



DEMETREE
INSTITUTE FOR PRO-LIFE ADVANCEMENT

Memo to the Movement

FROM: Students for Life's Demetree Institute for Pro-Life Advancement

TO: The Pro-Life Movement Nationwide – every stakeholder Interested in the Spread of Abortion Vendors Near Vulnerable Student Populations

DATE: March 28th, 2023

OVERVIEW: Proximity Review of Planned Parenthood Facilities in Relation to College Campuses

I. Introduction

Approximately 10 years ago, Students for Life of America researched Planned Parenthood locations in operation nationwide evaluating their proximity to college campuses. At that time, the project concluded that 79% of Planned Parenthood facilities were located within five miles of a college campus. In 2023, given the reversal of *Roe*, there was an interest in determining whether Planned Parenthood's apparent corporate strategy to operate facilities within close proximity to college campuses had continued or had the policy change resulted in an impact on locations. Prior to the overturning of *Roe*, nine states – Alabama, Arkansas, Arizona, Michigan, Mississippi, Oklahoma, Texas, West Virginia, and Wisconsin – maintained abortion limits that would take effect in the event of *Roe* being overturned (i.e. "trigger laws" in the verbiage of the abortion industry).¹ Within these particular states, it was also of interest to determine if Planned Parenthood locations remained open, targeting young people.

II. Methodology

Research was conducted between January 1 and January 31, 2023. Geographic proximity was determined by aggregating all facility addresses published on Planned Parenthood's website and then cross-referencing these addresses with those of the 4,360 institutions of

¹ Nash, E., & Guarnieri, I. (2022, August 30). *13 states have abortion trigger bans-here's what happens when Roe is overturned*. Guttmacher Institute. Retrieved from <https://www.guttmacher.org/article/2022/06/13-states-have-abortion-trigger-bans-heres-what-happens-when-roe-overturned>

higher learning (i.e. “college campuses”) made available through the National Center for Education Statistics (NCES).

For the purposes of this study, a “college campus” was defined as a “public or private four-year or two-year college or university,” and according to the prescribed definition, community colleges met the criteria of a “college campus” as well.

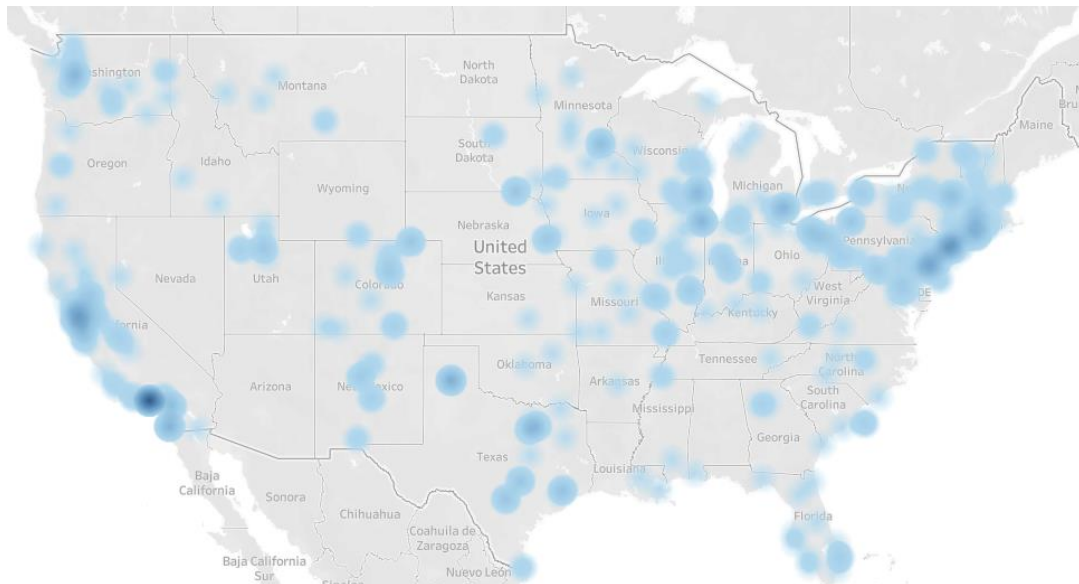
To be counted, the Planned Parenthood business had to be listed as “open” according to its website or Google Maps results. Once identified, Planned Parenthood facility addresses were individually entered into Google Maps to populate college campuses that are located within a five-mile driving distance of the facility. No additional geographic specification or exclusion was made, and no political geography (e.g. state lines, county or city boundaries, etc.) determined which college campuses populated to be cross-referenced with address of each Planned Parenthood facility.

III. Key Findings

This study yielded THREE primary findings to be used as a baseline for formulating strategy in the pro-life movement:

Key Finding No. 1 - 87.6% of the 563 Planned Parenthood facilities in operation are located within 5 miles of a college campus. This is an increase of 8.6% since the initial study. This demonstrates that the Gen Z demographic is being targeted as a customer of the abortion giant more than ever before, as the location of Planned Parenthood facilities appear inextricably tied to the location of a college campus. For reference, below is a visualization of the occurrences of Planned Parenthood facilities within a five-mile radius of colleges across the United States (darker regions indicate more such occurrences in that particular area):

Density Map of Planned Parenthood Facilities Near College Campuses



EDITOR’S NOTE: *Above is a visualization of the occurrences of Planned Parenthood facilities within a five-mile radius of colleges across the United States (darker regions indicate more such occurrences in that particular area).*

Key Finding No. 2 - 59 of these facilities in operation, or 16%, are located within states that prohibit abortion according to state law. It is clear that Planned Parenthood’s business practice of referring patients for abortions in neighboring states continues. Below is an example of this business practice seen at the Vienna Health Center in Vienna, West Virginia:

Abortion is STILL LEGAL in North Carolina, Virginia, and South Carolina. If you're a patient traveling to access care with us, you are safe here. We are here for you.

Vienna Health Center

522 Grand Central Ave.
Vienna, WV 26103

Re-opens Monday from 1:00 p.m - 5:00 p.m [All Hours](#)

Services Offered ▼

[Learn More About Services](#)

[Insurance and Payments](#)

[BOOK ONLINE](#)

[\(304\) 295-3331](#)

HOURS & DETAILS

Monday	1:00 p.m - 5:00 p.m
Tuesday	1:00 p.m - 6:00 p.m
Wednesday	3:00 p.m - 7:00 p.m
Thursday	Closed
Friday	Closed
Saturday	Closed
Sunday	Closed

- Please call us—same day appointments may be available.
- With or without insurance, you can always come to us for your

Captured March 1, 2023 from <https://www.plannedparenthood.org/planned-parenthood-south-atlantic/for-patients/health-center-locations/west-virginia>

Key Finding No. 3 - Of the 59 Planned Parenthood facilities still in operation in states prohibiting abortion, 56 are located within 5 miles of a college campus. Planned Parenthood’s business model of targeting young people is not stifled by state restrictions.

IV. Rationalizing the Findings

The locations of Planned Parenthood facilities in relation to college campuses demonstrate that the organization is strategically pursuing college students as its vulnerable customer base. Based on certain key quantitative measures about this particular demographic, it can be surmised that in the absence of pro-life supportive services near or at their campus, college students are more susceptible to turning to their campus’s nearby Planned Parenthood first and foremost.

The average college student in the United States is 26.4 years old² and has a net worth of -

² Perception vs. reality: The typical college student. New America. (n.d.). Retrieved from <https://www.newamerica.org/in-depth/varying-degrees/perception-vs-reality-typical-college-student/>

\$18,988 (including the liability of student loans).³ Furthermore, while the most supportive network of a student is commonly the family, the average four-year college student attends school 46 miles from where they would consider “home.”⁴ Considering the lack of financial resources and lack of a supportive network, colleges students are inevitably more susceptible to turning to Planned Parenthood for the perceived support they may receive, when in reality, the prenatal service most commonly provided is only abortion.

Additionally, despite there having been several part-time Planned Parenthood facility closures [in recent history](#), the organization has expanded the operating hours of larger facilities that fall within the aforementioned parameters.

See an example below of Planned Parenthood facilities in the New England region adjusting their facilities’ operating hours:

Changes

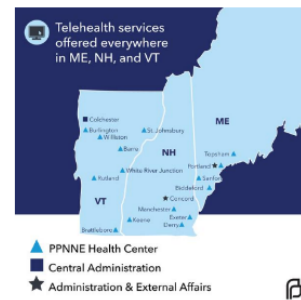
We have closed five part-time health centers and will soon expand the days of operation at seven others.

The health centers that closed as of June 12, 2022 are:

- Bennington, VT
- Hyde Park, VT
- Middlebury, VT
- St. Albans, VT
- Claremont, NH
- Additionally, our Newport health center [closed](#) in February 2022.

The health centers that will expand their days of operation over the rest of the year are:

- Barre, VT
- Brattleboro, VT
- Williston, VT
- Exeter, NH
- Sanford, ME
- Biddeford, ME
- Topsham, ME



Captured March 1, 2023 from <https://www.plannedparenthood.org/planned-parenthood-northern-new-england>

³ Farrington, R. (2023, January 31). *The average net worth of millennials by age*. The College Investor. Retrieved from <https://thecollegeinvestor.com/14611/average-net-worth-millennials/#:~:text=Under%2035%3A,Average%20Net%20Worth%3A%20%2476%2C300>

⁴ Wexler, E. (2016, February 3). *When students enroll in college, geography matters more than policy makers think*. When students enroll in college, geography matters more than policy makers think. Retrieved from <https://www.insidehighered.com/news/2016/02/03/when-students-enroll-college-geography-matters-more-policy-makers-think#:~:text=%E2%80%9CPlace%20matters%20because%20it%20reinforces,at%20public%20two%20year%20colleges.>

States with trigger laws in effect prior to the Dobbs decision operate Planned Parenthood facilities just as they had prior, with few exceptions for remodeling or temporary closures, though these exceptions do not exclusively apply to states that had trigger laws.

V. Recommendations

As Planned Parenthood strategically concentrates its business operations to make its abortion services available to more college students than ever before, it becomes self-evident that the pro-life movement must provide the proper messaging and abortion alternatives to this demographic while at school.

While some members of the pro-life movement do emphasize outreach to university campuses, community colleges cannot be neglected, as they represent 1,050 of the total 4,360 higher education institutions in the United States, according to 2022 research compiled by the American Association of Community Colleges (AACC).⁵

With that in mind, the three following recommendations, based on the three primary findings, for consideration:

- **Pro-life outreach on college and university campuses must be increased.** Currently, Students for Life of America serves more than 1,300 pro-life campus groups nationwide, and it welcomes additional campuses' involvement to provide both expertise and knowledge from the organization to transform the college environment to being entirely pro-life. Connecting students to a supportive network, such as a Students for Life group, can empower students who may otherwise experience pressure toward abortion to seek alternatives. Also important is knowledge of resources, such as those at SFLA's Standing with You website to aid students in an unexpected pregnancy.
- **Community awareness of local pregnancy help centers must be increased.** The *Campaign for Abortion Free Cities*, an initiative of Students for Life of America, exists for such an effort, having engaged in pro-life discussion with nearly 30,000 community members to date, directing them toward non-violent, pro-woman resources and favorably positing alternatives to abortion. In the first year of the campaign, we discovered a staggering **73% of community members were unaware of their local Pregnancy Help Center** despite that center's presence in the city for a significant period of time. Fortunately, through the campaign's activity, online advertisements, and door-to-door outreach, cities have been able to achieve a 10% increase in awareness in just under one year.

⁵ 75 U.S. college statistics: 2023 facts, Data & Trends. Research.com. (2022, December 20). Retrieved February 5, 2023, from <https://research.com/universities-colleges/college-statistics#general>

Equipping students with their local life-affirming resources is the foundation needed for breaking trust with Planned Parenthood. Success is found from these grassroots efforts, not from expecting state laws to eliminate abortion immediately. As has been revealed by the current number of Planned Parenthood facilities in operation in states that have outlawed abortion, merely relying on state or local laws to irradiate abortion is insufficient. The business practice of Planned Parenthood is deeply engrained in communities with college campuses.

- **Pro-Life work on Community Colleges is a must.** A large subset of the underserved and vulnerable customer base consists of community colleges, representing nearly 25% of college campuses throughout the United States. The aforementioned supportive networks and mind-changing grassroots operations must also be dedicated to community colleges nationwide in order to radically undermine Planned Parenthood's business strategy. Pro-life peer-to-peer support groups and pregnancy resources on community college campuses account for 5% of the total of such services for campuses provided by the pro-life movement. When a community college student, who may have fewer financial means than their four-year counterparts, finds herself needing support, it is the responsibility of the pro-life movement to be able to receive her and assist, rather than have her default to the nearby Planned Parenthood for what is propagated as a solution to her situation.

VI. Conclusion

In the last 10 years, the nation's number one abortion vendor, Planned Parenthood, has increased its proximity to college campuses. This should not be a disheartening statistic, but rather a market signal from the most influential pro-abortion stakeholder in the United States that the pro-life movement stands the most to gain by prioritizing providing education opportunities and resources to college students.

Considering that community colleges represent more than 24% of higher education institutions in the United States yet are often the least served with resources, this demographic could especially benefit from the reinvigorated attention of the pro-life movement. Students who unexpectedly find themselves in unplanned pregnancies should be provided necessary support from the pro-life movement to both successfully parent their children and continue to pursue their education.

No woman should have to choose between her child and her education. The pro-life movement must be prepared to overcome the fear tactics of a predatory industry setting up shop near young people to sell them an abortion rather than hope and a future.