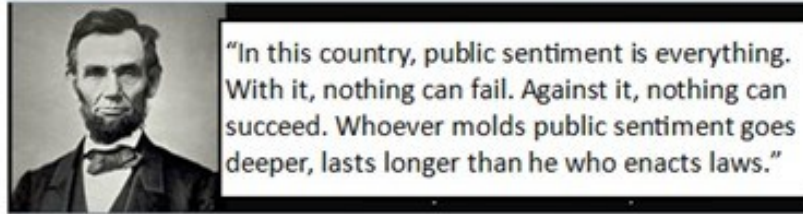




Why Pro-Life Needs Public Square Outreach in Communities Across America



Public Square Outreach Defined

Local **Public Square Outreach** is engaging the broad cross-section of a community on a sustained basis.

“Broad” means reaching not only committed pro-lifers, but also abortion supporters and, most importantly, the vast middle of the unaware, uninformed, or undecided. Another dimension of broad is geography—engaging people throughout a city, not at just one or two locations. “Sustained” means outreach is continuing—quarterly is stronger than yearly, and weekly is stronger than quarterly.

The **Public Square Outreach** branch of the pro-life movement has two sub-branches:

1. **Strategic personal engagement.**

Life-defenders take strategic visible positions in public spaces to display signs and personally connect members of their community. This includes outreach on city streets (such as Life Chain), march and rally events, pedestrian overpass outreach, tabling on college campuses, displays at fairs and festivals, and protesting abortion advocates.

2. **Fixed message outreach.**

This includes billboards, yard signs, bus benches, and signage on moving vehicles.

We Need Stronger Public Square Outreach

1. Community Public Square Outreach (PSO) changes hearts, minds, and souls—the essential foundation for personal conversion, cultural renewal, and political gains.
2. Since the Dobbs decision overturned Roe v. Wade, the pro-life movement has suffered painful political setbacks, especially in statewide ballot measures from 2022–2024. Additional challenges loom in November of 2026 in Virginia, Missouri, and Nevada. To reverse the trend, we must reach the undecided “mushy middle” through sustained, bold, grassroots action. Following the vision of Abraham Lincoln, we must transform “public sentiment”.
3. Extensive PSO counters relentless and deceptive media bias. We must become the pro-life media!
4. Strong community PSO pressures business and political leaders to back away from abortion support or simply remain on the sideline.
5. PSO expands opportunities for persons with varied talents, interests, and personalities to serve the pro-life cause. Many have the ability to be a sidewalk counselor. Many do not. We need all hands on deck in the battle for life.
6. Sustained PSO provides a model and encouragement to our passive pro-life neighbors to enter the playing field.
7. Participation in PSO creates memorable experiences that draw family members together. Children remember being on the sidewalks with grandmother or holding a sign on the overpass with dad.
8. Public Square Outreach turns strangers into allies and close friends—uniting different generations, ethnic groups, and faiths for vibrant and joyful witness for life and love.
9. History proves that great movements advance through persistent grassroots encounters. The Civil Rights movement succeeded because of relentless engagement in the public square. We can claim the sidewalks of Walgreens pharmacies like civil rights activists engaged at the lunch counters of Woolworths department stores.