



the campaign to prevent unplanned pregnancy

July 9, 2020

CONTACT: Paloma Zuleta
202-812-4477
pzuleta@powertodecide.org

POWER TO DECIDE TO PARTNER WITH FOUNDATION CONSUMER HEALTHCARE

Partnership Supports Women's Access to Emergency Contraception

(Washington, D.C.) — Power to Decide is proud to announce a partnership with Foundation Consumer Healthcare (FCH), the maker of [Plan B One-Step®](#) emergency contraception. The partnership aims to provide access to Plan B to women in need across the country and dispel common myths and misinformation about emergency contraception.

As part of the partnership, FCH, will donate to Power to Decide's [Contraceptive Access Fund](#) and will also provide 5,000 units of Plan B for free to eligible BCBenefits users. The BCBenefits program was created to help women overcome some of the most commonly-faced barriers to accessing a regular birth control regimen, including unreimbursed costs of contraception and transportation.

“Women who are struggling to make ends meet at times choose between making their health care appointment and the needs of their families,” said Gillian Sealy, CEO, Power to Decide. “It is critical that access to the full range of birth control options, including emergency contraception, is a key component of health care so that we can ensure that all women have the power to decide if, when and under what circumstances to get pregnant and have a child.”

More than 19 million women of low income in the U.S. live in [contraceptive deserts](#), or counties without reasonable access to a publicly funded clinic offering the full range of birth control methods. The BCBenefits program helps to fill these gaps by providing resources to help ease the burden of cost and limited availability of contraception.

“Ensuring women have the education and resources they need to make informed, independent decisions about their sexual health is a key part of our mission,” said Tara Evans, Marketing Director, Foundation Consumer Healthcare. “We are proud to support Power to Decide and look forward to helping the women who benefit from their incredible work.”

For a limited time, eligible BCBenefits recipients can redeem a free unit of Plan B in addition to their other benefits, by using a unique promo code sent to them. Women can learn more about BCBenefits eligibility [here](#).

About Power to Decide

Power to Decide is a private, non-partisan, non-profit organization that works to ensure all people—no

matter who they are, where they live or what their economic status might be—have the power to decide if, when and under what circumstances to get pregnant and have a child. Please visit us at www.PowerToDecide.org or follow us on Facebook and Twitter.

About Foundation Consumer Healthcare

Formed in 2014, Foundation Consumer Healthcare is dedicated to improving consumers' lives by developing and growing a portfolio of differentiated over-the-counter (OTC) products including Plan B One-Step[®], Campho-Phenique[®], St. Joseph[®] 81 mg Aspirin and Bronkaid[®] Dual Action Asthma Caplets. For additional information, visit <https://foundationch.com>.

About Plan B One-Step[®]

Plan B One-Step[®] (levonorgestrel) 1.5 mg tablet is a progestin-only emergency contraceptive that helps prevent pregnancy before it begins by temporarily delaying ovulation. It must be taken within 72 hours after birth control failure or unprotected sex. The sooner it's taken, the better it works. Plan B One-Step[®] is not an abortion pill; it will not work if a woman is already pregnant and will not affect an existing pregnancy. Plan B One-Step[®] is a back-up method of preventing pregnancy, and should not be used as regular birth control because it is not as effective. For additional information, visit www.PlanBOneStep.com.

#