

Module Three:

Communication Basics

LESSON ONE: THE IMPORTANCE OF CLEARLY AND CONSISTENTLY COMMUNICATING ABOUT YOUR DEVELOPING CENTRE

There are women in your community who are considering abortion – because of panic, fear, and desperation. Many feel pressured and will choose to terminate their unexpected pregnancy, believing they have no other choice.

Pregnancy care centres exist to provide a safe environment for a woman to make a pregnancy decision that is fully informed, evidence-based, consistent with her belief system, and free from external influence. Let's examine what this means in the work you will do.



Fully informed – Present all three options (abortion, adoption, and parenting) to each client without bias, judgement, or expectation.

Evidence-based – Use the accurate medical information provided by Pregnancy Care Canada. This information has been reviewed by healthcare professionals and Pregnancy Care Canada is committed to providing up to date medically referenced information.

Consistent with her belief system – Take time to ask questions and listen to understand what each client's values and beliefs are.

Free from external pressure – From both outside and inside the centre. Outside the centre, a woman may experience pressure to make a certain pregnancy decision from family and friends. Inside the centre, it is important to refrain from using any critical or discriminatory language. For example: "murdering or killing babies" or using phrases such as the "right or wrong choice".

Pregnancy care centres value every life and every person. We care about babies, but we also care about women and men. We recognize that the life and well-being of one affects the life and well-being of the other.

We cannot care well for a child if we do not first care well for the mother.

Regardless of their history, circumstances, and the decisions they have made, the women and men who visit pregnancy care centres are made in the image of God. They deserve to be loved and valued.

This is the message you want your community to know. You want to share the heart of Jesus and His message of unconditional love and hope with a broken and hurting world, so that people turn to Him, not away from Him. There may be members in your community who have assumptions about what a pregnancy care centre stands for and the work a pregnancy care centre will do. Therefore, it is important to communicate clearly and consistently from the beginning.

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with compassion, without judgment, and with great love –
to help them have hope for a future that may feel uncertain.

Pregnancy care centre work is built on the hope and certainty of the gospel of Jesus Christ. We desire that each individual be met with respect for their unique journey – with compassion, without judgment, and with great love – to help them have hope for a future that may feel uncertain. To accomplish this, we provide holistic support that includes accurate information and practical support so that anyone impacted by an unexpected pregnancy is empowered to make a fully informed pregnancy decision.



