

Life: A Better Choice

By Rev. Bob Moeller, Pastor Advisor of SD LFL

“Choice” is not a very important term in Scripture. As a matter of fact, in the entire Bible (ESV) there is only one verse that uses the word “choice” in the context of making a decision; and that refers to God’s choice of Peter to preach the Gospel to the Gentiles (Acts 15:7). The other 20 times, “choice” is used to denote quality.

But “choice” is very important in our American culture, isn’t it? We want a wide variety of choices and the right to choose them. No wonder “choice” has been the mantra of abortion-rights activists for decades.

So, which is it? Is “choice” relatively unimportant or a basic civil right? Is “choice” a good or a bad thing?

It depends upon what you’re choosing. Some choices are subjective. There is not a right or wrong choice, but merely a matter of personal preference. My choice for favorite ice cream is French vanilla. Your choice might be maple nut. Such choices are personal. They’re private. They’re individual. And so it would be strange for me to say that you are wrong about ice cream.

But suppose we weren’t talking about ice cream but mathematics. Is the equation $2 + 2 = 4$ true or false? If I say that this is true, I’m making a different sort of choice. I am asserting that $2 + 2 = 4$ is an objective truth, and that there is therefore only one valid answer. And if you disagree, one of us has to be wrong.

Moral choices are also objective. There is a right answer and a wrong answer. We know this instinctively. We tell our children to “make a good choice” or “make the right choice.”

It is time for us who are For Life to reframe the debate on the word “choice” when it comes to morality. Let’s not argue about whether or not people have a choice; let’s talk about good choices and bad choice. Abortion is not merely a personal preference, but a choice between life and death. And who could reasonably argue that death is a better choice than life?

To this end, LFL SD is launching an advertising campaign called “Life: A Better Choice.” Throughout the year we hope to broadcast a series of ads, which deal with important life issues honestly, but tactfully and sensitively. Our goal is to encourage individuals and our culture to make better choices when it comes to life issues.

Why television ads? Ads are influential. “By the time most Americans reach the age of 75, they will have spent 14 uninterrupted years in front of television sets... more time than they will spend with any other person, any activity, any relationship” (*Advertising Consciousness & Culture* by John F. Kavanaugh).

Educational advertising was the key to reducing prejudice, littering, drunk driving, and smoking... and educational advertising can help lead the way back to a culture of life in America. According to LifeNews.com, in states that consistently aired pro-life educational ads over the past 10 years, abortion rates have decreased by 70%.

It is our prayer that these commercials will help LFL SD to fulfill our vision: “To be a powerful, Biblical, pro-life voice and resources to Lutherans and, through them, transform society.” \$50,000 per year could purchase more than 7,500 spots on broadcast television throughout the state. It would be great to have at least \$25,000 raised by Life Sunday, January 24, 2010, so that we could begin in earnest.

We realize that is a lot of money, but if this campaign would help just one mother facing a crisis pregnancy to choose to carry her baby to term; it would be worth it, wouldn’t it? “What value can you put on human life?”

But an even more important question to ask is this: “What is the value of one human **soul**?” If one expectant father chooses to serve life and avoids the faith destroying despair and guilt associated with an abortion decision, it would be worth it, wouldn’t it? If just one mother hears and believes that the forgiveness of Jesus Christ covers even her sin of abortion it would certainly be worth it, wouldn’t it? If one more baby is baptized into God’s family; it would be worth it, wouldn’t it?

Please send your donations to:
Life: A Better Choice
PO Box 193
Armour, SD 57313

Checks may be made out to: Lutherans For Life SD

You can find out more about “Life: A Better Choice” by going to our website: www.lutheransforlifesd.org