



POWER TO DECIDE

The campaign to prevent unplanned pregnancy

ABOUT US

At Power to Decide, we work to ensure all young people—no matter who they are, where they live, or what their economic status is—have the **power to decide** if, when, and under what circumstances to get pregnant and have a child.

Our Core Beliefs

- We believe in a future where all young people can pursue the future they want, realize their full potential, and follow their intentions.
- We believe in the parents and champions, mentors, and providers who stand behind young people.
- We believe in information, access, and opportunity. And we won't stop believing until every young person has the **power to decide**.
- Birth rates for young people living in rural areas are one-third higher than for those in urban areas.
- **More than 19 million** women live in [contraceptive deserts](#), where there aren't enough health centers offering access to the full range of birth control methods.
- **80%** of pregnancies among women age 18-29 are described by the women themselves as unplanned.

What We Know

Unplanned pregnancy rates have plummeted in the past two decades; however, progress isn't victory.

- There are great disparities in rates of unplanned pregnancy. While overall **1 in 4** girls will get pregnant before the age of 20, that figure increases to roughly **4 in 10** African American young women and **1 in 3** Latina young women.

Our Goals

We work to contribute to three ambitious goals:

- Reduce teen pregnancy rates by 50% by 2026.
- Reduce rates of unplanned pregnancy among women age 18-29 by 25% by 2026.
- Reduce racial/ethnic and socioeconomic disparities in teen and unplanned pregnancy rates by 50% by 2026.



PowerToDecide.org

Bedsider.org

(202) 478-8500

Our Reach

Through social media, coordinated campaigns, and our various websites, we reach a large and varied audience. Some highlights of our reach include:

- As of June 2020, our Bedsider social media accounts had nearly **350,000** followers and our Power to Decide accounts had **21,500** followers.
- As of June 2020, our #TalkingIsPower campaign has had **23.3 million** impressions and **80,100** engagements on social media.
- In 2019, our #ThxBirthControl campaign had **162 million** impressions and **895,000** engagements on social media.
- In 2019, Bedsider.org had **9.7 million** visits.
- In 2019, PowerToDecide.org had **513,000** visits.

Here's How We Are Doing This

BCBenefits: We support women's power to decide through our contraceptive access fund, which helps women with low incomes overcome some of the most commonly-faced barriers in accessing the full range of contraception: cost of the method, transportation, and child care.

Bedsider: Bedsider.org is our innovative and evidence-based birth control support network for women age 18 to 29. With more than 8 million visitors annually, Bedsider has become the nation's go to resource on birth control by helping young people know more about birth control, get access to the method right for them, and use that method consistently and correctly.

In addition to the **Where to Get It** tool, which allows users to find a health center or abortion provider, we recently augmented Bedsider with Delivered to Your Door, a search tool that allows users to find service providers who can deliver birth control directly to their home.

Contraceptive Deserts: We track and update our contraceptive deserts map to show where women in need can and can't get access to the full range of birth control methods across the country. Our data provides journalists, policy makers, thought leaders, activists, and public health officials with essential information so that together we can improve access to contraception.

One Key Question®: A transformative tool that starts the conversation about if, when, and under what circumstances women want to get pregnant and have a child. It provides a framework for health providers, social service providers, and champions who support women to routinely ask: "Would you like to become pregnant in the next year?" One Key Question® focuses on understanding a woman's goals and providing follow-up care based on her response, whether that is for birth control, preconception health, prenatal care, or referral to other services.

Talking Is Power: We empower young people's champions—parents, family members, educators, mentors, and others—to start conversations about sex, love, relationships, and contraception. Our message is simple, Start early. Talk often. You're More Powerful Than You Think.

Thanks, Birth Control: We celebrate birth control every day. But, each year, we choose one special day to shout, "Thanks, birth control!" and show the world why it matters. By talking about it, we aim to remove the controversy and simply acknowledge how much birth control makes possible for everyone.

To learn more about Power to Decide, visit powertodecide.org.

