

Social Action in Action profile

Pro-life advocate reaches out to Gen Z

By Barb Arland-Fye

February - 2026



IOWA CITY – Rachel Owen’s mother nurtured her daughter’s lifelong passion for pro-life advocacy, action and prayers. “My mother had me in high school and she’s my Super Hero because she chose life,” said Rachel, 51, who co-founded Informed Choices Medical Clinics nearly 20 years ago in Iowa City.

“I was born after Roe v. Wade. I love my life and want to share that with (abortion-minded women) and I want to share the relationship my mom and I have. We’re best friends. Life is wonderful and beautiful and it doesn’t have to be perfect to be beautiful. We all make mistakes,” added Rachel, board

president of Informed Choices and CEO of Infinite Worth, “a 24/7 nurse-led chat connecting women in crisis with compassionate, gospel-centered care – anytime, anywhere” (racheljoyowen.com/about).

At age 11, Rachel, raised as an evangelical Christian, volunteered alongside her mother at a pregnancy resource center. Years later, as a wife and mother, “I saw in our state that there wasn’t a lot of communication between evangelical and Catholic pro-life folks,” Rachel said. “It was in my heart to bring Protestants and Catholics together.” Through the years, she has worked closely with the Knights of Columbus and parishes in the Diocese of Davenport in the ecumenical effort to help women with unexpected pregnancies choose life over abortion.

Her work with Informed Choices “created such beautiful community and friendship,” for both Rachel and her husband, Jason, the high school sweetheart she married 30 years ago. “We have to work together to solve the problem of abortion. It really comes from women not being supported and families not being supported. We have to come together as a church.”

During the years she led Informed Choices, she said she brought together 12 pregnancy clinics in Iowa. Together, they established a 24-7 on-call hotline that abortion-minded women could call to talk with a pro-life nurse about their worries and concerns.

After stepping down as Informed Choices’ executive director to work for another organization, Rachel said she noticed over time that fewer women were visiting pregnancy centers in Iowa. She attributed the decline to discontinuation of the hotline, which she said is an essential component to saving unborn children’s lives in coordination with pregnancy resource centers.

Praying for God's guidance, Rachel realized that she needed to learn how to reach "Gen Z" women (born 1997-2012) who might be considering an abortion but seek guidance through their preferred social media platforms, which may not be pro-life.

Her research and a proposal from a pro-life ministry inspired Rachel to give birth to Infinite Worth, which works in tandem with 700 pregnancy resource centers across the United States. The love language of Gen Z, Rachel said, is text messaging.

Texts to the hotline have soared. "We started this three years ago and we've chatted with over 400,000 vulnerable women across the country," Rachel said. A woman texts Infinite Worth's hotline – day or night – and engages in a live chat with a pro-life nurse who provides care, referrals and accurate information to empower that woman to choose life. "Nurses educate women who can't sleep because of the big decision they have to make. That's why it's so powerful for (nurses) to be there in the middle of the night."

Rachel shared an example: A young mother of two texted the nurse chat line at 3 a.m. seeking medical advice about whether she should take the abortion pills she had in her hand. During their online chat, the nurse advised the mother to go to a pregnancy resource center for an ultrasound test to learn how far along she was in her pregnancy. The mother agreed and the nurse set the appointment for the following morning. Seeing the baby growing inside of her, she decided to choose life. That night, the father of her unborn child tried to coerce her into taking the abortion pills, but the pro-life nurse she had chatted with online gave her the courage to resist that coercion, Rachel said.

Infinite Worth raises awareness about its live nurse chat through Google, ChatGPT and various social media outlets and resources, Rachel said. She believes everyone – from unborn children to people at the end of life – are created in God's image. "We can't love God if we can't love each other."

To learn more about Infinite Worth, visit infinetworth.org and racheljoyowen.com.