



AAPLOG Action

Defeating Amendment 4 by Leveraging Doctors' Expertise

Objective

To address the dangerous implications of Amendment 4 on Florida's healthcare, we leveraged AAPLOG (American Association of Pro-Life Obstetricians and Gynecologists) Action's authority as physicians to communicate the health risks the amendment posed. Our messaging focused on doctors' concerns, emphasizing critical safety issues and the potential harm Amendment 4 could bring to healthcare standards.

Winning Strategy

Physician-Led Messaging

We created videos featuring individual doctors sharing their concerns about Amendment 4. These videos directed viewers to a landing page with in-depth information on the amendment's implications. Messaging focused on key safety issues, such as:

- **Health Standards Decline:** *Clinics could skip necessary sterilization and safety protocols, increasing the risk of infections for women.*
- **History Repeats Itself:** *Similar laws in Michigan allowed clinics to go uninspected for years, resulting in unsafe conditions for patients. Florida could face the same risks if Amendment 4 passed.*
- **Higher Chance of Complications:** *Women deserve to be treated by experienced medical professionals, but this amendment lowered the bar, exposing them to unqualified care.*

Targeted Video Placement

These videos were strategically placed on CTV/ACR platforms, maximizing reach and engagement among voters likely to be impacted by the message.

While the other side routinely touted "trust the science," we made sure Floridians understood that even doctors were voicing concerns about the safety risks posed by the amendment. This multimedia approach effectively boosted impressions and engagement, allowing us to reach a large audience and ensure that AAPLOG Action's message remained top-of-mind as Floridians headed to the polls.

SCAN TO SEE VIDEOS



Results that Delivered Victory

AMENDMENT
DEFEATED **4**

380K
VIDEO VIEWS

24K
FLORIDIAN VOTERS REACHED

384,047
TOTAL IMPRESSIONS

"Cogency's strategy amplified AAPLOG Action's expert voices, reaching a far larger voter audience than we anticipated. By spotlighting critical healthcare concerns, our digital approach was instrumental in protecting Florida's healthcare standards and securing the defeat of Amendment 4."

Rebecca Weaver, Director of Advocacy and Policy, AAPLOG Action

Takeaway

AAPLOG Action's physician-led, safety-focused advocacy proved essential in the defeat of Amendment 4, illustrating the power of authority-driven messaging in mobilizing voters to protect healthcare integrity. By responding to the opposition's common tactic, we were able to counter their move with a compelling response that made a tremendous impact.