

**Testimony for Public Hearing  
Committee on Public Health  
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**SB 835: AN ACT CONCERNING DECEPTIVE ADVERTISING PRACTICES OF LIMITED SERVICES PREGNANCY CENTERS**

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

My name is Polly C. Moran, Certified Nurse Midwife and I live and work in Hartford, Connecticut. I am writing to support SB 835: An Act Concerning Deceptive Advertising Practices of Limited Services Pregnancy Centers.

I have practiced Nurse-Midwifery for over 25 years in the Bristol and Hartford communities and am presently on the Board of the American College of Nurse Midwives' Connecticut Affiliate. Midwives are at the forefront of women centered integral care; we support women with health decision-making in different phases of their life. Nurse-Midwives support each person's right to self-determination, access to comprehensive health information, and promote active participation in all aspects of care. Individuals seeking health care deserve complete and accurate information about all legally available health care options to make informed decisions about their health.

I strongly support the efforts of legislators to safeguard the women of our community from entities such as Crisis Pregnancy Centers who deliberately mislead our patients and community members. As a women's health provider, I would be negligent if I did not provide complete information to my patients. How can I not protect women from the false advertising of Crisis Pregnancy Centers in my very own state? This bill is about transparency and full disclosure. SB 835 is about making sure that women in my community are aware that the CPCs are unlicensed, unregulated, and are not health clinics, despite deliberate efforts by these clinics to portray themselves as something they are not. If they want to have a presence in the community supporting women, that is welcome. But they should be upfront and honest about the kinds of support that they are offering and what they are not offering.

The issue at hand is not only about misrepresentation, or deliberately choosing sites to confuse women, setting up parallel "clinics" with licensed reproductive health care offices nearby, or offering free "services" to get women through their door. Crisis Pregnancy Centers can delay care or obstruct women from getting the care and information on the very health issues for which they are seeking care. These delays have health consequences. There are many ways women can avoid unwanted pregnancies. Having access to a medication taken during a short time frame after unprotected intercourse can be a very effective method to prevent pregnancy. CPCs do not offer those services. Medical terminations can take place during the first 7 weeks post conception; these early terminations avoid anesthesia, surgical settings, and can be done at home. If women go beyond that time frame, this is no longer an option. Certain screenings done by licensed professionals trained in caring for women may discover complications, including miscarriage or ectopic pregnancies. CPCs are unregulated, do not need to conform to HIPPA, and can provoke unnecessary health risks.

This is not a partisan issue; this in fact, is not a prochoice/antiabortion issue. This is simply a bill which ensures truth in advertising. I feel strongly, as a trained health professional, that informed decision making makes for better healthcare. I urge the committee to move forward with SB 835: An Act Concerning Deceptive Advertising Practices of Limited Services Pregnancy Centers.

Thank you for your time,

Polly C. Moran, MSN, CNM  
Legislative Chair of CT Affiliate of American College of Nurse-Midwives