

GENERAL ASSEMBLY OF NORTH CAROLINA  
SESSION 2025

**H.B. 522**  
**Mar 26, 2025**  
**HOUSE PRINCIPAL CLERK**

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**HOUSE BILL DRH40314-MGa-114A**

Short Title: Crisis Pregnancy Center Fraud Prevention Act.

(Public)

Sponsors: Representative von Haefen.

Referred to:

A BILL TO BE ENTITLED

AN ACT PROVIDING FOR GREATER ACCOUNTABILITY OF CRISIS PREGNANCY CENTERS BY DEFINING AS A DECEPTIVE OR UNFAIR PRACTICE THE ACT OF KNOWINGLY ADVERTISING THAT ABORTION OR EMERGENCY CONTRACEPTIVE SERVICES ARE AVAILABLE WHEN THE PERSON OR ENTITY PUBLISHING THE ADVERTISEMENT DOES NOT PROVIDE THOSE SERVICES; AND APPROPRIATING FUNDS TO THE DEPARTMENT OF HEALTH AND HUMAN SERVICES TO EVALUATE AND REPORT ON CRISIS PREGNANCY CENTERS DOING BUSINESS IN THE STATE.

Whereas, in North Carolina, where people have the right to continue a pregnancy or terminate a pregnancy by abortion; and

Whereas, pregnant individuals need honest, timely, and accurate information from qualified medical professionals to make informed decisions about their health, well-being, and reproductive healthcare options; and

Whereas, according to the American Medical Association's Journal of Ethics, anti-abortion centers, also known as "crisis pregnancy centers," aim "to prevent abortions by persuading people that adoption or parenting is a better option"; and

Whereas, anti-abortion centers are the ground-level presence of a well-coordinated anti-abortion movement; and

Whereas, anti-abortion centers, with taxpayer dollars diverted to them, greatly outnumber abortion clinics and comprehensive reproductive healthcare centers in our State; and

Whereas, anti-abortion centers typically advertise themselves as providers of comprehensive healthcare even though most do not employ licensed medical professionals or provide referrals for emergency contraception or abortion care; and

Whereas, low-income patients have been deprived of access to affordable and comprehensive healthcare, including reproductive healthcare, for the last decade while these anti-abortion centers have been receiving taxpayer dollars; and

Whereas, many anti-abortion centers use deceptive advertising tactics to target and acquire clients from historically marginalized groups, including Black, Indigenous, and other People of Color; those who live in rural areas; LGBTQ+ communities; young people; students; people with lower incomes; undocumented people; and people for whom English is not their first language; and

Whereas, some anti-abortion centers go so far as to advertise so-called "medication abortion reversal," a dangerous and deceptive practice that is not supported by science or clinical standards, according to the American College of Obstetricians and Gynecologists, or by the United States Food and Drug Administration; and the American Medical Association states,



1 "[Physicians] do not and cannot, without misleading them, tell their patients that it may be  
2 possible to reverse a medication abortion"; and

3 Whereas, time is a critical factor for individuals seeking abortion care; and no one  
4 should be deceived, manipulated, or face unnecessary delays when seeking support or healthcare  
5 during pregnancy, whether they plan to continue a pregnancy or terminate the pregnancy; Now,  
6 therefore,

7 The General Assembly of North Carolina enacts:

8  
9 **PART I. ACCOUNTABILITY FOR DECEPTIVE OR UNFAIR TRADE PRACTICES**

10 **SECTION 1.1.** Chapter 75 of the General Statutes is amended by adding a new  
11 section to read:

12 **"§ 75-45. Deceptive representation of healthcare services offered.**

13 (a) A person or entity engages in deceptive or unfair practices under this Chapter when  
14 the person or entity makes or disseminates an advertisement to the public that indicates the person  
15 or entity provides abortions or emergency contraceptives, or provides referrals for abortions or  
16 emergency contraceptives, when the person or entity knows or reasonably should know that the  
17 person or entity does not provide those services.

18 (b) The learned profession exception of G.S. 75-1.1(b) does not apply to any person or  
19 entity that publishes or causes to be published an advertisement that violates subsection (a) of  
20 this section, as publishing of that advertisement is a general business dealing and is not a  
21 professional service of a learned profession, regardless of whether the person or entity is a  
22 healthcare provider licensed under Chapter 90 of the General Statutes.

23 (c) The Attorney General shall accept complaints alleging violations of this section  
24 through the North Carolina Department of Justice website. The instructions, guidance, and forms  
25 for submitting a complaint for violation of this section shall be able to be comprehended by  
26 someone with a fifth grade reading level, accessible to people with disabilities, and the process  
27 to submit a complaint shall be designed to be completed by the average internet user in no more  
28 than 10 minutes.

29 (d) Before commencing a civil action for a violation of this section, the Attorney General  
30 shall send notice to a person or entity that, based upon investigation by the Attorney General, the  
31 person or entity is in violation of this section. The person or entity shall have 10 days to correct  
32 the violation. If the person or entity has not responded to the notice within 10 days, the Attorney  
33 General may initiate civil action against the person or entity.

34 (e) The Attorney General may bring an action to impose civil penalties and to seek other  
35 appropriate relief under this Chapter or any other provision of law, including any of the  
36 following:

37 (1) Injunctive relief compelling compliance with this section.

38 (2) An order requiring the person or entity to issue corrective advertising in the  
39 same mediums and distributed through the same channels as the  
40 advertisements in violation of this section.

41 (3) An order requiring the person or entity to post notice inside of the premises of  
42 the location advertised for, in a conspicuous place that is visible to all who  
43 enter the location or in an examination area or both, any of the following:

44 a. A clear, concise statement that there are or are not any licensed  
45 medical doctors, registered nurses, or other licensed medical  
46 practitioners on staff at the location.

47 b. A clear, concise statement that the following services are or are not  
48 offered at the location: abortion care, emergency contraception, or  
49 referrals for abortion or emergency contraception.

50 (4) Any other narrowly tailored relief that the court deems necessary to remedy  
51 the adverse effects of the violation of this section.

1       (f)     In addition to any other relief or remedy under this Chapter or other provision of law,  
2 in a civil action brought by a person injured by violation of this section, the court shall award to  
3 a prevailing plaintiff attorneys' fees and costs, compensatory and punitive damages, and may  
4 issue injunctive and declaratory relief.

5       (g)     In any action brought for violation of this section, a court may award civil penalties  
6 of not less than five hundred dollars (\$500.00) and no more than five thousand dollars (\$5,000)  
7 per violation, the clear proceeds of which shall be paid to the Civil Penalty and Forfeiture Fund  
8 in accordance with G.S. 115C-457.2."

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10 **PART II. DEPARTMENT OF HEALTH AND HUMAN SERVICES EVALUATION OF**  
11 **CRISIS PREGNANCY CENTERS DOING BUSINESS IN THE STATE**

12       **SECTION 2.1.(a)** By May 1, 2026, the Department of Health and Human Services  
13 shall evaluate and report to the Joint Legislative Oversight Committee on Health and Human  
14 Services and the Fiscal Research Division on the unmet health and resource needs facing  
15 pregnant women in North Carolina and the impact of crisis pregnancy centers on the ability of  
16 clients to obtain accurate, non-coercive healthcare information and timely access to a  
17 comprehensive range of reproductive and sexual healthcare services that aligns with their  
18 healthcare needs and supports their personal decision making. In conducting this evaluation, the  
19 Department shall examine at least all of the following:

- 20       (1)     The number of crisis pregnancy centers operating in the State that receive  
21             State funds, as defined in G.S. 143C-1-1(d)(25), in the form of a grant or direct  
22             appropriation. The Department shall compile a list of the names and locations  
23             of each crisis pregnancy center examined as a part of this study.
- 24       (2)     The total amount of State funds, federal funds, State and federal tax subsidies,  
25             and other subsidies, if any, each crisis pregnancy center identified in  
26             subdivision (1) of this subsection received directly or indirectly, over the last  
27             five years, broken down by location if the center conducts business or provides  
28             services at more than one location.
- 29       (3)     An explanation of whether each crisis pregnancy center is part of a larger  
30             umbrella organization that operates within the State and, if so, the total amount  
31             of State funds, federal funds, tax subsidies, or other subsidies, if any, the  
32             umbrella organization received directly or indirectly over the last five years,  
33             broken down by location if the umbrella organization conducts business or  
34             provides services at more than one location.
- 35       (4)     An explanation of all services provided by each crisis pregnancy center and  
36             which services were most frequently sought, broken down by location if the  
37             center conducts business or provides services at more than one location.
- 38       (5)     The number of clients who annually access services at each crisis pregnancy  
39             center.
- 40       (6)     Whether crisis pregnancy centers hold themselves out to the public, either in  
41             person, through community participation or events, or through their own  
42             advertising or websites, as medical facilities or entities that provide  
43             comprehensive, all-options pregnancy counseling.
- 44       (7)     Whether clients seeking or accessing services at crisis pregnancy centers are  
45             seeking comprehensive, all-options pregnancy counseling or services at  
46             medical facilities, and whether clients have experienced a delay in receiving  
47             healthcare, including the performance of an abortion or the initiation of  
48             prenatal care, due to a visit to a crisis pregnancy center.
- 49       (8)     Whether crisis pregnancy centers enroll clients in any public benefits  
50             programs or connect clients to other services and, if so, a list of these programs  
51             and services.

- 1           (9)    The nature of information provided to clients or potential clients at crisis  
2           pregnancy centers, and the nature of information included in crisis pregnancy  
3           centers' operational manuals, handbooks, or guidelines in connection to the  
4           provision of services to clients.
- 5           (10)   The number of State-certified medical professionals on staff or volunteering  
6           at each identified crisis pregnancy center, and the number who are providing  
7           medical services or counseling on-site during regular business hours, and what  
8           information each crisis pregnancy center provides to clients about the  
9           presence of medical professionals on the premises, on staff, or serving in a  
10          volunteer capacity.
- 11          (11)   Whether crisis pregnancy centers collect medical information and an  
12          explanation of what other information is collected upon intake, how crisis  
13          pregnancy centers handle medical and other client records, and whether the  
14          medical records are in compliance with federal and State laws governing  
15          medical privacy.
- 16          (12)   The number of crisis pregnancy centers that have an ultrasound machine on  
17          the premises and, if one is present, whether the crisis pregnancy center has a  
18          certified ultrasound technician on staff, either as a paid employee or volunteer.

19           **SECTION 2.1.(b)** As used in this section, the term "crisis pregnancy center" means  
20 a nonprofit organization that holds itself out as a healthcare facility that provides care for  
21 pregnant women and other clients, such as pregnancy counseling services, pregnancy testing,  
22 ultrasound services, and other nonmedical pregnancy services. The term does not include a  
23 hospital, ambulatory surgical facility, or clinic that performs abortions.

24           **SECTION 2.2.** Effective July 1, 2025, there is appropriated from the General Fund  
25 to the Department of Health and Human Services the sum of two hundred fifty thousand dollars  
26 (\$250,000) in nonrecurring funds for the 2025-2026 fiscal year to be used to complete the  
27 evaluation and report required by Section 2.1 of this act. The Department of Health and Human  
28 Services may use funds appropriated by this section to hire a consultant to assist with completing  
29 the evaluation and report.

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31 **PART III. EFFECTIVE DATE**

32           **SECTION 3.1.** Section 1.1 of this act becomes effective October 1, 2025, and applies  
33 to advertisements published on or after that date. The remainder of this act is effective when it  
34 becomes law.