



Written by [Raven Clabough](#) on January 7, 2019

was signed into law by Iowa Governor Kim Reynolds in May. Planned Parenthood and another abortion facility filed a lawsuit to challenge the law, which bans abortions once a fetal heartbeat is detected, typically at six or seven weeks' gestation.

The #SayAbortion campaign is just one of several movements intended to normalize abortions and remove their stigma. The #ShoutYourAbortion movement, for example, started as a social-media campaign that encouraged women to share stories about their abortions.

KUOW reports that the #ShoutYourAbortion movement began in 2015 after Seattle bartender Amelia Bonow shared her abortion experience on Facebook in a post in which she described her "near inexpressible level of gratitude." Bonow's post was then shared by her friend Lindy West on Twitter with the hashtag #ShoutYourAbortion, prompting other women to begin sharing their "abortion stories."

Since its inception, Bonow has developed an entire movement and organization based on the notion that women should not be ashamed of their abortions. The movement's website claims that women have used the hashtag #ShoutYourAbortion to "reject the expectation of silence and shame." The site claims that the goal is to kill anti-choice legislation by making the act of talking about abortion as "normal as the procedure itself."

By the end of 2018, the movement released a coffee-table book that featured "abortion stories" and "abortion art." And Bonow and some of the other leaders of the movement began creating abortion fashion: clothes that feature phrases such as "Everyone knows I had an abortion," and "Abortion is normal."

"I think we should be making and engaging with all sorts of creative work about abortion, and of course fashion is part of that," she said. "The way I see it, the conversation about abortion is starting to percolate to the surface in all kinds of ways, and stuff like abortion positive t-shirts are a part of the overall change."

Whether the #SayAbortion campaign will experience similar success remains to be seen, but some critics assert that the #SayAbortion campaign is misplaced in Iowa.

Maggie DeWitte, executive director of Iowans for Life and a founding member of a coalition of anti-abortion groups, said of Planned Parenthood and the billboards: "They are trying to bolster a larger movement in Iowa that they simply don't have."

She added, "Iowans care about families. They care about women, and they don't want to see abortion in our state."

According to LiveAction.org, abortion rates in Iowa have "tumbled more than 51 percent" in the past decade and 21 Planned Parenthood centers have closed between 2010 and 2017, leaving just eight remaining in the entire state.

However, a Des Moines Register/Mediacom Iowa Poll last fall showed that 54 percent of Iowans believe abortion should be legal in most or all cases. It seems abortion advocates have been far too successful in controlling the message on abortion and have made people forget that it is ultimately the act of ending the life of an unborn child.



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