

Members of the Public Health Committee,

My name is Lydia Bennett and I ask that you reject HB 5416, an Act Concerning Deceptive Advertising Practices of Limited Services Pregnancy Centers. There are several reasons why this is a bad piece of legislation.

First, HB 5416 does not define what constitutes deceptive or misleading advertising. If this bill became law, it would censor the advertising of pregnancy centers by an extremely subjective standard, regardless of the intent of the pregnancy center.

Secondly, to my knowledge there is no actual specific proof of a specific pregnancy center engaging in deceptive advertising. The Connecticut Pregnancy Center Coalition has a 98% client satisfaction rate; this shows that actual clients are feeling satisfied with the services they receive. This bill is in essence trying to fix a problem that does not exist.

Thirdly, this bill implies pregnancy centers are already engaging in deceptive advertising. The pregnancy centers that I know state clearly on their websites and in their brochures what services they provide and what they do not provide. As an example, Hope Pregnancy Center of Cheshire offers free and confidential services, information and a caring, listening ear. The staff and volunteers at Hope truly care about their clients, and client testimony which I have heard confirms the fact that the women feel loved and supported through the services they receive. Hope Pregnancy Center provides exactly what they advertise.

Once again I ask you to reject HB 5416.