

# Protecting Reproductive Rights, A Mobilizing Issue for Democrats Down-ballot ♀

In 2022, the Supreme Court will likely break a 50-year precedent and strike down Roe, gutting a core health right and leaving 42% of women of child-bearing age without access to safe abortions. Such a setback to women’s health presents an opportunity for Democrats to galvanize pro-choice voters, who are a majority of voters. However, this will only happen if Democrats sound the alarm on the imminent threat to women’s health and provide a plan to protect access to abortions by electing Democrats.

## 🎯 CHALLENGES →

- Voters are unaware that millions of women will lose access to abortion instantly if the Supreme Court votes as predicted
- Voters do not understand how the government works to protect reproductive rights
- Right-wing abortion misinformation is effective

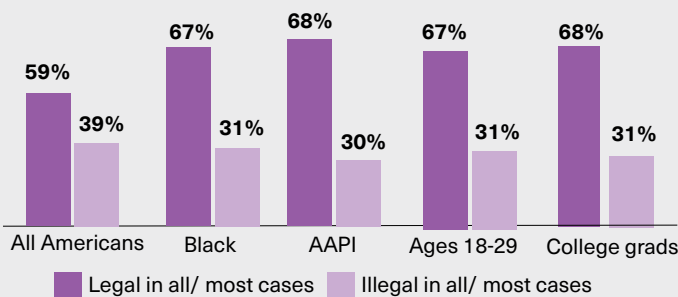


## 🎯 OPPORTUNITIES

- Sound the alarm. State elected officials are the last line of defense to protect abortion. Democrats can put abortion and women’s health on the ballot in 2022
- Many pro-choice infrequent voters would turn out if they knew women in their community stand to lose their right to safe abortions this year.
- Democrats’ base—young voters, Black and AAPI voters, college-educated voters—are strongly pro-choice

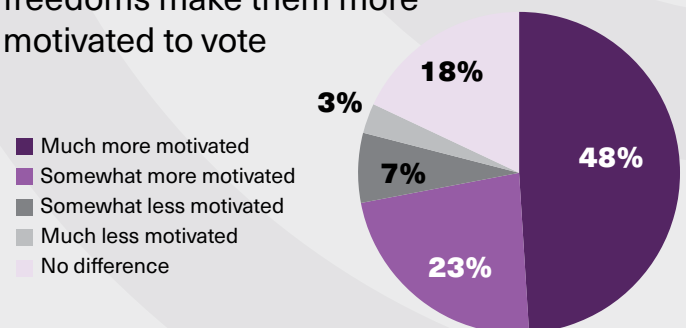
## 🎯 BY THE NUMBERS

- Most U.S. adults say abortion should be legal in all/most cases



\*Pew Research Center: Public Opinion on Abortion

- Overwhelmingly, **Black voters** say restrictions on reproductive freedoms make them more motivated to vote



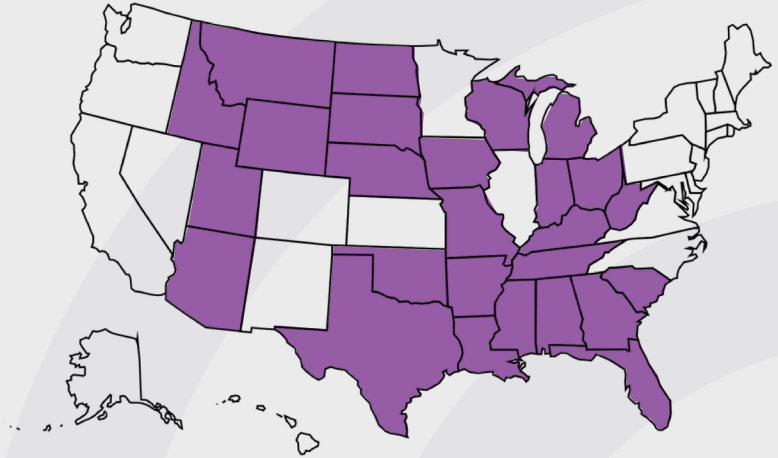
\*HIT Strat BlackTrack November 2021

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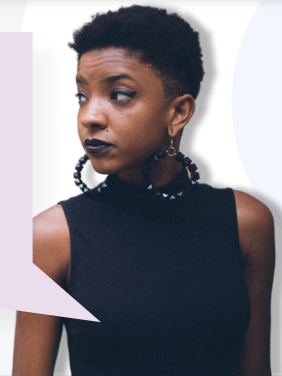
## ◎ TRIGGER LAWS

If the U.S. Supreme Court overturns *Roe v. Wade*, **26 states are likely to ban abortion, disproportionately affecting Southern, Black, and Midwestern women.**

A reversal of *Roe* would relegate the power to determine abortion access to state elected lawmakers and officials. The Progressives' challenge is to communicate this reality and mobilize Asian, Black, young, Southern, Midwestern, and college-educated voters around pro-choice candidates who would pass laws to protect women's health.



*"I thought it [TX abortion ban] was absolutely crazy. For one thing, I have sisters. So just thinking about if they were ever in a situation, God forbid, where they had to have an abortion... It makes me think, who was the person that fought for this and put it on the table to begin?"*  
-young Black woman, surge voter



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