

A large, colorful illustration of a diverse group of women of various ethnicities and ages, rendered in a flat, stylized manner. The illustration is partially enclosed by a large, dark purple speech bubble outline on the left side. On the right side of the page, there are two large, thick, curved lines: a dark purple one at the top and a pink one at the bottom, resembling partial circles or arcs.

# LATINO VOICES

**ON**

# ABORTION

A Focus Group Study of Latino Attitudes and  
Opinions Regarding Abortion  
Orlando, Florida

# TABLE OF CONTENTS

About the Study	3
Objectives of the Study	4
Introduction & Level Setting	5
Topline Findings	6
Messaging Do's and Don'ts	7
The Dive In	8
• Who is Affected by this Abortion Ban? Women and their Families	8
• Freedom, Government Interference, and the American Dream	10
• From the Extreme Ban to Abortion within Reasonable Limits	12
• The Most Persuasive Message – When Abortion is Medically Necessary	14
• Life is Not Black-or-White, Neither is Abortion	15
• Abortion and Religion	16
• Economic Reasons for Abortion	17
What the Other Side is Saying	18
• A Strength	19
• A Vulnerability	20
Most and Least Trusted Messengers	21
Considerations on Culture: Word Choice Matters	22





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# ABOUT THE STUDY

## Methodology

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This document outlines the findings of three focus groups conducted by Alianza For Progress. The study examined the opinions of a limited qualitative sample of Hispanic swing voters currently living in the Orlando-area, including men and women from different countries of origin, ages, and religion.

The focus group selection criteria, as well as the script questions, were elaborated by a grassroots think tank, composed of various community sector experts in messaging, healthcare, law, reproductive rights, social work, activism, non-profit professionals, and faith leaders. The final report was drafted by Daniela Martins, a reproductive health expert with Alianza for Progress support, and feedback from grassroots think-tank participants.

Three focus groups were conducted on July 13th, 2024, in Altamonte Springs. Participants were recruited randomly in Orange, Seminole, and Osceola Counties, in high traffic locations. Participants were selected with the objective of providing a diverse, representative sample of the Latino community considering age, gender, country of origin, partisan orientation, and personal views on abortion (excluding those who self-reported as decidedly in favor or against). All participants were registered voters who had voted in the previous two cycles. Roughly half reported that they voted for Donald Trump and/or Ron DeSantis in the past 2 elections. All participants were bilingual with preference for Spanish. The participants were divided in three different sessions: only men, only women, and one mixed group. The focus groups sessions and materials were bilingual, and most of the conversation was held in Spanish, per the participants' preferences.

# Objectives of the Study

The goal of the study was to produce guidance and messaging recommendations on how to best engage and persuade Hispanic voters in Florida to support Amendment 4. The study also sought to understand the general feelings and concerns of the participants around abortion, identify both pain points and common ground, learn how to communicate around Amendment 4 using those core values, and disseminate best practices to partners to effectively communicate in favor of Amendment 4 with the Latino community.

We probed feelings, values, language, and arguments used by pro and anti-abortion efforts. We sought to understand their knowledge on the current abortion ban in Florida and the constitutional amendment initiative on the ballot in November. We tested a series of messages, language and wording nuances, and most and least trusted messengers when it comes to this issue.

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# INTRODUCTION & LEVEL SETTING

Before we enter into the specific findings and recommendations on how to craft the most compelling messages, **one thing is clear:**

**THE PRIMARY FINDING AMONG PARTICIPANTS IS THAT AS SOON AS LATINOS BECOME AWARE OF THE CURRENT BAN AND WHAT AMENDMENT 4 INTENDS TO DO, THE VAST MAJORITY OF MESSAGES TESTED MOVE THE AUDIENCE TOWARD SUPPORTING AMENDMENT 4.**

The most important recommendation in this report is that crafting the perfect message is less important than establishing – and maintaining – the conversation with our audience as soon as possible. There is an information vacuum on abortion and on Amendment 4, and we need to talk to Latinos before the other side does. The good news is, it's not too late.

At this point in time, across every subgroup of the Hispanic community we spoke to (across ages, genders, political affiliation, language preference, and country of origin), folks are uninformed both about the current ban, and about amendment 4. However, as soon as they find out that there is an extreme ban with no real exceptions for rape and incest; that puts lives at risk; and generates confusion among doctors trying to do their jobs; - every person we spoke to moved to support Amendment 4.

**WE DO NOT NEED A SILVER BULLET TO PASS AMENDMENT 4, BUT WE DO NEED CULTURAL SENSIBILITY, EARLY INVESTMENT, AND CONSTANT COMMUNICATION.**

Finally, while the amendment language is short and simple measured in legal parameters, when it's read to participants there are follow-up questions about what exactly it means, and split decisions made betting on in-the-moment comprehension of the text were unpredictable. If we're to be successful, there is a significant amount of education required ahead of Latinos stepping into the voting booth.

# TOPLINE FINDINGS

- Most Latinos are unfamiliar with the current abortion landscape, and unaware that there is an existing abortion ban in Florida. Proponents of Amendment 4 need to educate quickly, and be careful not to conflate the ban with the amendment. Repeat as often as possible: vote YES on 4.
- They don't like extremes on either side. While they resonate with freedom, they are also weary that too much government deregulation can lead to lawlessness and abuse. The ban must be presented as extreme and unreasonable, and YES on 4 must be framed as supporting reasonable limits.
- Regardless of the partisan affiliation, Latinos share common values: family, freedom, respect, and compassion. Choose values-based language, not partisan or activist language.
- To this community, abortion can be a morally complex and a heavy-hearted decision (even when necessary) and we need to respect that.
- In terms of messengers on this topic, this audience trusts family and doctors, and distrusts politicians and religious leaders. Lean on this.
- If you only have one message, say that Florida's current abortion ban is too extreme and unreasonable, it generates confusion among doctors and risks lives. These decisions should be made by women with their families, their faith, and the counsel of their doctors, not by politicians who don't understand the medical complexity of abortion and miscarriage care.



# Messaging

## Do's and Don'ts

**DO** talk about the extreme ban we currently live under, and use real life stories of exceptions to showcase how unreasonable and dangerous the ban is.

**DO** clarify that 6 weeks is too soon to medically detect pregnancy complications and fetal anomalies, in most cases too soon to even know that someone is pregnant.

**DO** frame messages in terms of shared values, such as freedom, family, respect (resonates most with men), compassion (resonates most with women).

**DON'T** frame abortion in terms of women's/human rights.

**When referring to those behind the ban:**

✓ **SAY** extremist politicians

✗ **NOT** Republicans. Stay away from negative partisan language, or point out that support for Amendment 4 includes many Republicans.

**SAY** life is not black and white, and every situation is unique. Recognize that abortion can be morally complex. Name that while we may personally not agree with abortion, that doesn't mean we need to support unreasonable bans. Talk about stories where abortion is medically necessary, and how doctors should be allowed to do their jobs.

**SAY** Amendment 4 wants to restore abortion access in Florida, and emphasize that it proposes reasonable limits (not a free-for-all)

**SAY** women and their families,  **NOT** girls / pregnant people. Emphasize the importance of family as a support to women making these decisions, along with their doctors.

**SAY** politicians,  **NOT** government. They view 'some' government regulation as necessary for order, but they view politicians negatively as interested in power and money, not people's wellbeing.

**SAY** doctors,  **NOT** medical professionals.

**AVOID** getting into conversations around life from conception or gestational limits in terms of weeks. If pressed about viability, say that every pregnancy is different, and that is a medical term for doctors to determine and answer, not politicians.

# THE DIVE IN

## WHO IS AFFECTED BY THIS ABORTION BAN? WOMEN AND THEIR FAMILIES



**THE TOPLINE:** When referring to those who have abortions, refer to these being decisions to be made by "women and their families" instead of young women, girls, or pregnant people.

**THE EXPLAINER:** While abortion is described as a personal private matter among those who are pro-abortion in the US, to Hispanic voters, abortion is often viewed one of those matters that are intrinsically dealt with privately "as a family". While most agree that this is "the woman's decision", they do not see this as contradictory to involving family. Even those who are in favor of abortion and would support their loved ones if they voiced needing an abortion, several raised concerns about wanting to be included, and wanting to deal with the situation "in family": because "values start in the family" and "women should be able to rely on their families for help". When discussing scenarios where someone they love needs an abortion, the idea of not being involved in the conversation provoked more negative emotion than the abortion itself. Among women, they voice wanting their daughters to consult with them. Among men, they voice wanting to be included in order to help and support their partners. Young women are viewed (especially by other women) as not mature enough to make these decisions alone.

This makes Latinos uniquely vulnerable to attacks around Amendment 4 annulling parental consent, as the idea of their children or spouses making these decisions without consulting with family evokes feelings of betrayal. Phrasing abortion as a family decision also helps inoculate against attacks on parental consent, as it doesn't support the image that girls are going to have abortions behind their parents' back.

**OUR RECOMMENDATION:** Stay away from framing abortion as a personal decision that only the woman or girl can make, and rather frame abortion as something for women and their families to decide along with counsel from their doctors.

Do not use 'pregnant people', '*personas gestantes*', or similar variants. These terms generated the most negative reactions across the board, especially among men. Some were confused about what pregnant people means. Some thought it referred to the male partners of women who are pregnant, as they too are expecting a baby. Others were notably turned off by it as politically charged language. Either way, it distracts and derails them from the actual issue at hand. If one is to spend limited time engaging or persuading on one issue, it's best to avoid and maintain the focus on abortion access.



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# FREEDOM, GOVERNMENT INTERFERENCE, AND THE AMERICAN DREAM

**THE TOPLINE:** Talk About the ban as extreme and unreasonable, reference examples of denied care in cases of rape and medical complications in Florida. Frame Amendment 4 as looking to restore abortion access and keep politicians out of these decisions, but always within reasonable limits. Use caution when leaning into limiting government interference in our private decisions.

**THE EXPLANATION:** The American Dream evokes emotions of the country of freedom and opportunity. Puerto Rican participants resonated well with messages that centered on stopping government interference in our freedoms generally. However, when the message is applied specifically to abortion, a couple of nuances repeatedly arise:

1. Politicians and Government are perceived differently. There's a general dislike and distrust of politicians, but a general agreement that the government is needed to establish order (note: it is believed that in America, government institutions work with doctors and with experts in order to create laws such as this). Politicians, on the other hand, are viewed as *self-serving* and *only trying to get votes*.
2. Government interference in abortion isn't automatically understood in a negative light. Participants often understood government interference as the government providing assistance to women in difficult situations to inform them of their choice and help them if they wish to continue with their pregnancy. Their overly positive view of American institutions and programs pierce through: *"there is a lot of help here, unlike in other countries where there is no help"*. Among men, government interference is viewed as preferred and necessary for order, what is not seen positively is politicians making unreasonable laws without consulting doctors and women.
3. There are concerns with *"too much freedom"* evoking fear of social chaos and *"everyone doing whatever they want"*, this was especially noted in Venezuelan participants, one of whom stated that while she supports abortion access generally, she believes we need government interference because *"anarchy is never good"*. *"Cuando no hay reglas, pasamos al libertinaje"*, another opined. The consensus among all three groups is that there needs to be some regulation to preserve order and prevent abuse, but it needs to be reasonable.

**OUR RECOMMENDATION:** Frame the ban as unreasonable and extreme, and Amendment 4 as maintaining abortion access, within reasonable limits. When speaking of freedom, state that it is politicians (not government) who shouldn't be making laws about things they don't understand.

NOTE: One of the most frequent attacks brought up unprompted was that without any government limits, abortion would be "*used as a contraceptive method*" (see section on vulnerabilities). It's believed that reasonable parameters are important, otherwise we risk abortion being used as a *contraceptive method*. Another way to pivot from this false negative is to bring up medically necessary abortions (see below).



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# FROM THE EXTREME BAN TO ABORTION WITHIN REASONABLE LIMITS

**THE TOPLINE:** Talk about the extreme ban we currently live under, and use real life stories of exceptions to showcase how unreasonable and dangerous the ban is. Clarify that 6 weeks is too soon for doctors to medically detect pregnancy complications that could turn dangerous, and in most cases far too soon for someone to even know that they are pregnant. Do not explain viability in terms of weeks, and stay away from any other discussion around fetal development in terms of weeks. If directly asked, respond that viability is a medical term and needs to be determined by a doctor, as every pregnancy is unique.

**THE EXPLANATION:** Across the board, one thing is unanimous: folks are uninformed both about the ban and about the amendment. Across all groups, only one participant had an accurate understanding of what the current abortion legislation in Florida entails. Many admitted to not knowing and were curious to learn more, many were convinced that abortion was legal and unrestricted in Florida and in the United States. Not a single participant had heard of Amendment 4, or knew that there was an amendment to address the ban. Folks respond to the description of the ban we currently live under with shock and disapproval. We view this as an opportunity to establish the narrative first.

**OUR RECOMMENDATION:** Talk about the extreme ban we currently live under, and use real life stories of medical situations to showcase how unreasonable and dangerous the ban can be. Clarify that 6 weeks is too soon for doctors to medically detect pregnancy complications or anomalies that could turn dangerous, and in most cases too soon for someone to even know that they are pregnant.

However, folks also fall easily into conversations around time limits on abortion access. General consensus is that abortion should be allowed so long as it's before the women are too far along and the fetus is too developed, however none can point to what this moment is. And the consensus is that abortion should always be allowed when the pregnancy is endangering the woman's life. In case of rape, the figure of the time limits reappears. "So long as it happens in a timely manner", participants offer (although, again, no one can point to what this moment is).

There's a lot of confusion and education gaps around women's bodies, pregnancy, and abortion. This is especially true among men. It's surprising to folks to hear that 6 weeks are counted from before someone is even pregnant, and that it's before most women even know they're pregnant. There are many questions over whether 6 weeks is enough time for doctors to detect dangerous complications in a pregnancy (this is a messaging opportunity).

- **OUR RECOMMENDATION:** Explain how 6 weeks is before most women know they're pregnant, and far too soon for doctors to detect anomalies or pregnancy complications that can turn extremely dangerous. Avoid explaining viability in terms of weeks, and stay away from any other discussion around fetal development in terms of weeks. If directly asked, respond that viability is a medical term and needs to be determined by a doctor, as every pregnancy is unique.



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# THE MOST PERSUASIVE MESSAGE – WHEN ABORTION IS MEDICALLY NECESSARY

**THE TOPLINE:** Talk as much as possible about medically necessary abortions and point to real stories of women who experienced serious complications and were left untreated due to the chaos and confusion caused by this unreasonable ban.

**THE EXPLANATION:** While all tested exceptions (medically necessary abortions and cases of rape in women and girls) raised support among persuadables. The single most unanimously supported messages are all those around medically necessary abortions to save someone's life, and how doctors can't help save lives for fear of being persecuted. Folks respond to this as unreasonable, extreme, and hypocritical, *“el gobierno es hipócrita porque por salvar una vida van a perder dos”*. *“Why risk a life that's right in front of you for the chance to save another”*.

- **OUR RECOMMENDATION:** When speaking of medically necessary abortions, avoid being medical or technical, and rather tell stories that paint a picture. For example: “Sometimes, in a wanted pregnancy, the family has likely already picked out a name and painted a baby room. And then they receive the most devastating medical news that forces them into a horrible choice to preserve the life and health of the mother. When that family is facing that terrible choice, the last thing they need is for their doctors to be unable to give them the best medical care available because of extreme, unreasonable bans.”

Messages around medically necessary abortions are another opportunity to include the chaos and confusion that bans written by politicians generate for doctors, unable to properly do their jobs and tend to their patients' health for fear of legal prosecution.

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# LIFE IS NOT BLACK-OR-WHITE, NEITHER IS ABORTION

The messages around the complexity of abortion resonated particularly well among the women in these groups, who often named the difference between their own personal views around abortion and imposing those upon someone else's unique context and situation. Many Latinos often navigate complex dualities in their daily lives. Most live, work, and raise children in the U.S. while maintaining the culture and language of their country of origin. Similarly, we found that many navigate the issue of abortion with a non-Manichean duality: to them, being pro-life and pro-choice are not mutually exclusive.

The responses were nuanced, but expressed a need for compassion for the complex individual circumstances of others. We saw many participants express '*sanctity of life*' values while showing empathy and understanding for unique situations. Those who personally identified as pro-life, recognized their personal views did not apply to other people's unique context and situations, expressing empathy for others in difficult circumstances and naming that doctors should be able to advise when abortion is medically necessary.

- **OUR RECOMMENDATION:** When speaking with moderate-leaning Hispanic women, reclaim the pro-life label, and reject the false binary. Seek messengers who consider themselves pro-life and will vote in support of Amendment 4.

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# ABORTION AND RELIGION

**THE TOPLINE:** Yes, many Latinos are Catholic. No, that doesn't make them anti-abortion.

**THE EXPLANATION:** The majority of participants consider themselves religious (identifying overwhelmingly as Catholic). However, they name a distinction between their faith and personal relationship to God, and their church. Many do hold the religious view that life begins at conception (one participant called it a biological truth), but this doesn't seem to detract them from understanding the need for abortion access within what they deem to be reasonable limits. This aligns with their embrace of complexity and nuance covered above, such as identifying as both pro-life and supportive of abortion access within limits.

When it comes to abortion, they don't believe their priest, pastor, or Church should tell them how to handle a personal matter like this. When asked whether they would follow their priest or their conscience if their priest told them to vote against abortion access in Florida, there was unanimous agreement they would follow their own beliefs and conscience. A participant was applauded for sharing: *"a mí nadie me va a decir qué hacer con mi conciencia"*, another contributed that *"pastors are human, they also make mistakes, they don't speak for God."* The participants went on to recall the other morally complex cases that they had discussed, and presented that their faith and values were not incompatible with their support for abortion access within reasonable parameters.

However, it's important to note that this study is being conducted before the religious opposition campaign ramps up to full force (as we have seen in other states). Reaching out in time with these messages will be key to prepare folks for when they do hear the NO message from their church.

- **OUR RECOMMENDATION:** Don't discount religious Latinos as a persuadable audience. Message to them recognizing the moral complexity of abortion, and calling on values central to their faith, such as conscience and compassion. Stay away from any debates around life at conception, and instead offer that we can personally feel one way about abortion, but have respect and compassion for others in different circumstances that may need to make a different decision.

# ECONOMIC REASONS FOR ABORTION

**THE TOPLINE:** We do not recommend any messages around economic burdens with this audience.

None of the messages around abortion for economic reasons that were tested (women or girls who are forced to carry unintended pregnancies are more likely to fall further into cycles of poverty / most women who have abortions are already mothers, struggling to provide for their families) received strong support. Instead, they sparked intense internal arguments among participants between those who perceived economic constraints as an “excuse” and those concerned with what kind of burden these “*unwanted children*” would mean to them and to society. A variety of emotions were brought up in response:

- Ideas of ‘personal responsibility’ frequently show up in conservative arguments as a way to shift responsibility on women, victims, and the poor. Those ideas show up here and throughout these discussions. Most of the participants are 1st generation immigrants that identify their own story to a sense of overcoming hardship. Many showed intransigence to hardship or life difficulties being a valid reason for abortion.
- Economic constraint wasn’t deemed a valid reason for abortion. Reminiscent of the American Dream, some expressed that here in America, unlike in other countries, there are programs that help women with their children and that help women make these decisions. “*There is help here*”.
- Information that most women having abortions already have children they are struggling to support was surprising to many, but among men and women the common reaction was that if a woman is having trouble supporting her existing family then she should have been more careful with contraceptives. “*The women are being irresponsible, they shouldn’t get pregnant if they can’t afford more children. If they already have children, they should know how to avoid them.*”
- Some participants, mostly men, brought up the economic burdens to them that forced unwanted pregnancies could pose on the rest of society. When responding to the rape in girls scenario, they brought up that the child would grow up to be on the streets, a drug addict, and would in turn be a cost to them as taxpayers.

All of these were far from unanimous, and generated more unease than clarity, which is why we recommend staying away from this message lane when communicating with a Hispanic audience.

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# WHAT THE OTHER SIDE IS SAYING

# A STRENGTH:

We tested some common opposition messages throughout the sessions, as well as a video and side by side messages from the campaign NO on 4. The good news is most attacks did not resonate at all with participants.

**MANY FOUND THE ANTI-AMENDMENT 4 MESSAGES AND VIDEO UNCONVINCING, PERCEIVING ATTACKS LIKE "ABORTION UP TO 9 MONTHS AND AFTER" AS 'MANIPULATIVE', 'EXAGGERATED', AND 'DISHONEST'. ONE PARTICIPANT DESCRIBED THE "NO ON 4" VIDEO AS 'ROSA DE GUADALUPE', (A FAMOUS TELENVELA)**

There are some pitfalls, however, to watch out for: Participants did voice constant concern for the annulment of parental consent, even though they weren't fully convinced by the "No on 4" messaging that Amendment 4 would indeed remove any parental rights. This means we are still in time.

**OUR RECOMMENDATION:** The campaign is still on time to establish its narrative as the baseline, but it must act fast. A consideration on tone: use storytellers and share real life stories with a sensible and kind tone. Avoid the exaggerated sensationalism and alarmist oppo-style narrators and sound effects.

# A VULNERABILITY:

A frequent concern brought up by different participants was the perceived risk that abortion be used "as a contraceptive method". This is also a historically popular trope from the anti-abortion movement in many Latin American countries, and associated with the image of the libertine woman who has multiple abortions in a careless way. Along similar lines, another concern raised more than once alluded to the impact of abortion on the mental health of women, echoing among participants the view that to many members of this community, abortion can be a difficult, heavy-hearted decision (even when it's seen as the right decision), and should not be taken lightly.

**THIS TENDS TO HIT A NERVE WITH THOSE FOR WHOM ABORTION IS PERSONALLY A MORALLY COMPLEX ISSUE.**

**OUR RECOMMENDATION:** Embrace and recognize that abortion can be morally complex, and then pivot to one of the effective messages we have covered above.

Stay away from any normalizing or corrective language, such as pointing out that this is unusual, these are myths, or stating that there is nothing wrong with multiple abortions. While we recognize that stigma is a crucial front in the work for abortion access, it requires a longer conversation. Our priority right now is to get those who are uncomfortable with multiple abortions to vote YES on 4, by meeting them where they are and pointing to more effective messaging.

# Most and least trusted messengers

**THE TOPLINE:** Use women and their families as front-facing messengers on our side, and show doctors as supportive sources of knowledge. Paint the ban and the opposition, (accurately) as driven by extreme politicians and religious fanatics.

**THE EXPLANATION:** Most of us understand that the messenger can be as important as the message. When it comes to the issue of abortion, this audience most trusts women along with their families, and doctors. In a write-in answer to "Who do you trust most when it comes to abortion?", the overwhelming majority of participants (65%) wrote in different versions of "the women in my family", "my sister" or "my mother", and "women with their partners". Second place (30%) was doctors and medical professionals. It's worth noting that both men and women want to hear from doctors, and men uniquely want families/spouses to be part of the conversation.

When speaking about doctors, they are viewed differently and more positively than the broader term "medical professionals". In every group, a participant volunteered that doctors have "*studied for years*" as a reason to trust them regarding abortion. Latinos in these sessions place a strong shared value in formal education. To them, doctors (but not extended to medical professionals) are perceived with respect and prestige, because they have "*studied for many years*" to get to where they are.

**WHO DON'T PEOPLE TRUST WHEN IT COMES TO ABORTIONS? THE LEAST TRUSTED MESSENGERS CITED WERE POLITICIANS (50%), FOLLOWED CLOSELY BY PRIESTS AND/OR PASTORS (45%).**

# Considerations on Culture: Word Choice Matters

**THE TOPLINE:** Latinos of different ages, religions, and partisan alignment show movement toward supporting Amendment 4. In order to seal the deal, we must opt for language grounded in shared values, and avoid language that highlights their fissures. During these sessions, several shared values showed up, such as family, freedom, and education.

**THE EXPLANATION:** Latino culture in the U.S. is living every day in the intersection of two worlds, and it permeates how this group views the world. Many Latinos navigate complex dualities in their daily lives: Most live, work, and raise children in the U.S. while maintaining the culture and language of their country of origin. They live in bilingual households, and are often the bridge between their cultural heritage and the future they're creating for their families. Also, Latinos are not a homogenous group, and they don't always fall neatly into the black/white binary typical defined in the United States. Many factors inform how they view a series of issues, including abortion. These focus groups pointed to some of these factors, such as country of origin (most prominently seen in Venezuelans' views around freedom and government-centered messaging). We saw some indications regarding time lived in the U.S., and whether they grew up in their native country or in the U.S. For example, a young man born in Colombia but raised in the United States was supportive of abortion access from the outset, without any restrictions. In contrast, another man who was raised in his home country, and raised his family in his home country, began the conversation opposing abortion.

However, commonalities around shared values show up consistently across all participants, such as family, freedom, and education. When discussing whether my personal feelings around abortion should or shouldn't be imposed on others, men responded more to messages framed in terms of respect, and women in terms of compassion.

Participants frequently highlighted education as crucial, recognizing their own lack of knowledge on issues, and identifying it as a main factor needed to make informed decisions. They also expressed great respect for education in others, particularly doctors, whom they trusted *"because they had studied for many years."* Even in discussions on seemingly unrelated topics such as religion, participants emphasized education as the foundation of good decision-making. One participant commented, "Abortion is not based on religion; it is based on education."

When discussing government interference, several participants, including those in favor of Amendment 4, expressed a desire for government interference in the form of education programs to *"help women make the right choice"*. They affirmed that *"education is a right" and necessary for making "the best decisions."*

**OUR RECOMMENDATION:** Frame messages in terms of shared values, such as family, education, respect (resonated most with men), compassion (resonated most with women). Say freedom instead of rights. Avoid advocacy-coded terms and stay away from negatively partisan language. When speaking of those behind the 6-week ban, opt for extremist politicians (instead of Republicans), and point out that support for Amendment 4 also includes many Republicans.

# Daniela Martins

## Author

Daniela Martins is a seasoned specialist in strategic communications, foreign policy, and reproductive access with over a decade of expertise in abortion legislation in the U.S. and Latin America. She has led a series of nationwide communications campaigns focused on advancing abortion access policies in ten Latin American countries, including the Green Wave movement and parallel campaigns designed to fill the gaps in the movement's efforts. She currently serves as Vice Chair of the Women's Emergency Network, and advises multiple organizations leading the efforts to pass Amendment 4 in Florida. She is a Miami local, and is fluent in Spanish, Portuguese, French, and Italian.



# Message from the Executive Director

Alianza for Progress recognizes that abortion is a divisive issue in the Latino community as it is in the rest of society. Alianza also recognizes the right of women and men to make their own decisions, this is called freedom. This freedom does not end with what we choose to do with our bodies. Politicians have no place intruding in on our personal freedoms.

However, if we want to be true representatives of our community, we must understand the sensitivities, pain and touch points that make our people feel uncomfortable and consider these as we speak to them. These were the things we were listening for as we commissioned this study. To speak to our Latino community when it comes to thorny issues like abortion we must do so with outmost respect for their feelings, their pain and we must understand their moral concerns. To this end, we could not engage in this conversation publicly without listening from a diverse cross section of our community. This study shares the insights we gained from hearing from thirty random women and men who are members of our Latino community in Central Florida.

We commissioned this study because we were unaware of any study like it being conducted and felt it was a necessary step, given the size of our voting bloc. We worked with the guidance of representatives of the Yes on 4 Campaign, as well as other ally organizations. The findings confirm some of our preconceptions as well as shed new light on how we should approach our communication with respect to this topic. It provides fresh appreciation for where non-activist members of our community stand on this topic. Our intention is that this report can help anyone who is engaging Latinos on this topic. That they may do so with a better understanding and that it helps them have better more effective communications with members of our Latino community.

We hope our fellow activists out there find our results useful as they move forward in restoring reproductive freedom for women in Florida, through the Yes on 4 campaign and subsequently fight to protect the basic personal freedoms we all cherish as Americans.

**Marcos Vilar**

Executive Director and Founder

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