



## FIRST DO NO HARM RALLY MESSAGING GUIDELINES

FOR UNITY AND IN CONFORMANCE WITH THE PLEDGE, please follow the instructions below.

- Please adhere to our “one voice, one message” effort: stop the medicalization of gender-confused children and young adults.
- Please only use the messages listed below for BANNERS and SIGNS. Avoid all language that can possibly cast us as bigots, homophobic, right-wing conservatives, and religious zealots. Any such language weakens our message and defeats our efforts. Mainstream media will continue to ignore us and politicize this medical scandal.

### BANNERS

We will post print-ready files on [ourduty.group/aap-action/](https://ourduty.group/aap-action/) for both 10' x 3' or 8' x 3' banners that you can send to your vendor. The supplied designs will not include the Our Duty logo shown in the examples. If you have a logo, ask your vendor to add it to the bottom right of the banner.

Please chose from the following messages:

1. FIRST DO NO HARM
2. [Add your group's name e.g., Democrats, Republicans, Moms for Liberty, etc.] AGAINST PUBERTY BLOCKERS
3. SURGERY DOES NOT CURE DEPRESSION
4. TRANSITIONING IS NOT SUICIDE PREVENTION
5. PUBERTY IS NOT A DISEASE
6. STOP TELLING GAY BOYS THEY'RE TRANS GIRLS
7. STOP TELLING GAY GIRLS THEY'RE TRANS BOYS
8. NO ONE IS BORN IN THE WRONG BODY
9. CROSS SEX HORMONES ARE NOT FOR KIDS
10. STOP TRANSING GAY KIDS
11. MOTHERS AGAINST MASCETOMIES FOR MINORS

### Estimated Costs:

<b>PSPRINT.com:</b>	10' x 3' Vinyl Banner, \$91	8' x 3' Vinyl Banner, \$73
<b>Esigns.com</b>	10' x 3' Vinyl Banner, \$106	8' x 3' Vinyl Banner, \$85

**CHECK DELIVERY TIMES. ORDER EARLY**

## **SANDWICH BOARDS/POSTERS**

Please choose from any of the messages below – handmade or professionally printed signs are both acceptable. We will post print-ready files on [ourduty.group/aap-action/](https://ourduty.group/aap-action/) for 24" x 36" signs that you can send to your vendor. The supplied designs will not include the Our Duty logo shown in the examples. If you have a logo, ask your vendor to add it to the bottom right of the banner.

1. KIDS DON'T NEED GENDER CLINICS
2. WHY IS THE AAP IGNORING THE CASS REPORT?
3. WHY WON'T THE AAP TALK ABOUT DETRANSITIONERS?
4. NATURAL BODIES ARE PERFECT BODIES
5. DON'T TRANS THE GAY AWAY
6. NO CHILD CAN CONSENT TO STERILIZATION
7. MENTAL HEALTH CARE — NOT HORMONES
8. MENTAL HEALTH CARE — NOT SURGERIES
9. PUBERTY DISTRESS IS NORMAL
10. FIRST DO NO HARM
11. [Add your group's name e.g., Democrats, Republicans, Moms for Liberty, etc.] AGAINST PUBERTY BLOCKERS
12. SURGERY DOES NOT CURE DEPRESSION
13. TRANSITIONING IS NOT SUICIDE PREVENTION
14. PUBERTY IS NOT A DISEASE
15. STOP TELLING GAY BOYS THEY'RE TRANS GIRLS
16. STOP TELLING GAY GIRLS THEY'RE TRANS BOYS
17. NO ONE IS BORN IN THE WRONG BODY
18. CROSS SEX HORMONES ARE NOT FOR KIDS
19. STOP TRANSING GAY KIDS
20. MOTHERS AGAINST MASCETOMIES FOR MINORS

### **Estimated Costs:**

[Vistaprint.com](https://vistaprint.com): 24" x 36" sign, \$42

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## **HANDOUTS**

If your group wants to distribute its own handouts, we respectfully request that you send the proposed handouts to [Stoptransingkids@gmail.com](mailto:Stoptransingkids@gmail.com) by **9/12/22** for vetting. All handouts must comply with the Pledge.