We believe that all young people—no matter who they are, where they live, or their economic status—deserve the power to decide if, when, and under what circumstances to get pregnant and have a child.

We believe that all young people should have the opportunity to pursue the future they want, realize their full possibility, and follow their intentions.

We believe in opportunity, possibility, and self-determination. And we won’t stop believing until every young person has the power to decide.

Our programmatic work seeks to achieve these goals in a number of ways.

- Our Bedsider program, an online birth control support network for women age 18-29, averages around 8 million unique visitors a year and offers medically accurate information on all current methods of birth control.

- We worked with a panel of more than 50 experts to develop the Better Birth Control Framework.

- 12 colleges across the country use our Campus Sexual Health framework to advance sustainable, measurable, and customizable planning strategies.

- BC Benefits, our Contraceptive Access Fund, helps women living at or up to 250% of the federal poverty level overcome some of their most commonly-faced barriers to accessing contraception; transportation, child care, and unpaid time off work.

- We have partnered with the popular culture and entertainment industries for more than 20 years, encouraging and informing stories about sex, love, relationships, birth control, and teen and unplanned pregnancy.

- We lead the Innovation Next accelerator program that supports teams across the country in applying Design Thinking to develop technology-based solutions to prevent teen and unplanned pregnancy. As of June 2020, 20 teams have received grants.

One Key Question® has earned two important endorsements, one by the American Public Health Association and one by the American College of Obstetricians and Gynecologists.

- We are working with more than 50 national, state, and local organizations to build a nationwide movement that values and provides a system of support which makes it possible for every person to have the power and services to
• determine their future, and in doing so, support a healthy start for the next generation.

• Our #ThxBirthControl campaign garnered more than 36,000 mentions on Twitter and Instagram in 2019. In addition, there were 895K engagements with the hashtag and 708K views of our Thanks Birth Control gifs.

• Our #TalkingIsPower campaign had nearly 1,100 mentions and over 12,000 engagements on social media in 2019.

Learn more about our work at powertodecide.org.