

FOR PRO-LIFE ORGANIZATION LEADERS

Messaging Toolkit: Colorado Life Initiative

Our Goal:

To pass a **state constitutional amendment and statute** that:

- Recognizes every child as a person from the moment of conception
- Ends abortion clinics and abortion pill access
- Repeals the 2022 “Reproductive Health Equity Act”
- Establishes real help for women, including adoption and crisis care

Messaging Pillars:

1. Life Begins at Conception.

Science is clear: a new, distinct human life begins when a child’s first cell is formed. This initiative gives every child the right to be born and protected under law.

2. Colorado Allows Abortion Until Birth.

We must repeal this extreme law and return to a culture of life.

3. Women Deserve Better.

Abortion hurts women. This law ensures women receive real care, not violence disguised as “choice”.

4. Doctors Are Protected.

Emergency life-saving care is still protected. Miscarriage and ectopic care remain legal.

5. Adoption Is a Loving Option.

We affirm the right of parents to choose adoption when they cannot raise their child. This initiative supports modern, ethical adoption practices.

How to Talk About It:

- Use **positive language** (“protect,” “help,” “love both”)
- Emphasize **care for both mom and baby**
- Avoid legal jargon when speaking to general audiences—focus on **common sense**

and compassion

- Equip volunteers with **talking points, FAQ sheets, and flyers**
- Prepare for opposition arguments by training canvassers in **calm, facts-based**

responses