



HLA Action News

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humanlifealliance

“Pro-life Information that Saves Lives”

Dear Pro-life Friend,

I hope this edition of *HLA Action News* finds you well. Here at HLA we’ve been busy shipping tens of thousands of pro-life magazines and fact cards while updating the 2021-22 teen sexual risk avoidance magazine.

Last month, HLA supporter Tom L., organized four churches in Pennsylvania to sponsor the insertion of *Informed* into the *Cranberry Eagle*—their local newspaper. Its distribution to 14,000 households will reach an estimated 42,000 readers. Additionally, our friends at Pro-life Wisconsin requested over 50,000 HLA magazines to share in Milwaukee and Madison. Now both of these communities are hotbeds of pro-life action.

My recent communications with you mentioned an expansion of digital outreach through flipbooks. It occurred to me that I might not have explained how they work, how effective they are with young people, and what HLA has experienced with teens through *Just4Girls/Just4Guys* (J4G) this past year. I interviewed our newest staff member, Missy Giles, to bring you up to speed.

MF: You led the revision of the 2021-22 J4G edition. What inspired your efforts? **MG:** I was excited this would be the first full magazine I’d work on since starting at HLA. I was thrilled to bring an empowered and confident tone to the magazine. **Generation Z is independent as well as both future and career oriented, yet no one tells them how their decisions on relationships, pornography, and sex will impact their future.** They’re offered the modern message of “sexual freedom” that includes little guidance on the dangers of risky behavior. If they don’t think there’s any impact to watching porn, sending a nude, or having sex too young, then they haven’t been properly informed.

MF: What’s new in J4G this year? **MG:** Teen abstinence is a broad subject. I didn’t want to just say, “Don’t have sex!” If we don’t address topics like pornography, sexting, and other risk behaviors, then a message on chastity or abstinence alone won’t have an impact.

On the girls’ side there’s a new article on friendship...perhaps a bit surprising that we’d add that into a magazine on abstinence. But for young women, unstable and poor friendships in high school can be a gateway into other risky behaviors. Good relationships make a world a difference, and vice versa. On the guys’ side, we expanded the piece on pornography to offer them more insight into long-term consequences. We’ve also added a short info graphic on “Dating in the 2020s.”

MF: Will anything in this year’s magazine help the kids through these COVID times? **MG:** Due to pandemic distance learning, teens were crushed under the weight of vanishing in-person relationships. They haven’t been in class with one another, instead they spend much of their days online. We thought it best to address dangerous activities they are exposed to like pornography, sexting, and online relationships. We created a separate landing page for both our campus and teen magazines. J4G’s site hosts the articles, as well as additional information on birth control, contraception, and dating. The kids can find it at j4gmagazine.com or wokefacts.org for the campus magazine. These websites don’t have an upfront “pro-life” appearance, but they’re great for students—or parents and teachers—to share online.

MF: I was taken aback to see an article about “sending nudes” on the girls’ side. What’s that all about? **MG:** This article is an update to the sexting article that used to be on the guys’ side. Teens don’t call it sexting anymore. It’s called “sending nudes.” Today, girls in relationships are pressured to send nude photos from their mobile phones almost instantly. If you can believe it, teens—even college students—in Gen Z, date almost exclusively online. It’s not like you experienced as a teenager. Gen Zers struggle with in-person relationships. So much interaction is digital. We even encouraged guys to ask a girl out on a “real” date (see page seven).

MF: What are these new flipbooks and how do they fit into HLA’s digital strategy? **MG:** The pandemic forced HLA to increase our social media presence to reach students. **Flipbooks are simply digital copies of our pro-life magazines that can be read on a laptop or tablet.** Students access them on their phones as well, but we use a slightly different application for that. This way we reach students just like we do with the actual magazines. We use images, colors, and themes designed to attract young peoples’ attention through social media advertising.

MF: Do students respond? **MG:** Oh yes! On the number’s side, HLA’s social media ads targeted 1.4 million students through February. That’s nice, but the real proof is in who actually reads an article. So far 1.1 million students have read an article or the entire magazine in response to our social media ads. That’s astounding! No one has that type of response. We’ve had readers from all 50 states and 32 countries. We didn’t even try to reach young people in those other countries, they just found us.

The first time I posted an ad about the dangers of porn, one 15-year-old responded and then an avalanche of more than 18-pages of responses followed his comment. All from one Instagram post! They debate the merits of a given ad. It’s fun to watch and interact with them. For the most part, I let the conversations happen. Good pro-life and Christian kids get a chance to challenge the “woke” culture. I step in if the conversation goes awry or other adults try to take over.

MF: Although J4G is designed for high school

Porn feels really epic the first month you find it but the rest of it is a bumpy road of failed attempts to quit the habit and you slowly deteriorating as a human. Then people defend it like their life depends on it, wait maybe because it does for them.

I see we have a person of culture.

I don’t see how it is, I feel as long as somebody is not abusing it, I think it’s fine.

It acts like any other drug, giving you a dopamine rush. It is extremely addictive, it alters the way your brain works. It’s not victimless. Pornhub profits off human trafficking, rape, pedophilia, etc. the owners/founders straight up said these things aren’t bad. You can see from this comment section just how brainwashed people are to accept and even celebrate it.

Actual interaction to HLA Instagram ad.

teens, is HLA still reaching people of other ages? **MG:** All of HLA's efforts are still active. We're known for student outreach in the U.S. and the social media campaigns have the same affect as the magazines. We never really know who might end up seeing a post or read a magazine. Last month, during an Instagram ad blitz, a woman who wasn't a student posted her response to an ad for university students, **"If I knew there was support for me when I was pregnant and in college I would have never fallen into the lie that abortion was my only choice. Abortion was the only choice I was given. I didn't know there were organizations that could help me. My heart aches and I have a longing for my baby often. I will never forget or stop praying for the young woman that did not stop crying the whole time at P.P. because she didn't want the abortion...We deserve better. Babies and children deserve better."** I guess those encounters show me how powerful pro-life truth can be for someone. In this case, it helped this woman share her story and maybe even added to her healing from abortion.



HLA Executive Director, Joe Langfeld, and Missy Giles compare the 2019-20 edition to new text and layout.

MF: Back to J4G, high school teens, and porn. My first impression was this topic takes up a lot of content space in the new edition. What can you share with parents and youth ministers about those choices? **MG:** It does seem like a lot of text is devoted to pornography. One thing I like about HLA's approach to sharing pro-life information is we try to share what's needed during the times we live in. Really, though, on both sides it's not so much an expansion, but emphasis. We've purposely uncluttered the layout design to better communicate with teens who spend a lot of time on screens. The addition of the landing pages, flipbooks, and Issuu.com articles allows us to move content online and expand our approach. Unfortunately, 62 percent of girls, women, and 93 percent of guys, men, have watched porn—for the guys or boys—79 percent by the age of 17. Teen culture is horrible today, so we provide the information they need now.

It really makes a difference, too. A high school girl shared via an Instagram direct message this past month, **"Your ad on porn was very good. Thank you so much! I needed this. It is so neglected but oh gee thank you. I'm much over porn right now but it would have been very helpful when I was in it to recognize it for what it was. I also sent it to a friend. Very good."** In a good way, we're trying to reach young people who grow up with a completely different experience than previous generations.

MF: Thanks, Missy. Do you have any requests for HLA volunteers and supporters reading this interview? **MG:** Oh yes, please pray for us. Donations are great; we can't place ads on social media or even print the magazines without those funds. But the way young people respond to these messages which directly oppose what they hear in the classrooms or online...well, only God can move someone like that. It's a real blessing to be part of that type of service. Please pray we stay ahead of the social media screening programs and censors.

I hope this gives you some insight into the 2021-22 *Just4Girls/Just4Guys* edition and the powerful impact of the new flipbooks and social media outreach. Thank you for your on-going support.

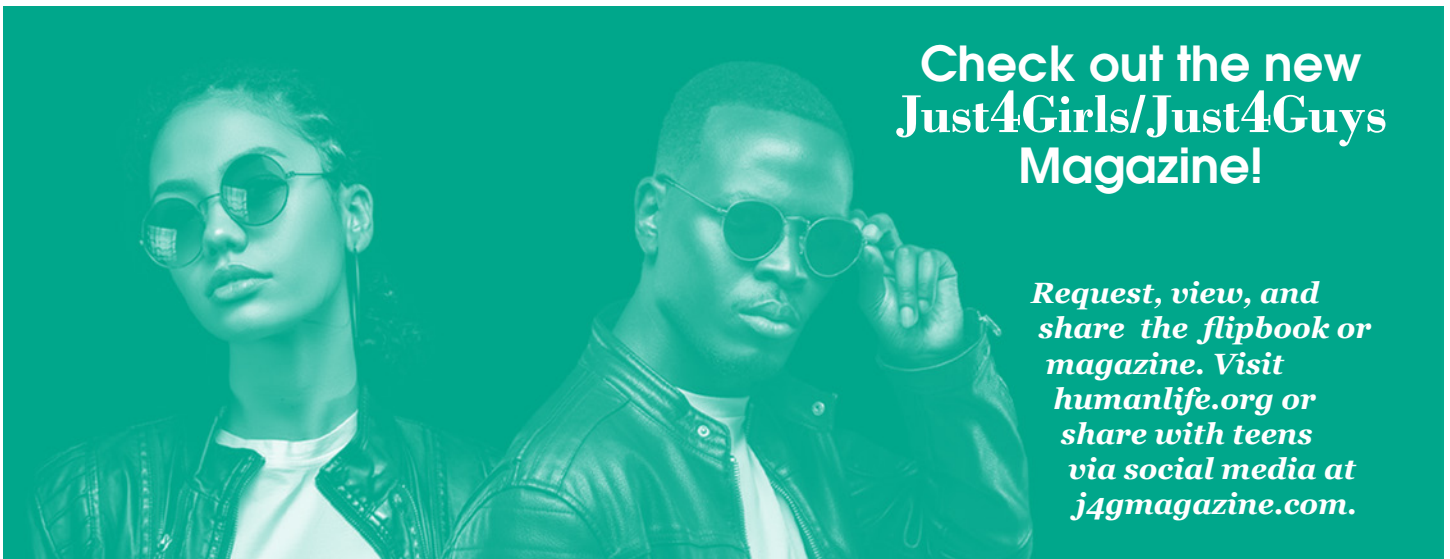
For life,



Melanie A. Freimuth

HLA Board President

P.S. As HLA moves forward, we rely on a vast network of volunteers across the nation to share important pro-life messages. We also rely on you to share feedback from the people you reach. Please email feedback@humanlife.org with any stories, videos, images, or posts to contribute to future editions. We really want to hear from you!



**Check out the new
Just4Girls/Just4Guys
Magazine!**

Request, view, and share the flipbook or magazine. Visit humanlife.org or share with teens via social media at j4gmagazine.com.

About HLA

Human Life Alliance (HLA) is dedicated to creating a culture in which all human life—from the process of fertilization to natural death—is respected and cherished.

HLA's pro-life materials have reached 232.5 million readers in more than 88 different countries. They include high school and college students, church members, young women on the streets, medically vulnerable individuals,

and those who care for them.

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