

Life Trends

2024 REPORT



Presented by
Heartbeat International

Highlights



1,949,457

TOTAL CLIENT VISITS



93%

OF OPTION LINE CONTACTS ARE MISSION-CRITICAL



22%

OF WOMEN REPORT RECEIVING THE ABORTION PILL FROM THE INTERNET OR FRIENDS RATHER THAN A HEALTHCARE PROFESSIONAL

AN INCREASE OF 18% SINCE 2021

*Visit <https://www.heartbeatinternational.org/images/HeartbeatServices/WhitePapers/WhitePaperTheChangingFaceofAbortionToday.pdf>

INTRODUCTION

Heartbeat International and its network of more than 3,500 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.

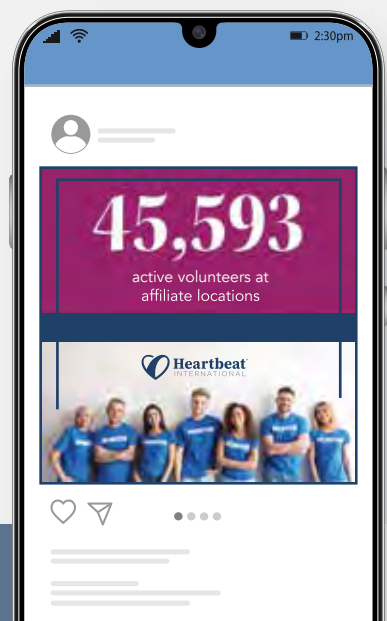
The Life Trends Report exists to provide a snapshot of life-affirming pregnancy help. Having an awareness of the trends within the pregnancy help movement creates a better understanding as the culture changes and shifts over time.

The information within the 2024 Life Trends Report pulls in 2023 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.

USE THESE GRAPHICS!

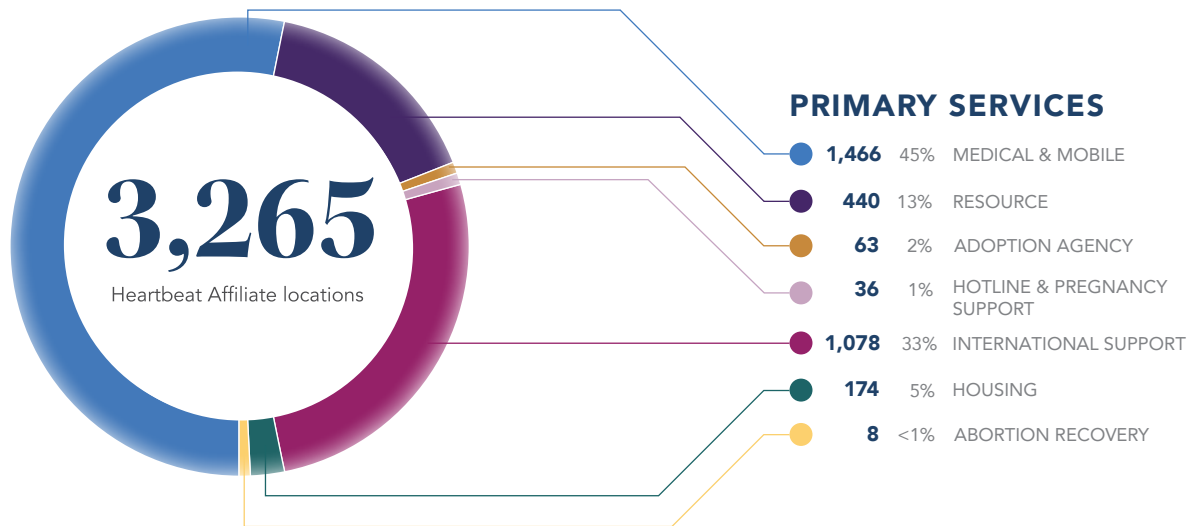
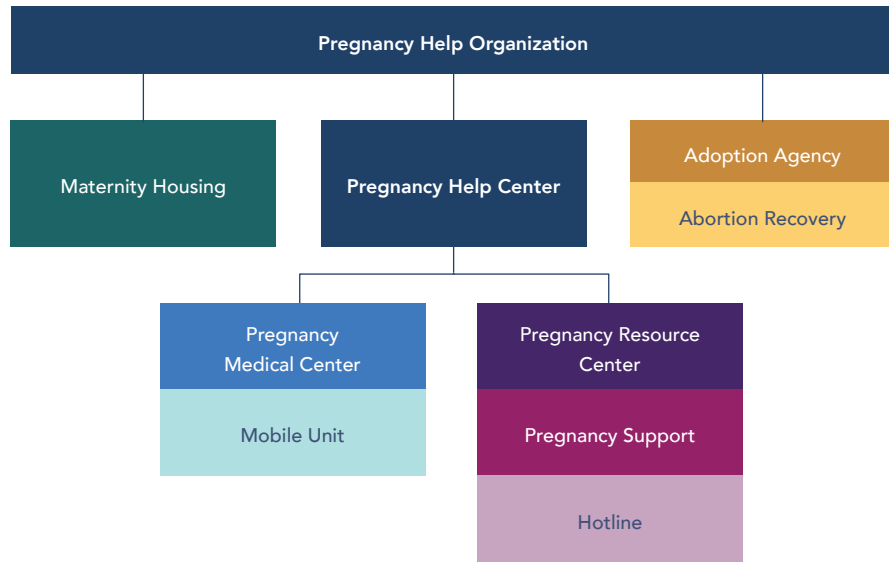
The statistics and graphics in this report are free to use on your own marketing, social media and websites.

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



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.



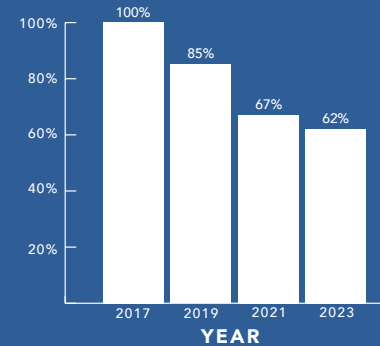
THE CHANGING FACE OF ABORTION TODAY: KEY FINDINGS UNVEILED

In the wake of the Dobbs decision overturning Roe v. Wade, the landscape of abortion has undergone a profound transformation. The shifting landscape of abortion, characterized by increased accessibility, reduced medical oversight, and alarming risks to women's health, underscores the urgent need for compassionate care and practical support for women facing unplanned pregnancies as provided by the pregnancy help movement.

Chemical abortion accounts for over 80% of all abortions in the U.S.ⁱ

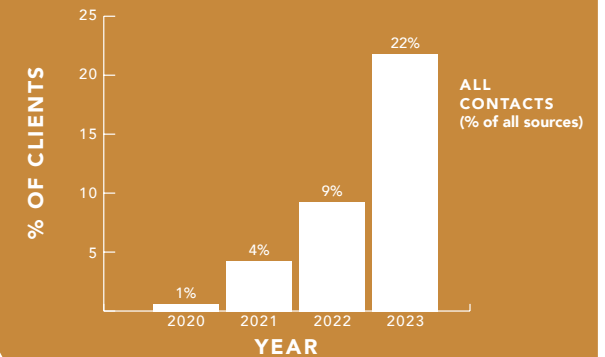
A concerning decline in ultrasound screenings before abortion initiation has been observed, depriving women of vital information about their pregnancies. Data shows a 38% drop since 2017.^j

PERCENT OF WOMEN THAT RECEIVED AN ULTRASOUND BEFORE STARTING A CHEMICAL ABORTION

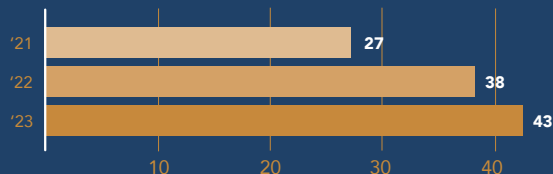


A significant increase has been observed in women obtaining abortion pills online or from acquaintances in the last three years.ⁱⁱⁱ

CHEMICAL ABORTION SOURCE (INTERNET OR FRIENDS AND FAMILY)



STARTUP PREGNANCY HELP ORGANIZATIONS

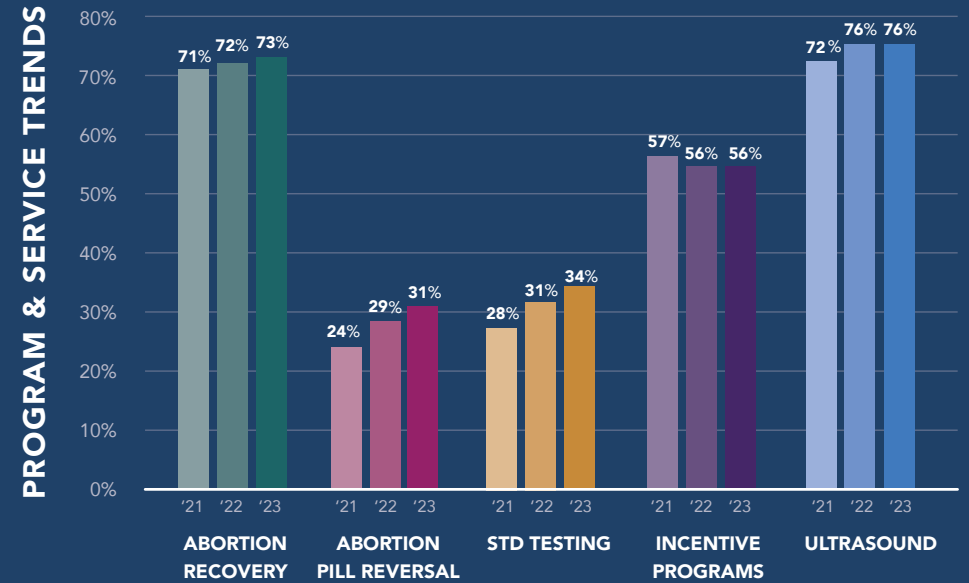
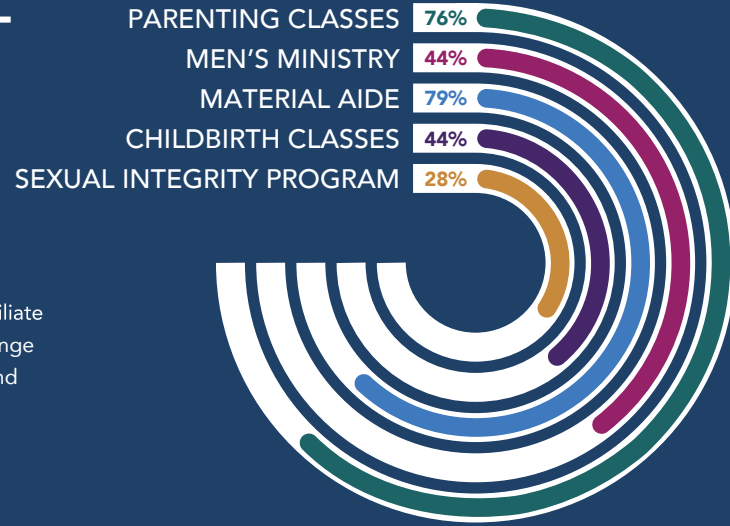


One in four abortions is unwanted or coerced, with abusers exploiting the availability of abortion pills to control women's reproductive choices.^{iv}

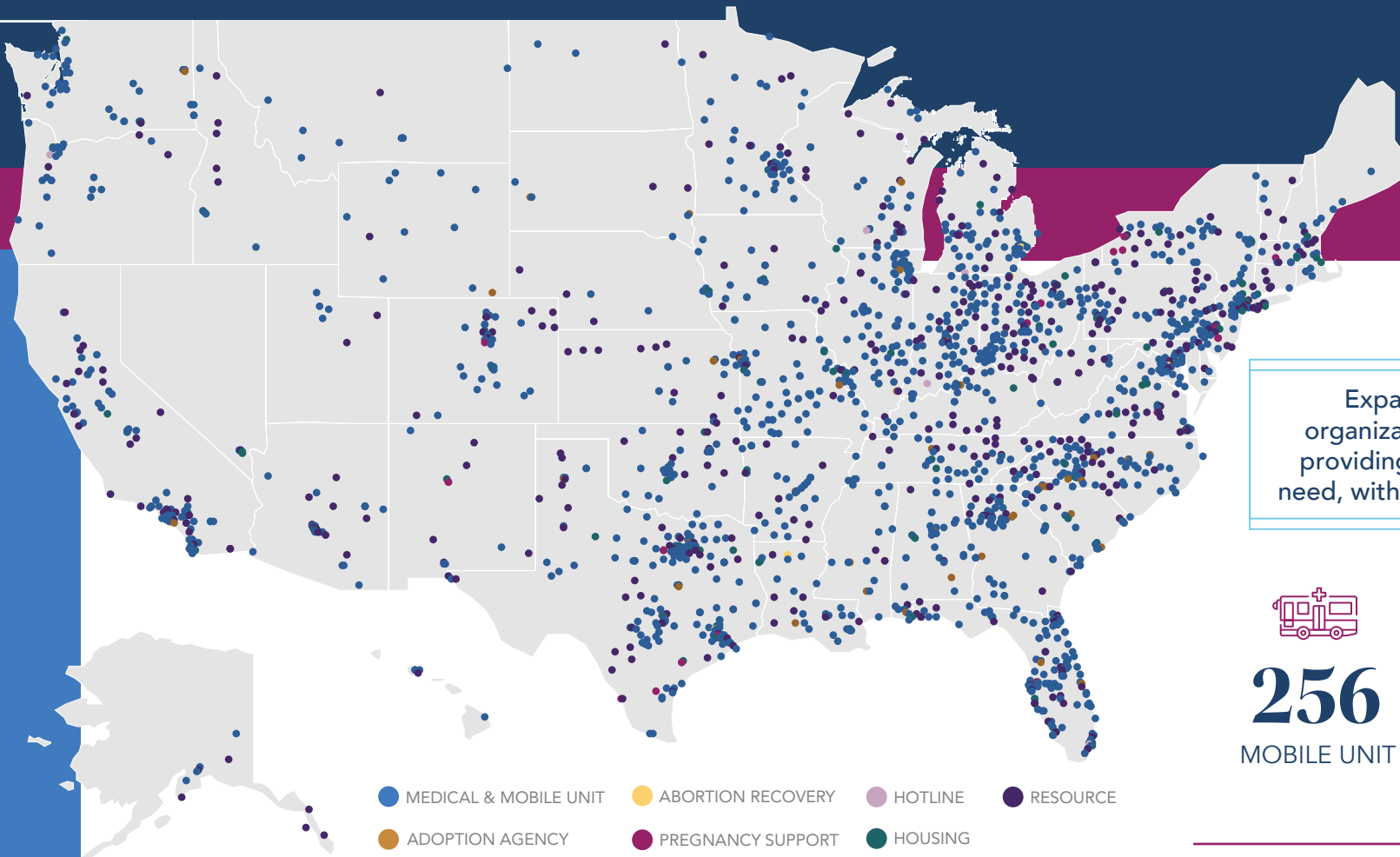
PHC SUPPORT PROGRAMS & SERVICE TRENDS

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



43

pregnancy centers opened in 2023



45,593

active volunteers at affiliate locations



46

PHCs also operate a maternity home

- MEDICAL & MOBILE UNIT
- ADOPTION AGENCY
- HOTLINE
- RESOURCE
- ABORTION RECOVERY
- PREGNANCY SUPPORT
- HOUSING

Expanded Services: Pregnancy help organizations often expand their reach by providing additional outreach to women in need, with little to no federal taxpayer dollars.



256

MOBILE UNIT



100

ONSITE DOCTORS

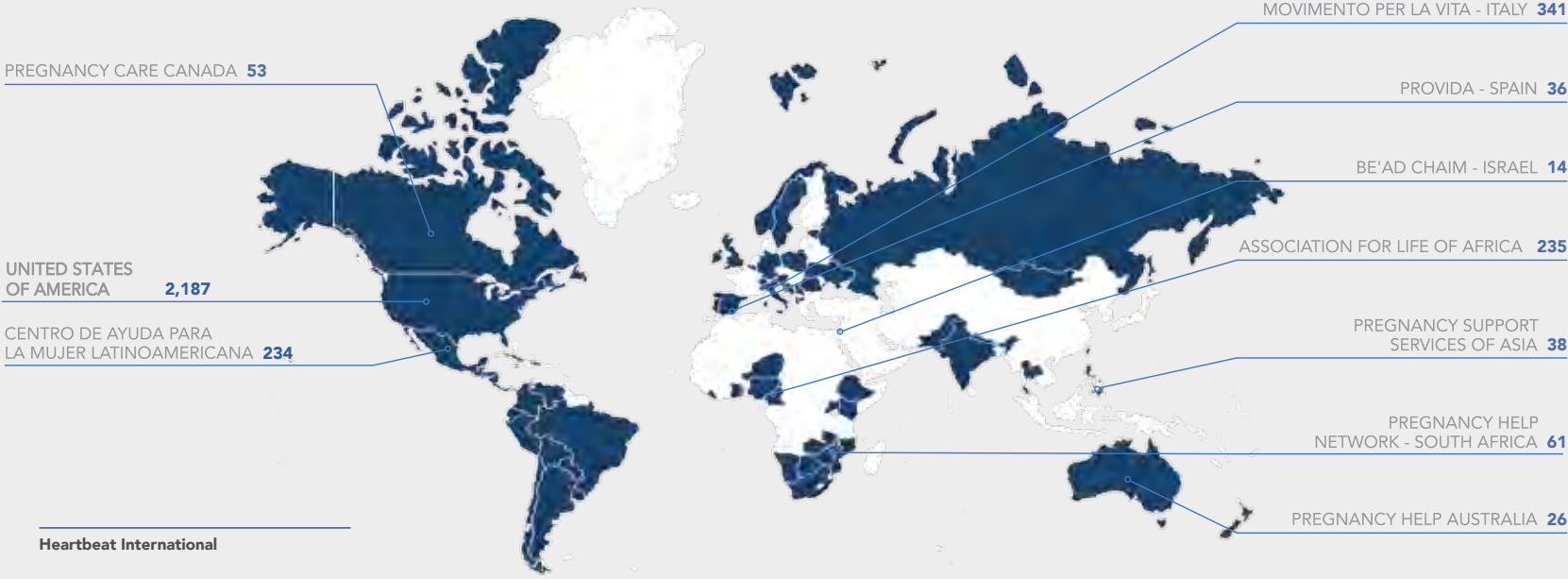


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TELEHEALTH

Global Impact

WE ARE HONORED TO WORK ALONGSIDE OUR JOINT-AFFILIATE NETWORKS AROUND THE GLOBE TO BRING PREGNANCY HELP TO COMMUNITIES WORLDWIDE.



Heartbeat International



Option Line™

Option Line's 24/7 pregnancy helpline serves as a vital resource, especially when pregnancy centers are closed. It ensures that assistance is available round the clock, offering support to women in need, particularly in times when alternative options like abortion pills by mail are being considered.

SERVING HER

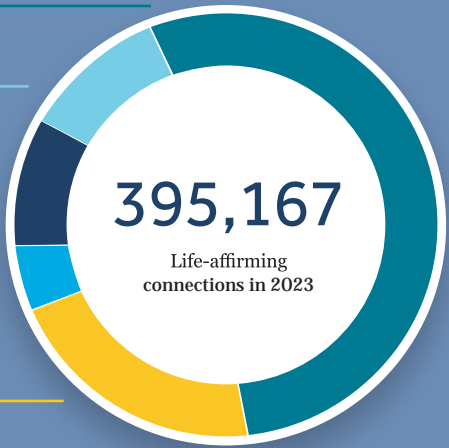
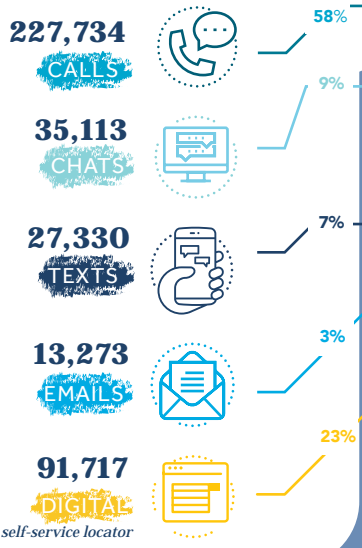
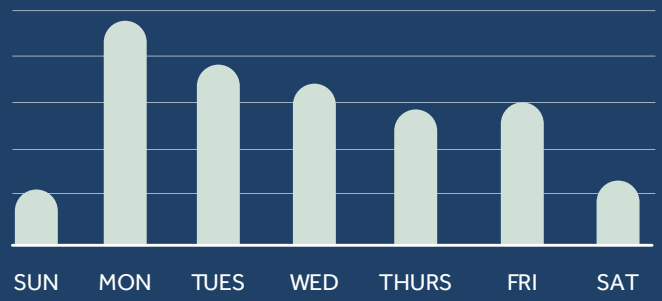
93%
OF OPTION LINE CONTACTS ARE MISSION-CRITICAL

7M+ people
HAVE CONTACTED OPTION LINE SINCE OPENING IN 2003

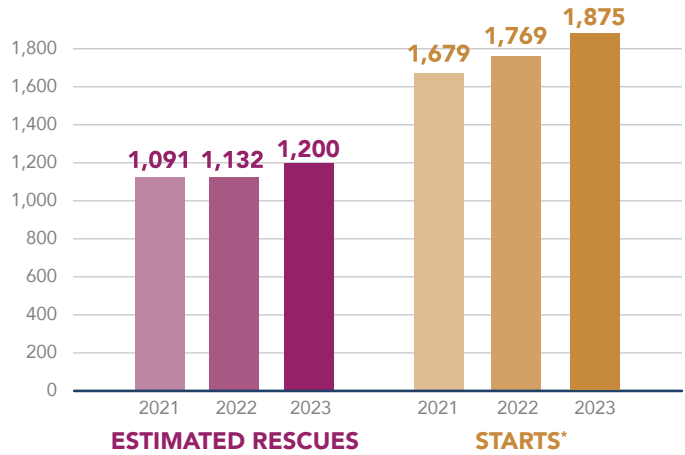
3,400+ appointments
SCHEDULED BY OPTION LINE STAFF IN 2023

700+ connections
WITH AN OPTION LINE PLUS NURSE

OPTION LINE CALLS PER DAY OF THE WEEK



Connection Breakdown

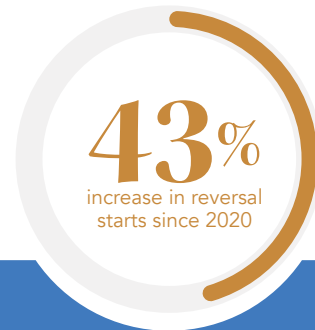


5,000+

ESTIMATED LIVES SAVED SINCE 2012, STATISTICS SHOW

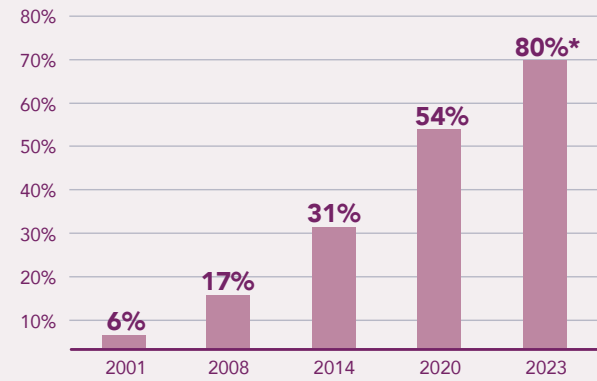
1,200

LIVES SAVED IN 2023



CHEMICAL ABORTIONS ON THE RISE

ABORTIONS VIA ABORTION PILL IN US



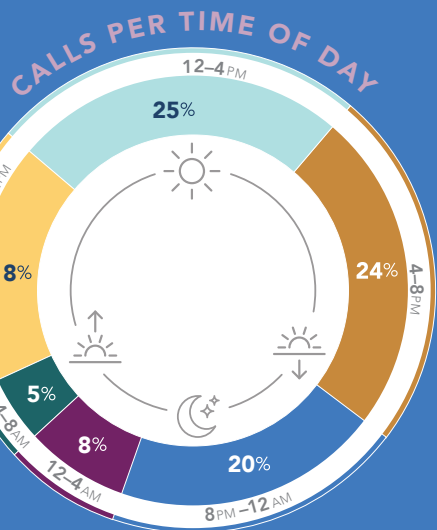
TIME SINCE CALLER HAD STARTED THE CHEMICAL ABORTION PROCESS

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

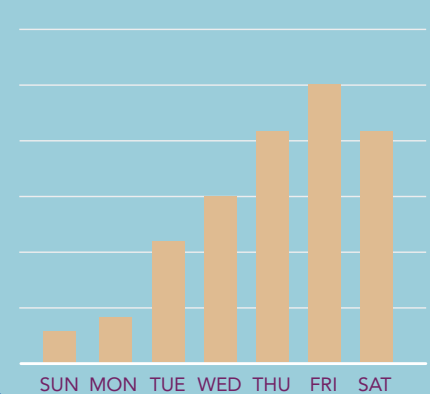
Life Trend: ANSWERING THE CALL

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.

30 nurses
STAFF THE APRN HOTLINE



APRN CALLS PER DAY OF THE WEEK



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.

1,400+

HEALTHCARE PROFESSIONALS HOSPITALS, AND PREGNANCY HELP ORGANIZATIONS

ARE A PART OF THE ABORTION PILL RESCUE NETWORK

AN AVERAGE OF

77%

OF MISSION CRITICAL CALLS ARE RECEIVED WITHIN 24 HOURS OF A WOMAN TAKING THE ABORTION PILL.

WOMEN IN ALL

50 states

AND 93 COUNTRIES CONTACTED APRN IN 2023

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

The Heartbeat DIFFERENCE

At the first sign of pregnancy, Heartbeat International's worldwide network of more than 3,500 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 Chemical abortion, accounting for over 80% of all abortions in the U.S. <https://supportafterabortion.com/resources/medication-abortion/>
- ² A decline in ultrasound screenings before abortion. Data shows a 38% drop since 2017. <https://www.heartbeatinternational.org/images/HeartbeatServices/WhitePapers/WhitePaperTheChangingFaceofAbortionToday.pdf>
- ³ A tenfold increase has been observed in women obtaining abortion pills online or from acquaintances in the last three years. <https://www.heartbeatinternational.org/images/HeartbeatServices/WhitePapers/WhitePaperTheChangingFaceofAbortionToday.pdf>
- ⁴ One in four abortions is unwanted or coerced, with abusers exploiting the availability of abortion pills to control women's reproductive choices. <https://lozierinstitute.org/hidden-epidemic-nearly-70-of-abortions-are-coerced-unwanted-or-inconsistent-with-womens-preferences/>

