

DKH Day Kimball Medical Group

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March 19, 2018

Testimony on
H.B. 5416 "An Act Concerning Deceptive Advertising Practices of Limited Services Pregnancy Centers"

Dear Legislators,

I am the Medical Director of *A Better Choice Pregnancy Center* in Middletown and the *Women's Center of Eastern Connecticut* in Willimantic, and I am writing in opposition to H.B. 5416 because it is prejudiced, costly, and will lead to the suppression of free speech.

As a Family Medicine physician licensed and practicing in the State, I oversee the other licensed medical staff in the provision of pregnancy testing and interpret the ultrasounds performed by certified ultrasonographers through these centers. I also ensure that the centers provide educational materials in keeping with the best evidence-based medicine and practice fully within our training according to state law. The centers only advertise what services they provide.

H.B. 5416 contains many false assumptions about what they define as "limited services pregnancy centers."⁽⁷⁾ The first is that categorically they provide deceptive practices for which the cost and burden of new legislation is warranted. This prejudice singles out these centers, when legislation against false advertising is already in place equally for all businesses and non-profits. The second is that the language on what constitutes "false, misleading or deceptive" [section 2 (1)] is vague. This would require legal wrangling for enforcement that the State cannot afford.

H.B. 5416 panders to the aggressive pro-abortion organizations that have pushed this bill before you based on unjust prejudice and a desire to suppress free speech. These pregnancy service centers, singularly targeted by this bill, indeed provide accurate information on pregnancy status, *all* pregnancy options, including abortion, and support women regardless of her decision regarding the pregnancy. They provide a valuable service to communities for early detection of pregnancy, earlier referrals for prenatal care, and social support throughout the decision-making and pregnancy process. I urge you to reject this bill.

Respectfully,



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