

Underground ads promote abortion care

Users of the London underground will be faced with cross-track posters (16-sheet) promoting the choice of abortion to women with unwanted pregnancies. The posters, which are part of an advertising campaign run by the British Pregnancy Advisory Service, state boldly: 'Abortion: last year 55 000 women turned to BPAS.' The posters also advertise the charity's Actionline number so that women can call for information or appointments.

Ann Furedi, BPAS Director of Communications said: "The posters break a long tradition where the 'A' word has

been avoided for fear of offending those who disapprove of abortion. We believe it is time to break the taboo and challenge the notion that abortion is a problem. Abortion is simply a fact of life. Forty percent of women have had one at some time. It's a necessary back-up to contraception if women are to choose whether, or when, to have children. Women should not have to feel ashamed or apologetic about needing abortion care, and we make no apologies for providing it. Abortion can be a legal, moral and responsible solution to an unwanted pregnancy."

The BPAS website at www.bpas.org has background information about BPAS and abortion in general.