

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

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**HB 5416 AN ACT CONCERNING DECEPTIVE PRACTICES OF LIMITED SERVICES
PREGNANCY CENTERS**

Representative Steinberg, Senator Gerratana, Senator Somers, and distinguished members of the Public Health Committee,

My name is Eden Rivera and I live in Portland, Connecticut. I testify in strong support of H.B. 5416 An Act Concerning Deceptive Advertising Practices of Limited Services Pregnancy Centers.

It should be a major concern to the people of Connecticut that they are at risk of being subjected to deceptive advertising schemes in finding the reproductive healthcare they are seeking. Without regulation these Crisis Pregnancy Centers employ calculated tactics under the guise of a licensed medical facility even though they aren't subject to regulatory medical oversight. Individuals are led to believe that they provide abortion services or referrals for care, unbeknownst of the center's implicit anti-abortion and anti-birth control position.

This bill is about need for transparency and honesty concerning these center's advertising practices. When someone is seeking a clinic, they should be able to find one without confusion or misconception. I've had friends and family in need of seeking out necessary reproductive services and had found themselves at clinics that have utilized tools of deception and misinformation to mislead them about their options, leaving them feeling hopeless and confused.

It goes without saying that reproductive healthcare decisions are time sensitive. When these centers act to deliberately confuse, deceive, and delay individuals in finding proper comprehensive medical care, they are more likely to induce emotional and psychological harm on their patients. Patients deserve no less than complete and accurate information about all of their options so they can make informed decisions about their health.

In conclusion, I strongly support H.B. 5416 to limit the deceptive advertising practices of crisis pregnancy centers in our state. I urge the committee to move forward with H.B. 5416.

Thank you for your time,
Eden Rivera