

Communication from Public

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Comments for Public Posting: Honorable Council Members: On behalf of the National Institute of Family and Life Advocates (NIFLA), a non-profit that serves 1,600 pregnancy centers nationwide, I am writing to you in opposition to the "Deceptive Advertising/CPC" Ordinance. NIFLA has several member centers in the City of Los Angeles and all our members agree to a Commitment of Care and Competence which includes a commitment to truthful advertising. We take great exception to the narrative that pregnancy centers are deceptive and harm women. I recall sitting before the U.S. Supreme Court at the oral arguments in the 2018 NIFLA v. Becerra case (NIFLA sued California for attacking pregnancy centers' First Amendment rights) when one of the Justices asked your state's attorney if there had ever been any legal claims against any pregnancy centers in California for false or deceptive advertising and he embarrassingly had to answer, "No, not to his knowledge." Pregnancy centers do great and honest work in helping thousands of women every year who may have felt like abortion was their only choice. When these women learn about their other options and the support available, many of them choose to continue their pregnancies. This, for those who claim to be pro-choice, is the actual pro-choice position: helping women so they don't feel compelled to make only one choice. The information that forms the basis for this Ordinance is the only thing false and misleading here. If you would like to know the facts and the truth, I invite you to visit any of our member centers. You will be amazed at the wellspring of services they provide for free to their communities. Their services are appreciated by those they serve as proven by their extraordinarily high customer satisfaction ratings. This Ordinance is just a political move that does not correct any wrong being done, but rather tries to cause harm against highly ethical and upstanding charitable organizations who are an asset to the women and families of the City of Los Angeles. For these reasons, NIFLA asks you to oppose this Ordinance. Sincerely, Anne J. O'Connor, Esq., V.P. NIFLA