

# HOUSE RESOLUTION NO. 4693

## 102ND GENERAL ASSEMBLY

INTRODUCED BY REPRESENTATIVE WEBER.

6009H.011

DANA RADEMAN MILLER, Chief Clerk

1           **WHEREAS**, all people must have quality, medically accurate health care, including  
2 when a person is or may be pregnant; and

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4           **WHEREAS**, no one should fear harassment, investigation, or prosecution for seeking  
5 health care; and

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7           **WHEREAS**, anti-abortion centers lie to or intentionally mislead people to prevent  
8 them from accessing evidence-based medical care, which endangers their health; and

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10           **WHEREAS**, anti-abortion centers often trick pregnant people into thinking they  
11 received health care when, in fact, they received nothing more than biased "counseling" and,  
12 in many cases, nonmedical workers at anti-abortion centers pass themselves off as if they are  
13 real medical providers, including by wearing white coats and using medical props and  
14 machinery they are not qualified or trained to operate; and

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16           **WHEREAS**, at anti-abortion centers, untrained lay people intentionally give people  
17 medically inaccurate and potentially dangerous information about their pregnancies that could  
18 cause serious harm by delaying access to legitimate health services; and

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20           **WHEREAS**, many anti-abortion centers collect personal health information about  
21 their clients as if they were truly health care providers but, because many anti-abortion  
22 centers are not providing medical care and thus not bound by state and federal privacy laws,  
23 that information is vulnerable to disclosure and misuse to intimidate individuals seeking care;  
24 and

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26           **WHEREAS**, Choose Life Marketing is a digital marketing company whose purpose  
27 is to steer pregnant people to these anti-abortion centers; and

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29           **WHEREAS**, the Missouri Department of Social Services has used taxpayer dollars to  
30 hire Choose Life Marketing to encourage more pregnant people to visit anti-abortion centers;  
31 and

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33           **WHEREAS**, Choose Life Marketing utilizes geofencing and other tools to  
34 intentionally target and redirect people seeking health care away from that care and toward  
35 these anti-abortion centers; and

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37           **WHEREAS**, Choose Life Marketing explicitly advertises the fact that they use  
38 geofencing to identify and target people inside their health care providers' offices, including  
39 by sending targeted advertisements through use of a geofence around a Planned Parenthood  
40 clinic; and

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42           **WHEREAS**, using state dollars to mislead pregnant people in this state does not  
43 improve health outcomes for the residents of our state; and

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45           **WHEREAS**, funneling taxpayer dollars to Choose Life Marketing and anti-abortion  
46 centers will instead transfer money away from reproductive health care for our citizens and to  
47 anti-abortion activism nationally; and

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49           **WHEREAS**, despite these facts, the state of Missouri is funding the work of Choose  
50 Life Marketing and anti-abortion centers in this state:

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52           **NOW THEREFORE BE IT RESOLVED** that we, the members of the Missouri  
53 House of Representatives, One Hundred Second General Assembly, Second Regular Session,  
54 hereby urge this State to cease all contracts with Choose Life Marketing; and

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56           **BE IT FURTHER RESOLVED** that we, the members of the Missouri House of  
57 Representatives, One Hundred Second General Assembly, Second Regular Session, hereby  
58 urge this State to instead redirect this vital funding toward increasing Missourians'  
59 confidential access to evidence-based, nondirective, comprehensive sexual and  
60 reproductive health care; and

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62           **BE IT FURTHER RESOLVED** that the Chief Clerk of the Missouri House of  
63 Representatives be instructed to prepare a properly inscribed copy of this resolution for  
64 Robert Knodell, the Director of the Department of Social Services.

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