

The topic of abortion rights is heavily debated in the 21st century, especially with the recent overturn of abortion rights bill, Roe v Wade. Our group created a project aimed to inform and educate Washington residents on the importance of abortion rights. In Washington state, 37% of adults lean Republican while 31% lean Democratic. Studies show that 60% of adult Washington residents believe that abortion should be legal in most cases, while 36% agree that abortion should be deemed illegal. Our intended audience is the 36% that agree abortion should be deemed illegal. Our group wants to communicate how essential it is to understand the statistics and impacts of abortion rights. We tailored our Public Service Announcement to the pro-life residents of Washington by not directly attacking any viewpoints. We state the facts in a concise and accurate manner, allowing recipients to ingest this important message fully. We also included important information about how to access reproductive healthcare, which can be helpful to those who need it.

In our PSA aiming to educate the Washington public on abortions, we included a plethora of factual evidence working to showcase the importance of abortion access. However, we also included information about disparities pertaining to abortions. People living in states with abortion bans are likely to cross state borders in order to obtain safe abortions, but there are many limitations to this. People may not have cars, disposable income for gas, money for plane tickets, or enough financial stability to take likely unpaid time off of work. Women seeking an abortion may also already have children or people to take care of. Those facing these restrictions may need to take unsafe actions to have an abortion. This causes extreme danger, both legally and health-wise. On another note studies show that Black or indigenous women are two to four times more likely to die from childbirth than white women are, due to systemic racism in the medical field. For example, Black women are more likely to die during childbirth than they are during an abortion procedure. This is a statistic that really impacts a group because lawmakers are working to ban abortions but not the racism against Black women in hospitals. Our group hopes that education about these disparities will cause more knowledge, because much of this information is not commonly knowledge. We also hope that recipients of our PSA will continue to spread this information, bringing more awareness to disparities in healthcare and abortions.

Our team met multiple times during this process to discuss the information we wanted to include on this project, and deem what we thought was most important. Different members of the group focused on different sections, and this allowed each of us to be well educated on a different detailed set of information.

We also hope that this PSA will be informative and influential, causing Washington pro-lifers to reevaluate their biases and beliefs about abortions. If this PSA was readily available for every Washington resident to view, we think that it could create a lasting impact. There is so much information available nowadays that a simple and informative PSA can make a big difference. The PSA allows people to see concentrated facts all in one place, as well as facts that they may not see in their research (such as disparities in reproductive healthcare). This will help a person inform themselves and hopefully take the knowledge onto the rest of the community.