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.

HIGHLIGHTS

2,836,300
TOTAL IN-PERSON CLIENT VISITS
AT PREGNANCY HELP ORGANIZATIONS IN 2022,
AN INCREASE OF 36% OVER 2021

72
PREGNANCY HELP ORGANIZATIONS
ATTACKED IN 28 STATES

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.

38
PREGNANCY HELP CENTERS ALSO OPERATE A MATERNITY HOME
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.

2,023
Heartbeat Affiliate locations in the United States

PRIMARY SERVICES

- 1,341 66% MEDICAL & MOBILE
- 418 21% RESOURCE
- 9 <1% ABORTION RECOVERY
- 14 <1% HOTLINE & STARTUP
- 19 1% PREGNANCY SUPPORT
- 162 8% HOUSING
- 60 3% ADOPTION AGENCY

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 churches.

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).

ABORTION LAWS AND ATTACKS BY STATE

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The types of incidents ranged from fake reviews to vandalism (including fire bombs).
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.

**U.S. AFFILIATE LOCATIONS**

- **38** pregnancy centers opened in 2022
- **35,012** active volunteers at affiliate locations
- **38** PHCs also operate a maternity home

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

ABORTIONS VIA ABORTION PILL IN US

- 2001: 6%
- 2008: 17%
- 2014: 31%
- 2020: 54%
- 2023: 70%*

TIME SINCE CALLER HAD STARTED THE CHEMICAL ABORTION PROCESS

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

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.

- 150 women start the reversal process each month
- 1,300+ healthcare professionals are a part of the Abortion Pill Rescue Network
- 50 states and 86 countries contacted APRN in 2022

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

**LIFE TREND: ANSWERING THE CALL**

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**30 nurses STAFF THE APRN HOTLINE**

**APRON CALLS PER DAY OF THE WEEK**

**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.

**413,244**

LIFE-AFFIRMING CONNECTIONS IN 2022

**195,984 CALLS**

**74,872 CHATS**

**22,044 TEXTS**

**7,481 EMAILS**

**112,863 DIGITAL self-service locator**

**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

*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

1 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.

