



# Fighting Back Against “Baby Olivia” Laws in Your Community

*A toolkit for local advocates, community members, school board members, and educators living in states with “Baby Olivia” laws*



## Purpose and Background

This toolkit is designed to inform and equip advocates, students, parents, school board members, and educators living in states that have enacted laws – known as “Baby Olivia” or “fetal development laws” – that attempt to require students to view medically inaccurate, anti-abortion propaganda as part of public school sex or health education.

Starting in 2023, “Baby Olivia” bills began to emerge across state legislatures as the latest wave of anti-abortion legislation; the bills are designed to require the showing of a medically inaccurate, misleading video (“Meet Baby Olivia”) to students as part of public school sex education. The “Meet Baby Olivia” video was created by Live Action, an extremist anti-abortion organization that has long used misinformation and propaganda to further its agenda—now by forcing its way into classrooms under the guise of education. The video purports to depict every stage of fetal development in a CGI-style ultrasound video, but has been widely criticized by medical professionals for its medical inaccuracies, for exaggerating features like fetal movement and development, and for falsely asserting that life begins at fertilization. The [National Sex Education Standards](#) do not recommend viewing an ultrasound video for sex education nor is it considered a best practice in the field. **Medically inaccurate and misleading, the “Baby Olivia” video and its related legislation is part of a broader effort to use sex education as a vehicle for anti-abortion propaganda in schools.**

As of August 2025, more than 20 states have introduced “Baby Olivia” bills, and the following states have enacted such laws: [North Dakota \(2023\)](#), [Tennessee \(2024\)](#), [Idaho \(2025\)](#), [Iowa \(2025\)](#), [Indiana \(2025\)](#), and [Kansas \(2025\)](#). **Even if you live in one of these states, there are still a number of actions you can take to fight back in your community.** Read on to learn about actions to take to fight back and resist anti-abortion extremism in your schools and community.



## My state enacted a “Baby Olivia” bill...what can I do?

## **Step one: Understand your state’s “Baby Olivia” bill**

If your state has enacted a “Baby Olivia” bill, the first step is to understand what the bill requires. Check out the Appendix of this toolkit to see a link to all enacted bills and what they require. Most of the bills do not actually name the “Baby Olivia” video (although Tennessee’s does) but describe what the required video must show. Look at your state to understand its requirements. If it doesn’t name or require “Baby Olivia” directly, you might be able to get your district to show a different video (ideally one that isn’t anti-abortion propaganda!) or be able to argue that the “Baby Olivia” video doesn’t even meet the bill’s requirements.

## **Step two: Understand if your state or school district requires “medically accurate” sex education**

Many states and local school districts have laws requiring that sex or health education is “medically accurate,” which means materials can’t contain lies or inaccurate information like the “Baby Olivia” video. Check out your SIECUS state profile [HERE](#) to see if your state requires that sex ed curriculum is medically accurate. Even if your state *doesn’t* have a requirement, your local school district might still have its own requirement. Look on your school district website for its policy or reach out to your local school board member for guidance.

The “Baby Olivia” video is **not** medically accurate. So, if you live in a state or district that requires content to be “medically accurate,” you have the right to request that “Baby Olivia” not be shown in your classroom because it doesn’t meet the law’s requirements.

## Step three: options for fighting back

### Does your state or district require materials to be “medically accurate?”

If **YES**, then you can challenge the use of “Meet Baby Olivia” in your school district and demand that students are shown a medically accurate video instead.

- **Challenge the use of “Baby Olivia” in the classroom.** School districts usually have a process to challenge the use of certain material (e.g., videos, books, etc.) in the classroom, sometimes this is fairly informal and just means requesting a teacher not show the video or it might be as formal as going before the school board. Each district will have a different process. You should look on your district website or connect with a school board member or leader in your district to understand your district’s process to challenge material you object to. Here is an [example](#) of the challenge process for a Missouri district. This is what students and parents in Fargo, North Dakota did after they learned the state’s “Baby Olivia” law conflicted with the district’s medical accuracy requirement. Learn more about how students were successful in getting Baby Olivia pulled from Fargo Public Schools [here](#).

If **NO** (or if you are unsure), don’t worry you still have options to fight back!

- **Pass a policy to require classroom materials be “medically accurate.”** If you are fired up and ready to organize, you can lobby your school board to pass a policy requiring that sex education materials be “medically accurate.” [Here](#) (and more are available in the Appendix) is an example of a model policy that you could pass to make *real, lasting policy change* in your district. If you are considering this, we suggest meeting with friendly school board members early on to find allies that can help you draft and push your policy forward.
- **Pass a resolution in support of “medically accurate” sex education.** If you can’t pass a policy, you might still be able to pass a resolution in support of “medically accurate” sex education and educating the community about the harms of “Baby Olivia.” While a resolution does not actually change the law (this is why they are usually easier to pass) it still sends a strong message to the district about the values of the school board and community and can provide a basis to question the inclusion of materials that conflict with the resolution. In the Appendix is a template resolution for your school board to consider.
- **Request that your school not show “Baby Olivia” and show an alternative video instead.** Even if your district doesn’t require medical accuracy in the classroom, schools are still making the *choice* to include the “Baby Olivia” video. As you will see in the Appendix, there is a strong argument that the “Baby Olivia” video does not even meet the technical requirements of the laws in many states. Review the table in the Appendix for your state to understand why “Baby Olivia” might not actually meet your state’s requirements. You can—and should—request that your district or teacher choose to show an alternative video from an independent source—and not the extremist propaganda that is the “Baby Olivia” video.
- **Opt-out of watching the “Baby Olivia” video.** If you are a student or the parent of a student in a school where the “Baby Olivia” video is required viewing, you can likely opt out of watching the video. Most states have laws which give parents the right to review their child’s sex education curriculum and to request that their child be excused from any lessons that they object to (also known as “opting out”). All states where Baby Olivia has been enacted, except North Dakota, give parents the formal right to excuse their student from any health or sex education lessons that they object to. Here is a template letter that can be used to inform your teacher or principal that you (or your child) will not be participating in content related to Baby Olivia.
  - For more information about your specific state laws regarding the right to view curriculum or opt-out of certain content, see your SIECUS state profile [here](#).

- **Educate your community about the dangers of “Baby Olivia” laws.** No matter what your plan of action is, there are a number of resources available to help you inform community members about the dangers of Baby Olivia and the medical inaccuracies the bill contains.
  - [Here](#) is a resource from PP Advocates of Florida fact checking the video and highlighting the inaccurate and misleading elements of the video.
  - [Here](#) is another resource from PP Advocates of Florida providing background on the harms of the video and on Live Action, the extremist anti-abortion group behind the “Baby Olivia” video.
  - The Appendix of this toolkit contains additional resources—including talking points, model policies, the template materials mentioned above— you can use to educate your community about the harms of “Baby Olivia” laws.



## Contact information

For questions about this toolkit please reach out to:

- Miranda Estes, State Policy and Action Manager at SIECUS | [mestes@siecus.org](mailto:mestes@siecus.org)
- Liam Cutler, Policy Counsel at Planned Parenthood Federation of America | [liam.cutler@ppfa.org](mailto:liam.cutler@ppfa.org)

# Appendix: Enacted laws and whether the “Meet Baby Olivia” video complies

## Idaho - [Idaho Code § 33-1637](#)

**Does the “Meet Baby Olivia” video comply with Idaho’s law?**

ARGUABLY NO

The Meet Baby Olivia video does not comply because there is no discussion of “other vital organs” (e.g. kidneys, liver, intestines, lungs, skin, pancreas). The Meet Baby Olivia video appears to choose external characteristics and capabilities such as the development of tastebuds and the ability to move vocal chords rather than significant markers in cell growth and vital organ development. Additionally, this video does not cover every week of pregnancy until birth.

**Idaho’s requirements**

**Does the “Baby Olivia” video meet each requirement**

high-quality, computer-generated rendering or animation

**YES**

showing the process of fertilization

YES (does not discuss fertilization but shows visual image)

and every stage of human development inside the uterus

YES

noting significant markers in cell growth

NO

noting significant markers in organ development for every week of pregnancy until birth.

NO

## Indiana - [Indiana Code § 20-30-5-13](#)

<b>Does the “Meet Baby Olivia” video comply with Indiana’s law?</b>	<p>NO</p> <p>This video is not medically accurate. <a href="#">Here</a> is a resource highlighting the inaccurate and misleading elements of the video. Additionally, This video likely does not meet the statutory requirement to show organ development at every week of pregnancy from fertilization to birth.</p>
<b>Indiana’s requirements</b>	<b>Does the “Baby Olivia” video meet each requirement</b>
medically accurate	NO
A high quality computer generated rendering or animation	YES
showing the process of fertilization	YES (does not discuss fertilization but shows visual image)
and each stage of fetal development inside the uterus	YES
noting significant markers in cell growth	NO
Noting significant organ development for every week of pregnancy from fertilization to birth	NO

## Iowa - Iowa Code § 279.50

**Does the “Meet Baby Olivia” video comply with Iowa’s law?**

ARGUABLY NO

Meet Baby Olivia is not unbiased, and therefore does not qualify as a research-based educational tool. Additionally, Meet Baby Olivia does not show all significant markers in organ development throughout every stage of pregnancy.

**Iowa’s requirements**

**Does the “Baby Olivia” video meet each requirement**

A high-quality, computer-generated rendering or animation, or an ultrasound or other real image

YES

depicts the humanity of the unborn child

YES

by showing prenatal human development, starting at fertilization

YES (does not discuss fertilization but shows visual image)

noting significant markers in cell growth

YES

noting significant markers in organ development throughout every stage of pregnancy

NO

Educational material cannot be educational material produced or provided by an entity that does any of the following:  
(a) Performs abortions. (b) Promotes abortions. (c) Contracts or subcontracts with an entity that performs or promotes abortions. (d) Becomes or continues to be an affiliate of any entity that performs or promotes abortions. (e) Regularly makes referrals to an entity

YES

that provides or promotes	
Research based: complete, unbiased information that is verified or supported by the weight of research conducted in compliance with accepted scientific methods;; recognized as medically accurate and objective by leading professional organizations and agencies with relevant expertise in the field, and published in peer-reviewed journals where appropriate.	ARGUABLY NO

## Kansas - [Kansas Code § 72-253](#)

<b>Does the “Meet Baby Olivia” video comply with Kansas’ law?</b>	ARGUABLY NO  The Meet Baby Olivia video does not show vital organ development other than the heart and brain development
<b>Kansas’ requirements</b>	<b>Does the “Baby Olivia” video meet each requirement</b>
high-quality, computer-generated animation or high definition ultrasound	YES
at least three minutes in duration	YES
shows the development of the brain, heart and other vital organs in early human fetal development	NO (does not show vital organs other than heart and brain)



## North Dakota - [North Dakota Code § 15.1-21](#)

<b>Does the “Meet Baby Olivia” video comply with North Dakota’s law?</b>	<p>ARGUABLY NO</p> <p>The Meet Baby Olivia video does not comply with ND’s law because there is no discussion of “other vital organs” (e.g. kidneys, liver, intestines, lungs, skin, pancreas). The video focuses on external characteristics and capabilities such as the development of tastebuds and the ability to move vocal chords rather than significant markers in cell growth and vital organ development. Additionally, it does not cover every week of pregnancy until birth as required by the law.</p>
<b>North Dakota’s Requirements</b>	<b>Does the “Baby Olivia” video meet each requirement</b>
High-quality computer-generated rendering or animation	YES
Process of fertilization	YES (does not discuss fertilization but shows visual image)
Every stage of human development inside the uterus	YES
Noting Significant Markers in Cell Growth for every week of pregnancy	NO
Significant markers in organ development for every week of pregnancy	NO

## Tennessee - Tennessee Code § 49-6-1304

<b>Does the “Meet Baby Olivia” video comply with Tennessee’s law?</b>	<p>YES</p> <p>Statute specifically mentions Meet Baby Olivia as an example of a video that would satisfy the statutory requirements. Unless your school district has a local requirement that materials be medically accurate, Baby Olivia video likely complies.</p>
<b>Tennessee’s requirements</b>	<b>Does the “Baby Olivia” video meet each requirement</b>
High-quality	YES
Computer generated animation or high-definition ultrasound	YES
At least 3 minutes	YES
Shows development of brain, heart, and other vital organs in early fetal development	<p>YES</p> <p>“...such as ‘Meet Baby Olivia,’ a high-quality, computer-generated animation developed by Live Action that shows the process of fertilization and the stages of human development inside the uterus.”</p>

# Appendix: Talking points and communications guidance

## Top Line Messages

- All young people — no matter who they are or where they live — deserve sex education that is reflective of their experiences and needs. Experts in the field of sex education and child development agree this does not include watching an ultrasound video or being taught fetal development without context.
  - Young people deserve better than what these bills offer—they deserve an accurate, comprehensive curriculum that equips them to make informed, healthy decisions and build the futures they want. These bills do nothing to support those aims.
- Live Action is an extremist political operation that has long used lies and misinformation to advance its anti-abortion agenda—including by forcing its way into classrooms under the guise of education.
  - These bills would require young people to watch a video or receive instruction on fetal development without any medical or scientific basis. Their only purpose is to promote anti-abortion stigma and false narratives, not to provide young people with meaningful, evidence-based health education. This kind of propaganda has no place in our schools.
- Research shows that parents overwhelmingly want their children to receive sex education that is age-appropriate, fact-based, and medically accurate. Instead, these bills seek to push misleading, anti-science messages into classrooms—furthering an ideological agenda at the expense of young people's right to accurate and inclusive education.

## Sex Ed Talking Points

- [STATE-ANS] deserve accurate, age-appropriate sex education — not a medically inaccurate and misleading video or curriculum produced by anti-abortion groups with a political agenda.
- Young people deserve the information and skills they need to take care of themselves and make healthy decisions for their lives, both now and in the future. These bills do the opposite, pushing misinformation and fear instead of evidence-based education.
  - Live Action's *Meet Baby Olivia* video is not scientifically accurate, has not been endorsed by leading medical organizations such as the American College of Obstetricians and Gynecologists (ACOG), and is not considered a best practice by experts in sex education. Similarly, mandates to teach fetal development without context leave out critical information about reproductive health and do not meet educational standards.
  - There is no science-based or education-based justification for including this video or these fetal development lessons in sex education. Their only purpose is to spread misinformation and create stigma around abortion and reproductive health care.
- Sex education, when taught according to the National Sex Education Standards, provides young people with accurate, age-appropriate information—without shame or judgment—helping them make informed choices that set them up for success in their lives and relationships.
- [Over 30 years of public health research](#) shows that **comprehensive sex education** helps young people:
- Delay sexual initiation
- Reduce their risk of unintended pregnancy and sexually transmitted infections (STIs), including HIV
- Improve communication skills
- Understand the difference between healthy and unhealthy relationships
- Develop respect for bodily autonomy and mutual consent
- Real sex education empowers young people to grow into healthy, well-adjusted adults while fostering respect and compassion for others. Teaching medically accurate, evidence-based information—not falsehoods designed to mislead students—ensures they have the best opportunities to build the futures they want.

- The young people in [STATE] deserve the best, not misinformation disguised as education. Schools should be places of learning, not venues for ideological propaganda that prioritizes politics over students' well-being.

### **Live Action and the “Meet Baby Olivia” video Talking Points**

- Live Action is an extremist political operation that has long used lies and misinformation to advance its anti-abortion agenda across the country — including by forcing its way into classrooms.
  - In fact, Live Action was founded by Lila Rose in 2003 with the explicit goal of spreading anti-abortion propaganda.
- The information put forth in Live Action's video parrots the same lies and misinformation that anti-abortion groups and lawmakers have used to push abortion bans across the country [IF TRUE: and in this state].
  - The “medical experts” cited in this video are largely involved with conservative think tank organizations and other hate groups who hold anti-abortion and even anti-LGBTQI+ views, going so far as to promote conversion therapy and purity culture.
  - If state funds anti-abortion centers: This legislation is a continued money grab by a private entity that aligns with documented state funding for anti-abortion centers in this state.]
- Live Action wants to lie to young people and force educators to teach anti-abortion, anti-science propaganda about fetal development.
- Live Action has been suspended or banned from several social media platforms for spreading conspiracies and misinformation and for posting graphic fear mongering content.
- Live Action has been widely discredited for its inflammatory and doctored videos. Their productions and their political agenda have no business being part of any curriculum.

## Appendix: Model and example policies for requiring medically accurate sex education

All of the following are models or examples of district-level policies for mandating that sex education curriculum be medically accurate.

- **Model Bill:** [Medically- Accurate Sex Education Act \(Public Leadership Institute\)](#)
- **San Francisco Unified Public School District** / [Board Policy on Sexual Health and HIV/AIDS Prevention Education](#)
- **Montgomery County Public Schools (Rockville, MD)** / [Secondary Comprehensive Health Education Curriculum Framework](#)
- **Chicago Public Schools Policy** / [Sexual Health Education Policy](#)
- **Austin Independent School District (TX)** / [Human Sexuality and Responsibility](#)
  - Specifically: “The **HSR curriculum content** will be delivered in a developmentally and age-appropriate manner and will include the most current and scientifically accurate information”



## Appendix: Template resolution in support of medically accurate sex education

**WHEREAS**, the [School District Name] School Board recognizes the importance of providing students with the knowledge and skills necessary to make informed decisions about their health and well-being; and

**WHEREAS**, comprehensive sex education, which includes medically accurate and age-appropriate curriculum, promotes positive health outcomes and prepares young people to lead healthy and fulfilling lives; and

**WHEREAS**, parents, the general public, and young people overwhelmingly support comprehensive sex education, with polling indicating that ninety-six percent of parents support providing sex education in high school and 93 percent support it in middle school; and

**WHEREAS**, leading health and education organizations support sex education that includes unbiased, medically accurate, and age-appropriate information; and

**WHEREAS**, misinformation and medically inaccurate content in school curricula threaten young people's ability to make informed decisions about their health and to retain control over their bodily autonomy;

**WHEREAS**, the [School District Name] School District aims to provide all students with accurate, age-appropriate information and the skills and support they need to make healthy decisions throughout their lives;

**NOW, THEREFORE, BE IT RESOLVED** that the [School District Name] School Board hereby officially supports the use of medically accurate, age-appropriate sex and health education curriculum in schools within the district.

**BE IT FURTHER RESOLVED** that all instruction and materials shall align with and support the purposes set forth herein and may not be in conflict with them.

# Appendix: Template “opt-out” letter

Below is a template letter for parents to formally opt their child out of curriculum related to “Baby Olivia” or other medically inaccurate content in the required sex education curriculum. This can be adapted to your specific state and district requirements as needed.

## Parent Opt-Out Letter for Medically Inaccurate Human Growth and Development Instruction (Template)

Dear [Principal or Teacher’s Name]

I am writing to formally exercise my right, as a parent/guardian, to opt my child, [Student’s Full Name], who is currently enrolled in [Grade/Class], out of specific components of instruction included in the newly state-required Human Growth and Development curriculum, pursuant to [insert relevant statute listed below]

While I strongly support the inclusion of age-appropriate, comprehensive, and medically accurate sexual health education, I **do not consent** to my child’s participation in any instructional content that includes:

- The viewing or discussion of any ultrasound or fetal development video, including but not limited to videos such as Live Action’s “Meet Baby Olivia” animation, or any content that presents biased, non-medical representations of pregnancy or fetal development.
- Instruction that lacks alignment with established medical and public health standards or fails to reflect accurate, evidence-based information regarding human growth and development.

Please ensure that my child is not required to view or engage with these specific materials, and that their allowed absence from this portion of the curriculum does not affect their participation in any other components of sexual health education that comply with medically accurate, age-appropriate, and inclusive guidelines.

I appreciate the work of educators and understand the complexities involved in complying with new state mandates. I trust that the school will respect this request and ensure my child [Student Name] continues to receive meaningful and inclusive health education grounded in scientific evidence and compassion.

Please confirm receipt of this letter and let me know if any further documentation is needed.

Sincerely,

[Parent/Guardian Name]

[Your Signature, if printed]