

PERSONHOOD

“Purpose, Power and Principle”

The only Pro-Life strategy in the last 40 years that Black America can embrace

EXECUTIVE SUMMARY

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INTRODUCTION

Planned Parenthood is a business. Businesses are born with a product and customers are the lifeblood of any business. **Abortion** is Planned Parenthood's product and **Black America is Planned Parenthood's #1 customer**. Despite having been caught breaking the law on video tape, shedding evidence on Capitol Hill and stealing money from the public treasury, Planned Parenthood is still alive today. **Why?** Because Planned Parenthood profits from an illegitimate air of credibility as a benevolent outreach to poor Black women, the largest abortion provider in the United States has survived all efforts to defund it in the last 40 years.

THE THREE PROBLEMS

Problem Number One: Black America is the #1 Customer

According to the **Centers for Disease Control (CDC)**, **Black women** who make up less than 14% of the female population on the United States accounted for 40% of all abortions in 2008 and obtained the highest percentage of abortions after 13 weeks gestation. While abortion rates for others have decreased, abortion rates for **Black women** have increased.

Problem Number Two: Black America is targeted by Planned Parenthood

Last year, a Life Dynamics survey, which cross-examined zip codes of minority neighborhoods and abortion facilities nationwide, found that **83%** of abortion or abortion-referring clinics are located in minority neighborhoods. According to the Life Issues Institute, **79%** of Planned Parenthood's surgical abortion facilities are located within walking distance (a 2-mile radius) of Black American and/or Hispanic/Latino neighborhoods.

Problem Number Three: Black America rejects the Pro-Life movement

Black America has consistently rejected every strategy that seeks to reduce abortion, repeal the Patient Protection and Affordable Care Act (PPACA) and reverse Roe. With the exception of the advent of Personhood in 2008, **not one Pro-Life strategy in the last 40 years** has gained ground in Black America. **What is Personhood?** Personhood is a movement working to respect the God given right to life by recognizing **all human beings as persons** who are **“created in the image of God”** from the beginning of their biological development, without exceptions.

THE FIX

Win Black America by promoting Personhood. Black America understands what it means to NOT be a person. Personhood strikes a chord that rings true and runs deep in Black America. Personhood resonates in the heart, registers in the mind, generates soul-searching conversation and has the power to reconcile the very strained relationship between the Pro-Life movement and Black America.

WHAT TO DO NEXT

Invest in the National Black Pro-Life Coalition. Personhood is one of the strategies in our toolbox. Our campaigns have proven to be effective in reaching the hearts and minds of Black Americans. Winning Black America will strengthen the efforts to reduce abortion (e.g., defunding Planned Parenthood), repeal the PPACA, reverse Roe and end abortion.