



POWER TO DECIDE

The campaign to prevent unplanned pregnancy

It's our mission to create a world where everyone has the **power to decide** if, when and under what circumstances to become pregnant and have a child.

As a leading reproductive health non-profit, we believe that everyone should have **access to safe, relatable and reliable information** on sexual and reproductive health where they seek it most – **online**.

Since 2011, [Bedsider](#) has been a trusted source of information on reproductive health, especially for women ages 18-29 across the country and around the world. **Bedsider** is the first digital intervention in reproductive health to effectively prevent unplanned pregnancy among adults in the United States. Ever since its inception, we have continued to innovate and improve our digital sexual health solutions for healthcare providers and community groups, as well as global businesses like Google, and federal and state agencies, including the Centers for Disease Control and Prevention (CDC).

We're licensing our assets to businesses and organizations – like yours – to increase the quality of reproductive health information online through best-in-class digital resources and consulting expertise. By partnering with us, you'll get customizable sexual and reproductive health education content, comprehensive data on key audiences and consulting services based on two decades of experience and innovation in the field.

What We Offer

Easily customizable content on sexual reproductive health backed by an expert panel of doctors and other medical professionals

- We have the largest library of content for birth control and sexual health information anywhere online.
- We can license or customize digital solutions for your audiences based on Bedsider's extensive sexual health education content and digital sexual health decision tools, including information about birth control, tear sheets for providers, first-person stories, images and videos – all of which can be customizable to match your organization's brand or optimized on search engines to reach your target audiences.

Case Study

For birth control search solutions, **Google** turned to Bedsider to launch a series of Knowledge Panels – search engine results that return optimized information on inquiries related to contraception.

Credible clinic and birth control prescription data organized by our staff of experts

- We have the most comprehensive, reliable **clinic finder** tool and state-by-state birth control database in the country. Our resources help individuals search for birth control that can be delivered to their doorstep, as well as information on local providers. All of this information can be localized and tailored to meet your organization's unique needs.

Exposure and critical intel on how to best reach a robust and highly engaged audience online

- We work closely with our partners to fully understand your strategic goals and identify key audiences – ultimately crafting programmatic solutions that meet your goals and measure progress. We further provide expert **consulting services** on how to best engage 18-29 year-olds with a **design-thinking framework** on all of your digital platforms, including your website, mobile apps and social media channels.

Individualized training on emerging digital strategies and design

- Based on your organization's existing needs and available resources, we can provide tailored training and capacity building workshops on how to best integrate **Human-Centered Design** into your digital reproductive health interventions or general sexual health information online.

Comprehensive tools and expertise for state-wide or national campaigns

- We collaborate with organizations as they embark on national campaigns or state-wide initiatives to advance sexual and reproductive health.

Case Study

We partnered with **The Right Time**, an initiative of Missouri Foundation for Health and Missouri Family Health Council, which seeks to reduce the rate of unintended pregnancies in the state. Power To Decide fueled the campaign with the full spectrum of Bedsider content and expertise, audience research, clinic finder data and Human-Centered Design tools, and coordinated with public and corporate partners to advance campaign goals.