



Life Trends

2023 REPORT

HIGHLIGHTS

INTRODUCTION

Heartbeat International and its network of more than 3,300 pregnancy help service providers worldwide work tirelessly to offer hope and help to women and families experiencing unexpected pregnancies. From this network of care, we can discover and evaluate trends within the movement as a whole and use them to inform and encourage others on the work accomplished.

The Life Trends Report exists to provide a snapshot of life-affirming pregnancy help. Having an awareness of the trends within the pregnancy help movement creates a better understanding as the culture changes and shifts over time.

The information within the 2023 Life Trends Report pulls in 2022 data and should be used to better understand the services our clients seek, while providing key information to share publicly about the good work and positive impact of pregnancy help.



2,836,300

TOTAL IN-PERSON CLIENT VISITS

AT PREGNANCY HELP ORGANIZATIONS IN 2022,

AN INCREASE OF 36% OVER 2021ⁱ



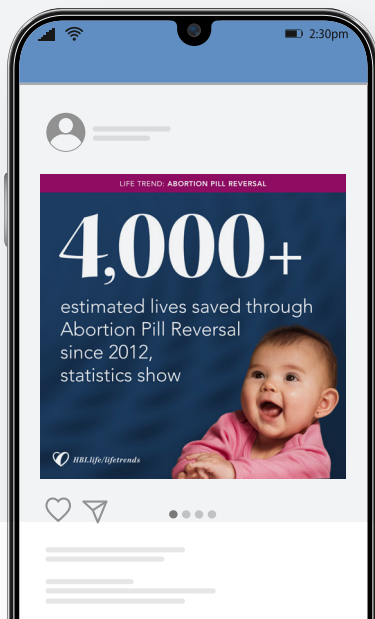
72

PREGNANCY HELP ORGANIZATIONS ATTACKED IN 28 STATESⁱⁱ



38

PREGNANCY HELP CENTERS ALSO OPERATE A MATERNITY HOME



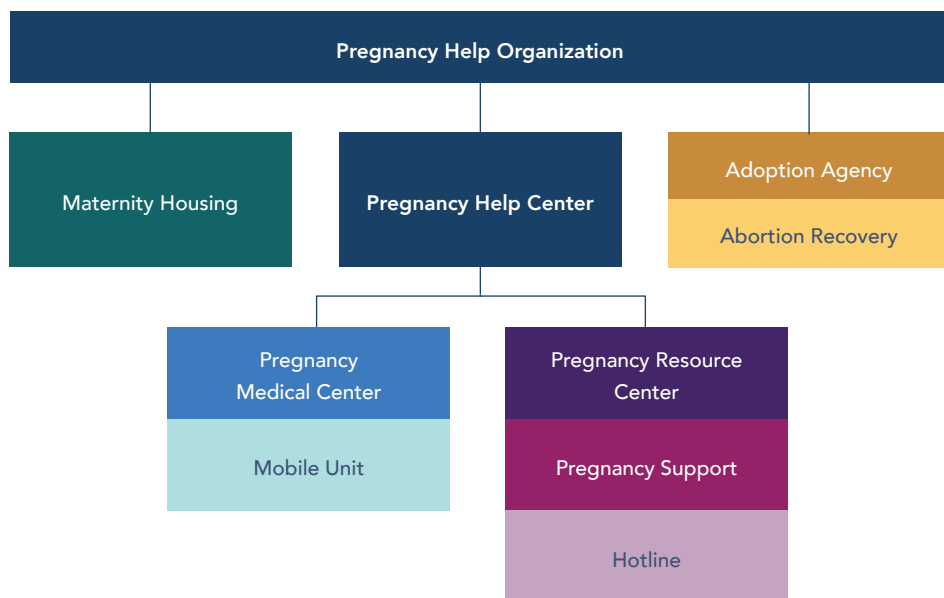
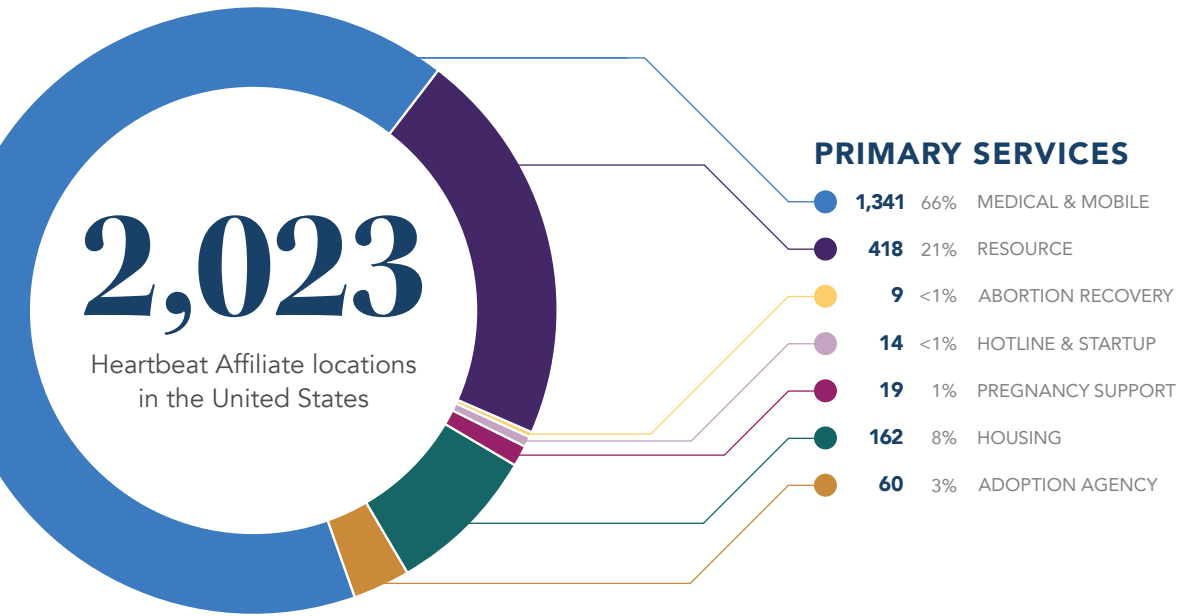
USE THESE GRAPHICS!

The statistics and graphics in this report are free to use on your own marketing, social media and websites.

To find easy-to-share graphics, visit HBI.life/lifetrends.

PREGNANCY HELP ORGANIZATIONS

Heartbeat's affiliate pregnancy help organizations (PHOs) support women wherever they are in their pregnancy journey and beyond. Our affiliates fall into several categories according to the primary services they offer.



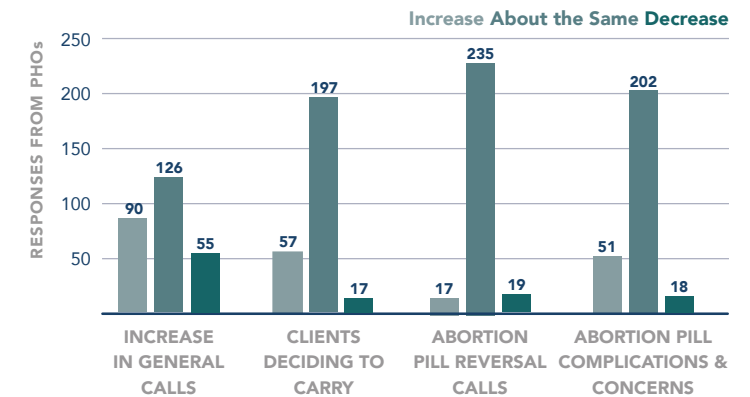
POLITICAL TRENDS

On June 24, 2022, the Supreme Court released its decision in the *Dobbs vs. Jackson Women's Health* case, that overturned *Roe v. Wade*. This decision sent the abortion issue back to each state, highlighting a stark contrast among the states' abortion laws. All the while, with an unprecedented leak of the decision from the Supreme Court being published May 2, radical pro-abortion groups took to vandalizing and attacking pregnancy help organizations, pro-life groups and churchesⁱⁱ.

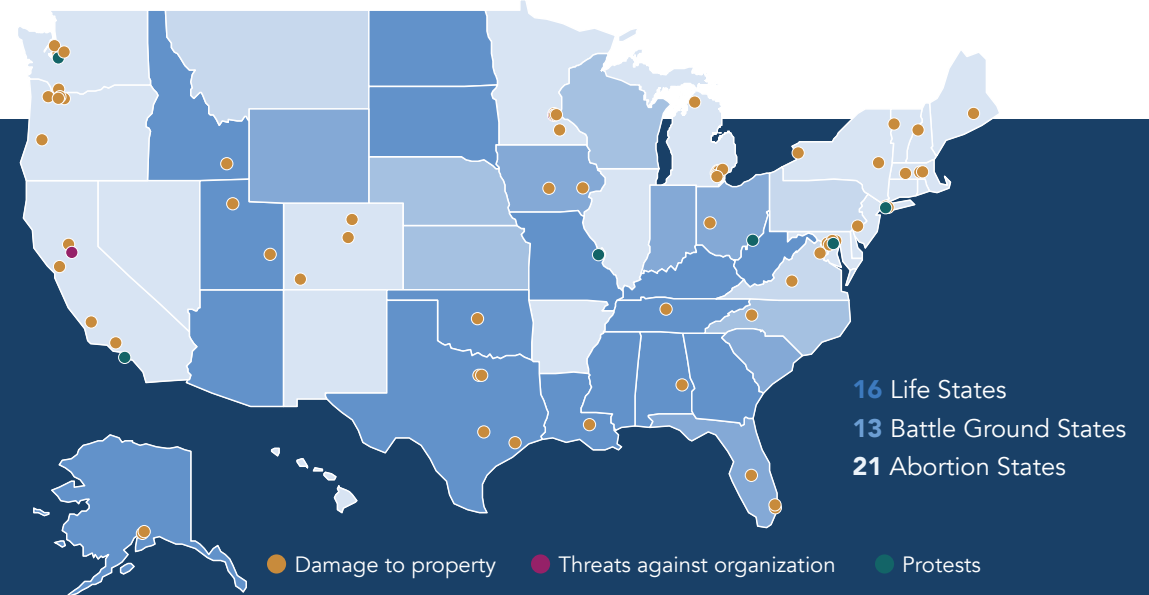
PREGNANCY HELP AFTER DOBBS*



*Preliminary survey results



ABORTION LAWS AND ATTACKS BY STATE

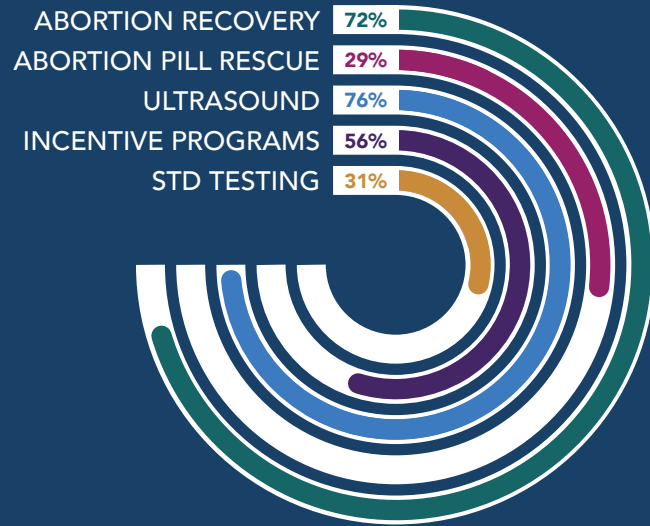


Heartbeat has been monitoring the attacks against pregnancy centers closely. We conducted a survey of affiliates on June 1 and then again on July 5 to monitor the growth of incidents against pregnancy centers. These results showed both physical and cyber-attacks against many of the organizations, showing that pregnancy help organizations went from a 1 in 6 chance of reporting an incident against their center to 1 in 3. The types of incidents ranged from fake reviews to vandalism (including fire bombs).

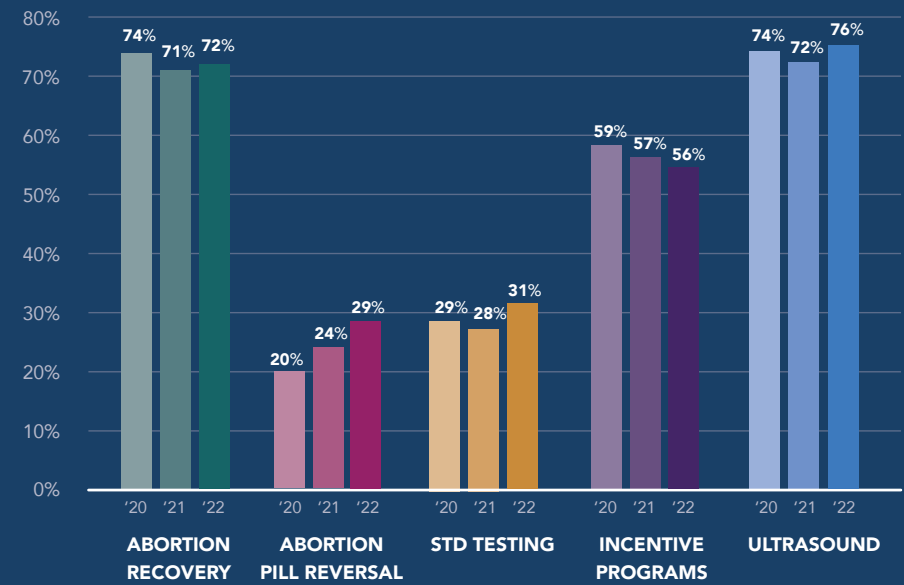
PHC SUPPORT PROGRAMS & SERVICE TRENDS

Along with intervention services, our affiliate pregnancy help centers offer a broad range of services from prevention programs and STD testing/treatment, to Abortion Pill Reversal and parenting classes.

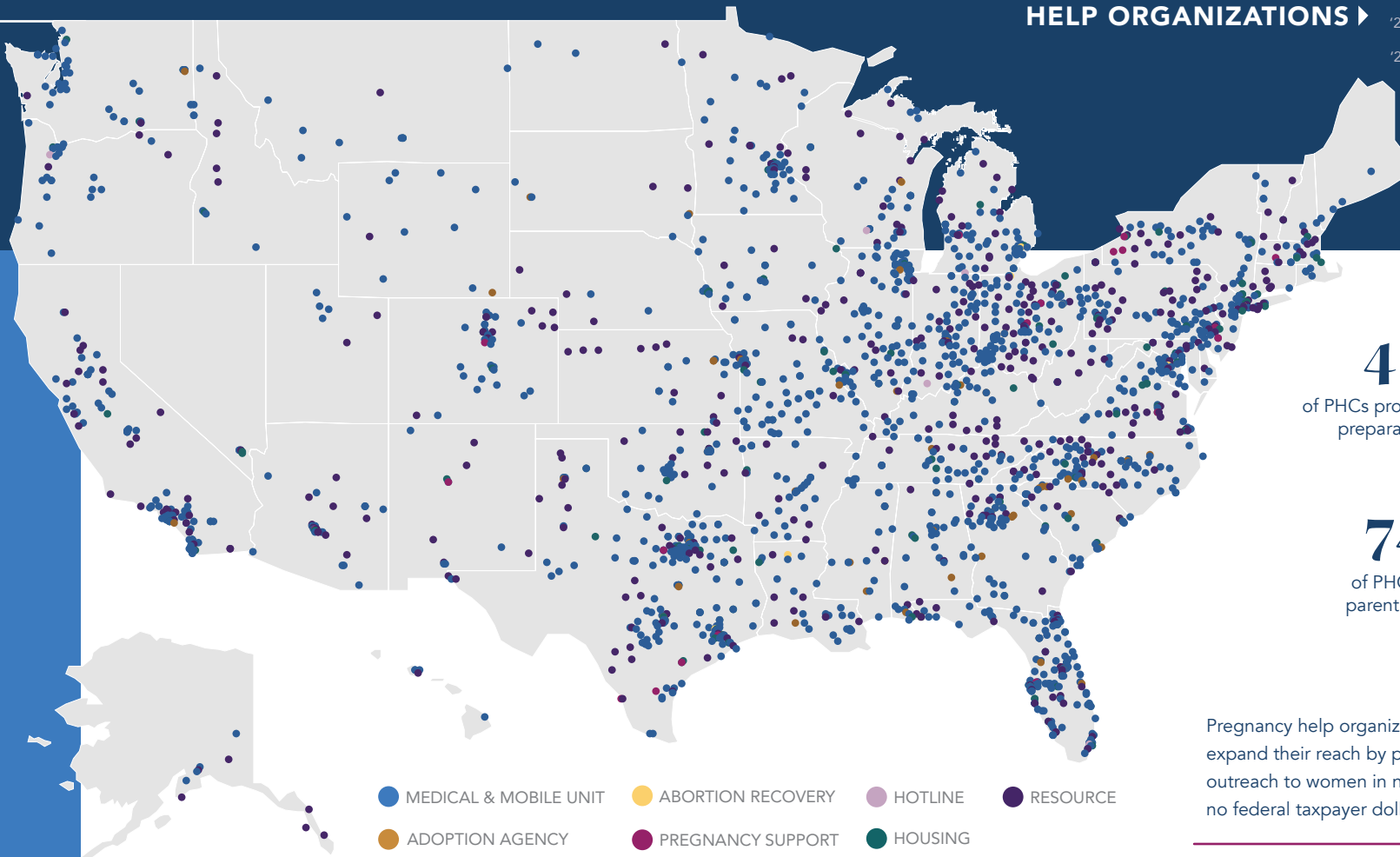
These numbers reflect self-reported figures from U.S. Heartbeat affiliates shown as percentage of our total affiliates offering the service.



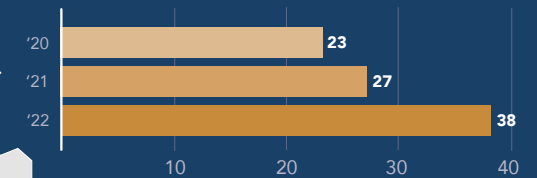
PROGRAM & SERVICE TRENDS



U.S. AFFILIATE LOCATIONS



STARTUP PREGNANCY HELP ORGANIZATIONS



38

pregnancy centers opened in 2022



35,012

active volunteers at affiliate locations



38

PHCs also operate a maternity home



41%

of PHCs provided childbirth preparation classes



76%

of PHCs provided material aid and baby supplies



74%

of PHCs offered parenting classes



41%

of PHCs offer men's mentoring programs

Pregnancy help organizations often expand their reach by providing additional outreach to women in need, with little to no federal taxpayer dollars.

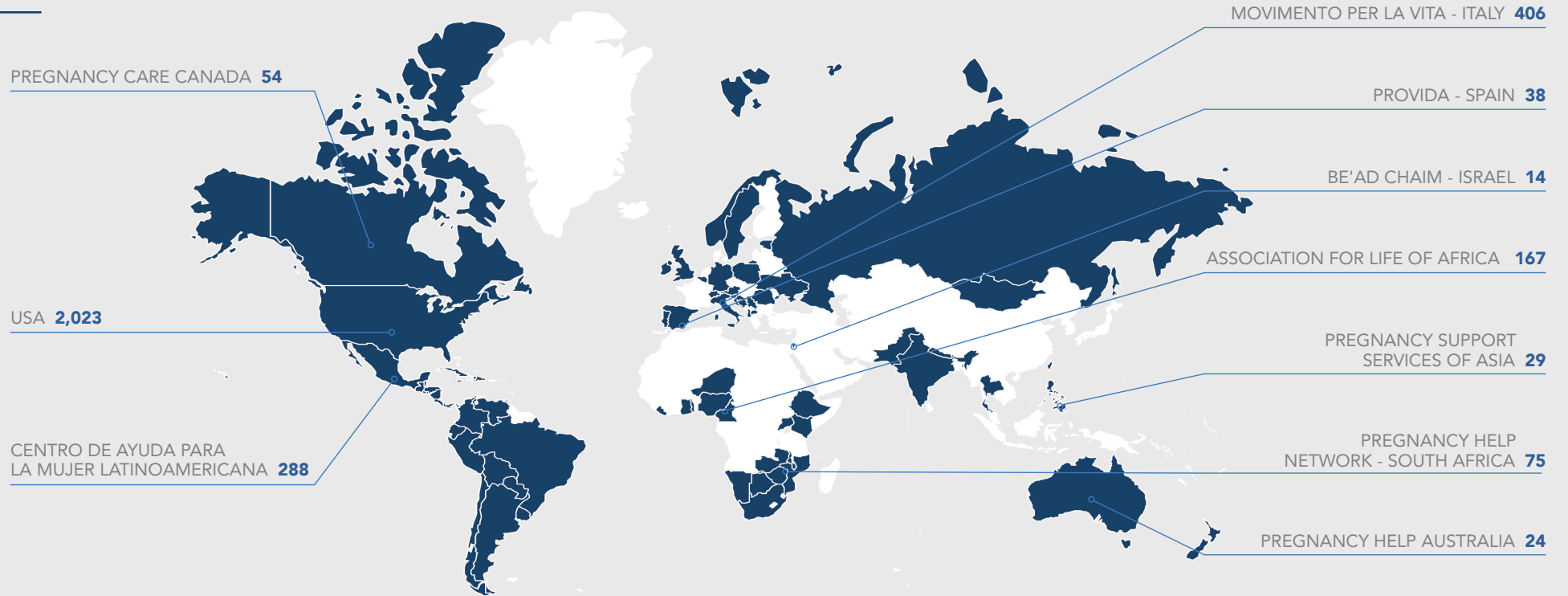


GLOBAL IMPACT



3,250
HEARTBEAT AFFILIATES
IN THE WORLD IN 2022

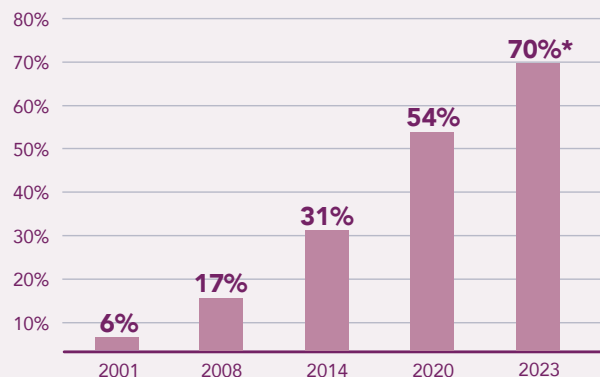
OVER 7,000 LOCATIONS
TOTAL PROVIDING PREGNANCY
HELP WORLDWIDE



Jointly-affiliated networks account for nearly 90% of international affiliates. For a full listing of pregnancy help service providers throughout the world, go to [HBI.life/worldwide-directory](https://hbi.life/worldwide-directory).

CHEMICAL ABORTIONS ON THE RISE

ABORTIONS VIA ABORTION PILL IN US



TIME SINCE CALLER HAD STARTED THE CHEMICAL ABORTION PROCESS

75% of clients who disclosed when they had started the process called within 24 hours.

*Projected from Guttmacher Institute dataⁱⁱⁱ.

ABORTION PILL RESCUE NETWORK

The Abortion Pill Rescue[®] Network (APRN) connects women who regret taking the first dose of the abortion pill regimen to a network of healthcare professionals trained to administer the reversal protocol.

1,300+
HEALTHCARE PROFESSIONALS
ARE A PART OF THE ABORTION PILL RESCUE NETWORK

The reversal protocol is 64-68% effective according to the largest peer-reviewed study (2018)^{iv}.

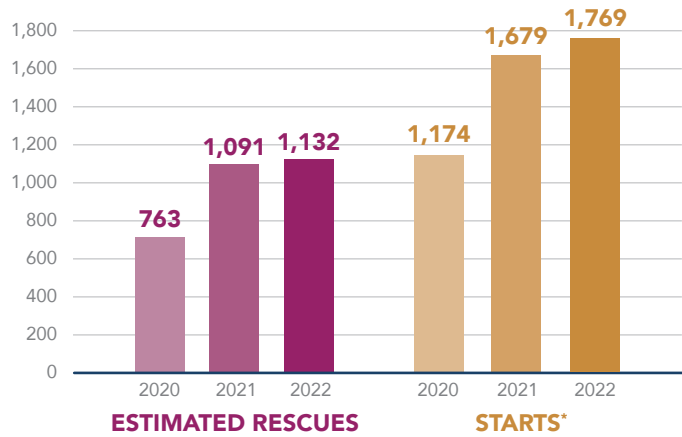
AN AVERAGE OF

150 women
START THE REVERSAL
PROCESS EACH MONTH

WOMEN IN ALL

50 states
AND 86 COUNTRIES
CONTACTED APRN IN 2022

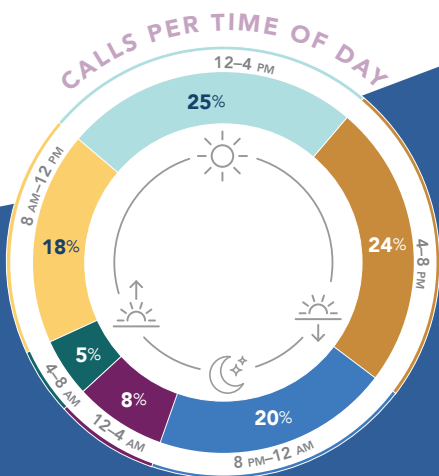
ABORTION PILL RESCUE NETWORK



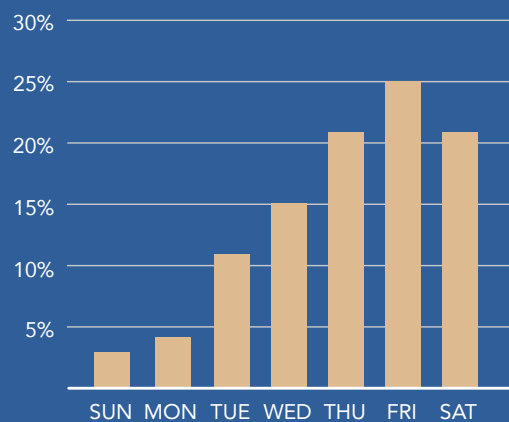
LIFE TREND: ANSWERING THE CALL

The Abortion Pill Rescue Network hotline receives calls every hour of every day from women who wish to stop a chemical abortion. Time is of the essence when a woman has taken the first pill, so it is imperative to have people in place ready to jump into action.

30 nurses
STAFF THE APRN HOTLINE



APRN CALLS PER DAY OF THE WEEK



4,000+

ESTIMATED LIVES SAVED SINCE 2012, STATISTICS SHOW

1,132

LIVES SAVED IN 2022

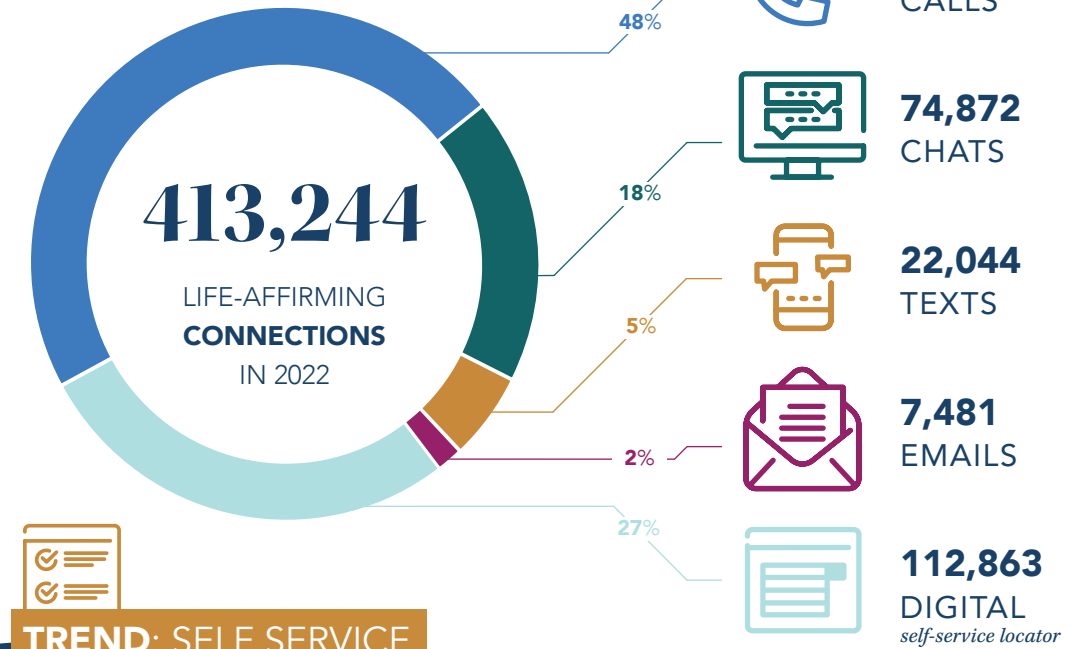


OPTION LINE

Option Line's 24/7 pregnancy helpline is a resource that proved critically important in 2021, as many pregnancy centers were able to forward all phone calls to Option Line when they were forced to temporarily close their doors due to continued waves of COVID-19.

MAKING A CONNECTION TO PREGNANCY HELP EVERY

76 seconds



TREND: SELF SERVICE

1.45M
digital contacts

INCLUDING OUR ONLINE PREGNANCY QUIZ AND CENTER LOCATOR IN 2022

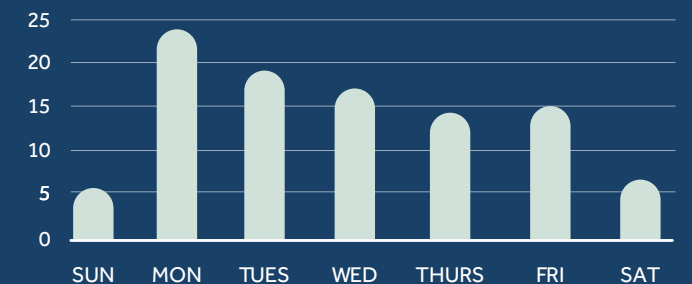
3,800+
appointments

SCHEDULED BY OPTION LINE STAFF IN 2022

30%
increase

IN USE OF THE ONLINE PREGNANCY QUIZ COMPARED TO 2021

OPTION LINE CALLS PER DAY OF THE WEEK



*A "start" occurs when a woman receives a referral to a provider, the provider determines that she is a candidate for abortion pill reversal, and she has received a prescription for treatment.

THE HEARTBEAT DIFFERENCE

At the first sign of pregnancy, Heartbeat International's worldwide network of more than 3,300 pro-life pregnancy help affiliate locations is here. We provide comprehensive pregnancy help to the woman wherever she is on her journey. From seeing the flutter of the heartbeat on her first ultrasound and teaching parenting classes, to coordinating an adoption plan and providing material aid throughout the pregnancy and beyond, we offer compassionate support so that no woman ever feels that abortion is her only option.

Visit HeartbeatInternational.org to learn more.

Sources

ⁱ National estimates based on Heartbeat pregnancy help center affiliates accounting for two-thirds of the total number of pregnancy help centers in the U.S.

ⁱⁱ Tracking Attacks on Pregnancy Centers & Pro-Life Groups. <https://catholicvote.org/pregnancy-center-attack-tracker/>

ⁱⁱⁱ "Medication Abortion Now Accounts for More Than Half of All US Abortions," Guttmacher Institute. <https://www.guttmacher.org/article/2022/02/medication-abortion-now-accounts-more-half-all-us-abortions>

^{iv} "A Case Series Detailing the Successful Reversal of the Effects of Mifepristone Using Progesterone," George Delgado, M.D. <https://issuesinlawandmedicine.com/wp-content/uploads/2019/10/Delgado-Revisions-FINAL-1.pdf>



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