

### THE WILD WEST OF ABORTION

The Emancipation Proclamation, issued on September 22, 1862, did not correct the matter of slavery in the United States. Nor did the overturning of *Roe v. Wade* on June 24, 2022, correct the matter of abortion.

The excising of slavery from America took 2 ½ more years of a bloody Civil War against the Slave states armies and an act of a determined Congress to amend the U.S. Constitution a year after that. Even then, former slaves and their descendants suffered under decades of Jim Crow laws until the Civil Rights Act nearly a century later.

Even with the courageous ruling of the Supreme Court of the United States to finally overturn the grip of abortion on state laws across the land, we do not have a president like Lincoln in the White House. Nor do we have a Congress (yet) that is determined to drive abortion onto the same scrap heap of history with slavery.



Abortion rights activists staff an abortion pills educational booth as they protest outside the US Supreme Court on July 4, 2022 | Jose Luis Magana/AP

Sadly, the U.S. government continues to fund the largest abortion provider in the country (Planned Parenthood). Indeed, the Biden administration is doing everything it can – from changing 20-year rules at the FDA to pushing abortion pills through local pharmacies – to support Big Abortion profits.

Pro-lifers proclaiming the defeat of abortion today are not unlike those proclaiming freedom to slaves before Gettysburg or Appomattox. Yes, we cheer the victory over the so-called right to abortion. *But we cannot ignore the reality that our land is steeped in a culture of abortion.*

Big Abortion sees this moment in history far differently. They have been preparing for this eventuality for some time and actively shifting the abortion industry towards greater access and increased profits.

Abortion States, following a playbook reminiscent of the Slave States of old, actively shield predatory abortion practices and subsidize the industry's profits. These states go so far as to *assault the compassionate efforts to provide life-affirming alternatives to abortion through pregnancy help.*

**The new post-Roe era represents a lethal landscape for Big Abortion not unlike the Wild West allowed the lawless to prosper.** The pervasive culture of abortion has long trampled on the law of our hearts and now seeks to bend the laws of our nation permanently in its favor.

Moreover, they used to say abortion should be “safe, legal, and rare” and a decision for “a woman and her doctor.” Now abortion proponents are actively denying women key safety protocols including the care of a doctor. The same crowd that was concerned about so-called “coat hanger” abortions are quite comfortable with “self-managed” abortions.

*To guarantee the abortion industry profits, they are aggressively shifting from visits with abortionists in clinics to women being left all alone.*

And more is coming. The industry is researching the expanded use of chemical abortions. Not content with the first trimester, abortion researchers are looking for new market share in second and even third-trimester abortions. Laws in Abortion States are being altered to accommodate such actions by protecting those providing abortions even where women are harmed.



**No, overturning Roe did not achieve victory over abortion, it has only changed the battlefield. The forces of Big Abortion are moving to take full advantage.**

Yet victories over abortion happen daily in Abortion States and Life States alike.

Life wins when **Option Line** connects a woman in the valley of decision to her local pregnancy help center. Life wins when a woman actively aborting her child makes the decision for Abortion Pill Reversal. Life wins when a young mom finds a home during her pregnancy and beyond.

Life is winning even while the war against it is raging.

**The Dobbs decision was a proclamation of emancipation from Roe.** It seems like the protection of life in our laws is still a long way off. While votes to install pro-life legislators to make that day possible are rare, every single day, there is an opportunity to rescue Her and Her baby from the grip of the culture of abortion.



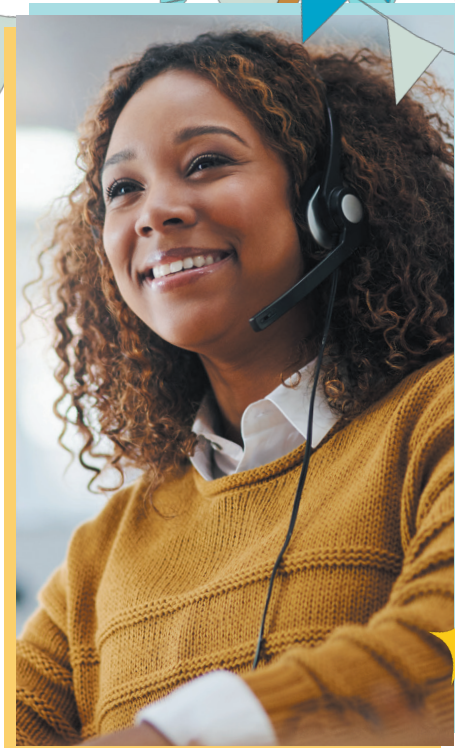
## OPTION LINE *turns 20!*

Women shopping for abortion do not often ask their family and friends for help, they look online for answers. "Am I pregnant?" "What are the signs of pregnancy?" "How do I know if I am pregnant?"

Who she finds in that moment literally can be the difference between life or death.

Option Line is committed to reaching those who are facing an unplanned pregnancy, are an abortion shopper, think they might be pregnant, or are close to someone who is through our 24/7 pregnancy help contact center.

Established in 2003 and celebrating 20 years of life-saving help, Option Line is the only fully staffed, bilingual pro-life contact center in the U.S. Since we first answered the call, we've served more than 5 million people. Option Line makes these critical connections with women at-risk for abortion and in turn connects women to a local pregnancy help organization.



Our primary goal through Option Line is to encourage and empower those who reach out to us by offering trustworthy guidance through personalized care. We accomplish this goal by communicating directly with over 1,100 men and women each day at our contact center via phone, live chat, texting, and email.

Over the last 20 years, we have incorporated additional elements to serve women better. For example, we work with our pregnancy help network to schedule appointments for callers while they are on with an Option Line consultant. While it may seem like a small gesture, this service increases the show rate within the pregnancy center significantly. We know the best alternative to abortion is another person and that is why it is vital for us to bridge this connection from an online chat to an in-person conversation.

In addition, we use our experience to anticipate questions women and men have and provide answers on our website, OptionLine.org through interactive quizzes. **This resulted in 1.45 million people using the Option Line as a source of reproductive health information** last year alone, a 30 percent increase over 2021.

We know that 80 percent of those who connect with Option Line will be making key pregnancy decisions after speaking with our consultants, making the need to reach her first even more vital. The more people who find Option Line, the more opportunities we have to speak life into seemingly desperate situations. And we have seen the impact. These are real comments by real women served by Option Line about their experience:

*"I really needed to know the facts and this is the first person to explain things to me clearly! THANK YOU!!!"*

*"[Rose] answered everything I wanted to know! I was so scared, but [Rose] changed my mind on things!!!"*

*"This site is extremely helpful it put my mind at ease and [Dalia] was such a nice woman she answered my questions right away."*

We know that none of this is possible if our vision for a better world is not felt and shared by someone like you today. Through your generosity, Heartbeat International supports Option Line to reach women and provide hope.

Give to Option Line today: [HBI.LIFE/WildWest](https://HBI.LIFE/WildWest)



Heartbeat International Inc.  
8405 Pulsar Place  
Columbus, OH 43240  
RETURN SERVICE REQUESTED

NONPROFIT ORG  
U.S. POSTAGE  
PAID  
Permit No. 6103

# LifeLines



2023 WINTER NEWSLETTER

## VIEW FROM AN OPTION LINE CONSULTANT

I had a chat today that was so special. Her name is Lisa\*. She was in need of post-abortion support and she shared her story with me. Lisa was struggling emotionally trying to cope with her abortion decision. We chatted for a long time and I was able to encourage her with Bible verses and God's truth. I also provided her with the nearest center that could assist her with after-abortion counseling. By God's grace, I was able to pray for her on the chat. Suddenly her connection dropped. A little while later she connected again and got me again...here are some of her quotes from the last chat:

“*Your words got me through a dark moment, a prayer was answered through you to believe in God! Good night, I hope God continues to use you as an instrument to help someone like me. Thank you and good night.*”



God is so good all the time. I am confident that Lisa will seek help and that she will be a blessing to other women struggling with the same past. I am blessed to have been able to help her and for the opportunity to share the hope and realness of Jesus with her today.

*\*Name changed*

Give Your Tax Deductible  
Gift to **Option Line** Today!



[HBI.LIFE/WildWest](https://HBI.LIFE/WildWest)