



VALUE THEM BOTH

Value Them Both Social Media Educational Campaign

Use the following facts and statements about the Value Them Both amendment to create short, organic video clips that you can share via your internal school social media groups. Please make sure that you do not alter the fact or the intent of each of these points, but feel free to adjust the verbiage to make it more comfortable and natural for you to share with your peers.

Begin by saying "Did you know" then choose one of the following facts to share and end with "Vote YES for Value Them Both on August 2nd". Go to ValueThemBoth.com to learn more and get involved."

The key messaging content is highlighted in yellow (in general), but all make good and important points about what the amendment is and why we need it.

1. In 2019, an activist state court radically changed the Kansas Constitution, making it impossible to regulate abortion in even the simplest of ways. This ruling cleared the path for unlimited and unregulated abortion right up to the moment of birth in our state. The Value Them Both Amendment will reverse this ruling and restore our Constitution. It will not ban all abortions in Kansas, but it will protect our existing common-sense and well-supported pro-life laws that limit and regulate the abortion industry.
2. A 2019 Kansas Supreme Court ruling took away the ability of Kansans to have a say on abortion laws in our state. The Value Them Both Amendment will restore the right of Kansans to regulate the abortion industry through our elected officials. Vote YES for Value Them Both on August 2nd.
3. Over the past 25 years, Kansas has passed over 20 common-sense, well-supported pro-life laws that protect babies and women from the abortion industry. After a 2019 ruling by the Kansas Supreme Court, all of these laws are now presumed unconstitutional and are now in jeopardy. Value Them Both will protect these laws from being overturned and therefore will save lives of unborn babies and protect vulnerable women facing unplanned pregnancies.
4. There are 12 pregnancy help centers in Northeast Kansas alone and over 40 organizations across the state that support and serve women facing challenging pregnancy circumstances. These organizations offer free material, counseling and medical support that help women choose life for their child AND a happier and healthier future for themselves. The Value Them Both amendment is also supported by healthcare professionals because commonsense limits and regulations on the abortion industry ensure women will be safer, healthier, and more protected.
5. The Kansas Woman's Right To Know Law is in jeopardy. This law says that all abortion facilities must provide a woman with information about the abortion procedure, the immediate and long-term risks of abortion, and the development of her child so that she can make an informed decision. Women deserve better. Value Them Both will protect this law.
6. Kansas may soon lose its ban on Taxpayer Funded Abortions due to a 2019 KS Supreme Court ruling. Value Them Both will protect our state's ban on Tax-funded abortions so that Kansans are not forced to pay for the destruction of innocent life.

7. Due to a 2019 Kansas Supreme Court ruling, Kansas will likely have unlimited and unregulated abortion up to the moment of birth paid for by our tax dollars. Value Them Both will once again allow Kansans to limited and regulated the abortion industry.
8. The Value Them Both Amendment does not create any new laws or ban abortion in the state of Kansas. It does however restore our KS Constitution to the way it was before a 2019 Supreme Court ruling and protects our current laws that prevent late-term and extreme procedures, tax-funded abortions, and the loss of facility inspection, safety and sanitation standards. The majority of Kansans support these limits.
9. That the abortion industry fought every single one of the pro-life laws that Kansas has passed including the "Woman's Right to Know and See" and "Abortion Clinic Licensing & Inspection" laws. This industry claims to be "healthcare" for women, but then opposes any law that treats them like healthcare for women. Women deserve better. Value Them Both will protect our existing laws that actually protect and are in the best interest of Kansan women.
10. Since our KS Supreme Court completely removed all pro-life protections in our state in a 2019 ruling, this past December a Shawnee District Court struck down our 2011 "Abortion Clinic Licensing & Inspection" law. This law required common-sense regulations and safety protocols of the abortion industry but now it is essentially allowed to operate without oversight. Women deserve better. Value Them Both will protect our remaining laws that limit and regulate the abortion industry in the best interest of women.
11. In 2015, Kansas was the first state to ban the inhumane second-trimester Live-Dismemberment Abortion procedure. However, the abortion industry sued this law and in 2019 our KS Supreme Court sided with the abortion industry. Its ruling now puts other laws that ban the extreme procedures such as late-term and partial-birth abortions at risk. Let's not let our state become a destination for abortion up to the moment of birth. Value Them Both will protect our existing laws banning these extreme procedures.
12. Now that the Kansas Supreme Court has removed all pro-life protections in our state with its 2019 ruling, abortions in Kansas have already increased by 9% in 2020. In addition, the Guttmacher Institute, which is the abortion industry's leading research organization, estimates the abortion market in Kansas could increase 1300%! This means that Kansas would become the abortion destination state in the Midwest. Let's not let this happen to our great state. The Value Them Both Amendment will reverse the Supreme Court ruling that would allow this to happen.
13. In 2019, a Kansas Supreme Court ruling essentially removed all pro-life protections in our state. All of our pro-life laws are now presumed unconstitutional. The Center for Reproductive Rights out of New York said, "This will make Kansas a haven state (for abortion) in the Midwest if federal laws protecting abortion are overturned or significantly limited or undercut in other states." In fact, now over half of all abortions in Kansas happen on women coming here from other states! Let's not let our great state of Kansas become a destination for abortion
14. Since the KS Supreme Court 2019 ruling, abortions in Kansas increased by 9% in 2020, and for the first time ever, the majority of abortions in Kansas are done on women coming here from out of state. Let's not let Kansas become the abortion destination in the Midwest.
15. The Value Them Both Amendment will reverse the KS Supreme Court's ruling that removed all protections for the preborn child and restore the ability of Kansans to limit and regulate the abortion industry in our state, protecting Kansas from becoming an abortion destination for late-term and extreme abortion procedures.
16. The Value Them Both Amendment is a non-partisan effort. Kansans, regardless of their political affiliation, support this amendment because it protects existing common-sense pro-life laws that were well-supported by both Democrat and Republican Legislators. The vast majority of Kansans believe that there should be limits on abortion and that we should not have late-term or tax-funded abortions in Kansas. If you agree, vote YES for Value Them Both.

17. Any registered voter, regardless of party affiliation or independent status, can vote in the Aug 2nd primary where the Value Them Both Amendment will be on the ballot. Voters must re-register if they have had a name or an address change, or if they are a new voter. This is my first time voting and I'm excited to make my first vote for the protection of babies and women!
18. The Value Them Both Amendment vote will likely be a very close vote due to the opposition's campaign of misinformation and confusion. If Catholics turn out to vote YES on August 2nd, we can once again make Kansas a state that values both the lives of the unborn child and women facing unplanned pregnancies
19. Our Lady of Guadalupe is the patroness of the unborn and St. Joseph is the Defender of Life and Terror of Demons. Let us ask them to intercede for the successful passage of the Value Them Both Amendment and to help us better support pregnant women and families in need so that Kansas can become a destination state for Life instead of a destination for abortion.
20. Kansas is facing a defining moment. We have the opportunity to decide if we want our state to become a destination state for abortion or a state that values and supports women in choosing life for their children and a happier and healthier future for themselves. You can be a part of this historic moment by voting YES for the Value Them Both Amendment on August 2nd!

1 Hodes & Nauser v. Schmidt, 309 Kan. 610 (2019)

2 Paul Benjamin Linton, Esq. and Elizabeth R. Kirk, Esq., 2/19/2020

3 http://www.kslegislature.org/li/b2021_22/measures/minutes/agenda_item_2021011247149015261

4 Kansas Department of Health and Environment, "Abortions in Kansas, 2020" report