



Overview of My Choice: Not a Crisis Campaign

Pregnant people in Texas deserve to have access to healthcare and necessary resources without lies, stipulations, or judgment. Crisis pregnancy centers, or anti-abortion centers, advertise to help pregnant people, but actually cause both physical harm and emotional trauma to people who need and deserve assistance. Anti-abortion centers spread medical misinformation, shame pregnant people, and cause distress to vulnerable people.

The My Choice: Not a Crisis campaign will provide concrete resources to those in need, build support through community education and advocacy work, and uplift the experiences of those who have been harmed by anti-abortion centers, while continuously pushing for the long-term goal of dismantling anti-abortion centers.

Campaign Goals

Phase I: Education Campaign

Research: Gathering and compiling data and information regarding AACs across Texas to use for educating.

Educate: Narrative and culture shifting to raise awareness of the harm that AACs cause.

Basebuild: Educate, empower, and engage supporters who are against AACs.

Coalition: Build a coalition of organizations that can strategically move this work forward.

Phase II: Advocacy Campaign

Mobilize: Mobilizing supporters to put pressure on legislators to regulate/abolish AACs.

Phase III: Action

Abolish: Abolish, defund, and dismantle AACs.

Campaign Actions

Infant Resource Drive

This ongoing initiative will support pregnant people and families in Texas by offering them continuous tangible support in the form of infant care items with no strings attached and no questions asked, unlike AACs. By offering these resources, pregnant people will not have to resort to these harmful centers in order to find the help they need. During these ongoing resource drives, education regarding AACs will be shared to spread awareness, engage supporters, and to build connections and community partnerships.

Asks of Community Partners

- Uplift educational materials by sharing them with your community, friends, and family.
- Raise awareness of this campaign on social media by sharing posts, links, and TEA Fund's content.
- Host events to support this campaign.
- If comfortable with public speaking, engage in storytelling.
- If you are an organization that would like to collaborate, please reach out to Maleeha@teafund.org