unwavering activism, that can be a trigger to turn them strongly in our direction. For over two decades, Pro-Life Waco opposed the Nobody’s Fool sex education event each July in Waco. Monica Cline was one of the “educators” for this Planned Parenthood event. She eventually experienced a full conversion and embraced active involvement. In 2010, Monica was at centerstage 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

6. Effective use of active life defenders.

Those involved in the pro-life movement have diverse interests and gifts. Not all are inclined to other pro-life channels, such as sidewalk counseling, pregnancy support, and prayer vigils. For some, the fit is better for Public Square Outreach. The movement should expand the opportunities available for all.

7. Encouragement to non-active pro-lifers.

When our neighbors see us at the streets, there are many responses of honking, thumbs up, and a kind word. Some pull into parking lots to thank us. It would be great if these pro-lifers became active and joined us. However, a modest response and involvement is better than none at all.

8. 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.

9. Ad hoc response to a surprising development

What if your community faces a surprising challenge or opportunity? Your organization's friendship and communication networks will be great assets for ad hoc responses.

In the summer of 2022, a pro-abortion group urged the Waco City Council to pass an ordinance to compel the Waco Police to suspend any enforcement of Texas abortion laws. PLW mobilized to deliver a strong showing at the next city council meeting. Over 300 pro-lifers were there for the next council meeting. This required overflow rooms and over two hours for 3-minute personal testimonies. The ordinance received no further consideration.

Another surprise development was a Planned Parenthood Texas bus tour to defend "Women's Health" in 2007. Pro-Life Waco organized 75 life defenders to greet the bus arrival—more than on the pro-abortion side. See the video. <https://www.youtube.com/watch?v=NwEpXrJGSbA&t=177s>

Why Pharmacy Outreach?

Currently, the most significant provocation of business support of abortion is CVS and Walgreens embracing chemical abortion by prescription beginning in March of 2024. Pro-Life Waco immediately launched pharmacy protests and chemical abortion education in Waco. PLW also encouraged and supported other groups across the nation to join this campaign. The new Pro-Life in the Public Square organization and this website are a direct outgrowth of this CVS and Walgreens abomination. Why should you jump on board this outreach initiative in the public square? Please read on.

10. Curb and contain the launch of pharmacy abortions. Our strong public witness at CVS and Walgreens deters expansion beyond the initial states.

On March 1, 2024, these corporations revealed the six initial states, CA, IL, NY, PA, MA, and RI. CVS and Walgreens will face difficulties. These can include resistance from medical professionals, lawsuits resulting from abortion complications, etc. Strong and growing Pharmacy Outreach nationwide will become another major headache. Slowing and limiting state-to-state expansion can be a pro-life success. CVS and Walgreens have 18,000 pharmacies. No doubt, there is one in (or near) your hometown awaiting your challenge.

11. Deliver a strong message to "other" pharmacy chains to STAY OUT.

Walmart, Costco, and grocery chains have ignored the abortion industry and Democratic party pressures to join CVS and Walgreens. The New York City government has threatened to remove investments of government employee pension funds from pharmacy chains refusing to become abortion clinics. So far, bullying and threats have struck out. Protests at CVS and Walgreens can help ensure this will never work. Keeping chemical abortion out of Walmart, etc., is an urgent and doable goal. However, outreach must come strongly and broadly to keep the other pharmacy chains on the sidelines. This will be a big public image victory for pro-life and will maintain customer choice for prescription drugs.

12. Education on chemical abortion.

Being on the sidewalks for pharmacy outreach creates a huge opportunity to inform, educate, and persuade about chemical abortion. Pro-Life Waco has created a flyer on chemical abortion, the procedure used in 60% to 70% of abortions in America. The flyer describes chemical abortion, dangers to women, abortion pill reversal, and how to transfer prescriptions. We can engage pharmacy customers, managers, employees, pedestrians, and travelers.

13. Tarnished public image and financial losses.

Using signs, literature, and conversations, we bring public image and financial losses. These corporations brazenly announced their launch into the chemical abortion market. Business managers abhor controversy at their stores. Life defenders with outreach signs at their sidewalks upset their

financial and image apple carts. Both CVS and Walgreens are in deteriorating business conditions. Hundreds of stores are slated for closure in the next four years. It is urgent for foot soldiers in EVERY state should protest the repugnant corporate decisions of CVS and Walgreens. We are more powerful than we might think.

14. 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 included the lunch counter desegregation movement of 1960. This ignited on February 1 in Greensboro, NC when four black college students took seats at a Woolworths department store. The movement quickly spread throughout Southern states, changing hearts, minds, and votes. On July 25, 1960, Woolworths integrated lunch counters in all its stores. **Let's make the Walgreens pharmacy become the Woolworths lunch counter of the pro-life movement!**

