

Spotlight: Fake Clinic "Clarity Pregnancy Options"

Part of Niagara Reproductive Justice's
"Actually Accurate Information"
Zine Series



Updated Jan 2023

WHAT IS CLARITY PREGNANCY OPTIONS?



Clarity Pregnancy Options is an anti-abortion fake clinic. They are located at 48 Burgar Street in Welland, 226 Merritt Street in St. Catharines in the Youth Unlimited building, and 4113 Drummond Rd. in Niagara Falls.

Clarity Pregnancy Options, previously known as Elisha House, is what's called a **Crisis Pregnancy Centre** (CPC). There are 7 CPCs in Niagara, and hundreds throughout Canada.

CPCs present themselves as unbiased, medically-trained pregnancy option centres, when in fact they are religiously funded, anti-abortion agencies that knowingly spread false misinformation about abortion, pregnancy, and fetuses, in order to prevent people from accessing the necessary healthcare they want and need. Below is a screenshot from the 'About' section on Clarity's website:



CLARITY PREGNANCY OPTIONS INTENTIONALLY SPREADS MISINFORMATION ABOUT ABORTION.

Clarity Pregnancy Options of St. Catharines and Welland has told clients that abortion causes breast cancer, “post-abortion stress syndrome,” and other false information that has been widely disproven through scientific studies⁽¹⁾. Abortion is safe and effective.

Clarity Pregnancy Options also promotes the fake “abortion reversal pill” that can supposedly prevent a medical abortion from taking effect, but in fact is not a medical intervention currently supported by medical and scientific data or practices⁽²⁾.

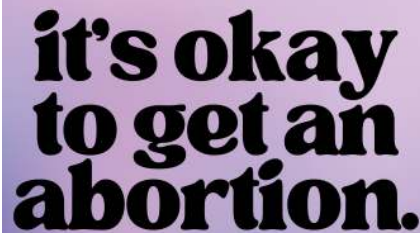
(1) www.arcc-cdac.ca/on-the-issues/#countering-anti-choice-misinformation-and-harassment

(2) The American College of Obstetricians and Gynecologists: “Facts Are Important: Medication Abortion ‘Reversal’ Is Not Supported by Science”

If a client visits Clarity Pregnancy Options, they will be subjected to **inaccurate information** about fetal development intentionally designed to make somebody feel guilt or shame for considering abortion, whether or not the client asks for this information.

Clarity Pregnancy Options conveniently leaves out the many positive effects of abortion on mental health, instead telling clients that they are likely to fall into depression because of it.

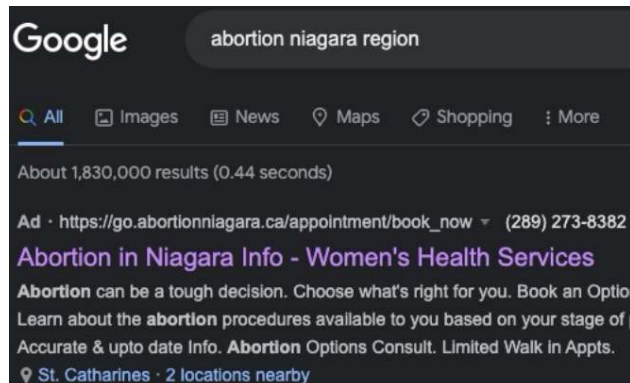
Although there is no right or wrong way to feel after having an abortion, relief is a much more commonly reported response to having an abortion than depression⁽³⁾.



it's okay
to get an
abortion.

(3) Decision Rightness and Emotional Responses to Abortion in the United States: A Longitudinal Study (Rocca et al., 2015).

Clarity Pregnancy Options does not help people access abortion, rather they *intentionally target people seeking an abortion* through misleading online advertisements. If you search anything related to abortion in Niagara, often the first thing you'll see is an ad like this one:



This ad misleads people into thinking they can book an appointment to have an abortion by clicking on the link, when it actually directs to Clarity Pregnancy Options. **This can delay access to healthcare, sometimes resulting in missing the window for medication abortion** (generally prior to 10 weeks gestation).

For more information on anti-abortion organizations in Niagara to watch out for, visit
niagarareproductivejustice.com
/monitoring-anti-choicers

Being lied to and manipulated by people posing as healthcare professionals can turn the common and safe experience of accessing abortion into a traumatic experience.



Clarity Pregnancy Options also lists themselves as an OBGYN clinic on some platforms, such as Bing, in order to fool people into thinking they are a safe, medical facility. In reality, *Clarity is a religious institution with staff that are not medically trained and cannot offer OBGYN services.*

In September 2022, Clarity put up a job posting for a Pregnancy Options Coordinator - the qualifications in the job ad demonstrate the dangerously biased and misinformed perspective they envision their staff to have.

Among other major red flags, they require that the applicant has a “*personal commitment to Jesus Christ as your Lord and Saviour*” and a “*commitment to the Biblical view of sexuality, gender, and marriage.*”

Qualifications:

- Post-secondary education in social work, counselling, or related disciplines an asset
- Knowledge about life-related issues related to pregnancy, abortion, etc.
- Passion for life-related issues and pregnancy options work
- Ability to be a strong team player
- Knowledge of Scripture and ability to apply its truth and principles
- A personal commitment to Jesus Christ as your Lord and Saviour with faithful attendance at a local church
- In agreement with all core documents referred to in our Position Agreement
- Dependable and able to follow through with commitments
- Ability to take initiative and work independently on projects
- Great listening and communication skills
- Good sense of boundaries both professionally and personally
- Passion for redemption and healing for those who have experienced abortion
- A commitment to the Biblical view of sexuality, gender and marriage
- Ability to lead and manage staff

Client Responsibilities:

- Provide pregnancy tests, options education and ongoing support to clients

Clarity Pregnancy Options pretends to be a community-based organization, when in fact they are a chapter of a national anti-abortion organization that *strategically places fake clinics like Clarity in communities in order to spread the anti-abortion movement to new places.*

Clarity Pregnancy Options is affiliated with Pregnancy Care Canada and Heartbeat International, two national anti-abortion organizations that were founded with the **goal of preventing people from getting an abortion.**

Their goal is to bring the anti-abortion movement to communities where it otherwise does not exist.



THERE ARE 7 CRISIS PREGNANCY CENTRES IN THE NIAGARA REGION.

They pretend to be rooted in the community here, but they are not created by or for people living in Niagara. They do not provide care or support for people in Niagara. Their only goal is to prevent people from accessing healthcare that does not align with their strict religious ideals.



Fort Erie
Port Colbourne
Grimsby
St. Catharines (2 Locations)
Welland
Niagara Falls

CPCs are not regulated by the government and many are registered as charities. Many CPCs receive federal funding through government grants.

AS OF 2016, THERE ARE MORE CPCs IN CANADA THAN THERE ARE CLINICS THAT OFFER ABORTION.

Clarity Pregnancy Options tries to spread their religious doctrines throughout Niagara by offering programming for new and expecting parents that *appears to be a supportive resource*, **but in fact can be quite harmful.**

Niagara has a lack of support for parents, caregivers, and people who are preparing to be parents. Because of this, the resources and supports that Clarity offers can seem too good to be true, and that's because they are.

Accepting their help means being subjected to their judgement and pressure to conform to their lifestyle, such as practicing heterosexuality, abstinence, monogamy, Christianity, patriarchal gender norms, and more.

Their staff is not trauma-informed and they are not a safe place for new and expecting parents.

For better options, visit
www.niagarareproductivejustice.com/resources.

CLARITY ALSO OFFER POST-ABORTION SUPPORT GROUPS WHICH CAUSE HARM TO PEOPLE WHO HAVE HAD ABORTIONS AND ARE SEEKING SUPPORT

For non-judgmental, unbiased post-abortion emotional support, try the following resources instead:

Exhale

617-749-2948 (text), services available in English, Spanish, Cantonese, Mandarin, and Vietnamese

All Options Talkline

1-888-493-0092 (call), might need to leave a voicemail

SHORE Centre

519-743-9360; info@shorecentre.ca for virtual post-abortion counselling for abortions that took place in the last two years

More resources:

niagarareproductivejustice.com/resources

CLARITY'S PARTNERS

• **Youth Unlimited**

Youth Unlimited is a branch of Youth for Christ Southwest Ontario. In recent years, they have become increasingly anti-abortion, and now have offered up their space and resources to an especially dangerous and manipulative organization within the local anti-choice movement.

• **Perch for Women**

Perch for Women is a Christian organization located in Niagara Falls that houses one of Clarity Pregnancy Option's satellite locations.

• **Insight Biblical Counselling**

Clarity Pregnancy Options has a biblical counselling branch called Insight Biblical Counselling. When Elisha House rebranded last year, they split into two different branches: one to prevent people from getting abortions (Clarity), and one to prevent people from being gay (Insight).

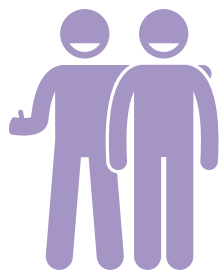
• **Unborn Images, Welland**

Their "5D ultrasounds" are promoted by Clarity Pregnancy Options as a strategy for guilt-tripping clients into remaining pregnant. Unborn Images also is very keen on assigning gender as early as possible and promotes gender stereotypes.

• **Niagara Life Centre**

Niagara Life Centre is a member of the Canadian Council of Christian Charities that intentionally promotes misinformation about abortion. They also run a group called Young & Pregnant in Niagara, which finds its way onto well-intended resource lists across the region. They are Clarity's parent organization.

WHERE CAN I GET RELIABLE INFORMATION ABOUT ABORTION AND SEXUAL HEALTH IN NIAGARA?



Niagara Region Sexual Health Centre

Staffed by nurses who provide STI testing and treatment, birth control at a reduced price, pregnancy testing, the morning after pill, unplanned pregnancy options counselling, and free condoms. No health card needed.

Phone number: 905-688-3817

Monday - Friday 8:30am-4:30pm

Closed for lunch 12pm-1pm



Niagara Falls - 7835 McLeod Rd
St. Catharines - 277 Welland Ave.
Welland - 200 Division St.

WHERE CAN I GET AN ABORTION REFERRAL IN NIAGARA?

1. Choice Connect Abortion Referral

Web app provides referrals to closest abortion provider in your area.

2. Action Canada Access line: 1-888-642-2725

Confidential 24-hour Canada wide toll free number that provides information on reproductive and sexual health and referrals on pregnancy options. May need to leave a voicemail.

3. Niagara Region Sexual Health Centre

No health card needed, see page 13

For more information on how to access abortion in Niagara, go to
niagarareproductivejustice.com
[/niagara-resources.](http://niagara-resources.com)





Report anti-abortion activity in Niagara!

*Receive an anti-abortion flyer in your mailbox?
See protesters on the street corner? Hear an
anti-choice radio ad? Notice an anti-choice
sticker on a street pole?*

Let us know using our anonymous Anti-Choice
Activity in Niagara Reporting Form!
bit.ly/reportantichoicers.

Your report will help us more effectively
respond to and counter anti-abortion activity
in the area.

Interested in learning more about getting involved with our Rapid Response Network?

Send us a DM or email us at
niagarareproductivejustice@gmail.com.

**Scan the QR Code
with your phone
camera to be
taken to the
Reporting Form!**



Report Anti-Choice Activity:
bit.ly/ReportAntiChoicers

Share your Healthcare Experiences in
Niagara:
bit.ly/sharewithNRJ

Need Abortion Support? Email
support@niagarareproductivejustice.com



NRJ is a group of community members in
the Niagara Region of Ontario
advocating for increased visibility of and
access to sexual health resources in
Niagara.

Stay in touch!



Niagara Reproductive Justice



@niagarareproductivejustice



niagarareproductivejustice.com



Contact us!

niagarareproductivejustice@gmail.com