

## Executive Summary 2010

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The Center for Bioethics and Culture Network (CBC) seeks \$150,000 toward our Initiative to Prohibit Human Cloning in the United States.

This project remains the primary strategic initiative of the CBC.

The stem cell debate—that is, the question of human embryonic stem cell (hESC) research and its ethical permissibility—is arguably the most important pro-life issue of our time. And yet, many pro-life organizations have removed the stem cell debate from focus, spending the majority of their energies on abortion, abortion funding and healthcare reform that provides for abortion funding. While abortion is an abhorrent practice that takes innocent human life and must be fought, our pro-life moral imagination and sensibilities must be expanded to the myriad reproductive technologies which allow human life to be made for the sole purpose of experimenting on it—necessarily taking early human life.

Researchers in the biomedical sciences pursuing hESC therapy still aggressively pursue funding through tax-payer dollars, even if the prevalence of this research is downplayed by pro-life organizations. In 2009, 70 percent of the California Institute of Regenerative Medicine's (CIRM) funding decisions involved hESC research rather than the ethical therapy alternative using adult stem cells.

CBC's strength is in our ability to address the stem cell debate and focus on:

1. Ethical research that is advancing and providing treatment for the sick through adult stem cell research,
2. The reality that this research cannot advance without human eggs—and targeting young women to donate their eggs will increase the number of women harmed by such practices, and
3. The reproductive industry, largely unregulated and uncontrolled, which has propagated attitudes that treat early nascent human life as something to be artificially created, designed, used and manipulated as if it was a raw resource to be used.

Our strategic initiative is rooted in medical and scientific realities and truths; crosses ideological, political and religious lines; and continues to gain traction in the media and among policy makers and key members of the public who influence the broader culture. This strategy has done much for bringing people together across political and religious divides.

Our strategy is working.

### Ethical Research

On May 2, 2009, CBC hosted “Banking on Life: Cord Blood Stem Cells and the Future of Regenerative Medicine,” marketed as Stem Cell Research Goes Green. Parents of over 90% of babies born in the U.S. do not bank their cord blood stem cells meaning every day, a precious and scarce resource is not recycled but thrown away. Banking on Life brought cutting-edge leaders from around the world, in the field of cord blood stem cell research, to promote, inform

and educate attendees on ethical advances and successes that are *now* being used on patients with cord blood stem cells. Congresswoman Jackie Speiers opened our conference by announcing her new bill, which would require that pregnant mothers be informed of their options to publicly or privately bank their baby's cord blood. CBC worked directly with our corporate sponsor, Cord Blood Registry, Inc., to advance ethical stem cell research. Cord Blood Registry, Inc. supports human embryonic stem cell research, and although they knew we opposed it, they worked alongside the CBC because we built on common ground and common purposes. This entire conference was recorded and is available to all via [www.cbc-network.org](http://www.cbc-network.org).

2010 brings continued opportunities to advance ethical research through the showing of our documentary, *Lines That Divide: The Great Stem Cell Debate* (discussed below); the myriad speaking opportunities afforded to the CBC; our online presence using email, websites, Facebook and Twitter; and continued media opportunities as well as our writings in other journals and publications.

## Passing Legislation and Advocating for Women and Life

In June of 2009, a group in New York State filed a lawsuit, countering new legislation in New York State that would reimburse egg donors at a potentially coercive amount of \$60,000. The CBC was sought and provided expert witness in the lawsuit.

The cloning scientists in the state of California are now moving toward a payment structure similar to that of New York whereby they can advertise and recruit young women egg donors for their research. CBC has their finger on California's pulse and, in addition to California egg donation action, CBC is also involved with the authoring of legislation in three other states to make this practice illegal, provide oversight and much needed regulation of assisted reproductive services, and prohibit human-animal hybrid creation. Because of the shortage of human eggs, directly resulting from the efforts of the CBC to call attention to the health risks of young women egg donors, researchers have been forced to use animal eggs with human DNA.

Policy makers and the media, and certainly young women, still need to be educated that egg donation is harmful to young women, causing damage to their future fertility, putting them at risk for cancers and stroke, and in some cases, costing them their lives. They need to be informed about the differences between adult and embryonic stem cells and where the science is actually providing therapeutic benefit to the sick. Shutting down the egg donation business is a critical step to stopping unethical research on human embryos, to halting the advance of human cloning experiments, and to directly impacting the practices of the fertility industry, which is, ironically, by-and-large anti-life.

In 2009, CBC also provided expertise in the "Rights of Conscience for Healthcare Providers" debates, assisting many who were more directly involved in healthcare reform in the U.S. We spoke and educated students preparing for careers as healthcare professionals, speaking to over 100 nursing seniors and nursing faculty, informing them of the importance of rights of conscience and how these rights are foundational to the healthcare profession.

2010 finds CBC already involved in writing legislation and supporting legislative bills in three states. We see the opportunities before us as ground-breaking and advancing our strategic

initiative. 2010 has our calendar booked with speaking engagements to groups and organizations across the country on the issue of egg donation and “trading on the female body.”

## Stem Cell Documentary

In 2009, the CBC completed production of a feature length documentary film, *Lines That Divide: The Great Stem Cell Debate (LTD)*, as a means of educating and informing on the ethics, the science, and the risk to women’s health. This film has been shown nationally, on over 100 cable outlets, at the National Press Club in Washington, D.C., in theaters, in several church venues, and on college campuses (from UC Berkeley to Biola University to Boston College). *LTD* has been accepted into the 2010 California Independent Film Festival and will be shown during the festival which takes place April 22-25. Tens of thousands of people attend this festival, providing us with another unique opportunity to engage others with our message. Conservative estimates are that 4 million people have seen *LTD* based on the cable outlet reach of 40 million viewers.

To quote an endorsement by Charles Colson: “*Lines That Divide* is a much needed tool for equipping concerned citizens with a comprehensive view of the science and ethics shaping the stem-cell debate today. The film spotlights the breakthroughs being made by adult stem cell therapy—breakthroughs which are not receiving equal funding or equal media coverage. All of us who believe in supporting life should see this film and recommend it to others.”

Moving into 2010, we are in conversations with KALO-TV, Hawaii, and the Hawaii Right-to-Life organization to air *LTD* on cable channels throughout Hawaii. Stanford Students for Life are organizing a film showing with a discussion panel, and several distributors across the United States and in Canada are selling the film through their outlets.

Plans are underway in 2010 to begin filming a second educational documentary which will focus on egg donation—*Eggsploitation: Trading on the Female Body*. This film will drive the message home fast and hard: “Hands off our ovaries!” Filming begins in February 2010 with our first interview, that of a Chinese medical student in Southern California who answered an ad to sell her eggs because she needed the money for school. She has suffered much damage to her health, and now that she’s married, she is having infertility issues of her own.

## Unregulated Infertility Industry

The CBC has written and consulted on model legislation which addresses unregulated assisted reproductive technology, egg donation, embryo research and human-animal hybrids. In addition, the CBC continues to reach members of U.S. Congress through congressional briefings, meetings and seminars on Capitol Hill, as well as state legislators in their offices and at local meetings. CBC has advanced its relationships with legislative offices, presented its information in multiple forms through media outlets, and established relationships with social networking stakeholders. Hosting our premiere of *LTD* in Washington, D.C., at the National Press Club further developed our relationships on Capitol Hill, as well as deepened our credentials as experts in this field. CBC is now the go-to organization on all things related to the fertility industry. We receive referrals almost weekly from other organizations (e.g., crisis

pregnancy centers who now find themselves serving women pregnant through surrogacy, legal groups who are considering taking medical malpractice cases for women egg donors, organizations suing their states), all of which seek our expertise.

Zondervan/HarperCollins currently has CBC's first book, *Eggsploitation: The Scandal of the Infertility Industry*, under consideration for possible publication. Books, films, legislation, media and writings keep us organizing a cohesive and coherent message of ethical research, safety for women, and proper oversight of science and technology that serves the common good and secures a human future.

CBC has strong collaborative ties with other groups and organizations from diverse political and religious backgrounds, and we will continue to cultivate our efforts with these various groups. Concerned Women for America tells us they use our material often for their background information and, up until recently, they said they didn't realize CBC was a pro-life group because of the many different types of people we work with—all to advance truly ethical and life-affirming work. The Center for Bioethics and Human Dignity has told us they try to imitate how we brand, market, and package our resources and events because our materials are so good and of such high quality. We are often complimented on our ability to create common ground and work with people of diverse perspectives on issues we share concerns with, and because of the great quality of our work. We deliver high quality content on time!

## Target Groups

Our target groups are key influencers in public policy and the legislative community, as well as major media outlets. Fortunately, in these areas we have strong and established relationships to build upon. And because our brand and reputation are so strong in this area—we are the recognized experts—we are the go-to organization for this unique strategic plan. Because of the nature of this project, secondary target groups will be members of the pro-life community and diverse religious communities, as well as people on the political and social left who share our concern for women's health and treating human life as a raw resource material.

CBC is uniquely positioned to fill this niche, and we are really the only experts meeting this need. We work collaboratively with other groups (Every Woman First, HandsOffOurOvaries, Life Legal Defense Foundation, Alliance Defense Foundation, Catholic Diocese Respect Life Groups, Cord Blood Registry, Inc., Comment on Reproductive Ethics in the U.K., American Association of Pro-Life Obstetricians and Gynecologists (AAPLOG), etc.), but our strength is in supplying the expert knowledge on the risks and dangers of egg-harvesting practices.

## CBC's Effectiveness in Reaching Target Groups

CBC has a stellar track record of being strategic, creative, imaginative and resourceful in our planning and vision, but also effective in getting things done. People consistently remark on our ability to accomplish so much with a small amount of resources. We have been effective in leveraging our manpower and our financial resources. We have maximized the use of technology which allows us to do much more for so many.

Our track record is proven and demonstrated in our ability to bring people together from diverse political and religious backgrounds. One bill we are working on has been introduced by a Democratic legislator. We are working with people from environmental groups who are concerned about the hormones women take, which are unhealthy for them and bad for the environment. Much has been written about hormones in our food and our bodies which make their way into rivers and water sources, harming fish and other life, and ultimately harming us as we consume this water. We regularly speak of “Greening the Female Body,” which resonates with environmental groups and the ecology-minded. CBC has effectively managed and organized many large-scale conferences and lectures as well as provided written expert commentary and testimony to groups, as demonstrated by several key events since our inception. Our “Trading on the Female Body” Congressional briefings have been given as seminars across the country. Seminars on eugenics and designer babies or the realities of how the in vitro fertilization (IVF) industry fuels the stem cell debates are mainstay events we are asked to give with increasing frequency across the country. Just recently, CBC presented at the 2010 annual AAPLOG conference in Washington, D.C., to educate physicians on reproductive technologies, egg donation and the associated health risks. In 2009, AAPLOG tapped the expertise of the CBC to develop an exhaustive multimedia presentation on the issue of “Rights of Conscience of Health Care Providers.” During the intense public debates over healthcare reform the past year, CBC provided much needed guidance and voice to areas where healthcare would be denied or Hippocratic rights of conscience would be undermined.

Our record as the media go-to organization remains. In 2009, CBC was invited to be a guest journalist reporting for *Oh My News International*. In 2009, we had over 50,000 reads of our published stories with an ever-expanding international audience available to us moving into 2010. PBS aired a TV show in December 2009 on the IVF industry in California. The executive producer contacted CBC to advise on the program and connect them with women who had been harmed and who would be willing to be interviewed for the program. We were able to secure two of our contacts for this program, giving voice and perspective to the program, which, for the most part, was an enthusiastic endorsement of egg donation practices in California. Through our website, our blog, our Facebook and Twitter pages, our YouTube and Vimeo video channels and other organizations that reprint our materials, we reach hundreds of thousands of people around the world. Through the videotaping of our Congressional briefings, online film clips of LTD and seminars, over 30,000 people have been reached by online downloads, a 50 percent increase from last year. Through our diverse message outlets (e.g., Google Campus presentation in Mountain View, CA, to an audience of thousands, at conferences and graduate schools), we continue to reach a very wide audience.

### **Our Plan to Address the Needs of Our Target Group**

The funding we seek will go directly to educational support to permit us to provide expanded cutting-edge resources to key influencers. As science advances each day, it is critical that we provide up-to-the-minute educational updates.

Maximizing the internet and using our already-developed social networks will allow us to continue to educate others. Congressional briefings, media interviews and live events which can be taped and put on the internet will advance our message as well. Invitations and avenues for

airing *LTD* will continue into 2010 with a lot of publicity around the film festival showing. We continue to sell and distribute DVDs, getting this important resource into the hands of policy makers and culture shapers. The production of our new documentary film, *Eggsploitation: Trading on the Female Body*, will quickly have a distribution outlet in place as we will target those already on the mailing list of *LTD*. The target date for completion of this project is third quarter 2010.

Our strategy focuses remain on three targeted areas:

1. Cut off the supply of human eggs for research which will protect young women from harm and potentially saves their lives.
2. Promote ethical advances in research (e.g. adult and cord blood stem cells) to work against unnecessary life-destroying embryonic research.
3. Protect and promote human dignity and reject that human life be used as a commodity or raw material for research, which builds a cultural foundation for life and necessarily requires our commitment to critique the infertility industry.

We will continue to advance our model legislation with the new incoming members of Congress.

## Impact on Ongoing CBC Operations

Since prohibiting human cloning in the U.S. has been identified as part of the CBC's critical path for 2010, personnel and structural changes have already been planned and budgeted for in 2010. We have committed staffing hours to provide the necessary resources to focus on this initiative.

## Rating Projected Outcomes Set for 2009

- *Goal: Successfully secure political support for our federal bill to establish a federal registry to track women egg donors in the new administration.*  
Outcome: We have several members of congress who support the bill, but have not been moved to introduce this legislation because of unforeseen issues on Capitol Hill that have been more pressing (e.g., the economy and healthcare debate).
- *Goal: Advance this legislation in at least one state at the state level.*  
Outcome: We have made inroads into three states in 2009 that will introduce bills in 2010.
- *Goal: Double the amount of media exposure and number of speaking engagements in 2009.*  
Outcome: Increase was more than 50%, mainly due to showings of *LTD* across the country.
- *Goal: Target an audience of 500 at our seminars and events as measured by attendance registration.*  
Outcome: Well-exceeded at Banking on Life Conference, annual Paul Ramsey Award Dinner, multiple film showings across the country, and speaking at conferences.
- *Goal: Reach two million with our documentary film.*  
Outcome: Conservative estimates by TV stations assure this target was met and approximately doubled.

- *Goal: Host Banking on Life Conference in San Francisco on May 2, 2009.*  
*Outcome: Target met and all conference evaluations were high-praise for one of the best, most informative conferences. Attendees felt it was very much worth their time and participation in.*

## Projected Outcomes for 2010

- Gain more support on federal bill to establish a registry to track women egg donors.
- Provide expertise to three states currently moving bills through committees.
- 10 percent growth in speaking engagements expected; a lower rate due to slow economic recovery.
- Secure contract with HALO-TV Hawaii to air *LTD* and reach more viewers through TV, university, film festival and theater showings.
- Grow emailing contact list by 25 percent.
- Complete production of documentary *Eggsploitation: Trading on the Female Body*.

## Funding Plan of the Project Long-Term

As a critical path activity, the funding of the CBC's initiative to prohibit human cloning will continue to come from our board-approved operational budget. Long-term, we will continue to seek collaborative grants with other partner organizations, seek corporate support, solicit individual donor support, and explore federal grants as well as other foundational means of support.

2010 marks the celebration of the 10th anniversary of the CBC. We are humbled and grateful for the many opportunities afforded us these first 10 years to make a life-affirming impact in the biotech arena. We are fully committed and prepared to build upon our successes into the next decade which, to be sure, will be full of challenges for those who support a fully human future.