

■ ‘Choose Life’ License Plates

BACKGROUND: In recent years, a number of states have established specialty “Choose Life” license plates. The plates cost anywhere between \$25 and \$70 on top of standard fees. In some cases, money generated from their sale directly supports the activities of antichoice organizations or crisis pregnancy centers (CPCs), which often provide biased and medically inaccurate counseling to women seeking a pregnancy test or counseling with regard to an unintended pregnancy. In other cases, the funding goes to organizations that provide services related to adoption. Many of the states with “Choose Life” license plates explicitly prohibit organizations that offer a full range of services, including abortion counseling or referral, from receiving the funds. Reproductive health activists have challenged some of these policies, arguing that it is unconstitutional for a state to endorse one political viewpoint over another, and that the funding of agencies affiliated with churches or religious organizations amounts to establishment of religion.

HIGHLIGHTS:

- 28 states allow production of “Choose Life” license plates.
 - 15 of the states donate a portion of the proceeds raised to specific antichoice organizations or CPCs.
 - 18 of the states donate a portion of the proceeds to agencies or organizations that provide adoption assistance, counseling, training or advertising.
 - 1 state uses the funds raised by the plates to pay for roads and road repairs.
 - 10 states specifically prohibit the allocation of funds raised by the sale of “Choose Life” license plates to agencies or organizations that provide abortion services, counseling, referrals or advertising.



Advancing sexual and reproductive health worldwide through research, policy analysis and public education.

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‘CHOOSE LIFE’ LICENSE PLATES

STATE	FUNDS EXPLICITLY GO TO:		FUNDS CANNOT GO TO AGENCIES/ORGANIZATIONS THAT PROVIDE ABORTION COUNSELING OR REFERRAL
	Antichoice Organizations/CPCs	Organizations Providing Adoption/Maternity Services	
Alabama	X	X	
Alaska		X	
Arizona	X		
Arkansas		X	X
Connecticut		X	
Delaware	X		
Florida		X	X
Georgia		X	
Hawaii	X		X
Indiana		X	X
Iowa*			
Kentucky	X†		
Louisiana		X	X
Maryland	X		X
Massachusetts	X		X
Mississippi		X	
Missouri	X	X	
Montana	X		
New Jersey	X	X	
North Carolina		▼	▼
North Dakota	X		
Ohio		X	X
Oklahoma‡		X	X
Pennsylvania	X	X	
South Carolina	X		
South Dakota		X	
Tennessee	X	X	
Texas		X	X
Utah		X	
Virginia	X		
TOTAL	15	18	10

▼ Enforcement permanently enjoined by a court order; policy not in effect.

* Funds raised by the Iowa plates are used to support roads and road repair in Iowa.

† A voluntary contribution can be made to CPCs in Kentucky when a person applies for or renews their ‘Choose Life’ plate, however, an applicant can obtain a ‘Choose Life’ license plate without making a contribution.

‡ The state also approved a “Respect Life Support Adoption” license plate to provide assistance to families seeking to adopt children.

FOR MORE INFORMATION:

For information on state legislative and policy activity, click on Guttmacher’s [Monthly State Update](#), for state-level policy information see Guttmacher’s [State Policies in Brief](#) series, and for information and data on reproductive health issues, go to Guttmacher’s [State Center](#). To see state-specific reproductive health information go to Guttmacher’s [Data Center](#), and for abortion specific information click on [State Facts About Abortion](#). To keep up with new state relevant data and analysis sign up for the [State News Quarterly Listserv](#).

Rosen JD, [The public health risks of crisis pregnancy centers](#), *Perspectives on Sexual and Reproductive Health*, 2012, 44(3):201-205.

Lin V and Dailard C, [Crisis pregnancy centers seek to increase political clout, secure government subsidy](#), *The Guttmacher Report on Public Policy*, 2002, 5(2):4–6.