

# The Abortion-Breast Cancer Myth: A Cloaked Science Case Study | Media Manipulation Casebook

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Since the 1970s, before there was an internet to spread disinformation, [activists](#) in the anti-abortion movement have promoted the falsehood that there is a link between abortion and breast cancer (which abbreviates to the [viral slogan](#) “ABC Link”).

Anti-choice marketers have promoted this medical misinformation campaign for decades through the use of pamphlets, on social media, and in crisis pregnancy centers. Most recently and prominently, the ABC Link was adopted by members of the Trump administration.

This scare tactic has had enormous staying power, [muddying the waters](#) about the non-existent association while undermining the [medical and scientific community's](#) consensus on the lack of link between abortion and breast cancer. In the internet era, this disinformation campaign is increasing in scale and finding new audiences.

[...]

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