



**#ExposeFakeClinics**

**Review-A-Thon  
Toolkit!**

[www.ExposeFakeClinics.com](http://www.ExposeFakeClinics.com)

# #ExposeFakeClinics Review-A-Thon!

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## Overview & Getting Started:

Crisis Pregnancy Centers do NOT provide abortions or refer patients to clinics that will provide abortion. They also DO NOT provide non-judgmental options counseling (which, btw, all abortion providers do!). But if you look at their deceptive advertisements, an unsuspecting and vulnerable pregnant person would easily think otherwise. Using phrases like "abortion counseling," "free pregnancy tests," or "pregnancy resources," this misleading language tricks people into thinking if they come through these doors, they'll receive comprehensive information and services about the full range of reproductive health options for free. **Through Yelp, Google, and other review sites, you can combat this misinformation. Follow the steps below and get reviewing!**

## Assemble Your Squad

- Decide on a space where y'all can each have your laptops out and privacy to speak openly and make phone calls. (*Pro tip: Bring snacks & drinks!*)
- Set your date and time. Try to make sure it's a time when there isn't some huge event happening in your city/friend group.
- **Who are you gonna invite?** Once you have a quiet space (with WIFI) secured write down a list of friends & people in your network who might want to take action. This is also a good activity for people who haven't been out on the streets but believe wholeheartedly in reproductive rights and access to abortion. Or who have only been to a march, but want to take a deeper dive.
- **Send out the invites!** Text or direct message your friends with all the details they need in order to show up. Ask them to let you know if they're coming so you know how much food/drinks to buy.
- **Remind everyone to bring their laptops!** Make sure to send reminders and directly follow up with people who are slow to respond. Let them know you want them specifically there!
- Asking people to take on a task/role can help assure they'll show up. A few examples:
  - Can you bring snacks?
  - Can you bring drinks?
  - Can you bring a friend?
  - Will you make a Spotify playlist for the night?
- You can also totally do this over Zoom as a virtual Review-A-Thon!

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## Planning Your Review-A-Thon:

Come out to boldly expose fake clinics! Holding a Review-A-Thon is a great way to bring together, educate, and activate your community around Crisis Pregnancy Centers. It's also super fun!

### Sample Agenda:

- Welcome everyone and help people get settled. Tell them where bathrooms are, where they can set up their laptops, what the wifi password is, and most importantly, where the snacks are located.
- Kick it off: When a critical mass has arrived, give an official welcome, have everyone introduce themselves if they don't know one another already, and then walk everyone through the agenda so they know what to expect.
- Get everyone on the same page about CPCs and the goals for today: Watch the 5-minute video on CPCs on the ExposeFakeClinics.com homepage all together. Then, walk everyone through the website of a CPC and the reviewing tips so folks know what to look for and the goals of reviewing.
- Determine your goals: Share the list of CPCs that you'd like to tackle and get everyone's okay on the number of reviews each person will be doing. Share the Google Doc or other method for collecting everyone's reviews.
  - Will you have a prize for the person who reviews the most CPCs?!
  - Will your group review every CPC in your state?
  - 5 reviews each? 10?
- Once you decide on your goal, split up who's reviewing which CPCs. You can use our list-view by state ([linked here](#)) to get your list of CPCs.
- Werk werk werk werk werk: Let people spread out and get reviewing! Some folks may want privacy if they're calling CPCs, and others may want to check in and discuss their work as they go.
- Upvote Time: Once reviews are in, make sure everyone goes down the list in your Google Doc to upvote one another's reviews, and don't forget to submit the whole list back to the campaign through the form at [aafont.org/reviews](http://aafont.org/reviews) so the upvoting can continue!
- Debrief, Celebrate, & 'Gram It! Who wrote the most reviews? Who found the most ridiculous CPC website? Pour some cocktails to celebrate a job well done (see recipes at the end).

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## Reviewing CPCs: What to look out for...

### When looking at their website:

- Does it seem they're selling themselves as a medical facility? Are there pictures of people dressed in lab coats? Any accreditations that indicate they provide state licensed medical services? *[Most CPCs don't have any kind of medical license, though they may appear to based on the photos on their site!]*
- How long did you have to spend on the site before you read they do NOT provide abortion services or referrals? What about birth control, pap smears, prenatal care, or emergency care?
- What's their mission statement? Do they state goals about wanting to end legal abortion in some way? Do they use terms like, "abortion vulnerable women," "preborn," or "promoting a culture of life?"
- What services DO they offer? Is there info about abstinence and "natural family planning"? *[FYI: That's the "pullout" or rhythm method]* How much do they talk about counseling vs. "medical" services they provide?
- Do they provide "limited ultrasound"? *[This means it's conducted by an unlicensed technician and the state doesn't recognize it. Yikes.]* Or do they offer "laboratory rated urine pregnancy tests"? *[Um, that describes all pregnancy tests]*
- Does anything on the site contradict basic science? *[Heartbeat at 21-24 days does NOT indicate fetal viability, for example.]*
- Do they offer "non-judgmental Christian services or mention "Christian based" anything? Do they explain what that means?
- Do they offer opinions on sex before marriage, even if thinly veiled? (continued...)

- When describing abortion, do they mention any of the following *[medically disproven!]* "risks": breast cancer / medical complications / mental health problems / future infertility / fetal pain / sexual dysfunction / other risks to fetus / post abortion stress syndrome?
- How do they describe birth control "risks"?
- Under services, Do they state that they offer free stuff like diapers and clothes? Does a patient have to volunteer or take classes at the CPC to *earn* this help? If so, what do they have to do in order to receive help?

### When Calling:

Remember: You're calling to find out what services this CPC does and does not offer and how they present to the public. We are NOT here to pull some sketchy "Gotcha" sting — no recording calls, people! And you don't have to sound like a cis-woman to call:

- *I'm (my sister is/friend is) pregnant, and I'm scared / want to get an abortion / need help.*
- *Can I (they) get a pregnancy test there?*
- *If I'm (they're) pregnant, can you help me (them)? Can I get an abortion here? Can you help me get an abortion?*
- *Do you provide birth control pills or IUDs? If not, what do you offer? Can you tell me where to get birth control?*
- *What'll happen during the appointment? Will I (they) get to meet with a doctor or nurse? Will a doctor be giving me a pap smear or checking me out to see if I'm okay or my baby's okay? I'm worried something might be wrong.*
- *I'm pregnant and I have a baby—can you help all my kids? How?*
- *[If they say they'll help you if they attend your classes or volunteer.] What if I don't have time to attend the classes—will I still get help?*

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## Choose where to leave your review:

*NOTE: your review will be tied to your personal accounts unless you want to create a new one for CPC reviews - it's up to you!*

- **Yelp:** A Yelp review works best if you're already a Yelp user. Don't Yelp? Now's a great time to sign up! But if you only write a review of one or two businesses, your review will not be public. So if you aren't up to writing reviews of at least a few CPCs, use Facebook or Google+ instead.
- **Google:** Like Yelp, reviewing on Google works best if you have a Gmail account. Google reviews pop up when you do a Google search for a particular CPC. To find the CPC's Google business page, just type the name of the CPC right into Google and the review page will pop right up on the right hand side of your results.
- **Facebook:** On each CPC's FB page, there is a space for reviews (if they haven't turned off that feature). Write 'em!

## Writing your review:

Remember: We're writing these reviews for people that could fall for the false advertising. You must be honest and legit, otherwise credibility flies out the door. We are exposing manipulation, not making it up out of thin air. This is not the time to be funny or snarky. Vulnerable pregnant people looking for help are not looking for humor, they are looking for help. *Try to phrase your review succinctly with phrases like these:*

- *This place doesn't provide abortion or refer to anywhere that does, although their name [state the name, especially if it has "choice" or "options" in the title] and the options listed on their site makes it seem like abortion would be an service they provide... until you scroll down to the very bottom...*
- *...And they won't refer you for abortion or birth control [use their specific language] ...*
- *This place might look like they provide abortion, but when I called they told me that....*
- *This place does not provide all the choices that they say that they do. If you want to discuss abortion or birth control options, go to a real health care provider.*

## Remember to Upvote and Share!

Once all the reviews are done and y'all have upvoted each other's reviews, make it **one person's job** to send your google doc (or however you've organized the reviews!) through the form here: [aafont.org/reviews](http://aafont.org/reviews). That way, more people will be able to see and upvote your reviews and we'll make a bigger impact together.

## 'Gram it, y'all.

Don't forget to take + post photos of you and your team at your Review-A-Thon on Facebook and Instagram. Tag @CallOutFakeClinics, @AbortionFront, and @AbortionAccessHackathon and use the hashtag #ExposeFakeClinics.

# #ExposeFakeClinics Game Break

## Cocktail List

### Equal Pay Rosé

½ oz of St. Germain  
4 dashes of bitters  
4oz of sparkling rosé

Place 2 lemon slices, bitters, and St. Germain in a white wine glass. Add ice; top off with rosé.



### WOManhattan

2 dashes of Angostura bitters  
1 ounce dark vermouth  
2 1/2 ounces bourbon

In chilled cocktail shaker, combine Angostura, vermouth, and bourbon. Add ice and stir until well chilled, about 20 seconds. Strain into glass. Garnish with 1 maraschino cherry.

### Gin & Toxic Masculinity

3 ounces gin  
1/2 ounce pomegranate liqueur  
4 ounces (1/2 cup) tonic water

Fill a highball glass with ice. Add gin and pom liqueur. Then top with tonic water. Garnish with a cucumber slice.

### Additional Drink Suggestions!

Gender is a Spect-Rum and Coke  
Old Fashioned But Pro-Choice  
Make-Hers on the rocks  
Pickle (Fight) Back  
Resist-tini

