

Focus on the Family Launches Pro-Life Campaign

This January, Focus on the Family is marking the observance of **Sanctity of Human Life Month** as well as announcing its yearlong efforts to promote the dignity of human life.

Focus' Be a Voice for Life Campaign seeks to educate people about the inherent value and God-given worth of all human beings from the beginning of life in the womb to natural death—and at every point in between.

The ministry is breaking down its 2012 campaign into four quarters, with the first quarter focusing on preborn babies. The second quarter will be devoted to those with special needs; the third quarter will honor the elderly; and the fourth quarter will address orphans and the need for churches and communities to wrap around adoptive families and provide practical help.

Each three-month period will feature marketing, social and interactive media campaigns to raise awareness across the nation. The ministry also plans to equip its constituents to **"Be a Voice for Life"** by reaching out to others and making a difference in their own communities.

"We live in a time where human life seems to be devalued at every turn, whether by **abortion**, violence, cultural and ethnic clashes, **human trafficking**, slavery or pornography," says Kelly Rosati, vice president of Community Outreach. "We need to communicate—and demonstrate through action—that human beings are created in the sacred image of God. As such, every person deserves justice, dignity and especially the right to life."

January is Sanctity of Human Life Month, and Focus kicks off this quarter with a call to stand in the gap for some of the

most vulnerable in our society—those in the womb. The tagline for this month is, “She already knows her mother’s voice, but she doesn’t have one of her own. Be her voice.”

Along those lines, Focus will announce new statistics later in January for the number of babies saved through its Option Ultrasound outreach. “Ultrasound technology transcends political debates and ideologies and provides a clear window into the reality of life within the womb,” says Rosati.

Since its inception in 2004, Focus has provided 530 grants for ultrasound or sonography training to qualified pregnancy medical clinics, including 21 placements in 2011. (An additional 29 applications are under way.) It also supplied more than \$369,000 worth of benevolent resources to more than 1,100 clinics. Up until now, an estimated more than 100,000 babies have been saved from abortion since the program began.

“As we celebrate Sanctity of Human Life month, we hope to help people understand that this time not only applies to the preborn child, but children already born, and through all stages of life,” says Rosati.