

1 [Administrative Code - False Advertising by Limited Services Pregnancy Centers]

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3 **Ordinance amending the San Francisco Administrative Code by adding Chapter 93,**  
4 **Sections 93.1 through 93.5, to prohibit limited services pregnancy centers from making**  
5 **false or misleading statements to the public about pregnancy-related services the**  
6 **centers offer or perform.**

7 NOTE: Additions are *single-underline italics Times New Roman*;  
8 deletions are ~~*strike-through italics Times New Roman*~~.  
9 Board amendment additions are double-underlined;  
Board amendment deletions are ~~strikethrough-normal~~.

10 Be it ordained by the People of the City and County of San Francisco:

11 Section 1. The San Francisco Administrative Code is hereby amended by adding  
12 Chapter 93, Sections 93.1 through 93.5, to read as follows:

13 **SEC. 93.1. TITLE.**

14 *The Chapter shall be known as the Pregnancy Information Disclosure and Protection*  
15 *Ordinance.*

16 **SEC. 93.2. FINDINGS.**

17 *1. San Francisco serves as the medical provider of last resort for indigent individuals who need*  
18 *medical care. These individuals include women facing unexpected pregnancies.*

19 *2. A woman's right to choose whether to terminate a pregnancy is protected by both the federal*  
20 *and state Constitutions, and is protected from interference by third parties and the government.*

21 *3. Many people have deeply held religious and moral beliefs both supporting and opposing*  
22 *abortion, and the City respects the right of individuals to express and promote such beliefs.*

23 *4. When a woman considers termination of a pregnancy, time is a critical factor. Delays in*  
24 *deciding to terminate a pregnancy may mean that a less invasive option is no longer available or that*  
25 *the option to terminate a pregnancy is no longer available.*

1           5. In recent years, clinics that seek to counsel clients against abortion have become common  
2 throughout California. These clinics are often referred to as crisis pregnancy centers ("CPCs").  
3 Although some CPCs are licensed to provide various medical services to pregnant women, most CPCs  
4 are not licensed medical clinics.

5           6. Some CPCs openly acknowledge, in their advertising and their facilities, that they do not  
6 provide abortions or emergency contraception or refer clients to other providers of such services.  
7 Some of these same CPCs also openly acknowledge that they believe abortion is morally wrong. Many  
8 CPCs, however, seek to mislead women contemplating abortion into believing that their facilities offer  
9 abortion services and unbiased counseling.

10           7. CPCs often purchase "pay per click" ads on online search services such as Google for terms  
11 such as "abortion", so that persons searching for abortion services will see a link and advertisement  
12 for the CPC at the top of the results page. In addition, many CPCs advertise on billboards, mass-  
13 transit facilities, and through websites.

14           8. Most clients do not come to CPCs as a result of a referral from a medical professional.  
15 Clients seeking information regarding options to terminate a pregnancy commonly are experiencing  
16 emotional and physical stress and are therefore especially susceptible to false or misleading elements  
17 in advertising by CPCs. These circumstances raise the need for regulation that is more protective of  
18 potential consumers of pregnancy center services.

19           9. Because of the time-sensitive and constitutionally protected nature of the decision to  
20 terminate a pregnancy, false and misleading advertising by clinics that do not offer or refer clients for  
21 abortion or emergency contraception is of special concern to the City. When a woman is misled into  
22 believing that a clinic offers services that it does not in fact offer, she loses time crucial to the decision  
23 whether to terminate a pregnancy. Under these same circumstances a client may also lose the option  
24 to choose a particular procedure, or to terminate the pregnancy at all.  
25

1           10. The City respects the right of limited services pregnancy centers to counsel against  
2 abortions, if the centers are otherwise operating in compliance with this Chapter, and the City does not  
3 intend by this Chapter to regulate, limit or curtail such advocacy.

4           11. However, if women who have chosen to terminate a pregnancy are misled and delayed by  
5 the false advertising of CPCs, the cost of providing more invasive and expensive options may fall upon  
6 City health facilities, which provide the medical services of last resort for the City's indigent  
7 population.

8           12. After carefully balancing the constitutionally protected right of a woman to choose to  
9 terminate her pregnancy, the right of individuals to express their religious and ethical beliefs about  
10 abortion, the harm to women worked by even slight delays that can be caused by false advertising for  
11 pregnancy and/or abortion services, and the cost to the City that can accrue from such delay, the City  
12 has determined that there exists a need to regulate false and misleading advertising by pregnancy  
13 clinics offering limited services.

14 **SEC. 93.3. DEFINITIONS.**

15           For the purposes of this Chapter, the following terms shall have the following meanings:

16           (a) "Abortion" shall mean the termination of a pregnancy for purposes other than producing a  
17 live birth. "Abortion" includes, but is not limited to, a termination using pharmacological agents.

18           (b) "Client" shall mean an individual who is inquiring about or seeking services at a pregnancy  
19 services center.

20           (c) "Emergency contraception" shall mean one or more prescription drugs (1) used separately  
21 or in combination, to prevent pregnancy, when administered to or self-administered by a patient, within  
22 a medically-recommended amount of time after sexual intercourse, (2) dispensed for that purpose in  
23 accordance with professional standards of practice, and (3) determined by the United States Food and  
24 Drug Administration to be safe for that purpose.

1           (d) "Health information" shall mean any oral or written information in any form or medium  
2 that relates to health insurance and/or the past, present or future physical or mental health or condition  
3 of a client.

4           (e) "Licensed medical provider" shall mean a person licensed or otherwise authorized under  
5 the provisions of federal, state, or local law to provide medical services.

6           (f) "Limited services pregnancy center" shall mean a pregnancy services center, as defined in  
7 subsection (g), that does not directly provide or provide referrals to clients for the following services:  
8 (1) abortions; or (2) emergency contraception.

9           (g) "Pregnancy services center" shall mean a facility, licensed or otherwise, and including  
10 mobile facilities, the primary purpose of which is to provide services to women who are or may be  
11 pregnant, that either (1) offers obstetric ultrasounds, obstetric sonograms or prenatal care to pregnant  
12 women, or (2) has the appearance of a medical facility. A pregnancy service center has the  
13 appearance of a medical facility if two or more of the following factors are present:

14           (A) The facility offers pregnancy testing and/or pregnancy diagnosis;

15           (B) The facility has staff or volunteers who wear medical attire or uniforms;

16           (C) The facility contains one or more examination tables;

17           (D) The facility contains a private or semi-private room or area containing medical  
18 supplies and/or medical instruments;

19           (E) The facility has staff or volunteers who collect health information from clients; or

20           (F) The facility is located on the same premises as a state-licensed medical facility or  
21 provider or shares facility space with a state-licensed medical provider.

22           It shall be prima facie evidence that a facility has the appearance of a medical facility if it has  
23 two or more of the characteristics listed above.

24           (h) "Premises" shall mean land and improvements or appurtenances or any part thereof.  
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1           (i) "Prenatal care" shall mean services consisting of physical examination, pelvic examination  
2 or clinical laboratory services provided to a woman during pregnancy. Clinical laboratory services  
3 refers to the microbiological, serological, chemical, hematological, biophysical, cytological or  
4 pathological examination of materials derived from the human body, for purposes of obtaining  
5 information, for the diagnosis, prevention, or treatment of disease or the assessment of health  
6 condition.

7 **SEC. 93.4. VIOLATION.**

8           (a) It is unlawful for any limited services pregnancy center, with intent directly or indirectly to  
9 perform pregnancy-related services (professional or otherwise), to make or disseminate or cause to be  
10 made or disseminated before the public in the City, or to make or disseminate or cause to be made or  
11 disseminated from the City before the public anywhere, in any newspaper or other publication, or any  
12 advertising device or in any other manner or means whatever, including over the Internet, any  
13 statement, concerning those services, professional or otherwise, or concerning any circumstance or  
14 matter of fact connected with the proposed performance or disposition thereof, which is untrue or  
15 misleading, whether by statement or omission, that the limited services pregnancy center knows or  
16 which by the exercise of reasonable care should know to be untrue or misleading.

17           (b) It is unlawful for any limited services pregnancy center, with intent directly or indirectly to  
18 perform pregnancy-related services (professional or otherwise), to make or disseminate or cause to be  
19 so made or disseminated any such statement identified in subsection (a) as part of a plan or scheme  
20 with the intent not to perform the services expressly or impliedly offered, as advertised.

21 **SEC. 93.5. ENFORCEMENT.**

22           (a) The City Attorney may enforce the provisions of this Chapter through a civil action in any  
23 court of competent jurisdiction. Before filing an action under this Chapter, the City Attorney shall give  
24 written notice of the violation to the limited services pregnancy center. The written notice shall  
25 indicate that the limited services pregnancy center has ten (10) days in which to cure the false,

1 misleading, or deceptive advertising. If the limited services pregnancy center has not responded to the  
2 written notice within ten (10) days, or refuses to cure the false, misleading, or deceptive advertising  
3 within that period, the City Attorney may file a civil action.

4 (b) The City Attorney may apply to any court of competent jurisdiction for injunctive relief  
5 compelling compliance with any provision of this Chapter and correcting the effects of the false,  
6 misleading, or deceptive advertising. Such an injunction may require a limited services pregnancy  
7 center to:

8 (1) Pay for and disseminate appropriate corrective advertising in the same for as the  
9 false, misleading, or deceptive advertising.

10 (2) Post a notice on its premises, in a location clearly noticeable from the waiting area,  
11 examination area, or both, stating:

12 (A) Whether there is a licensed medical doctor, registered nurse, or other  
13 licensed medical practitioner on staff at the center; and

14 (B) Whether abortion, emergency contraception, or referrals for abortion or  
15 emergency contraception are available at the center.

16 (3) Such other narrowly tailored relief as the court deems necessary to remedy the  
17 adverse effects of the false, misleading, or deceptive advertising on women seeking pregnancy-related  
18 services.

19 (c) Upon a finding by a court of competent jurisdiction that a limited services pregnancy center  
20 has violated Section 93.4 of this Chapter, the City shall be entitled to recover civil penalties from each  
21 and every party responsible for the violation of not less than fifty dollars (\$50) and not more than five  
22 hundred dollars (\$500) per violation. In addition, if the City prevails it shall be entitled to reasonable  
23 attorney's fees and costs pursuant to order of the court.

1           (e) Nothing in this Chapter shall be interpreted as restricting or otherwise limiting the  
2 enforcement authority that state law or the Charter or Municipal Code vest in the City, its agencies,  
3 officers or employees or any state agency.

4           (f) Nothing in this Chapter shall be interpreted as creating a right of action for any party other  
5 than the City.

6           (g) Nothing in this Chapter shall be interpreted as restricting, precluding or otherwise limiting  
7 a separate or concurrent criminal prosecution under the Municipal Code or state law. Jeopardy shall  
8 not attach as a result of any court action to enforce the provisions of this Chapter.

9           **Section 2. General Provisions.**

10           **(a) Severability.** If any section, subsection, sentence, clause, or phrase of this  
11 ordinance is for any reason held to be invalid or unconstitutional by a decision of any court of  
12 competent jurisdiction, such decision shall not affect the validity of the remaining portions of  
13 the ordinance. The Board of Supervisors hereby declares that it would have passed this  
14 ordinance and each and every section, subsection, sentence, clause, or phrase not declared  
15 invalid or unconstitutional without regard to whether any portion of this ordinance would be  
16 subsequently declared invalid or unconstitutional.

17           **(b) No Conflict with State or Federal Law.** Nothing in this ordinance shall be  
18 interpreted or applied so as to create any requirement, power, or duty in conflict with any  
19 federal or state law.

20           **(c) Undertaking for the General Welfare.** In adopting and implementing this  
21 ordinance, the City and County of San Francisco is assuming an undertaking only to promote  
22 the general welfare. It is not assuming, nor is it imposing in its officers and employees, an  
23 obligation for breach of which it is liable in money damages to any person who claims that  
24 such breach proximately caused injury.

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Section 3. **Effective Date.** This ordinance shall become effective 30 days from the date of passage.

APPROVED AS TO FORM:  
DENNIS J. HERRERA, City Attorney

By:   
ERIN BERNSTEIN  
Deputy City Attorney





**City and County of San Francisco**  
**Tails**  
**Ordinance**

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

**File Number:** 110899

**Date Passed:** October 25, 2011

Ordinance amending the San Francisco Administrative Code by adding Chapter 93, Sections 93.1 through 93.5, to prohibit limited services pregnancy centers from making false or misleading statements to the public about pregnancy-related services the centers offer or perform.

September 26, 2011 City Operations and Neighborhood Services Committee - REFERRED WITHOUT RECOMMENDATION

October 04, 2011 Board of Supervisors - CONTINUED ON FIRST READING

Ayes: 11 - Avalos, Campos, Chiu, Chu, Cohen, Elsbernd, Farrell, Kim, Mar, Mirkarimi and Wiener

October 18, 2011 Board of Supervisors - PASSED ON FIRST READING

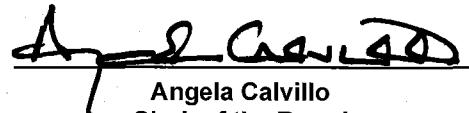
Ayes: 10 - Avalos, Campos, Chiu, Chu, Cohen, Farrell, Kim, Mar, Mirkarimi and Wiener  
Noes: 1 - Elsbernd


October 25, 2011 Board of Supervisors - FINALLY PASSED

Ayes: 10 - Avalos, Campos, Chiu, Chu, Cohen, Farrell, Kim, Mar, Mirkarimi and Wiener  
Noes: 1 - Elsbernd

File No. 110899

I hereby certify that the foregoing  
Ordinance was FINALLY PASSED on  
10/25/2011 by the Board of Supervisors of  
the City and County of San Francisco.

  
Angela Calvillo  
Clerk of the Board

  
Mayor Edwin Lee

11/3/2011  
Date Approved