



Protecting Missourians From Anti-Abortion Fake Clinics

Politicians are funneling taxpayer dollars to fake clinics that deceive Missourians and violate their privacy

[HR 4693](#) - Rep. Weber, D-24 (Kansas City)

Jefferson City must protect Missourians from deceptive and fraudulent practices at anti-abortion centers, also called “crisis pregnancy centers,” CPCs, or fake clinics, and cut off all state funding for these deceptive entities

Everyone deserves access to expert clinicians who will provide the full range of evidence-based, high-quality sexual and reproductive health care — without shame or judgment. Fake clinics do not provide this; instead, they deceive, manipulate, and surveil people seeking actual health care. Jefferson City politicians must stop funneling taxpayer dollars to fake clinics and their marketing campaigns.

This commonsense resolution urges the state to:

- End all contracts with the anti-abortion firm Choose Life Marketing
- Redirect this vital funding toward increasing Missourians’ confidential access to evidence-based, non-directive, comprehensive sexual and reproductive health care

Fake clinics manipulate people and block their access to legitimate health care, deploying:

- Misrepresentation and false advertising to lure patients in the door
- Disinformation and manipulation to block patients from their full range of options, including abortion
- Delays that push legitimate care out of reach and threaten patient health
- Targeting people at reproductive health clinics to divert them from actual care

Anti-abortion politicians are funneling taxpayer dollars to promote fake clinics

- A recent report found that fake clinics “have quietly grown to a multi-billion dollar a year industry — with significant public funding — whose finances have yet to face meaningful scrutiny”¹

¹ Reproductive Health and Freedom Watch memo, “Assessment of Susan B. Anthony’s ‘Charlotte Lozier Institute’ latest “CPC Value” estimates.” February 14, 2024 at

<https://reproductivehealthfreedom.us/wp-content/uploads/2024/02/CPC-Financial-Monitoring-Update-Feb2024.pdf>



- This analysis shows that in Missouri alone, fake clinics with 990 forms reported \$1,637,873 in grants from the state for FY 2022²
- Not only do fake clinics receive taxpayer dollars, but the Missouri Department of Social Services hired Choose Life Marketing, a digital marketing company whose purpose is to steer pregnant people to fake clinics
- Choose Life Marketing uses geofencing and other tools to intentionally target people seeking health care and redirect them toward these anti-abortion centers
- Choose Life Marketing explicitly advertises that they use geofencing to identify and target people inside those individuals' health care providers' offices³
- Anti-abortion operatives have a track record of purchasing location data to target people visiting actual reproductive health care providers, including recent reports finding a surveillance-enabled ad campaign of "unprecedented" scale⁴

Missouri is facing a reproductive health care crisis

- Our state is facing intersecting public health crises, including high rates of Black maternal mortality and STIs that worsen health outcomes
- Anti-reproductive health politicians continue to block Medicaid-insured patients from using their insurance at critical safety net providers, placing unsustainable strain on our public health infrastructure
- Politicians must stop funneling taxpayer dollars to deceptive fake clinics and instead use those funds to expand access to actual sexual and reproductive health care for Missourians

² Reproductive Health and Freedom Watch memo, "Assessment of Susan B. Anthony's 'Charlotte Lozier Institute' latest "CPC Value" estimates." February 14, 2024 at

<https://reproductivehealthfreedom.us/wp-content/uploads/2024/02/CPC-Financial-Monitoring-Update-Feb2024.pdf>

³ <https://www.chooselifemarketing.com/our-work/pregnancy-center-case-study-2/>

⁴ <https://www.politico.com/news/2024/02/13/planned-parenthood-location-track-abortion-ads-00141172#:~:text=A%20company%20allegedly%20tracked%20people's.exceeds%20what%20was%20previously%20known>