INTRODUCTION

Heartbeat International and its network of nearly 3,000 pregnancy help organizations worldwide work tirelessly to provide 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 can 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.

HIGHLIGHTS

5,669,657
TOTAL CLIENT VISITS
AT AFFILIATE PREGNANCY HELP ORGANIZATIONS, VIRTUAL + IN-PERSON, IN 2020

98% of pregnancy help center clients report a positive experience

486,213
FREE ULTRASOUNDS*¹

1,334 ultrasounds are given at pregnancy help centers every day

388,970
MOTHERS CHOSE LIFE*¹

Every 81 seconds a woman makes a decision for life

*2019 estimate based on numbers provided by Charlotte Lozier Institute. 2020 data is unavailable at the time of printing.
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.

Our affiliate pregnancy help centers (PHCs) offer a broad range of services from abstinence education and STD testing/treatment, to Abortion Pill Rescue and parenting classes.

These numbers reflect self-reported figures from Heartbeat affiliates shown as a percentage of the 1,482 total affiliate PHCs offering the service.

Heartbeat Affiliate PHOs in the United States

- 1,047 Medical
- 365 Resource
- 76 Mobile Unit
- 13 Pregnancy Support
- 8 Hotline
- 114 Housing
- 96 Adoption Agency
- 9 Abortion Recovery

PROGRAMS & SERVICES

- Medical
- Resource
- Mobile Unit
- Pregnancy Support
- Hotline
- Housing
- Adoption Agency
- Abortion Recovery

PREGNANCY HELP ORGANIZATIONS

1,722 Heartbeat Affiliate PHOs in the United States

- Maternity Housing
- Pregnancy Help Organization
- Adoption Agency
- Abortion Recovery
- Pregnancy Help Center
- Pregnancy Resource Center
- Pregnancy Support
- Hotline

NEW CENTERS

12 accepted into the Life Launch Grant Program in 2020

- $364 mil.

Combined annual budget of U.S. pregnancy help organizations

- $344,500

Average annual budget of a pregnancy help center

- 33,317

Active volunteers

80% of women considering an abortion choose life when they see an ultrasound.

Pregnancy help organizations rely on donations and volunteers. They operate with almost zero federal taxpayer dollars.

U.S. AFFILIATE PHOs

- STD Testing
- Incentive Programs
- Abortion Recovery
- Abortion Pill Rescue
- Ultrasound

PROGRAM & SERVICE TRENDS

- STD Testing
- Incentive Programs
- Ultrasound
- Abortion Recovery
- Abortion Pill Rescue

80% of women considering an abortion choose life when they see an ultrasound.5
Heartbeat’s Abortion Pill Rescue® Network (APRN) connects women who regret taking the first dose of the abortion pill regimen to a network of medical professionals trained to administer the reversal protocol.

**Life Trend: Abortion Pill Reversal**

The reversal protocol is 64-68% effective according to a 2018 peer-reviewed study. 763 lives saved in 2020. Estimated lives saved since 2012: 2,000+

91% increase in reversal starts from 2019 to 2020.

**Medical Professionals Are a Part of the Abortion Pill Rescue Network.**

1,000+ medical professionals have contacted APRN in 2020.

**Women in All 50 States and 46 Countries Contacted APRN in 2020.**

**Global Imbalance**

Abortions in the United States make up a very small proportion of the total abortions that happen in the world annually. But 98% of pregnancy help funding goes to the United States.

**Abortion Trend: Chemical Abortions**

Chemical abortions have been increasingly preferred by abortion providers for years. We estimate an even larger increase in 2020 than originally predicted, due to the suspension of rules under the guise of COVID-19 that allowed for telemed abortion pills.

**Global Usage of Abortion Pills**

For a full listing of pregnancy help organizations throughout the world, go to HBI.life/worldwide-directory.

*Note: 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.
Option Line’s 24/7 pregnancy helpline is a resource that proved critically important in 2020, 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 COVID-19.

Option Line introduced an online pregnancy quiz to help users determine their pregnancy risk and navigate their next steps.

290%
GROWTH IN SELF-SERVICE INTERACTIONS IN 2020

38%
GROWTH IN CONNECTIONS THROUGH THE ONLINE PREGNANCY CENTER LOCATOR

PERCENT OF CONTACTS VIA CHAT

We’ve seen a significant growth in clients’ preference toward using our online chat feature in the past several years.

USE THESE GRAPHICS!

These statistics and graphics are free to use on your own marketing, social media and websites.

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

At the first sign of pregnancy, Heartbeat International’s worldwide network of nearly 3,000 pro-life pregnancy help organizations 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

3 www.abort73.com/abortion_facts/us_abortion_statistics
4 www.who.int/news-room/fact-sheets/detail/preventing-unsafe-abortion
5 nifla.org/medical-clinic-conversion