

# Major Findings

## Primary Services Offered by CPCs

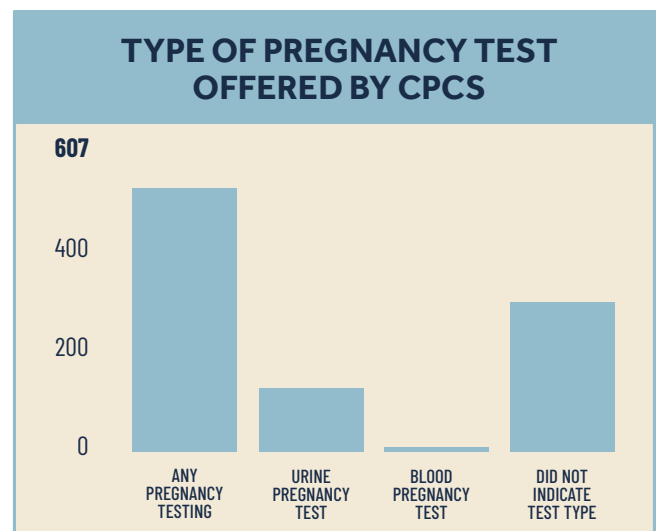
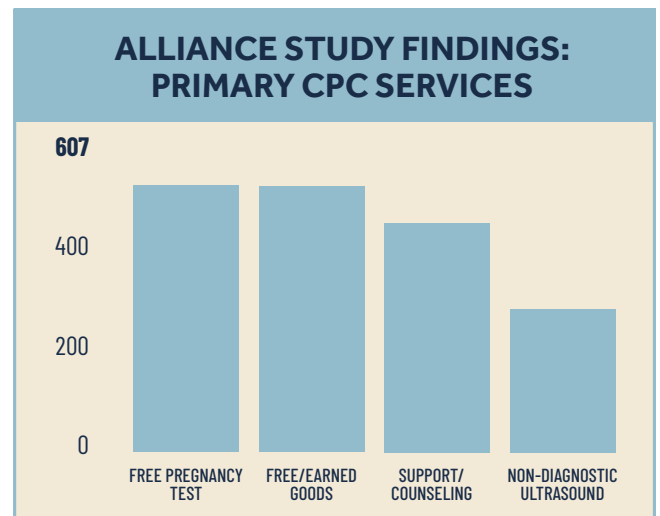
While CPCs increasingly present themselves as medical facilities<sup>66 67</sup> most services provided by CPCs in this Study serve no medical purpose.

Across the 607 CPCs in the nine states surveyed, the Alliance found the three most common services offered by CPCs are pregnancy tests (88.5%), distribution of material goods such as diapers and maternity clothes (88.1%), and peer-to-peer conversation typically promoted as “counseling” (78.6%). “Non-diagnostic” or “limited medical” ultrasound was the fourth most common CPC service, offered by over half (56%) of the CPCs in the Study.

### Pregnancy Tests

Most CPCs that offered pregnancy tests did not indicate the type of test. Of the 184 CPCs that specified the type of test offered, 96% (177 of 184) indicated they offered a urine test, and 3.8% (7 of 184) indicated they offered a blood test. Urine pregnancy tests are self-administered and available at drugstores.

This finding is consistent with a strategic decision announced by the global CPC network Heartbeat International (HBI) in 1989 that most CPCs “should use the self-testing model for performing pregnancy tests”<sup>68</sup> after a California CPC network using lab tests lost a lawsuit that accused them of practicing medicine without a license.<sup>69</sup>



## *Free/Earned Goods*

Most CPCs advertised “free” maternity and baby supplies, but CPCs typically noted on their websites that provision of these goods was contingent on the client’s participation in “earn while you learn” classes or counseling, Bible studies, abstinence seminars, video screenings, or other ideological CPC programming. This finding is consistent with scholarly research into client experiences at CPCs that has found CPCs often condition material assistance on participation in CPC activities through which they earn “mommy bucks” or “points” they can exchange for infant supplies or other goods.<sup>70 71 72</sup> In one study, a CPC client reported losing her job because when she missed work for one of the CPC appointments because she was “[d]esperate for the resources they offered and believ[ed] that attending all of the center’s appointments was important for the health of her pregnancy...”. She subsequently lost her home.<sup>73</sup>

## *Support/Counseling*

Among CPC websites surveyed, counseling typically focused on pregnancy decision-making. Scholarly research has found that most counseling at CPCs is provided not by licensed professionals but by volunteer lay counselors.<sup>74</sup> Evangelical anti-abortion organizations that support CPCs provide standardized counselor training used by their affiliates in states around the country. For example, Care Net requires affiliated CPCs to follow its “biblically-based curriculum” for training peer counselors.<sup>75 76</sup> The “Serving with Care and Integrity” manual tells trainees that “[t]he goal of pregnancy center ministry is to reach out and offer hurting people the love of Christ.”<sup>77</sup>

## *Most CPCs Offer Little to No Medical Care*

The fifth and sixth most-commonly offered CPC services were sexually transmitted infection (STI) testing (28.1%) and “sex education” (16.6%). The services least often offered were prenatal care (5.1%), well-person care (4.8%), and contraceptive care (one CPC — 0.2% of the Study sample — provided all FDA-approved options and hormonal contraceptives). See *Deceptive & Misleading Marketing below*, for discussion of these findings about least commonly offered CPC services.

**In sum, the Alliance found the primary services that surveyed CPCs provided were not medical, and that the majority of CPCs provided little or no medical care. The most common CPC service was a pregnancy test and the least common services were prenatal, wellness, and contraceptive care.**