

Guiding Star Project Sets Sights On Pregnancy Help Medical Clinics In Effort To Improve Maternal Outcomes

Leader in National “Wholistic” Women’s Healthcare Launches Full Medical Clinic Expansion Effort

Ironton, MN, August 30, 2022 — In the wake of the U.S. Supreme Court decision to overturn *Roe v. Wade*, the resounding refrain from the pro-choice movement has been that “women will die” without legal access to abortion. Guiding Star Project, a national provider of healthcare services for women, seeks to buck that narrative with a nationwide expansion effort to convert pregnancy help medical clinics into full-service women’s healthcare clinics that provide services for all women from adolescence through menopause and truly get to the root of well-woman care.

Guiding Star Project’s five-year expansion plan aims to upgrade six pregnancy help medical clinics per year, essentially converting them into private medical practices with exam rooms, healthcare equipment, and dedicated physicians and/or nurse practitioners/midwives. “Guiding Star plans to build upon the existing medical infrastructure and pro-life, natural family planning philosophies that first built pregnancy help clinics. By putting doctors and nurse practitioners in these existing community-based clinics, we are building upon a practice model by infusing preventative education into healthcare that is both empowering and woman-centric” affirms Guiding Star VP of Affiliates Shawn M. Zierke.

Since the founding of its first center in 2015, Guiding Star Project has served thousands of women and their families with a model of care that spans four defining pillars: natural fertility education and family planning, pregnancy and childbirth, breastfeeding and postpartum, and family life. Guiding Star Project currently operates seven active affiliates across five states including MN, IA, TN, FL, and TX. Its center in El Paso, TX transitioned from a pregnancy help center to a Guiding Star health center in 2017. It is finalizing its transition into a full medical center this year with the addition of a physician to its staff and a satellite location in Las Cruces, NM.

“There is a massive misconception regarding the methodology of crisis pregnancy centers and medical clinics. Pregnancy resource centers are often staffed by volunteers who offer counseling options, educational materials and resources, companionship, and only offer limited medical services such as ultrasounds and STD testing. As a result, they have not been able to effectively move the needle on maternal/ fetal mortality rates, breastfeeding rates and prenatal care - especially in states where these public health markers are in grave need of attention.” notes Guiding Star Project CEO and Founder Leah Jacobson, MA, IBCLC.

Jacobson’s conclusion is that modern women’s healthcare is damaging to women, citing compelling statistics in areas such as high postpartum depression, low breastfeeding rates, labor augmentation, and unnecessary medical intervention, which all play a role in a woman’s decision to have an abortion. In fact, a staggering one in three women give birth by C-section, the nation’s most common operating room procedure (2022, [CDC](#)).

"Particularly in underserved areas of the country at a time when women are at their most vulnerable, often facing previous trauma, neglect, and abusive situations within the current women's healthcare setting, women are not empowered or encouraged to make anything but short-sighted decisions based on doctor recommendations," continues Jacobson.

Uniquely poised to serve the medical needs of a post-Roe world, Guiding Star Project's first contact with females is at the age of nine with the Guiding Star Cycle Show, an interactive, fertility awareness workshop for young girls that teaches them to value and respect the design of their bodies rather than fear them. This lays the foundation for a worldview founded on the belief that every woman has a right to know her body, how to care for it, and how to make decisions that will support a lifetime of health and wellness.

Another unique feature to Guiding Star Project's medical clinic model is the presence of a Childwatch Area and accompanying nap room/couch room for mothers who are young and/or single parents who may be experiencing stress, domestic violence, depression, unstable family situations, or dealing with substance abuse. This standard feature of the Guiding Star brand gets to the heart of issues that affect both mothers and their infants and children.

For more information on the Guiding Star Project and a complete press kit, visit <https://guidingstarproject.com/media-kit/>.

To request an interview with Leah Jacobson or Shawn Zierke, contact Carrie Kline at carriek@revolutionizingmissions.com.

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