



Yes, we can end abortion within your lifetime and mine

By Dennis Howard

Welcome to the Pro-Life Tea Party, a new grass roots program designed to help bring an end to abortion within your lifetime and hopefully mine. It is part of a rethinking of pro-life strategy designed to find more effective ways of eradicating the greatest scourge of our time.

Why we need new strategies

The problem we face is that currently, the number of abortions is declining by a mere 1.2% a year. At that rate, it will take nearly 100 years to cut the annual abortion toll in half and 200 years to erase it from the American scene. At that rate, there is no way America can survive.

This is not a criticism of the heroic efforts of those involved in fighting abortion today. It is a serious attempt to find new ways to make that fight more effective by filling the critical gap in preventive education and employing new and better methods developed in an age of social networking,

Let's face it: Three out of four abortions occur before age 30. If we can't reach young people by age 13-19, we'll never stop those critical first-time abortions. There are only a few ways to do that: directly through social networking, and indirectly through churches, schools, and conscientious parents.

When young people go off to college, it is already too late. According to those who work with college kids, half of those who abort during their college years come from religious homes and 90% of the time, their parents don't even know about it.

The effectiveness of social networking has already been widely demonstrated. The old wall of denial presented by the mainstream media is crumbling in the face of dramatic technological change. We need to use it more effectively to bring about positive generational change.

To illustrate, 79% of women who search the term "abortion" on the web are age 13 to 34 -- while the same age group accounts for 88% of all abortions. And 75% of males who search the term "abortion" are in the 13 to 44 age group. No other medium -- certainly not folks listening to sermons in church on Sunday -- can come close to matching that profile.

At the same time, research into preventive education confirms the effectiveness of seminars for teens. When you can generate a 40% to 50% improvement in pro-life attitudes among 13-15 year-olds in a single 3-hour seminar for teens, there is no longer any reason to settle for lack of progress in the fight against abortion. The evidence is there. We need to use it.

There is plenty reason for hope

Based on many years of successful marketing experience. I'm convinced that with the right strategies, we can increase the rate of decline in the number of abortions from the present 1.2% a year to 5% or 10% a year. *That modest change would mean the end of abortion within a decade or two instead of the 100 years or more it will take at the present snail's pace.*

With the right effort, I believe we can achieve a 10% a year rate of decline. That's based on long experience with innovative strategies for major corporate clients. If I was able to create strategies that produced improvement of 500% or more for corporations like Toshiba, Waring, Baker Industries and others, then surely we can do better than a 1.2% a year decline in the number of abortions.

This would also provide a tremendous boost to other efforts aimed at saving babies, including building majorities to pass constitutional amendments to permanently protect the unborn. Without a strong grass roots movement, such efforts face an uphill fight. To win, we first have to build a broad pro-life majority by demonstrating how abortion impacts everyone.

Any major change in trend also requires greater pro-life unity and solidarity. No one organization or argument is going to solve this problem. Indeed, narrowly defined issues and programs are more likely to fragment our efforts. We need to join hands, focus on the big picture, and work to build the unity and solidarity required to win.

Needed: a broad-based, community effort

The outcome of this struggle will be decided in living rooms and churches, small businesses and town halls all over America. To seize it, we need to find the good soil, plant the seed, and work for a hundred-fold return on our efforts. This should be a Scripturally-based marketing communications effort. The guidelines are all there. (*Matthew 13: 3-32*)

The new social media are a good place to start, I already have more than 3000 friends on Facebook and Twitter, and each of them averages about 1000 friends and followers. That's 3 million people within two degrees of separation from any message I post.

Take that up just one more level and we're talking about nearly half the population of the world. Indeed, I already have strong pro-life friends in Africa, Europe, the Phillipines, and Latin America. This is fast becoming a mushrooming, world-wide effort.

However, we need to support that with normal social networking at the local and community level. The Tea Parties have shown that's a great way to raise a great hue and cry on any critical issue that counts in the election of conservative candidates for public office. We urgently need to apply that lesson to the pro-life movement today.

Our slogan: Easy does it, but do it.

It's easy to participate in this effort. Just get together with a small group of pro-life friends and start your own local Pro-Life Tea Party team. Then register with us and you'll receive our Action newsletter containing all the latest tips and talking points you'll need to help change hearts and minds about the life issue in your family, church, and community.

Month after month, you'll share experiences of others. You will be able to access downloadable flyers that you can use in your local effort. They'll give you the basic facts you need to convince others -- family members, other parents, small business people, Tea Party folks, pastors and fellow church members. In short, all the facts about how 55 million abortions threaten the very future of America.

Our commitment to you is to continue to apply our long experience in marketing to help develop effective strategies that you can apply at the local level. And to keep you informed about them through our newsletter and frequent posts on our website and on Facebook.

Our objective is to increase the current rate of decline for abortion (1.2% a year) to 10% a year within 5 years. That's actually a modest target. In my long marketing career, we frequently achieved growth rates of 50% to 100% a year for new product launches, and 25% to 50% a year for established product lines. If we could do that for products like magazines, blenders, consumer electronics, and smoke detectors, why can't we do it for something as precious as life?

Similar success for this Pro-Life Tea Party effort would mean dramatically reducing the number of abortions by half within 10 years, and virtually eliminating it within a decade after that. There is nothing magic about this. It is simply applying well established creative marketing principles to beating the pro-aborts at their own game.

Turning the tables on Planned Parenthood

Let's give Margaret Sanger her due. The introduction of the Pill and the legalization of abortion were nothing more than a huge marketing communications success that dramatically changed the way people thought about human sexuality, pregnancy and childbirth. It was a perfect example of what Vance Packard warned us about in his 1957 book, *The Hidden Persuaders*.

It took Sanger 50 years to achieve that transformation. But then abortion took off like a modern marketing miracle. From 1967 to 1990, its compounded rate of growth was 28.5% a year for 23 years. As a result, we've had a 43% decline in the U.S. birth rate since 1960, and have since aborted 30% of the entire generation under 45.

Nothing -- not even abortion -- can keep growing after booms like that. But that doesn't mean it will be easy to reverse. Our whole culture has become accustomed to smaller families. And our current economic crisis has also made it far more expensive to rear and educate children.

Nearly all of the industrial countries of the West now have sharply declining birth rates. Fewer people are getting married, and the number of same sex couples is increasing. The new norm for families with children will have to be 3.0 children, not the old 2.1 replacement level.

Your Pro-life Tea Party team is just the first step in implementing this new strategy at the grass roots level. The key is convincing other Americans that the consequences of abortion are disastrous for the future of America. It has already terminated the lives of 55 million future taxpayers, workers, and consumers and left a huge hole in our economy.

That's why we need to make the social and economic impact of abortion a central part of the debate surrounding the 2012 presidential race. If America is to survive, we can't let our political leaders get away with dishing out "the same, same old" political solutions to get elected.

Big government solutions not the answer.

Big government solutions are not the answer to today's crisis. While cutting taxes and reducing spending are essential in getting our fiscal house in order, they don't begin to address the deeper moral, social, cultural and economic crisis that is tearing America apart. The abortion boom is compounding that crisis. That's why taxes and spending need to be cut by more than 30% just to offset the economic impact of abortion. Yet politicians don't want to talk about it.

For decades, honest discussion of abortion has been stifled by a solid wall of denial driven by the hidden persuaders in the media and political establishment. Political correctness is nothing more than emotional intimidation designed to suppress dissent from pro-life conservatives. That's why we must make ourselves heard.

Pro-life Tea Party teams are a quiet, but effective way to do that. The Tea Party movement has already demonstrated the power of the social media to break through the wall of denial maintained by the media. Pro-lifers can successfully use social media, too.

If we can get our message across about the threat to national survival presented by abortion, it can take off in the social media like a wildfire.

We're here to help you spread that message

MBA's role as a pro-life think tank will be to help frame the message in ways that actually change people's hearts and minds . . . and their lives. But we need your help to activate the real life social networks that exist in our families, churches and communities.

History shows that ideas have consequences. Every great civilization, good or bad, is guided by a central idea. For fallen Rome, it was money, power, and pointless pleasure. For Christendom, it was the redemption of fallen human nature by a loving God. For the founding fathers, it was a profound respect for the right to life, liberty and the pursuit of happiness.

Today we all have to choose the ideas we wish to live by. What do we mean by an unalienable Right to Life? By freedom? By the pursuit of happiness? And how are all three threatened by our nation's failure to honor the right to life?

Faulty thinking -- the fallout from the sexual revolution of the '60's -- has brought America to the edge of disaster. We've become a nation that thinks, not with its brains, but its hormones. And nothing has done more damage than the tolerant attitude of our society to abortion on demand.

Unless we change, doomsday lies ahead.

I'm now reading Pat Buchanan's latest book, "Will America Survive to 2025? Suicide of a Superpower." I have to disagree with the grim, despairing picture he presents. It is our calling to use today's challenges, as early Christians did, to build a vital, hopeful civilization on the ruins of a failing secular culture. As the late Henri deLubac wisely wrote, "Christians do not await events. Events await us." That's why we need Pro-Life Tea Party teams.

America is failing because too many of us are blind to the peril that confronts us. If any other scourge lasted for 44 years, killed 55 million future citizens, and left more than 28 million women among the walking wounded, it would be the lead story on the Nightly News. Abortion is still taking 3300 lives in the U.S. every day, yet the media largely ignores it.

Indeed, all the atrocities of the 20th Century pale in comparison to 1.5 billion victims of abortion around the world. That's 15 times worse than the murderous rampages of Hitler and Stalin combined.

Folks are reluctant to talk about it even in the hushed environment of our churches, yet nothing has done more harm to faith in our times than abortion. Our churches are reeling from the losses both in numbers and in shattered faith, but they are doing far too little about it. We need more than pious talk. We urgently need rigorous effort at preventive education.

Tear down the wall of denial

It's time we took Ronald Reagan's most famous line, "Tear down this wall!" and applied it to the wall of denial surrounding abortion. To do that, we need a nationwide awakening designed to confront all of us -- from the president on down -- with questions that get to the heart of what abortion is doing to America. Fundamental questions like these . . .

- ◆ ***How can America survive, let alone prosper, if we continue aborting 30% of the next generation? The truth is: We can't!***
- ◆ ***How can we grow as an economy and a society with a 43% decline in our birth rate since 1960? The answer is: No way!***
- ◆ ***How can we explain to our children why we've tolerated aborting 55 million future citizens, taxpayers, consumers and producers? The truth is: we can't!***
- ◆ ***How did we let the Supreme Court get away with the most morally, spiritually and socially corrupt decision in history? The truth is: not enough of us have had the moral courage to raise a great hue and cry against it.***

The handwriting is on the wall. The harsh reality is that America cannot survive unless we become willing to change. Working together, we have to summon the moral courage to reverse America's moral and spiritual decline.

Even now, "conservative" candidates dance around the issue while making headlines about programs with catchy titles while failing to discuss the central question affecting our survival as a nation. It's like Nero fiddling while Rome burns. We are at a turning point, but the politicians don't seem to know it.

Throughout the industrial West, we have cut birth rates in half while nearly doubling life expectancy. Populations have grown, not because of births; but because we now have four generations alive instead of two because improved sanitation and health care doubled life expectancy. So we turn that benefit around and abort the babies. It's insane.

The Muslim world is growing at 5 times the rate of natural increase as countries in the industrial West. That fact, not occasional forays by lone suicide terrorists, is what will determine who owns the future. Yet we continue to abort our own young. We've forgotten the simple truth: No kids, no future.

Technology is a major factor, too

One of the myths of the 20th Century is that technology is an unmixed blessing. In fact, it is more like a two-edged sword that often does more harm than good. The robotized factory may produce material goods at low cost, but a robot will never pay taxes, buy a house, send a kid to college, or raise the next generation of children -- all the while wiping out jobs the average family needs to survive.

Technology erases more jobs than it creates -- dramatically changing the supply-demand equation for labor. We compound that by forcing high cost labor in the West to compete with virtual slave labor in developing countries and call it "free trade." Instead of importing slaves, we export jobs.

The Pill was another huge change in technology. In the '60's, it dramatically changed how people viewed pregnancy and childbirth. Before, pregnancy was seen in sacred, almost religious terms. The Pill medicalized the metaphor. Abortion soon became a billion dollar industry, and morality went out the window.

The Supreme Court simply ignored the consequences and gave us Roe v. Wade. Abortions soon soared to a peak of 1.6 million a year. The toll has since climbed to 55 million lives lost with an estimated loss to cumulative GDP of at least \$45 trillion. That's three times our national debt.

We need to remember the old radio quiz show, "Truth or Consequences." If you can't embrace the truth, you must pay the consequences. Like other great civilizations before us, America can not survive its own moral and spiritual decline. We must change or perish.

Becoming an agent for cultural change

That's where your Pro-Life Tea Party team comes in. Like the patriots of 1776, we must reach out or we will simply not be heard. To awaken a sleeping America, each of us must try to carry the message to at least one other person every day . . .

- ◆ ***We need to recognize the family as the basic economic unit of society. It's the source of all supply and demand and of all the human resources essential to economic growth.***
- ◆ ***We need to cut taxes, reduce runaway government spending, and strengthen the family as the basic economic unit of society, not because these are nice ideas, but because without these steps, our future is in jeopardy.***
- ◆ ***We need to awaken our churches to the reality that nothing threatens faith more than the ideology of despair behind abortion. No kids, no future. No future, no faith.***
- ◆ ***We need to rally families around the central fact that without healthy families, we can't have a healthy, prosperous America.***
- ◆ ***We need to build a nationwide coalition of pro-life folks who understand that people rarely change until they see the consequences of their behavior. That's why the economic and social impact of abortion is such a powerful force for change.***
- ◆ ***Finally, we need to raise a great hue and cry to balance the voices of the big money lobbyists who control Washington. Our leaders must deliver on their promise "to secure the blessings of liberty for ourselves and our posterity."***

To get started, here is all you need to do:

- ◆ Share this message with other pro-life friends. Get together and discuss it. Check out our website at <http://www.pro-lifeteaparty.org>. Search for us on **Facebook** at **Pro-Life Tea Party**, or **Movement for a Better America**. Join your voice with ours by signing on, linking up, and building your own circle of like-minded friends.
- ◆ Sign up for our Action e-newsletter at mbaforlife@gmail.com. Include your name, street, town, zip, email address and phone number if possible. That way, we can let you know when others in your area join the effort.
- ◆ We pledge not to fill your email box with non-essential messages. You will hear from us only when a message is important. Meanwhile, you may opt out at any time by sending us an "unsubscribe" message on your email subject line.
- ◆ We firmly believe in pro-life unity and solidarity. Members of other pro-life groups may form Pro-Life Tea Party teams as long as they follow the outlines of our program and sign up for our e-newsletter. We welcome regular Tea Party members, too.
- ◆ In return, we'll send you our latest talking points, plus research that you can use in your daily contacts with people you interact with every day. You will also find downloadable material in pdf format on our website: <http://www.pro-lifeteaparty.org>.
- ◆ Finally, we need your prayers and your financial support. Please pray for America to have a change of heart and mind. Go to our [donate page](#), or mail your gift to *The Movement for a Better America, PO Box 472, Mt. Freedom, NJ 07970-0472*. All gifts are tax deductible.

Meanwhile, expect other new developments as we move along. Among those on the drawing board is a streaming online Pro-Life Tea Party television talk show -- one that can even take call-in or email-in questions. It may take us a little time to get that online, but we need at least 200 new monthly donors to do it. Please stay tuned for these and other developments.

Yours for Life,

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