

**MAKE ABORTION
HISTORY**

Summer 2025
Impact Report



TABLE OF CONTENTS

WHAT IS MAKE ABORTION HISTORY?	1
“FLIP THE CITY, FLIP THE NATION.”	1
WHY WE NEED MAKE ABORTION HISTORY	1
WHO’S BEHIND MAKE ABORTION HISTORY	1
EXECUTIVE SUMMARY	3
MAKE ABORTION HISTORY PILOT PROGRAM RESULTS.....	3
OTHER KEY INSIGHTS.....	3
WHAT’S NEXT?	3
PERSUASION PIPELINE	4
WHO IS PERSUADABLE?	4
HOW DO WE PERSUADE THEM?.....	4
PHASE 1: PREPARE.....	5
PHASE 2: PERSUADE.....	6
PHASE 3: PRESERVE.....	7
DELIVERY MODELS	8
RESULTS	9
METHOD.....	9
POSITION: PRO-LIFE VIEWS GROW.....	9
PERCEPTION: POSITIVE VIEWS OF ABORTION DROP	12
POLICY: SUPPORT FOR LEGAL PROTECTIONS FOR BABIES GROW	13
OTHER INSIGHTS	14
WHAT'S NEXT?	15
REFINE	15
EXPAND	15

What is

MAKE ABORTION HISTORY?

“FLIP THE CITY, FLIP THE NATION.”

Make Abortion History is a strategic initiative to end legal abortion. It reaches persuadable voters throughout a geographic region with targeted media and in-person outreach. Deeper impact with this audience shifts the overall voting population.

Make Abortion History flips individual cities from pro-choice to pro-life. As target cities are added throughout a state, the balance of the entire state is shifted. As states shift, the nation changes.

WHY WE NEED MAKE ABORTION HISTORY

Pro-abortion ballot initiatives have shown we cannot assume voters are on the pro-life side. Even in states like Ohio, which President Trump carried by double digits multiple times, the pro-life side lost. In 2023, pro-abortion groups in Ohio passed their ballot measure with 57% of the vote. Legislation restricting abortion is now “unconstitutional” in Ohio. A pro-life ballot initiative can undo the damage, but that will not succeed in the given climate.

In some states, pro-lifers have held back pro-abortion ballot initiatives, but not because they had the majority. In 2024, the pro-abortion effort failed in Florida while still winning 57% of the vote, just shy of the 60% required to amend the Florida state constitution.

Other states do not allow citizen initiatives to change the constitution. But even here, cultural decay continues to erode pro-life success.

If we want the killing to end, we must win. And to win, we need more than a reliable pro-life base on our side. We need to move persuadable people to oppose abortion.

WHO’S BEHIND MAKE ABORTION HISTORY

Make Abortion History was launched by Created Equal in 2025. Created Equal is known for leading pro-lifers to the public square to influence how members of the public think and feel about abortion.

Created Equal emphasizes powerful abortion victim photography and a compelling case for life. In the final two months before the 2023 vote on Ohio’s abortion ballot initiative, Created Equal was tapped to oversee the statewide volunteer grassroots effort. Assembling leaders and recruiting volunteers, Created Equal led a mobilization to knock on over 122,000 doors and call over 150,000 households in just eight weeks. This provided Created Equal with tools critical to the Make Abortion History campaign.



Make Abortion History was inspired by “Operation Zero,” an effort in which Protect Life Michigan¹ used media and in-person outreach to saturate a region with pro-life messaging in 2024.

Created Equal is actively seeking individuals and organizations interested in bringing Make Abortion History to their region.

¹<https://www.protectlifemi.org/>

EXECUTIVE SUMMARY

MAKE ABORTION HISTORY PILOT PROGRAM RESULTS

1. **Position:** Across regions reached by the effort, support for the pro-life view grew by 6.6%. Support for abortion at various pregnancy stages dropped by 7.6%, most of which was a loss to the most extreme pro-choice position (- 6.2%). **This is a net shift of + 14.2% in favor of the pro-life position.**
1. **Perception:** After the campaign, perception of abortion as a constitutional right dropped by 5.4%. The view that it is not a constitutional right grew by 4.1%. **This is a total pro-life shift of + 9.5%.**
1. **Policy:** Support for amending the constitution to prohibit all elective abortion grew by 5%. Less restrictive positions dropped by an aggregated 1%. The view abortion should not be prohibited at all dropped by 6.2%. **This is an overall shift of + 12.2% in favor of pro-life policy.**

OTHER KEY INSIGHTS

- **Targeted Audience:** Make Abortion History targeted a likely persuadable audience. This comprised 17% of the voting population in the regions reached. The program converted 1 out of 5 targets messaged.
- **Cost:** Concerning media, the program cost \$24.50 per conversion.
- **Persuasion Pipeline:** The Make Abortion History pilot program reached two regions. In both, video ads and graphics were delivered on streaming TV, social media, and other online venues. In one region, grassroots efforts (e.g., deep canvassing) were also employed. The ads-only approach seemed to be more effective shifting pro-choice voters away from extreme pro-choice positions. Ads + Grassroots seemed to be more effective moving people to the fully pro-life position.

WHAT'S NEXT?

- The pilot program reached 62% of our conversion goal. Created Equal is refining the program to lower cost and increase conversions.
- Created Equal is seeking partners to support Make Abortion History financially and bring the program to their region or state.

PERSUASION PIPELINE

WHO IS PERSUADABLE?

We don't need to change every mind to end legal abortion. We need to impact enough voters to tip the scales against it. Make Abortion History thus begins with identifying voters throughout a region who are likely persuadable.

The 2025 pilot program encompassed two regions in central Ohio: Newark and Grove City. To create a model identifying likely persuadable voters throughout these regions, Created Equal partnered with The Strategy Group Company.²

Across the two regions, 24% of voters met our criteria. Make Abortion History successfully messaged 70% of these voters³, which amounts to 17% of all voters across the pilot regions. This became the Make Abortion History target audience.

HOW DO WE PERSUADE THEM?

In partnership with The Strategy Group Company, Created Equal established a persuasion pipeline. This multi-phased appeal comprised five months of video advertising and graphics on streaming TV, social media, and other online venues.⁴

²<https://www.tsgco.com/>.

³Some individuals cannot be reached by streaming TV or online messaging. Some homes are too rural for canvassing.

⁴To see all Make Abortion History ads, go to <http://bit.ly/47VuCMi>



PHASE 1: PREPARE

GOALS:

Question pro-choice ideas. Plant seeds of the pro-life view.

MESSAGING EXCERPTS:

The Industry: Make Abortion History Campaign Ad #1

“Healthcare: that’s their word for it. But 99% of abortions in Ohio aren’t performed for the mother’s health. But if you’re a billion-dollar abortion industry with armies of lobbyists, you can afford to call yourself whatever you want.”



American Way: Make Abortion History Campaign Ad #2

“We’ve established more rights for more people than any nation on earth. This is the American way—what we sacrifice for. There is still more to do, because America’s not a free country until all of us are free—born and unborn.”





PHASE 2: PERSUADE

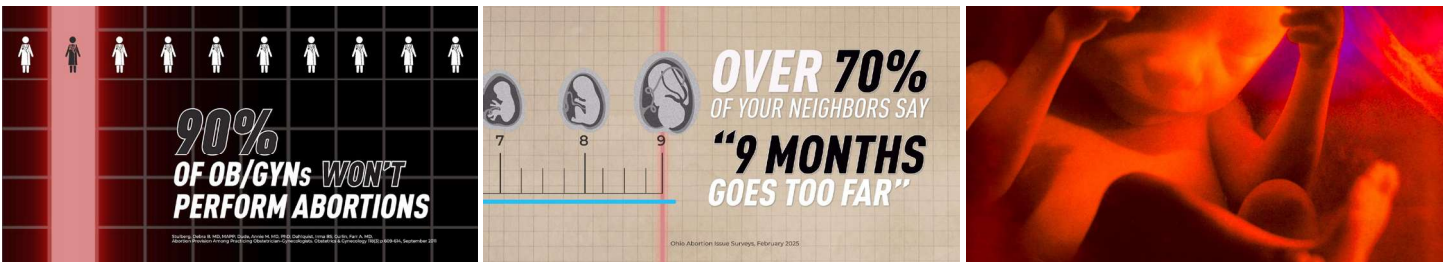
GOALS:

Expose abortion. Make direct appeal.

MESSAGING EXCERPTS:

Abortion, Inc: Make Abortion History Campaign Ad #3

“Abortion is Big Business. That’s why the Abortion Industry spent \$50 million dollars to rewrite Ohio’s constitution, with a loophole allowing abortion in all nine months. Over 70% of your neighbors believe that goes too far.”



Survivor Speaks: Make Abortion History Campaign Ad #4

“At six weeks, my heart was beating. At twelve weeks, I could suck my thumb. At fifteen weeks, I could feel pain. At twenty weeks, my twin was torn apart, but I lived. ... Don’t stop a beating heart.” – Claire Culwell, Abortion Survivor.



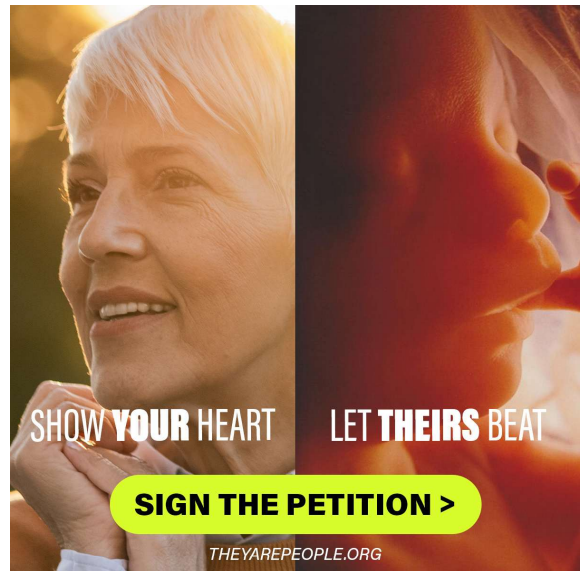


PHASE 3: PRESERVE

Goal:

Reinforce pro-life gains with simple calls to action.

Messaging:





DELIVERY MODELS

In both pilot regions, messaging was delivered via video advertising and graphics. In Newark, the advertising and graphics were supported by grassroots efforts. This included deep canvassing,⁵ distribution of yard signs, street outreach, messaging displayed on a mobile TV truck, and banners displayed above busy overpasses.



As Make Abortion History spreads to more regions, some will elect to do video and graphics advertising only, while others will pursue the full program with grassroots. The two pilot regions were thus combined into one Make Abortion History program to simulate a growing effort including both models.

⁵Created Equal staff, interns, and volunteers knocked on doors in the target audience to persuade voters in person. These conversations included compelling narratives, a scientifically and philosophically sound case for the humanity and personhood of preborn babies, and images of abortion victims.

RESULTS

METHOD

Polls were conducted across both regions reached by Make Abortion History before and after the campaign. These polls were not limited to the target audience. While Make Abortion History is a targeted campaign, the goal is to shift persuadable voters to have a measurable impact across the wider communities in which target audiences exist.

The data below thus represent shifting views not only of target audiences but the overall regions reached by the Make Abortion History pilot campaign.

A control population, not reached by Make Abortion History, was also polled twice. See footnotes for comparison.⁶

POSITION: PRO-LIFE VIEWS GROW

From the first to second poll, the regions reached by Make Abortion History saw clear movement toward the pro-life view and away from pro-choice views.

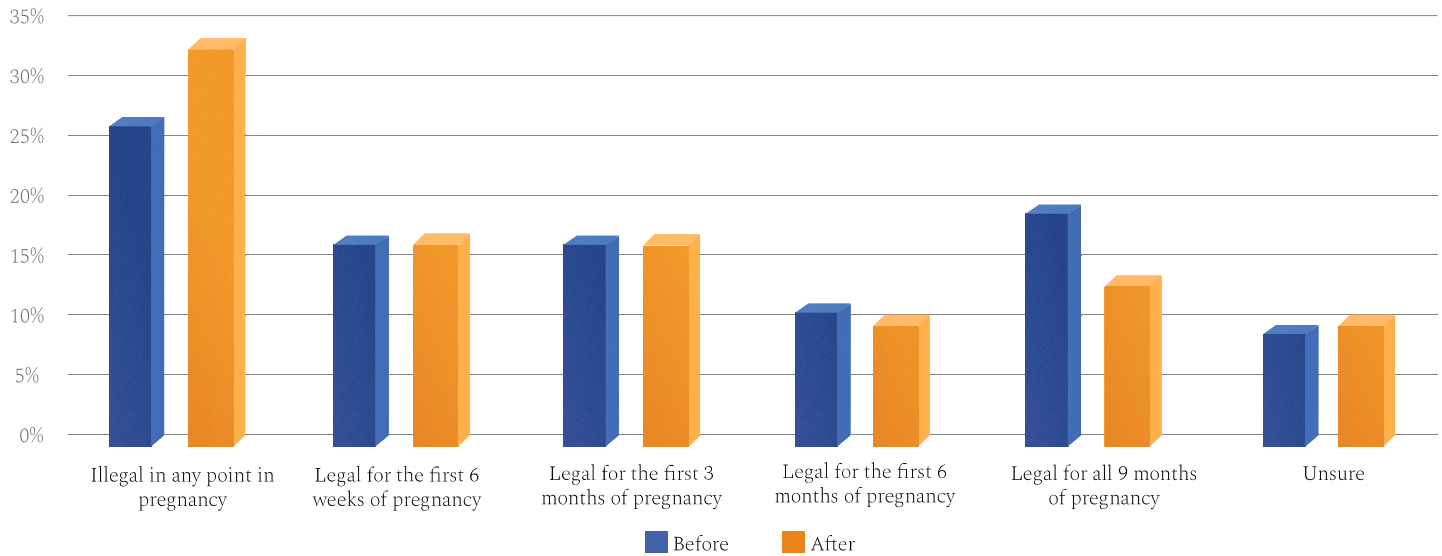
Respondents were asked three different ways to characterize their views on abortion.

⁶Margins of Error: Population reached by Make Abortion History – “Before” poll \pm 3.8%; “After” poll \pm 3.7. Control community - 1st poll \pm 5.1%; “After” poll \pm 5.4%.

Based on Stage of Pregnancy

Support for the pro-life view grew by 6.6%. Support for abortion at various pregnancy stages dropped by 7.6%, most of which was a loss to the most extreme pro-choice position (- 6.2%). This is a net shift of + 14.2% in favor of the pro-life view.⁷

Based on Stage of Pregnancy



Based on the Mother's Circumstances

Support for the pro-life view grew by 2.4%. Other respondents, while not adopting this position, seemed to have moved closer to it. The more restrictive position (“abortion should be legal in cases of rape, incest, or health of the mother”) grew by 2.3%, whereas more permissive options lost support: “legal until viability” (- 0.3%) and “legal under all circumstances” (- 4.9%). This shows movement of + 9.9% toward the pro-life view.⁸

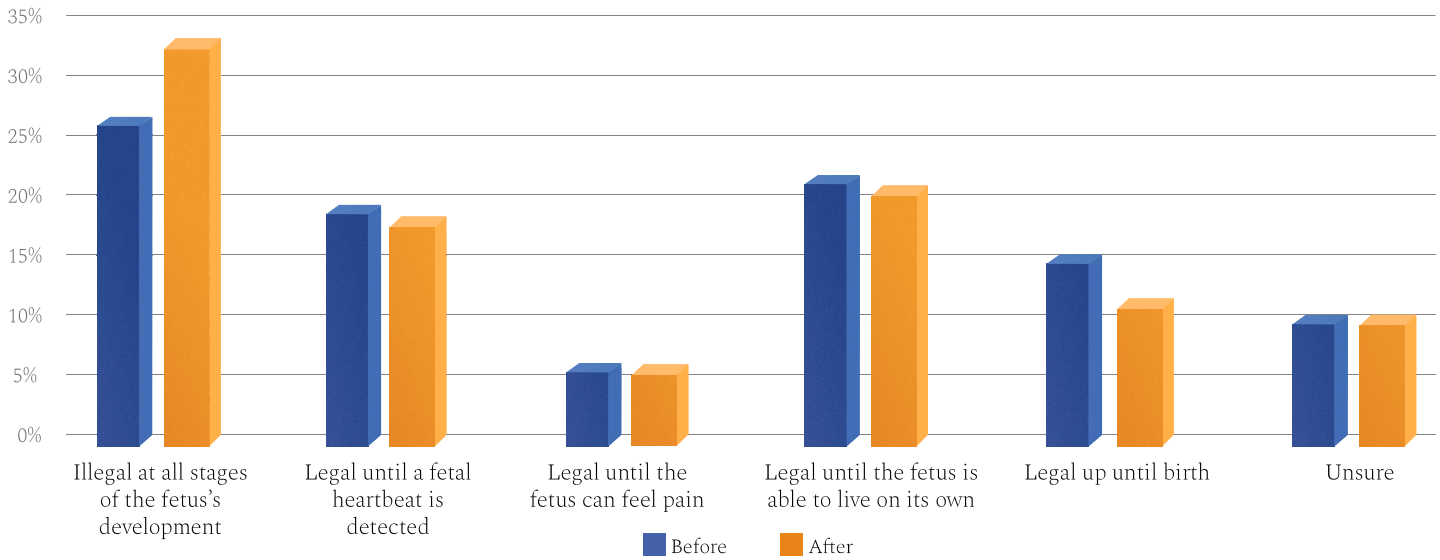
⁷For comparison, the control community saw a slight total shift away from the pro-life view (- 1.6%).

⁸The control community saw a positive movement of + 1.7 % toward the pro-life view.

Based on the Baby's Development

Support for the pro-life view grew by 6.3%. Support for abortion across stages of development dropped by 5.6%, including a loss of 2.6% to the most extreme pro-choice position. This is a total pro-life opinion shift of + 11.9%.⁹

Based on the Baby's Development



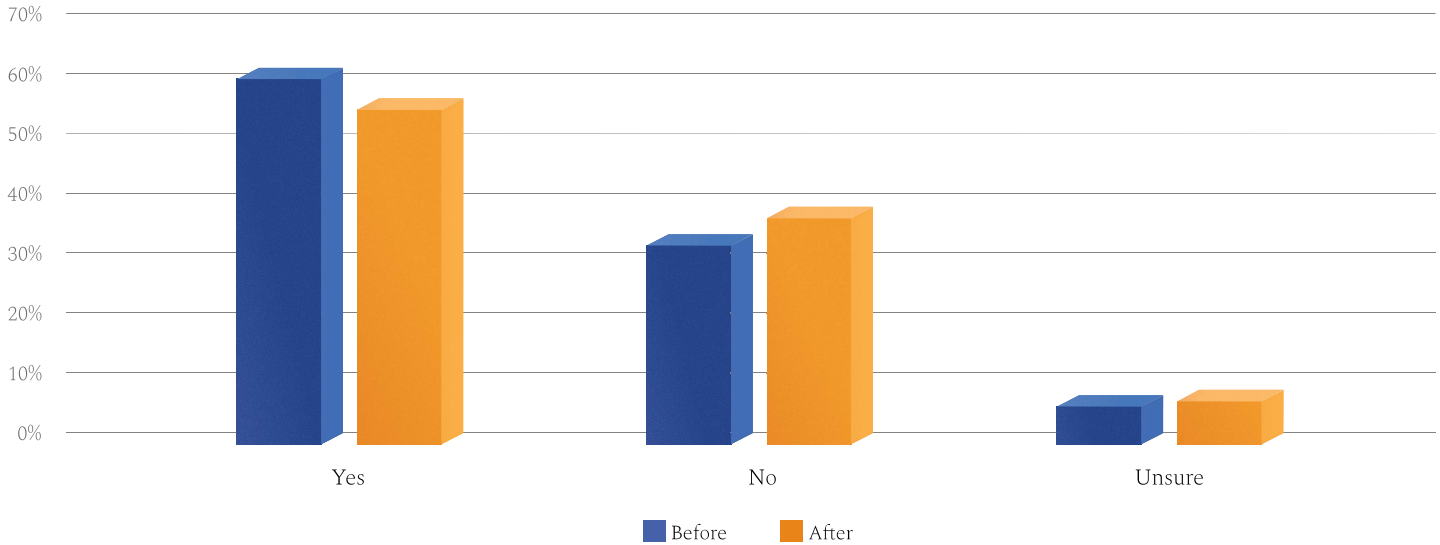
⁹Support for the pro-life view in the control community dropped by 6.7%.

PERCEPTION: POSITIVE VIEWS OF ABORTION DROP

Make Abortion History sought to erode support for two views hindering pro-life efforts: that abortion is a constitutional right and that it is healthcare.

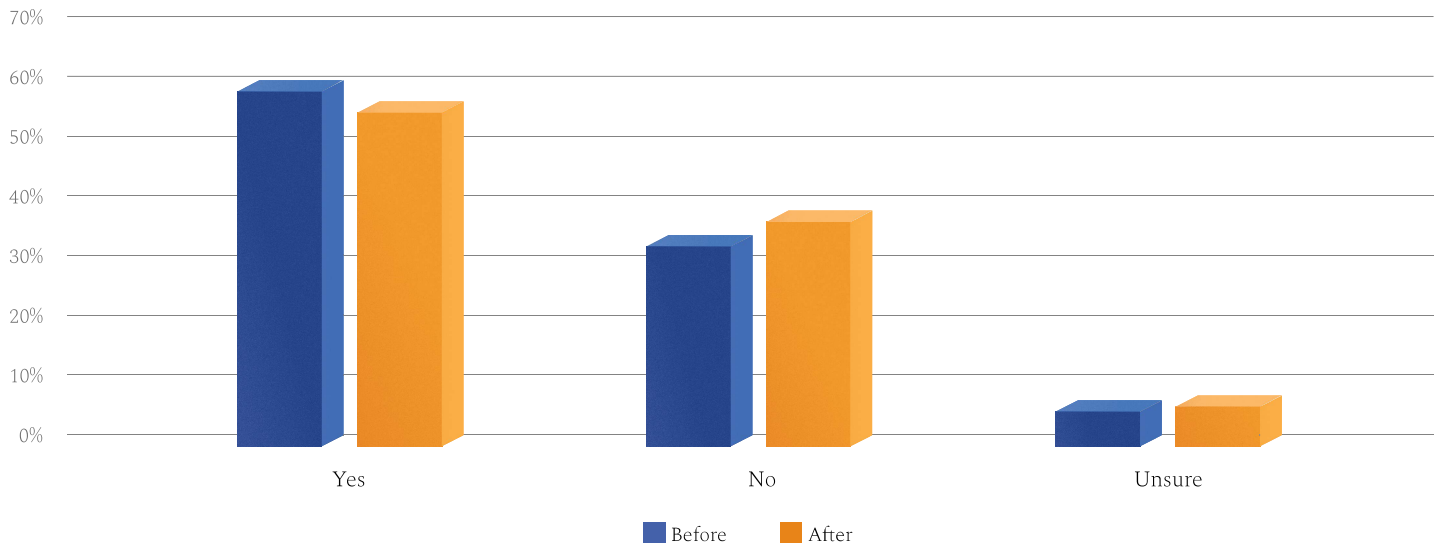
After the campaign, perception of abortion as a constitutional right dropped by 5.4%. The view that it is not a constitutional right grew by 4.1%. This is a total pro-life shift of 9.5%.¹⁰

View: Abortion is a Constitutional Right



Perception of abortion as healthcare dropped by 3.9%. The view that it is not healthcare grew by a corresponding 3.9%. This is a total pro-life shift of + 7.8%.¹¹

View: Abortion is Healthcare



¹⁰The control population saw no change.

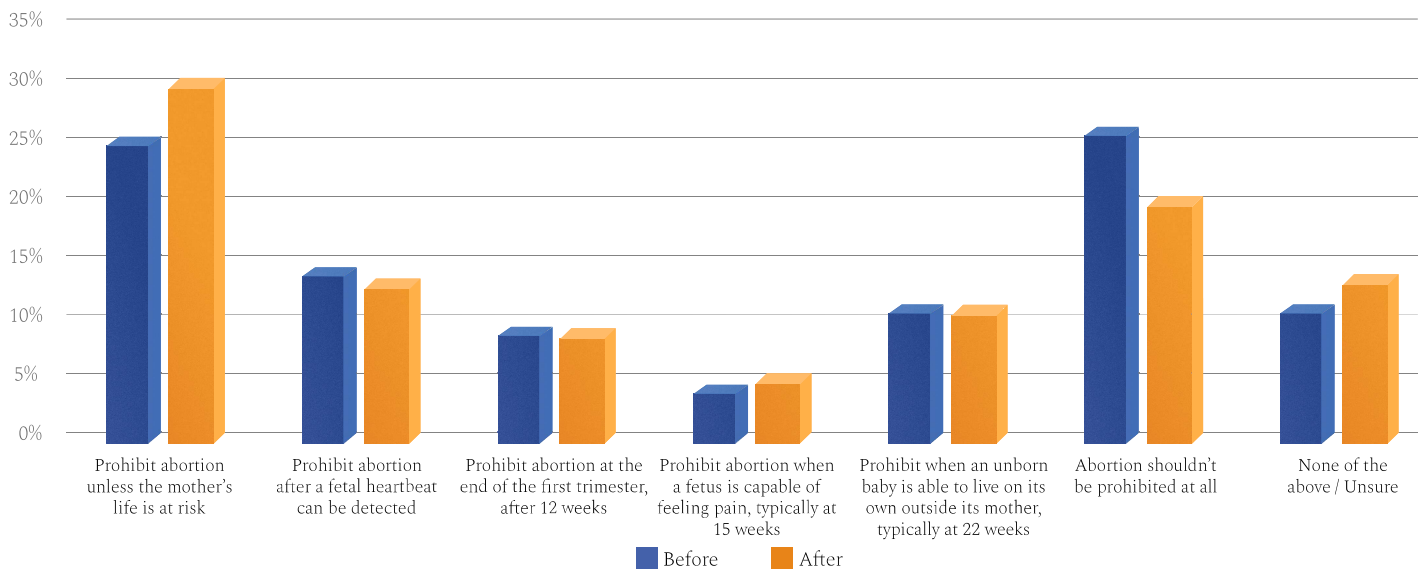
¹¹The control population saw a pro-life shift of + 4.9%, just inside the control polls' margins of error.

POLICY: SUPPORT FOR LEGAL PROTECTIONS FOR BABIES GROW

Personal opposition to abortion does not always translate to supporting legal protections for preborn babies. Thus, respondents were also asked: “If the Ohio Constitution were to be revised to clarify abortion law, which of the following possible amendments to the Ohio Constitution would you most support?”

Support for amending the constitution to prohibit all elective abortion grew by 5%. Less restrictive positions dropped by an aggregated 1%. The view that abortion should not be prohibited at all dropped by 6.2%. This is an overall shift of + 12.2% in favor of pro-life policy.¹²

Opinion on Legal Protections for Babies



Some pro-lifers have considered the possibility of a ballot initiative to ban abortion after the baby's heartbeat can be detected. Prior to Make Abortion History, support for this position was 11 points behind opposition to it. After the program, this deficit was shrunk to 2 points, which is inside the margin of error.¹³

¹²For comparison, the control community saw a drop of 4.3% in support for amending the constitution to prohibit all elective abortion, a growth of 1.2% for less restrictive positions, and a growth of 0.4% for the extreme pro-choice view. This is an overall shift of - 5.9 % (away from pro-life policy).

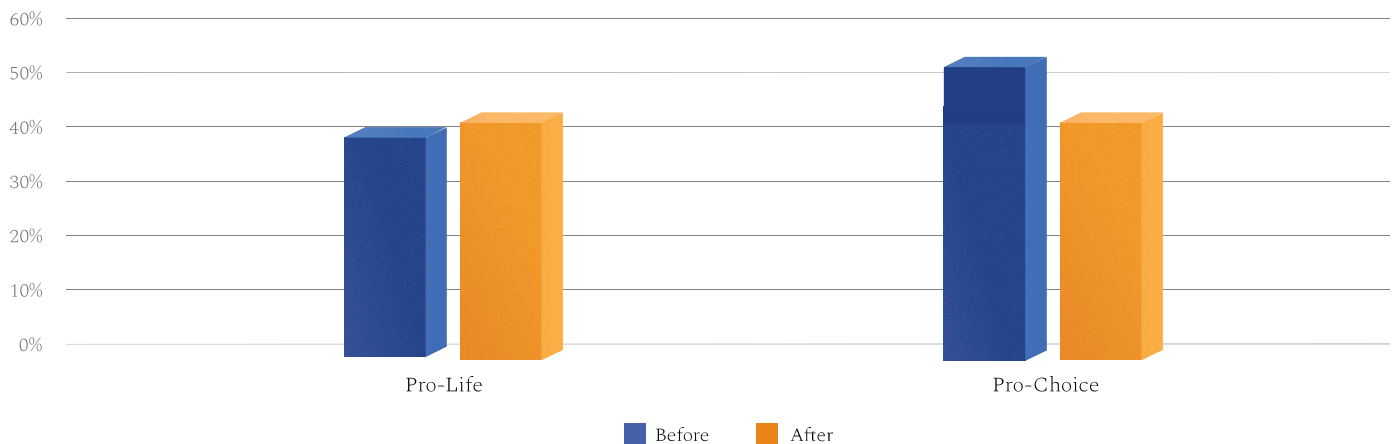
¹³This is calculated by totaling support for banning all elective abortion and support for banning after the baby's heart-beat is detectable. This is compared to the summed support for either banning later or not banning at all.

OTHER INSIGHTS

"Pro-Life" Identification Grows

Self-identification is less indicative of actual beliefs than questions on whether abortion should be permitted. Nevertheless, Make Abortion History saw an increase in those describing themselves as pro-life (+ 2.3%) and a decrease in those identifying as pro-choice (- 4.4%). This is an overall shift of + 6.7% toward pro-life identification.¹⁴

"Pro-Life" Identification



Pro-Life Intensifying, Pro-Choice Unraveling

The pilot regions were combined to get more accurate polling data. However, each region was also separately analyzed for potential trends.

One trend seemed to be greater success with Trump voters in the region combining ads and grassroots efforts (e.g., deep canvassing). For example, of poll respondents who voted for President Trump in 2024, 45% said abortion should be illegal at any point of pregnancy prior to Make Abortion History. After the effort, this jumped to 62% among Trump voters (a + 17% shift). In the region where ads presented the messaging apart from grassroots efforts, this same question saw a - 5% shift among Trump voters.

By contrast, the ads-only region seemed to show greater success moving those who'd voted for Vice President Harris in 2024 away from extreme pro-choice positions. Of poll respondents who said they'd voted for Harris, 43% initially said abortion should be legal for all 9 months of pregnancy. After the campaign, this dropped to 25% (a - 18% shift). In the region with ads and grassroots, this same demographic saw a much smaller drop of - 2% on the same question.

¹⁴The control community saw a loss of 1.6% in pro-life identification and a growth of 0.8% in pro-choice self-identification. This is an overall shift of -2.4% (away from pro-life identification).

WHAT'S NEXT?

REFINE

Make Abortion History converted 1 out of 5 targets messaged to support banning abortion when the baby's heartbeat is detectable. This is 62% of the program's conversion goal. Media placement totaled \$105,633. It therefore cost \$24.50 per conversion.

Created Equal will refine the program to raise conversions and lower cost.

- **Messaging:** The pilot campaign found greater success shifting voters on personal position than on policy. Improved messaging could further lower this hurdle to pro-life efforts.
- **Delivery Methods:**
 - The pilot program found greater success with streaming TV than Meta advertisement delivery. Redirecting funds from the latter would improve the return on investment.
 - The varied strengths of video advertising and grassroots efforts suggest running these successively, rather than simultaneously, could bring greater success.
- **Audience Identification:** Improved models to identify persuadable voters could raise the rate of conversion.

EXPAND

Created Equal is seeking partners to bring Make Abortion History to their region. We have developed advertising and grassroots tools which can be applied across cities, states, or regions. The pilot program found shifts of up to 14% in favor of the pro-life view. Thus, even apart from refinement, the campaign can dramatically impact the abortion debate, providing greater success for various pro-life efforts.

Email Contact@CreatedEqual.org to join the growing Make Abortion History network.