

**Testimony for Public Hearing
Committee on Public Health
March 20, 2018**

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H.B. 5416, AN ACT CONCERNING DECEPTIVE ADVERTISING PRACTICES OF LIMITED SERVICES PREGNANCY CENTERS

I want to thank the members of the Public Health Committee for being here to listen to our testimony today.

My name is Sarah Motta and I live in Hartford, Connecticut. I am testifying in support of H.B. 5416, **AN ACT CONCERNING DECEPTIVE ADVERTISING PRACTICES OF LIMITED SERVICES PREGNANCY CENTERS.**

I am here today to speak to you as a college-aged student on behalf of other college-aged students.

When I first heard about the deceptive practices of fake Crisis Pregnancy Centers, I was extremely troubled. When I heard that they intentionally locate themselves next to licensed women's clinics and alter the appearance of their building and their workers to mimic that of the nearby clinic, I was even more shocked. When I found out that fake women's health centers also pick locations that have higher concentrations of college students, I was outraged.

Our youth are not given comprehensive health education, especially when it comes to reproductive health education. Most young people my age do not have the knowledge and experience it would require to distinguish the difference between a real women's clinic and fake women's health centers.

As someone who has only ever been to her pediatrician and hospital clinics for care, I am not sure that I would be able to tell the difference between a medicalized CPC and an independent women's clinic. I would not know what to look for to tell the difference once I got there.

To explain how difficult it can be to get into your scheduled appointment upon arrival, I want to read a story from a clinic patient in her twenties who sought out medical providers, made the decision to schedule an appointment with a licensed family planning and abortion clinic, and was intentionally misled by a fake women's health center through the deceptive practices of their staff.

This woman was harassed by a Crisis Pregnancy Center worker in the Greater Hartford area.

To illustrate how difficult it can be to get to your appointment and what kind of false advertising is used to get people into fake women's centers who do not want to be there. This place was advertised as a woman's center. In the window, there was a picture of a woman that said, "Pregnant? We can help you." This woman was looking for the door to get to her scheduled appointment at a nearby women's clinic.

This is her story:

"First off I didn't know where I was going. We opened the door of the wrong building and this lady was standing there and came up and forcibly was trying to give me her papers. I said, 'No thank you' and she goes, 'We're offering \$50 and free ultrasounds' and I told her 'No thank you, I don't need that,' and again she goes, 'Well, we're offering \$50 here' like \$50 was going to make a difference in my life. Then she walked behind us outside all the way to the door of the other building."

No one should have to go through this.

The aggressive and deceptive advertising practices that were used on this occasion demonstrate the importance of passing this bill to restrict false advertising.

I want to close by thanking the members of the Insurance and Real Estate Committee for hearing my testimony today.

I also want to voice my support for HB 5148, also known as the Living Will Bill, which would protect a pregnant woman's right to a living will.