



# POWER TO DECIDE

The campaign to prevent unplanned pregnancy

**W**e 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.

- [BCBenefits](#), 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](http://powertodecide.org).