

*There is a biological war being waged over the sanctity of human life, and its latest battlefield is the West Virginia skyline. As part of a new educational campaign, DontSwallowTheLie.com, West Virginians for Life (WVFL) aims to educate the public on the risks of chemical abortions and the availability of Abortion Pill Reversal (APR).*

*While two outdoor advertising companies, Micro Outdoor and Link, have welcomed the campaign, Lamar Outdoor has refused. Their legal team issued a decision to block the messaging because the FDA has approved abortion pills as “safe and effective” (their words) but has not officially approved the APR regimen.*

*Read Summary Below and Full Article Beginning on Page 3.*

### **Summary:**

## **Lamar Outdoor Blocks Pro-Life Messaging from West Virginia Billboards**

By Pastor Doug Joseph  
West Virginians for Life Treasurer and  
National Right to Life board member representing West Virginia

There is a biological war being waged over the sanctity of human life, and its latest battlefield is the West Virginia skyline. As part of a new educational campaign, **DontSwallowTheLie.com**, West Virginians For Life (WVFL) aims to educate the public on the risks of chemical abortions and the availability of Abortion Pill Reversal (APR).

While two outdoor advertising companies, **Micro Outdoor** and **Link**, have welcomed the campaign, **Lamar Outdoor** has refused. Their legal team issued a decision to block the messaging because the FDA has approved abortion pills as “safe and effective” (their words) but has not officially approved the APR regimen.

### **The Science of the "Rescue Mission"**

The opposition to APR is largely political, not medical. The reversal process does not use "novel" or "risky" chemicals. Instead, it uses **bioidentical progesterone**—a man-made version of the hormone that a mother’s body naturally produces to nourish a pregnancy. Bioidentical progesterone has already been approved by the FDA for use for women, for Hormone Replacement Therapy, and has been safely used by doctors for decades for treatment of women having issues during their pregnancy. For years now, another such “off label” use has been to counteract the progesterone-blocker, mifepristone.

The abortion pill, mifepristone, acts as an antagonist that competes for progesterone receptors, thus blocking the natural feeding signal and starving the baby. APR works because whenever there are more molecules of the progesterone than mifepristone, the progesterone will keep the mifepristone from blocking the feeding signal. A [scoping review originally published in the](#)

[Linacre Quarterly](#)<sup>1</sup> reported that two-thirds of women who received progesterone (in a timely manner) after taking mifepristone were able to safely continue their pregnancies.

## **Political Pressure vs. Public Safety**

The FDA's current "safe" designation for mifepristone is the result of decades of political pressure rather than dispassionate science.

- **The Clinton Era:** Pressured the FDA to court the foreign manufacturer to apply for U.S. approval. The FDA did.
- **The Obama Era:** Pressured the FDA to loosen restrictions and remove the requirement to report non-fatal adverse events. The FDA did. Pro-aborts then extolled how "safe" mifepristone is, because "look how few non-fatal adverse events are reported." You can't even make this up.
- **The Biden Era:** Pressured the FDA to remove the in-person doctor visit requirement, allowing these pills to be sent by mail. The FDA did.

This lack of medical oversight is dangerous. Without an exam, a woman cannot rule out an **ectopic pregnancy**, the symptoms of which mimic those of the abortion pill, and can be fatal if left untreated. Furthermore, a [study by the Ethics and Public Policy Center](#)<sup>2</sup> found that **11% of women** experience serious adverse events—a statistic hidden by the removal of federal reporting requirements.

## **The Human Toll**

The "lie" being swallowed is that these pills are as harmless as common over-the-counter medicine (it's often compared to acetaminophen). Post-abortive women report being misled about the pain, the risks, and the reality of their baby's development. Many are horrified to find a clearly recognizable human baby in their toilet after being told they were only expelling a "clump of cells." This creates lasting psychological trauma that can potentially be triggered every time she flushes a toilet.

## **A Call to Action**

Elections have consequences. We are currently seeing those consequences play out as an outdoor advertising corporation cites the FDA to suppress life-saving information.

The West Virginia legislature ought to go on record to formalize official state support for Abortion Pill Reversal. Such a move would not only validate the truth for the citizens of our state but might also give companies like Lamar the "cover" they need to allow this vital message to reach the women who need it most.

---

<sup>1</sup> <https://pmc.ncbi.nlm.nih.gov/articles/PMC10638961/>

<sup>2</sup> <https://eppc.org/publication/fact-sheet-excluded-adverse-events-in-real-world-study-of-mifepristone/>

**Full Article:**  
**Lamar Outdoor Blocks Pro-Life Messaging from West Virginia Billboards**

By Pastor Doug Joseph  
West Virginians for Life Treasurer and  
National Right to Life board member representing West Virginia

I'm not a doctor, and I don't even play a doctor on TV, however I am passionate about issues affecting the sanctity of human life. I study to understand how we got here, and to offer course-correcting nudges of guidance.

There's a real war being waged over the issue of abortion pill reversal (APR). Two associations of obstetricians and gynecologists are diametrically opposed over APR, and over the issue of abortion in general. On the pro-abortion side (and against APR) is the American College of Obstetricians and Gynecologists (ACOG). Analysis by liveaction.org found that ACOG is "not an unbiased organization, yet it is regularly cited as a medical authority by the media." That's from a pro-life author, [Carole Novielli](#), who went on to say, "ACOG has been accurately [defined](#) by the [American Association of Pro-Life Obstetricians and Gynecologists](#) (AAPLOG) as an "[abortion advocacy](#)" organization which is "no longer objective on the abortion issue" and "does not [adequately](#) represent its thousands of members." And thus, you've now met the other association of obstetricians and gynecologists, the pro-life one (and ardently in favor of APR), which obviously has bias as well, yet openly admits theirs in their name. [Read more from Novielli here](#) about the two organizations: <https://www.liveaction.org/news/top-myths-debunked-american-college-obstetricians-gynecologists>

The smallest soldiers in this war are the truly mindless agents. On the left is an unnatural, human-designed, chemical, invading, evil army: a substance known as mifepristone, which works as an antagonist against a pregnant woman's in-house army: a naturally-occurring, God-designed, essential-to-baby hormone known as progesterone. In an expecting mother, by God's design, her body ramps up production of progesterone, which then does lots of things to prepare her body to accept, protect, and nourish the body of the new baby (or babies). In at least part of this, the hormone progesterone binds to receptor sites, conveying a signal to feed/nourish the growing baby.

According to an excellent lecturer I was blessed to hear, Dr. Stephen Sammut, Ph.D, of Franciscan University, addressing the 2025 state convention of West Virginians For Life, progesterone will bind to the receptors (in the pregnant woman) and then disengage, only to later repeat the process. However, the evil, invading army, mifepristone, competes with progesterone for limited cycles of binding with those receptors. The temporarily-bonded mifepristone does not send the feeding signal, and it prevents, for the moment, the natural hormone, progesterone, from binding to occupied receptor sites. *This repeats over time.* It blocks the natural hormone. The overall result is deadly for the new baby. The evil invading army fools the mother's body into starving the baby's body.

The abortion pill regimen has two evil parts. The first mercilessly kills the baby (or babies) by starvation. The second induces painful, early labor, intended to expel the dead baby (or babies) that were killed by the poison in the first pill.

Regarding the federal Food and Drug Administration (FDA), what should the official approach be? We'd hope for such a regulating entity to be dispassionate about weighing facts and seeking truth, while also passionate about the intended goal of saving and improving lives of both women and their babies. Sadly, the lack of the former seems to prevent any decent hope of diligence in the latter. The foreign company that invented the evil mifepristone was not even planning to apply for FDA approval, but a pro-abortion U.S. president, Bill Clinton (Democrat), pressured the FDA to court the overseas company, inviting them to apply. The FDA complied. First bad move. At least they did have some restrictions in place, such as time range limits, required in-person doctor exams, and reporting of complications. But then yet another pro-abortion U.S. president, Barack Obama (also Democrat), pressured the FDA to loosen restrictions, and the time range window was opened, and reporting of adverse events was no longer required. Later, a study by the [Ethics and Public Policy Center \(EPPC\) found that 11% of women \(more than 1 in 10\) have serious adverse events](#), but to uncover it, they had to examine paid-out health insurance claims because the federal reporting requirements had been removed! [Read more here: https://eppc.org/publication/fact-sheet-excluded-adverse-events-in-real-world-study-of-mifepristone/](https://eppc.org/publication/fact-sheet-excluded-adverse-events-in-real-world-study-of-mifepristone/)

As if the worsening under prior pro-abortion U.S. presidents was not already bad enough, yet another pro-abortion U.S. president, Joe Biden (also Democrat), pressured the FDA (under cover of "Covid-19") to remove the in-person doctor exam requirement, and make the abortion pills open to being prescribed by mail. You can't make up this kind of evil in your wildest nightmare. Without being seen by a doctor, the pregnant woman cannot be checked to see if her pregnancy is ectopic, which can be fatal, and worse, the ill effects of ectopic pregnancy and the ill effects of mifepristone are largely the same, meaning a woman could mistake the symptoms of the former as being the symptoms of the latter. Suffering women have had to google just to learn what the abortion pill symptoms are, because they were not informed by the prescriber. Speaking of which....

Post-abortive women have complained that they were misled by their prescribers of the abortion pills, not only *not forewarned* about the coming pain, bleeding, and possible health risks, which are substantial and can even be life threatening, but also *lied to about the baby not being a baby*. They later, in horror, gazed down upon an actual baby, dead in their toilet. They were previously instructed to flush the [insert euphemism here, "expelled uterine contents" or "expelled clump of cells" etc.] — only to be horrified that it's clearly a human baby in an early development stage. Many of them do flush. It's traumatic to say the least.

Side note: We now have both mifepristone and fetal remains being flushed down into our drinking water supply. What could possibly go wrong? Could lack of filtering out the mifepristone be causing increased rates of miscarriage by expectant mothers who didn't want to lose their baby? How can flushing of dead human bodies be good for our drinking water supply? How detrimental to the sanctity of human life is instructing women to literally flush dead human remains down their toilet? What are the lasting psychological detriments to the mother? *She's going to be reminded every time she flushes that toilet*. The trauma triggering has to be substantial.

I must now introduce you to an important ally to aid naturally occurring progesterone: "bioidentical progesterone" — which, as the name implies, is a man-made knock-off that is, for all intents and purposes, *identical* to the naturally occurring hormone made by the mother's body. Bioidentical progesterone has already been approved by the FDA for use for women, for Hormone

Replacement Therapy, and has been safely used by doctors for decades for treatment of women having issues during their pregnancy.

For years now, another such “off label” use has been to counteract the progesterone-blocker, mifepristone.

In late 2021, liveaction.org author [Bettina di Fiore](#) documented that, “The American Association of Pro-Life Obstetricians and Gynecologists ([AAPLOG](#)) has launched a new initiative to increase the number of medical professionals who provide “Abortion Pill Reversal” (APR) treatment, which consists of administering the hormone progesterone to counteract the effects of mifepristone (the abortion pill), a progesterone blocker. To that end, the organization has launched a new [page](#) on its website and produced a new [video](#), both of which answer common questions about APR from a medical provider’s perspective. [Read more here:](#) <https://www.liveaction.org/news/pro-life-obgyns-launch-abortion-pill-reversal>

A [scoping review originally published in the \*Linacre Quarterly\*](#) reported that two-thirds of women who received progesterone (in a timely manner) after taking mifepristone were able to safely continue their pregnancies. The review, authored by [Paul L C DeBeasi](#) and titled [Mifepristone Antagonization with Progesterone to Avert Medication Abortion: A Scoping Review](#) states, “The safety and efficacy of mifepristone antagonization with progesterone to avert medication abortion, also known as abortion pill rescue, is a subject of vigorous debate. Two prominent medical associations have taken positions that either entirely reject or fully support its use. This scoping review aimed to gain insight into the safety and efficacy of its use. Analysis of 16 studies showed that the continuing pregnancy rate after ingesting mifepristone alone is  $\leq 25$  percent for gestational ages  $\leq 49$  days. Analysis of four studies showed that two-thirds of the women who changed their minds and received progesterone after initiating their medication abortion with mifepristone could safely continue their pregnancies. There is no increased maternal or fetal risk from using bioidentical progesterone in early pregnancy. If a woman has already taken mifepristone for her medication abortion and then changes her mind, timely supplementation with progesterone may allow her pregnancy to continue. The conclusion that mifepristone antagonization with progesterone is a safe and effective treatment has implications for medication abortion informed consent.”

DeBeasi then summarized at the conclusion of his abstract: “Two-thirds of the women who changed their minds and received progesterone after initiating their medication abortion with mifepristone could safely continue their pregnancies. If a woman has already taken mifepristone for her medication abortion and then changes her mind, timely supplementation with progesterone may allow her pregnancy to continue. Physicians should disclose this treatment option to their patients at the time of informed consent.”

**Keywords:** Abortion pill reversal, Abortion pill rescue, Chemical abortion, Medication abortion, Mifepristone antagonization, Mifepristone reversal, Mifeprex, RU-486 — [Access the scoping view here:](#) <https://pmc.ncbi.nlm.nih.gov/articles/PMC10638961/>

There have been many calls to pull FDA approval for mifepristone, or to at least review the dangerous policies (with restrictions relaxed or removed) to hopefully renew the restrictions. Under the current administration of U.S. president Donald Trump (Republican), there is talk of a new FDA review of mifepristone, even a pledge to do so, but it has been “slow walked”

(apparently part of a strategy to delay it until after the midterm election cycle). Meanwhile babies keep dying, and women keep suffering harm of all types and degrees.

In this milieu, the [West Virginians For Life Educational Trust Fund](#) launched an educational campaign called [DontSwallowTheLie.com](#) — which seeks to educate through all possible means: billboards, websites, social media, in-person events, etc.

West Virginia is not only a state where babies and women are protected, by law, against the serious dangers of abortion, but also our general population is becoming increasingly aware of the significant risks abortion poses to women. We're working to help more of our state's women realize that not only is chemical abortion (a.k.a. the abortion pill) illegal in our state, but also dangerous for the mother — and also is something that can be safely reversed if the wrongness of the bad choice is realized soon enough.

**Two out of three West Virginia outdoor advertising companies approached have been open to working with WVFL's educational campaign.**

Both **Micro Outdoor** and **Link** are allowing billboards for [DontSwallowTheLie.com](#). However, one outdoor advertising company has refused.

Lamar Outdoor, one of the state's outdoor advertising companies, has issued a decision that it will not permit use of their billboards for the [DontSwallowTheLie.com](#) campaign. We had approached the Lamar account executive for our region, who then consulted with Lamar's legal team, which resulted in this reply to WVFL's educational efforts: **since the FDA has approved the abortion pills as being 'safe and effective'** [their words] **and since the FDA has *not* approved the Abortion Pill Reversal regimen**, they [Lamar] would not help us promote our message.

Questions that arise from this include:

Perhaps they are concerned they *could* be sued. Does that concern seem warranted? Who could claim to be harmed by the message? Why are other outdoor advertising companies not sharing such a concern?

Imagine that a pregnant woman took the abortion pill (either coerced or by decision) and then changed her mind, sought out abortion pill reversal from healthcare providers, and still lost the baby. Her taking the abortion pill killed the baby, not the attempt to reverse it. Now, imagine the baby lived, but the starvation period caused by the abortion pill meant the baby was detrimentally affected, developmentally delayed. The detriment there was still caused by the abortion pill, not the reversal effort. What happens most often (according to testimony from doctors administering progesterone for reversal) is that when it works (the pregnancy is not ended), the baby is fine, and mother and baby have no ill effects. Imagine this is the case. How would the mother claim harm?

I don't want to leap to a wrong conclusion that the owners of the outdoor advertising company are pro-abortion and therefore seeking to enforce their personal views on this matter. What other reasons could there be for declining use of the boards for this important, potentially life-saving messaging?

It cannot be stressed enough that *elections have consequences*. Political elections have resulted in U.S. presidents pressuring the FDA to adopt horrific, unwise approvals of a poison that is not only killing many babies but also maiming women (either physically or psychologically or both). And

now efforts to inform women are being resisted by a (presumably well-meaning) outdoor advertising company because of “the FDA says.”

**The West Virginia legislature ought to go on record to put state support behind abortion pill reversal.** Perhaps doing so would help Lamar executives be more open toward permitting use of their boards for messaging that’s in favor of APR. Nevertheless, despite Lamar’s current decision, overall, not only is the truth getting out in West Virginia, but across the nation. For more on that, see [this article](https://nrlc.org/nrlnewstoday/2025/12/only-41-of-women-of-reproductive-age-now-view-the-abortion-pill-as-safe-2/) pointing out that even the pro-abortion Kaiser Family Foundation admits that their research indicates only 41% of women of reproductive age now view the abortion pill as safe: <https://nrlc.org/nrlnewstoday/2025/12/only-41-of-women-of-reproductive-age-now-view-the-abortion-pill-as-safe-2/>

In abortion pill **reversal** there is no strange, risky, novel chemical in use. “Abortion pill reversal” simply refers to known-safe use of more of a naturally occurring hormone that combines with what’s already present to overcome the blocking by the murderous abortion pill chemical that was causing the baby to be ruthlessly starved to death.