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# Barna Research Discusses Effectiveness of Graphic Videos

**P**ilate asked our Lord Jesus, “What is truth?” when he was questioning him in His final hours on earth. Even some of us in the pro-life movement can fall for lies, in part because we so much want to believe we are making major headways in our battle against the culture of death.

Researcher George Barna has used facts to counter the belief that most Millennials are pro-life. He wrote that he continues to hear that Millennials are pro-life and many people are parroting SFLA’s motto “We are the Pro-Life Generation.”

His research published January 11, 2018 shows that “we are tying our hope to a myth.” The American Culture & Faith Institute evaluated people’s views about abortion from numerous angles and found little reason for optimism. Mr. Barna found that “when we compared the views of Millennials to those who are 30 or older, there were consistent differences showing that the younger generation is comparatively less supportive of life and more supportive of abortion.” <http://bit.ly/2pK7A18>

One specific finding is that Millennials are “less likely to believe that abortion should be illegal in all or most circumstances (25 percent vs. 36 percent).” The rest of the study demonstrated that it is wrong to think of the Millennial generation as being pro-life. Let us look at this matter further.

In October 2010, we wrote about a phenomenal change that had occurred among college students. We quote here, in part:

Five years after CBR’s 1998 launch of our campus photo project, the world’s first large-scale pro-life outreach to college students, *The New York Times*, in their March 30, 2003 issue, reported a remarkable pro-life shift in student opinion on abortion. The article was headlined “Surprise Mom: I’m Anti-Abortion,” and it described “... a trend noted in polls: [T]hat teenagers and college-age Americans are more conservative about abortion rights than their counterparts were a generation ago.”

The numbers were striking and the article reported that the “... most commonly cited reason for the increasingly conservative views of young people is their receptiveness to the way anti-abortion campaigners have reframed the national debate on the contentious topic, shifting the emphasis from a woman’s rights to the rights of the fetus [emphasis added].” CBR’s abortion photos were the only nationwide strategy which existed to focus students on the fetus during that period or since. Our pictures have now been seen by

millions of students during hundreds of campus visits, with many schools receiving multiple visits over the years. The measurable change in student opinion has been extraordinary.

*The New York Times* article corresponds with a highly encouraging notation made by Mr. Barna:

One of the most promising steps forward relates to the widespread efforts to expose young people to graphic videos showing the gruesome practices involved in an abortion. Research on such efforts indicates that when people get a first-hand look at what is entailed in such operations, fewer people support laws that permit the horrible and inhumane killing of the defenseless.

CBR has been in the vanguard of producing and showing abortion videos since 1991. We also recognized in late 1990’s that we must employ the principles of social reform in order to educate people, and specifically college students, about abortion. That is when we began our Genocide Awareness Project, and we have found that most students resonate with our photographic evidence about abortion.

Perhaps Millennials would be far worse on abortion if not for GAP. In the 15 years since the 2003 article in *The New York Times*, much has changed. Mr. Barna notes that other research shows that: Millennials are “less connected than the rest of the

*(Continued on page 2)*



*CBR introduced some new signs at the 2018 March for Life in Washington, D.C. Most marchers are young people, and many are Millennials.*



### *Barna Research, continued from page 1*

population to Christianity” and “the distinct views of Millennials have been dramatically shaped by the massive amount of values-shaping media they have consumed.” Also, their families are less directive on morals, and their schools “have promoted a more progressive social agenda.”

In recent years, we have seen a substantial drop in most students’ ability to apply logic and follow a line of reasoning. Studies back that up. Victor Davis Hanson wrote “The Modern University is Failing Students in Every Respect” (*National Review*, April 2015). Mr. Hanson noted in that national college entrance test scores have declined. High school students are not as well prepared for college, and once they get there, college “education” is largely failing them.

Inside Higher Ed reported that 2300 students took the Collegiate Learning Assessment, whose purpose is to “measure gains in critical thinking, analytic reasoning and other ‘higher level’ skills taught at college. Students were tested before, during and after their college educations and the results included this disheartening figure: “36 percent of students ‘did not demonstrate any significant improvement in learning’” during all four years at college. The authors asked, “How much are students actually learning in contemporary higher education? The answer for many undergraduates, we have concluded, is not much.” <http://bit.ly/2I6zP54>

Despite this troubling trend, there are still students who are very open to our message. For that, we thank God. In summary, Mr. Barna noted:

Unless substantial changes are made in how young people are introduced to the morals and ethics related to life and death, we may expect them to remain oblivious to the dire situation of the unborn in favor of their seemingly unquenchable thirst for freedom of personal choice in all situations.

Diagrams and photographs were essential to bring an end to slavery in the British Empire and later in the U.S. “Images were a vital weapon for abolitionists working to end slavery, who often found it difficult to get the public to read their pamphlets or listen to their speeches.” (*Slaves Waiting For Sale: Abolitionist Art And The American Slave Trade*, by Maurie D. McInnis.)

Abolitionist orator and writer Frederick Douglass bared his back to show people the scars he bore from his whippings as a slave. Alphonso Davis, another black who had escaped slavery, told Frederick he couldn’t believe he would do that, saying “we who have escaped slavery never think about it again.” Mr. Douglass explained to his friend about slavery “I wish to destroy it! Even if I must debase myself I will do so to fight the evil.” (*Frederick Douglass – Abolitionist and Reformer*, Rachael Phillips, Barbour, 2000, p.132)

Photographer Lewis Hines took his traveling exhibit of photographs depicting the tragedy of child labor to American audiences in the early 1900’s. They didn’t want his message, but finally enough people saw the evils of child labor and brought it to an end.

For decades, some pro-life groups and individuals have thought themselves above the use of graphic images. Some believed their rhetoric alone was adequate to educate people about abortion.

Others have been embarrassed to show the photos of abortion. Still others have not fully dealt with their own post-abortion pain and cannot emotionally handle the photos. Many do not want the persecution that showing graphic abortion images will incur.

Nonetheless, CBR will continue to wake people up by showing the abortion photos, and we will continue to share the images with pro-life activists around the world. As long as a person still has a functioning conscience, the pictures work wherever they are shown.

There are still many in church circles who believe that if we just share “the gospel” with people, things like abortion will take care of themselves. Thankfully, Charles Spurgeon, the English “Prince of Preachers,” was clear on the matter. “The gospel is for the body, not just for the soul,” was his response when he was criticized by church leaders for his “social action.”

<http://bit.ly/2Gi3FHH> If you don’t have time to watch this excellent documentary in its entirety, start viewing at 49:48.

## May we all care about justice for preborn babies, as does our Heavenly Father.

*“And the heavens proclaim his righteousness, for he is a God of justice..”*

*PSALM 50:6*

### Prayer Requests

- College students open to the truth about abortion
- Courage for pastors to preach against abortion
- Effectiveness of NMAAHC Project in Washington, D.C.

### Events

#### ALL Black Lives Matter Project

March 15-17 NMAAHC, Washington, D.C.

April 9-13 NMAAHC, Washington, D.C.

#### Genocide Awareness Project (GAP)

March 7 Mira Costa College, Oceanside, CA

April 4-5 Appalachian State University, Boone, NC

April 9-1 University of Tennessee, Knoxville

April 11-12 Tennessee Technology University  
Cookeville, TN

April 16-17 University of North Carolina-Charlotte

April 18-19 University of North Carolina-Greensboro

#### “Choice” Sign Outreaches

March 3 Tucson, AZ

March 17 Wake County GOP, NC

March 20 Wake Tech South Campus Raleigh, NC.

#### RCC Trucks

February 10 days in Orlando, Miami, Boca Raton and Tampa, Florida

#### Training Seminars and Speaking Engagements

March 10 Pro-life Apologetics Training  
First Christian Church, Phoenix, AZ

March 14 Teen presentation, First Christian Church  
Phoenix, AZ



*Many students gathered around the CBR abortion photo exhibit at Florida Gulf Coast University in February. Well-trained staff and volunteers were able to engage many of them in important discussions about abortion and the sanctity of human life.*

## CBR-Florida Joins CCBR at Florida Universities

In February, our CBR-Florida team led a group that included 41 people from Canadian CBR to tour four Florida universities. Over the course of two weeks, we visited Florida Atlantic University, the University of South Florida, Florida International University and the University of Central Florida. The student enrollment at these schools numbers 195,000, so the impact of our outreach is huge.

The following short stories demonstrate a portion of the effect of showing abortion pictures on these campuses:

### He'll protect his children

Maria was told by a young man: "I'm glad you guys are out here doing this. If my girlfriend gets pregnant and wants an abortion, that picture is going to stick in my mind." He said he would protect his future children from the same fate.

### Undecided to changed

Marvin told Peter he could see both sides of the issue, offering that several friends had had abortions in the past for different reasons. After some discussion of those reasons, Marvin looked back at the photos, he said: "Bro, this just can't be right! Abortion just cannot be right."

Andrew told Susie he was neutral on abortion and still doing research. After some discussion and looking at our image of a ten-week aborted child, Andrew told Susie he now realized abortion was never O.K. and that voting for pro-life politicians would be a non-negotiable factor in his voting.

Emily spoke with a woman whose boyfriend was pro-life, but she was "pro-choice." Our abortion photo signs were new to her and after talking with Emily, she agreed that abortion should never be an option.

### Moved to action

Liz spoke with a young man who was pro-choice before seeing the abortion photo display. After 40 minutes, he told Liz the photography was effective because it shows the truth of what abortion does to babies. He signed up for more information on how he could be a voice for the preborn.

Ali told Matthew this was the first time she saw abortion images and she was saddened and depressed by them. Before leaving the

display, she gave us her email address and asked how she could help end abortion.

### Started her thinking

Cairo told Josh she'd never thought about the issue before. Their discussion ended with Cairo thanking Josh for opening her eyes to the issue and offering that she will do more research about abortion.

While encouraging to us, these types of conversations are not crucial. Many students never speak with us, but a few moments of seeing the abortion photos will forever change how they view abortion. Others will change their minds after they return home and reflect. We know this because some of them have come back to tell us just that.

We are thankful for Bill Calvin, Director CBR-Florida, as he worked diligently with Canadian Centre for Bio-Ethical Reform to make this tour possible. Each winter, our affiliate in Canada leaves the cold and comes to balmy Florida with a large group of young people. Many of them go on to be CCBR summer interns and even full-time staff members as a result of their time on campuses in Florida.



## Save Babies While Buying or Selling Your Home

**Y**ou can help the Center for Bio-Ethical Reform if you plan to buy or sell a home or business.

RealEstateForLife.org is "Funding Gospel of Life Groups World-Wide." Call 877-543-3871 or email ProLifeRealEstate@yahoo.com indicating you were referred by CBR. They'll send you the name of an agent in your area. If a sale is made, CBR will receive a generous donation from the realtor's commission. There is no cost to you.

“ If my girlfriend gets pregnant and wants an abortion,  
that picture is going to stick in my mind. ”

Florida university student who saw CBR abortion photo



CBR returned to Mira Costa College in Oceanside, California on March 7. Our team had some interesting interactions with students. Sadly, one young lady dressed as the character Woody from “Toy Story” was quite profane. CBR-Southwest Director Abra Singleton took the brunt of the student’s anger, and the video was published by The Daily Wire: <http://bit.ly/2IW1hWY>

**Address corrections**

[addresschanges@cbrinfo.org](mailto:addresschanges@cbrinfo.org)

**Electronic funds donations**

[ACH@cbrinfo.org](mailto:ACH@cbrinfo.org)

**Credit card donations**

[creditcards@cbrinfo.org](mailto:creditcards@cbrinfo.org)

**Product order inquiries**

[productorders@cbrinfo.org](mailto:productorders@cbrinfo.org)

**Estate donations**

[plannedgiving@cbrinfo.org](mailto:plannedgiving@cbrinfo.org)

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