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Center for Bio-Ethical Reform

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Chileans Use CBR Strategy to Stand Against Torturing Babies

A small, but ambitious, group of pro-lifers in Chile, learned that pro-abortion President Michelle Bachelet was working to legalize abortion, so they decided to engage in the battle to save preborn children. We equipped them with abortion photographs and CBR strategy that has worked in countries worldwide. Informaborto began a series of major campaigns last fall that took the country by surprise.

Our associates at Informaborto knew that conducting projects like CBR’s abortion photo trucks was vital to educate the public about the reality of abortion. In Chile, they have suffered from a not-too-distant memory of people being tortured and then disappearing during the military dictatorship of Pinochet. They recognized that this painful part of their history is similar to abortion: in each abortion a little human being is tortured to death before birth and then made to “disappear.”

Jorge Benito, founder of CBR-Spain, helped train Informaborto members regarding CBR strategy. They established three goals for their campaigns: 1) Work with politicians to help them recognize their decisions on serious issues will have serious political consequences; 2) Reach the media so they recognize their duty to report the truth to the public; 3) Educate the public because people have the right to know the truth, and public opinion will determine how politicians vote. Their preparation was painstakingly thorough; they even translated the entire debate between CBR Executive Director Gregg Cunningham and BPAS CEO Ann Furedi.

The first campaign involved trucks with CBR abortion photos on the side and rear panels. Informaborto launched it November 12, 2014 with the theme: “Chile, open your eyes: This is an abortion.” The trucks ran in the area of the Palacio de la Moneda for more than four hours, while more volunteers carried handheld CBR photos of abortion. The media covered this campaign with stories and photos. Opposition was inevitable.

On November 25, the truck in this CBR-inspired campaign was attacked by a group of six men who menacingly approached the Informaborto truck at the Peru Plaza and Chacabuco intersection of the University of Concepción. The subjects began throwing stones and being verbally abusive to our colleagues inside the truck cab. These angry men were also armed with knives and they gashed the CBR abortion photo signs all around the truck. Nevertheless, this violence produced even more publicity and social media discussion. We train our international affiliates and



ABOVE: “Chile, open your eyes” was the theme for the first CBR abortion photo truck campaign conducted by our colleagues in Chile. BELOW: Our associates with Informaborto organized a protest against the Chilean president’s announcement of her plan to liberalize abortion law. The huge CBR abortion photo signs were displayed on the Plaza de la Constitución in La Moneda, Chile, on Jan. 31, 2015.



associates to turn adversity to the advantage of our cause through use of the media, and the Informaborto team did precisely that.

For the second campaign, Informaborto delivered letters to all the representatives and senators of Congress stating that, as Bachelet had asked for a mature debate that was informed and high-minded, Informaborto was willing to put necessary information on the table. Everywhere people were speaking about “women’s rights,” but no media source spoke about what the abortion does to the baby or the psychological consequences

(Continued on page 2)



Informaborto's message to pro-abortion President Michelle Bachelet was: "Michelle, is this the equality you promote? This is abortion."

Chileans Use Strategy (continued from page 1)

for the mother. At that time there were seven different abortion bills, so nobody clearly understood when abortion might be permitted. Informaborto also ran an abortion photo truck close to the Congress in Valparaíso and this campaign was covered by many media outlets.

The third campaign involved running the abortion photo truck through as much of Chile as possible. With Chile stretching to almost 6,000 kilometers in length, Informaborto sought to educate all citizens in Chile regarding the truth about abortion. All the Informaborto truck signs educated people that abortion is the torture and disappearance of a human being in the womb.

We applaud our Chilean colleagues for ingeniously using the torture and disappearance analogy.

For the fourth campaign, Informaborto used a CBR tactic to directly hold politicians accountable for their support of abortion by using their photos on signs alongside abortion photos. This campaign utilized an influence-peddling scandal involving the son and daughter-in-law of Bachelet. Informaborto co-opted Bachelet's theme of "equality" and printed CBR abortion photo signs that read: "Michelle, is this the equality you promote?" Since Bachelet decided to excuse her son's actions, another CBR abortion photo sign read: "Michelle - we also defend our children - This is an abortion." Informaborto introduced the new signs on February 27, 2015, when a meeting of UN Women convened. Angela Merkel, Hillary Clinton, and other powerful women planned to support Bachelet. Yet her family scandal kept them away. The police tried to keep Informaborto away from the event, asking, "What are you doing here?" Informaborto replied: "We are exercising our right to freedom of speech and the free flow of information, and you have to defend us." The police relented and left Informaborto alone.

The fifth campaign was called: "Senators and Deputies: don't let abortionists profit from innocent blood." It began on April 25 in Punta Arenas in the far south, where conditions were freezing cold. The people of Punta Arenas quietly watched the truck traverse their city for eight hours.

On June 9, 2015, a member of Informaborto gave testimony to the Health Commission of Chamber of Deputies of

Chile. Francisco Subercaseaux spoke eloquently during the Commission's forum about abortion. He emphasized the total absence of fathers in the abortion bill, such that men would be prevented from defending their babies. The Informaborto team recognized the imperative of showing Commission members CBR's abortion video Choice Blues. We trained them to do as we have done in legislative sessions: bring your own video equipment and quickly start the video after a brief introduction. Mr. Subercaseaux did this perfectly. He asserted Informaborto's right to freedom of speech and the transmission of information and then immediately rolled Choice Blues.

The opposition, who were present as well, were not pleased as our abortion video played on a big screen. There was complete silence. Nobody said a word. Nobody complained. When Informaborto's 15-minute presentation ended, they received enthusiastic applause. Informaborto's Rosana Landaluce told Jorge that people all around Chile were praying, and they knew we were praying from abroad.

The sixth campaign was directed to the politicians. "Do you want to go down in history with your name on this genocide law?" On June 25-26, 2015, Informaborto asked permission to again present in Congress at the Health Commission, but the deputies did not attend. Accordingly, Informaborto prepared a couple of trucks to visit those members of Congress who did not attend the presentation.

Congressman Victor Torres not only would not meet with Informaborto, but he began to spread false claims through Twitter that Informaborto had burst into his political home and had attacked him and tried to intimidate him. The social media networks lit up and a tremendous tweeting battle raged. Congressman Torres threatened to file criminal charges of aggression, damage against property, etc. He had to backtrack immediately because Informaborto had recorded their actions. We train people to record events on videotape as proof that we do not break the law.

CNN-Chile actually covered Informaborto:
https://www.youtube.com/watch?v=Yjg_H5obkEs.

We are heartened that each time Informaborto or any other group shows abortion photos in public, preborn babies are saved from abortion. Countless pregnant women (and those who will become pregnant in the future) saw the CBR abortion photos displayed throughout Chile. Please keep these brave pro-life warriors in your prayers. May God grant them victory.



Vandals slashed the CBR abortion photo signs on this truck created by CBR's associates in Chile.



Thank you for supporting our work so we can help more students learn that:

*“Fear of man will prove to be a snare,
but whoever trusts in the Lord is kept safe.”*

PROVERBS 29:25

Prayer Requests

- Pray for Informaborto, CBR’s associates in Chile, as they boldly work to keep abortion illegal
- Pray for CAP to propel corporations to stop funding Planned Parenthood baby-killing

2015 Events

Genocide Awareness Project (GAP)

Nov. 4-5 Texas State University, San Marcos, TX

Urban GAP

Nov. 2 Alamo Plaza, San Antonio, TX

Corporate Accountability Project (CAP)

Sept. 26 Chevron, Oceanside/Carlsbad, CA

Christian College Project

Sept. 3 Liberty University

“Choice” Sign Outreaches

Sept. 16 George Mason University, Fairfax, Virginia
 Sept. 17 Religious Freedom Rally, Nashville, TN
 Sept. 22 Wake Tech Community College, Raleigh, NC
 Sept. 29 San Diego State University, CA
 Oct. 6 University of California, San Diego
 Oct. 13 Saddleback College, Mission Viejo, CA
 Oct. 20 Calif State Polytechnic University, Pomona
 Oct. 27 Palomar College, San Marcos, CA

Presentations & Speaking Engagements

Sept 15 Community Fellowship Church, Staunton, VA
 Sept 16 Virginia Christian Alliance, Richmond, VA
 Sept 17 Liberty University Pro-Life Bootcamp,
 Lynchburg, VA
 Sept 18-20 Virginia Pro-Life Bootcamp,
 Twin Lakes State Park, VA
 Sept 21 Radford, VA
 Oct. 2-3 The Clarkson Academy, London, England
 Oct. 17-18 Ratio Christi Student Retreat, North Carolina

Our team at Fayetteville GAP included: Front row – Pastor Childress’ church members. Back two rows - local and national volunteers, CBR-Virginia Project Director Jackie Hawkins, CBR-Alaska Director Karen Lewis, CBR-Maryland Co-Director Samantha Linnemann and Paul Troiani.

GAP at Historical Black College FSU

Dr. Johnny Hunter, National Director of LEARN (Life Education and Resource Network), and his wife Patricia Hunter invited us to bring our Genocide Awareness Project (GAP) to Fayetteville State University in North Carolina on April 20-22, 2015. They worked along with Rev. Clenard Childress, Jr., CBR Board member and director of BlackGenocide.org, to bring GAP to this historical black school. Team leaders also included CBR-Maryland Co-Director Samantha Linnemann and CBR-Southeast Director Fletcher Armstrong. The results were tremendous!

GAP was set up outside the Rudolph Jones Student Center, where there was a high level of student traffic each day. By incorporating our new “All Black Lives Matter” signs in with the GAP signs, we sought to help students connect recent shooting tragedies with the violence of abortion. (See the signs and our press release here: <http://www.abortionno.org/black-lives-matter/>)

“This was the best GAP I have ever been on,” stated Rev. Childress. “I had so many fruitful conversations with young African-American students who were really able to connect the dots between those who died in the police shootings and those millions who died by abortion.”

Dr. Hunter was thrilled to report, “Students were grabbing the literature” and “We collected over 30 names and email addresses of students who are committed to getting more involved in the pro-life movement and we are currently working with these students to start a pro-life group on campus.”

A group of students approached Dr. Hunter during set-up of the GAP display and said, “We’ve got to talk to you... Planned Parenthood’s got too many fingers on this college campus already. They told us that if a girl gets pregnant, they will give her Plan B free the first time she’s pregnant.”

A video montage of FSU GAP and a Life Talk video interview with Dr. Hunter and Fr. Frank Pavone can be viewed here: <http://bit.ly/1WCWgRe>.

A beautiful girl admitted to volunteer Marie that she had an abortion because she was ashamed of what her minister father (who is adamantly pro-life) would think of her being pregnant. She believed abortion was “the only way.” Now that she saw the GAP pictures, she realized that she rushed into abortion and now has to accept what she did. We grieve for this student and her child who died. Yet we thank God that because we were on her campus, she and countless other students are less likely to choose abortion in the future.

A male student told Marie, “This is so ironic that you are talking to me and that this exhibit is here. This is a divine appointment! My girlfriend is pregnant and we go back and forth on what to do.” A friend of his came over and proceeded to gently argue for the humanity of the preborn. After a while, the father of the preborn child said, “Thank you, this has been very revealing.”

“*Abortion is the torture and ‘disappearance’
of a human being in the womb.*”
Informaborto (CBR’s Chilean associates)



A Fayetteville pastor stands with another volunteer and CBR-Virginia Project Director Jackie Hawkins (standing at right) as they engage students in discussions outside the Fayetteville State University student center. Praise God for this pastor who served tirelessly at GAP, even though he needed to use a portable oxygen tank.

Address corrections

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Product order inquiries

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Estate donations

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INSIDE THIS EDITION...

- ▶ **Vandals in Chile slash CBR photo signs on Informaborto’s truck.**
- ▶ **Genocide Awareness Project plus “All Black Lives Matter” resonates with scores of black students at historical black college.**