



STATE REPRESENTATIVE
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In recent years, so-called “crisis pregnancy centers” (CPCs) have become increasingly common throughout our state and across the nation. They are presented to the public as though they are legitimate reproductive-health clinics often with unlicensed, non-medical staff acting and dressing as nurses and doctors. The true goal of a CPC is to deceive women who seek medical advice and information, so they frequently set up shop next to actual, comprehensive reproductive-health clinics to divert women from medical services.

Several Democratic colleagues and I introduced Assembly Bill (AB) 969, legislation which would prohibit anti-choice pregnancy centers from making untrue or misleading statements concerning the services they provide. Furthermore, these centers would be required to post clear signage indicating whether a licensed medical professional is on their staff. It is imperative that women are provided with truthful and unbiased information when making important health decisions. AB 969 would protect women from confusion and the misinformation that CPCs deliberately provide.

While CPCs have a constitutional right to say what they want in an attempt to push their anti-choice rhetoric, it is unacceptable to pretend to be a medical facility in an attempt to deceive and defraud women. Currently, CPCs outnumber comprehensive reproductive health clinics almost two-to-one across the nation and, in some states, such as our neighbor Minnesota, the ratio skyrockets to 15-to-1.

Due to the efforts of Governor Scott Walker and legislative Republicans, comprehensive reproductive-health care is becoming increasingly difficult to access across Wisconsin. My Democratic colleagues and I must do what we can to ensure what is still available is protected against the misinformation and outright falsehoods that are prevalent in the anti-choice movement. AB 969 is an essential part of this fight.