

March 14, 2023

To: Human Services Committee

From: Scott Baker, VP of Public Affairs

Re: SB 2185

Chairman Weisz and Members of the Human Services Committee,

The Choose Life Coalition works closely with pregnancy resource centers (PRCs) in every state, including North Dakota. We strongly urge passage of Senate Bill 2185.

Women who go online seeking information about pregnancy resources and life-affirming options face a multitude of hurdles. Big Tech companies like Google, Facebook, Amazon, and others have committed to an uneven playing field when it comes to exposing pro-life options to pregnant women. Search results are manipulated, and advertisement policies are inconsistently applied when compared to abortion advocates and providers.

This impacts not only the women seeking information, but the PRCs and adoption agencies that are trying to reach her where she is and when she needs them the most. There are countless examples of this type of online manipulation. We work with companies like Google every day to ensure that pro-life groups and interests are fairly represented online.

All of this is applicable regardless of local laws. Pro-abortion interests target women in States like North Dakota. They seek to create confusion and a lack of trustworthy information online. This is why it is imperative to have an effective, modern resource committed to clearly showing the local, life-affirming options available to women. Including information about social services, financial assistance, adoption services, and other important help just makes good sense.

As an organization who creates these types of online resources in other states, we can confidently say that this website can be online by August 1 of this year. One of the challenges we have seen for similar resources around the country is a lack of awareness of the tool once it is implemented. We support the effort to invest additional funds in the ongoing promotion of this important tool.

For these reasons we encourage a “Do Pass” recommendation from the committee.