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Coming up at 2 pm, it's a rare meeting of the Advertising Review Panel. Stay tuned...




GARTL bus ad 5

**Abortion Bus Ads Going Back to City Committee for Hearing**

Just when you thought you were out, they pull you back in... Just over two years after the Ontario Superior Court of Justice said that the City of Guelph didn't offer a good enough justif...

[https://guelphpolitico.ca/2024/04/04/abortion-bus-ads-going-back-to-city-committee-for...](https://guelphpolitico.ca/2024/04/04/abortion-bus-ads-going-back-to-city-committee-for-...)

Why yes, you can watch this meeting on the council live-stream now that you've asked!



**Live stream**

The City of Guelph's live stream.

<https://guelph.ca/news/live/>

DCAO Trevor Lee, who's the chair of this committee, has called the meeting to order.

At issue, the City of Guelph has refused to post these ads on Guelph Transit buses. Guelph and Area Right to Life says that their Charter Rights are being violated, but the City says that the ads are providing incorrect medical information.

GARTL bus ad 3



GARTL bus ad 5



Jakki Jeffs, President of Guelph and Area Right to Life Association, says that the website in the ad has answered the accusations that they're promoting incorrect or false medical information. She also notes that progesterone has had positive uses for other medical issues.

Jeffs says that they have professionals that have given them a lot of medical information about the abortion bill reversal, and mentions studies about natural progesterone, which is a hormone generated by women in first 10 weeks of pregnancy.

Jeffs says all this does is use progesterone in "A different way," so she's confused why anyone would think its a "dangerous protocol" recommended by "quack doctors". She says it's a natural progression from what doctors have done so far.

Jeffs says 150 women a month get in touch with Heartbeat International, an antiabortion group, about how to reverse their abortion. Heartbeat has been tied to the spread of dangerous misinformation about abortion and run several crisis pregnancy centres.  
<https://www.opendemocracy.net/en/5050/trump-linked-religious-extremists-global-disinformation-pregnant-women/>

Jeffs seems to be going back and forth on the issue saying that there's been positive coverage about the effects of progesterone even though its "not for all women". She may be talking about the proper medical use including the prevention of miscarriages.

Jeffs says that this is about giving women access to information about abortion, and that women are at 4-times higher rate of complications, which seems to be a misreading of the statistics.

Next up is Allison Thornton, Associate Solicitor for the City of Guelph. The amended agenda has a complete report: <https://pub-guelph.escribemeetings.com/filestream.ashx?DocumentId=46645>

Thornton says this has nothing to do with anyone's personal POV on abortion. At issue here is the City's duty to the public about accuracy and fairness about drugs and treatments. There are criminal penalties for advertising any drug "that creates an erroneous impression".

Thornton: On ad #3 it makes claims that an abortion reversal is safe. The City is not taking the position that progesterone is safe, but they take issue with the assertion that progesterone can be used to undo a medical abortion, which medical officials warn against.

Thornton says she's a lawyer and does not do her own research on medicine or drugs, but she did cite a review scan on these issues. Mentions a study that was cancelled due to safety issues:



Thornton says that these ads carry medical information that the people buying the ads are not qualified to offer. "Members of the panel, we're not rats", she says.

She says Freedom of Expression is highly valued, but the provision of misinformation to vulnerable persons cannot stand. The City has a duty to not public misinformation, and it's a violation of the Food and Drugs Act.

Thornton notes that in Jeffs' own materials is an acknowledgement that medical and surgical abortions are safe, and the opposite is inferred in ad #5. She adds that if the ad recommended to ask your doctor about options, there would be less of an issue.

No questions from the panel, so we go to Jeffs rebuttal.

Jeffs asks why if Health Canada doesn't object to the protocol, then why does the City? (seems rhetorical) On that study, Jeffs says it was inferred that four out of five were able to reverse there abortion, \*but\* three women were taken to the hospital for vaginal bleeding.

Jeffs objects to the inference that she's support people being used as lab rats, while also acknowledging that Health Canada has approved progesterone for reversing abortions. She says they feel it's their moral duty to tell women they have options.

Jeffs says that they're "just asking questions", and acknowledges that they're not pharmaceutical researchers. She quotes a doctor who says that progesterone has been used in reproductive medicine for years.

Note: Not for the purposes of reversing abortion.

Jeffs says that she feels like this is like SLAAP legislation, and that the City is using its regulations to stop information from getting out there. They do not consider the decision today binding and are prepared to go further though she doesn't want that taken as threat.

Jeffs says that she's a Christian and would never imagine putting anyone in danger intentionally.

Lee announces that the panel will now go in-camera to reach a decision.



The panel is emerging from closed. Stand by.

Lee calls the meeting back to order. He says they've reached a decision, and it will be made available to the complainant and the respondent in 21 days or less. It will also be available on the City of Guelph website.

That's a wrap for this panel.



@threadreaderapp unroll please!

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