

CBS
POWER
TO DECIDE

HIGHLIGHTS OF POP CULTURE PARTNERSHIPS

From Promise to Proof

HOW THE MEDIA HAS HELPED REDUCE TEEN AND UNPLANNED PREGNANCY

ESSENCE



CBS

abc family
a new kind of family

7th Heaven



Good Housekeeping



WORKING MOTHER

abc GENERAL HOSPITAL



GLAMOUR

GET REAL



FAMILY GUY



one tree hill



ym

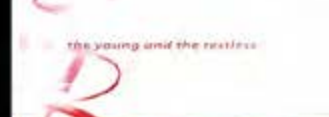


The New York Times



Sports Illustrated

VIRGIN TERRITORY



BuzzFeed



REDBOOK



Journal



blAck
americaweb.com



HISPANIC MAGAZINE



Woman's Day

COSMOPOLITAN



omg!
YAHOO!

THE CW

momlogic



Women's Health



Latina



lifetime



ET
HOLLYWOOD STORY

Family Circle

ER

hulu



TABLE OF CONTENTS

ABOUT US	4
WHY IT MATTERS	5
SPOTLIGHT ON KEY PARTNERSHIPS	7
FREEFORM	8
COSMOPOLITAN	12
TLC	16
SNAPSHOTS OF KEY MEDIA PARTNERSHIPS	21
SEX EDUCATION	22
BLACK-ISH	23
ANDI MACK	24
MTV	26
AP BIO	28
BUZZFEED—BC	29
HULU	30
KNOCKED UP	34
30-SOMETHING GRANDMA	34
WOMEN'S MAGAZINE BRANDS	35
SOCIAL CAMPAIGNS	43
THANKS, BIRTH CONTROL	44
#TALKINGISPOWER/SEX ED FOR ALL	49
FOLLOW US ON... ..	51

ABOUT US



Our Mission:

Power to Decide is a private, non-partisan nonprofit 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.

- We believe that all young people should have the opportunity to pursue the future they want and realize their full possibility.
- To achieve this goal, we provide information about reproductive and sexual health and advocate for access to the full spectrum of reproductive health services.
- When we are successful, child and family well-being will improve. There will be less poverty, more opportunity for young people to complete their education or achieve other life goals, fewer abortions, and a stronger nation.
- We engage diverse voices and perspectives to find common ground, use evidence to guide our work, catalyze innovation, and always put our audiences first.

Over the course of our 24- year history, teen and unplanned pregnancy have dropped dramatically. Progress is not victory: great disparities remain, particularly among low-income women, women of color and women living in rural areas.

About our media work:

Since our founding, we have worked in partnership with hundreds of leaders across the entertainment media industry to forge creative collaborations with television shows, magazine brands, digital platforms and social media influencers.

- We inform and engage audiences, reaching them where they are through voices they turn to and trust.
- We encourage and inform stories about sex, love, relationships, contraception, and unplanned pregnancy.
- Through trusted relationships cultivated over more than two decades, we consult regularly with media leaders and content creators, supporting them in narratives of self-determination, positive relationships, informed decisions, and the importance of young people having the power to decide.



BEDSIDER

WHY IT MATTERS

Research shows that entertainment media is a top source of information for young people and sexual health. Popular media can inform audiences, spark meaningful conversations and drive action.

Bedsider

Bedsider is our award-winning evidence-based birth control information and access network for women 18-29. Bedsider's clinic finder is the nation's most comprehensive network of where to get reproductive health services, helping to ensure that more women will be able to identify where they can go to access the full range of contraceptive methods.

Bedsider had 9.7 million unique users in 2019. Bedsider reaches around 350,000 through its social channels.

Our Bedsider Providers program has more than 8,000 health providers from diverse backgrounds and practice settings to create new content for medical professionals. We train Bedsider providers on cultural competencies, implicit bias, and patient-centered contraceptive care.

Teen Talk

Teen Talk is our destination for young people with information about sex, love, relationships and communication penned by teens for teens; and by adults with special expertise in connecting with young audiences.

**POWER
TO DECIDE**



Our entertainment media partnerships have earned industry awards and garnered recognition as helping to drive the nation's historic decline in teen and unplanned pregnancy overt the past two decades.

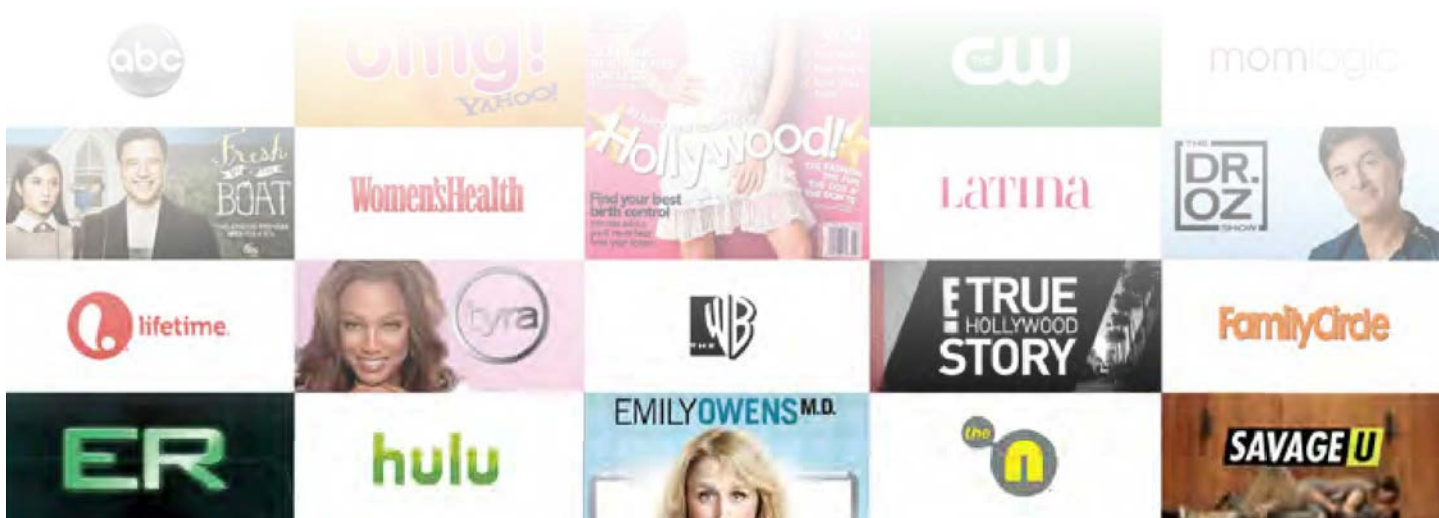


3/4

3 in 4 young people age 12-24 say that when characters they can relate to in TV/movies deal with sex and unplanned pregnancy, it helps them think about how they would handle similar situations.



More than half of young people say that something in pop culture has sparked a conversation with parents and other champions about sex, love, and relationships.



grounded FOR life

People



Dawson's Creek



high school MOMs

party of five

the O.C.



Faking it

modern family



Lifetime



marie claire



OWN
OPRAH WINFREY NETWORK



SELF



Journal

People



Contains exclusive results from a nationwide survey with
The National Campaign to Prevent Teen Pregnancy

The Real Truth
About
Teens
& Sex



Better Homes
and Gardens

CBS



From Hooking Up to
Forever with Benefits—
What Teens Are Thinking,
Doing, and Talking About
And How to Help These
Make Smarter Choices

Sabrina Weill



The Washington Post

FOX



BOSTON
PUBLIC



TRUE
LIFE

Parenting
MAGAZINE

Entertainment



seventeen

Dr. Phil

HBO

THE
CARMICHAEL
SHOW

GEORGE
LOPEZ

SPOTLIGHT ON KEY PARTNERSHIPS

FREEFORM



We are proud to serve as expert advisors to Freeform, continuing our years-long efforts behind the scenes to provide research, polling data and other actionable story material for teen and young adult audiences. From supporting storylines to collaborating on live-tweets, we are grateful for the opportunity to share our information and spark conversations with audiences in real time.



Grown-ish

This critically-acclaimed spin-off of ABC's "black-ish" follows Zoey Johnson to college as she explores relationships,

academics and her independence. The show explores socially-relevant topics with honesty and humor.

Since the show's premiere, we have been sharing expertise, information and relevant resources on sex, birth control, consent, unplanned pregnancy, relationships and more. Through weekly live-tweets each season, our resources are shared with audiences as scenes unfold.



In 2018 and 2019, weekly live-tweets with Grownish have led to a 212% increase in engagement with Power to Decide and a 136% increase in engagement with Bedsider.

POWER TO DECIDE

212%

increase in
engagement

BEDSIDER

136%

increase in
engagement



The Bold Type

Inspired by the life of Joanna Coles at Cosmopolitan, The Bold Type reveals a glimpse into the outrageous lives and loves of those responsible for the (fictional) global women's magazine Scarlet. The show focuses on Kat, Jane and Sutton, who lean on one another as they find their own voices in a

sea of intimidating leaders. Together they explore sexuality, identity, love and fashion and juggle careers and relationships.

Since the first season of this barrier-breaking show, we have provided expertise and information to support storylines. Through weekly live-tweets each season, @TheBoldType shares our posts, delivering our information about birth control, relationships and sex to audiences in real time.

In a story line about emergency contraception, we shared our EC information as the episode aired, resulting in a nearly 400% increase in engagement with Bedsider and a more than 500% increase in engagement with Power to Decide.

POWER TO DECIDE

500%

increase in
engagement

BEDSIDER

400%

increase in
engagement



In a Twitter poll, 75% of viewers said that they learned something new about emergency contraception from the episode.

EC TWITTER POLL

75%

viewers



GLAMOUR

ROMPER

teenVOGUE

NETFLIX



REFINERY29

ELITE
DAILY

COSMOPOLITAN

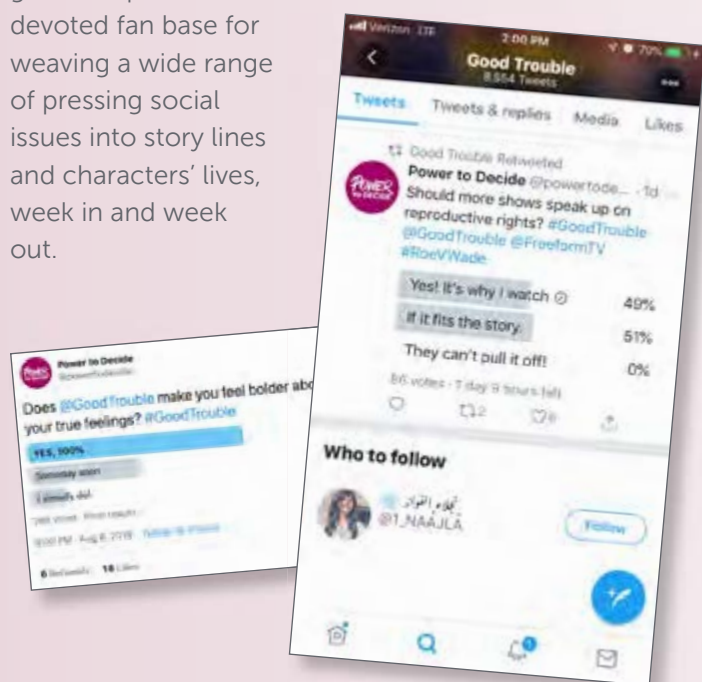




Good Trouble

Good Trouble, Freeform's hit spin-off of "The Fosters," follows sisters

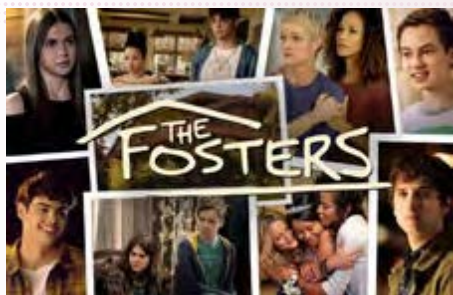
Callie and Mariana Adams Foster as they embark on careers, relationships and young adulthood in LA. Power to Decide participates in weekly live tweets with the show and works with the network behind the scenes to provide information and expertise. Good Trouble has garnered praise and a devoted fan base for weaving a wide range of pressing social issues into story lines and characters' lives, week in and week out.



Good Trouble is TV's first good Gen Z drama

Freeform's new spinoff of The Fosters is full of progressive politics and sexy soap opera tropes. It's a lot of fun.

The Fosters



Moms Stef and Lena build a close-knit family with Stef's biological son, Brandon; adopted twins, Mariana and Jesus; Jude and Callie, a veteran of foster homes and juvenile detention. The Fosters won critical praise and numerous industry awards, including a Peabody and a GLAAD Media Award, for addressing topical issues

in an authentic way.

Throughout *The Fosters'* entire 5-season run, we served as expert advisors to the series, informing stories about love, sex, relationships, unplanned pregnancy, abortion and parent-teen communication. Through social media collaboration and more, we supported the *Fosters* in sparking meaningful public conversations about sex, love, relationships and the power to decide.



The Fosters has a highly engaged social audience with nearly 4 million followers across its social platforms.

91% of viewers say they wish more TV shows and movies spoke as openly as *The Fosters* does about sex, love, relationships and having the power to decide your future.



We collaborated on weekly live tweets with The Fosters' nearly 500,000 followers throughout its final seasons. As a result, engagement with Power to Decide increased by an average of 350% each week; engagement with Bedsider increased by an average of 150% each week.



9 IN 10

Nearly 9 in 10 viewers consistently agree that The Fosters is a great way to jumpstart meaningful conversations with the young people in your life.



COSMOPOLITAN

COSMOPOLITAN

Power to Decide and Cosmopolitan: 2017–2018 Collaborations



- For more than 11 years Power to Decide has worked extensively with Cosmopolitan, Cosmo for Latinas, and CosmoGirl on all its platforms to provide exclusive story ideas, information, co-creation of surveys, PR support, social media content, and perspective on breaking news.
- Cosmopolitan is the world's largest young woman's media brand, with more than 130 million brand touchpoints across print, digital, and social platforms. Cosmopolitan reaches 74 million readers—mostly women 18–34—in print, digital and social media combined.
- We have collaborated on more than 5 joint surveys, 12+ editorial packages, and serving as a source for regular writer/editor briefings and original content.

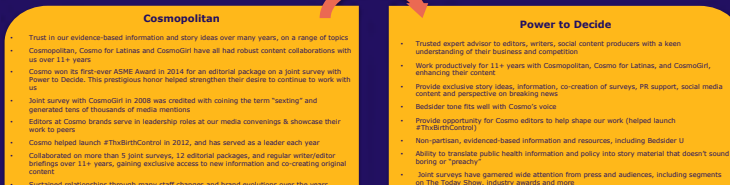
"I think Cosmo does a great job of...explaining [birth control] to young women, who might be too scared to talk about birth control options...it's great to see women talking about this. I love Cosmo, I've been a reader for many years. Good work Cosmo!"

"Ever since I was in high school, like 15, 16, 17, I've been reading Cosmo. It's [Cosmo] kind of like an old friend." "She's [Cosmo] got quotes, she cites the people and places where she's getting her facts from so yeah [I] definitely [trust Cosmo]"

"Definitely it made me think it over and it actually seems to be that birth control actually has a more major role in people's lives than I originally thought"



Cosmopolitan & Power to Decide Partnership: Key Elements of a Successful Partnership for More than a Decade



- Readers surveyed say they have the highest trust in Cosmopolitan as a source of information about reproductive health. This high level of trust opens the door learning and connection with audiences.
- Cosmopolitan has been an essential partner in shaping our work and translating public health information and policy into story material that is engaging for young people. (From Slide 13 Cosmo PPT)



The Most Ridiculous Excuses People Make for Not Using Condoms

The results from Cosmo's study with Power to Decide.

Power to Decide and Cosmopolitan conducted an exclusive joint survey on the top reasons that men and women age 18-34 don't condoms during sex. Cosmopolitan covered findings in print, digital and social media. Other media outlets picked up the story as well.



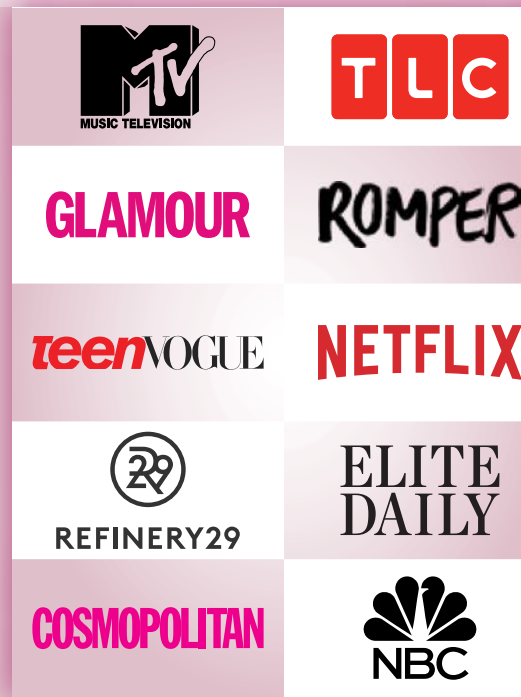
Why Are People Choosing Not to Use Condoms?

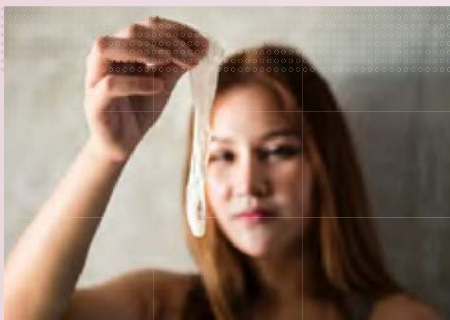
Cosmo partnered with Power to Decide to ask 2,000 18- to 34-year-olds why latex is only cool if a Kardashian wears it in dress form.



Cosmopolitan
Editor-in-Chief celebrates
the magazine's first-ever
ASME award for its package
on contraception, developed
in partnership with us.

From Promise to Proof





This Week in Sex: So You Won't Use a Condom Because You Don't Want to Throw It Away?

Puh-leeze. This is not the time to reuse, reduce, or recycle.



Birth Control: Will It Become the Ultimate Luxury?

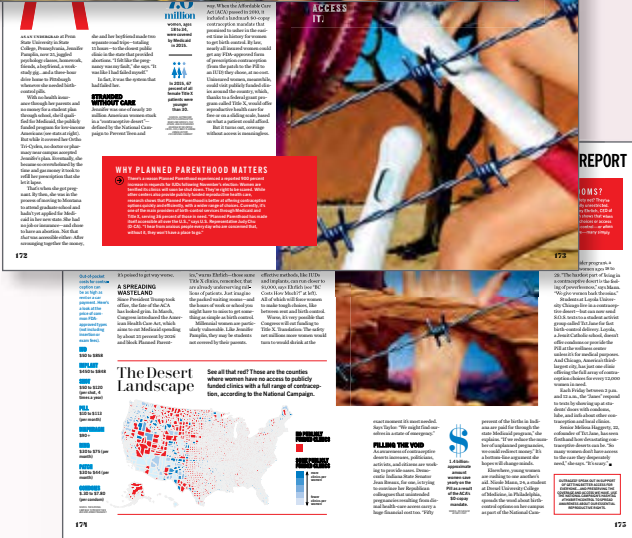
Power to Decide served as a source of expertise and quotes for this award-winning package on birth control access.



Are Young Women Totally Over the Pill?

Seventy percent of women who have used the pill said they'd stopped taking it or thought about stopping in the past three years.

Power to Decide and Cosmopolitan collaborated on a survey about why women might be ditching the pill, and CEO Ginny Ehrlich is quoted on why women need to know about the full range of birth control methods.



GLAMOUR

ROMPER

teenVOGUE

NETFLIX



REFINERY29

ELITE DAILY

COSMOPOLITAN



TLC



Unexpected

TLC's "Unexpected," is an original unscripted series that explored the ups and downs of three pregnant teen

couples and their parents. Since its premiere, Power to Decide has served as TLC's lead educational partner and expert advisor for the series. We have provide custom discussion guides, tailored fact sheets, and information and tips to help viewers use the show as a jumping-off point to talk openly about unplanned pregnancy and birth control.

TV personality and social media influencer Ananda Lewis produced a special #TalkingIsPower video for Power to Decide as part of her role in hosting the Unexpected reunion special.

"Unexpected" was TLC's highest-rated new series in 2017."



How To Discuss Teen Pregnancy And Unexpected

Learn how to use TLC's Unexpected Season Two to spark meaningful conversations about unplanned pregnancy.

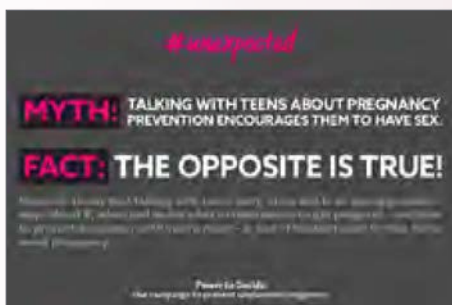


Find Resources That Support Teen Parents



How To Talk To Teens About Sex

Awkward? It doesn't have to be! Here's how to start the conversation.

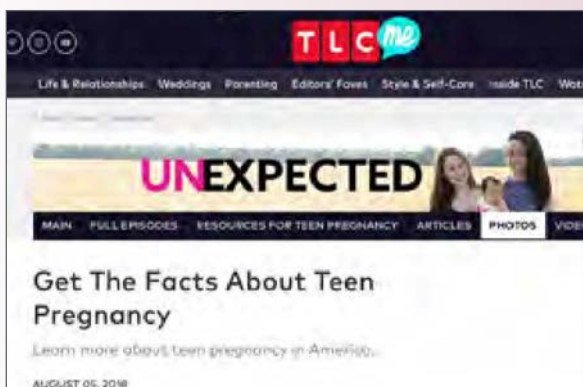


Common Teen Pregnancy Myths

Busting common myths about teen pregnancy.



]



Get The Facts About Teen Pregnancy

Learn more about teen pregnancy in America.



GLAMOUR

ROMPER

teenVOGUE

NETFLIX

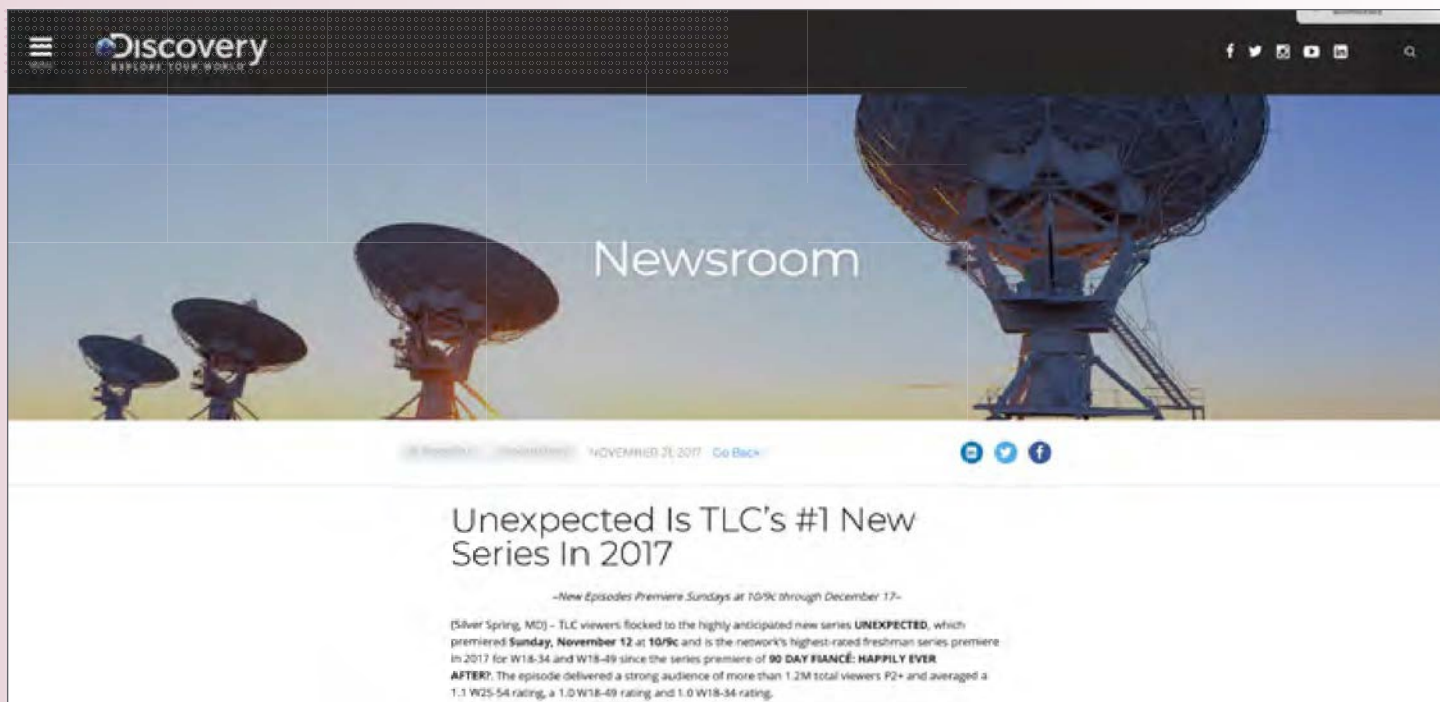


REFINERY29

ELITE DAILY

COSMOPOLITAN





Unexpected Is TLC's #1 New Series In 2017





Resources for Teen
Pregnancy and Supporting
Young Parents



GLAMOUR

ROMPER

teenVOGUE

NETFLIX



REFINERY29

ELITE
DAILY

COSMOPOLITAN



mun2

U5

GREY'S ANATOMY

seventeen

Parks and Recreation

tr3s

EMILY OWENS M.D.

THE ROSIE SHOW

¡Levántate!

A NEW ABC FAMILY ORIGINAL SERIES
Chasing life

FOX

ER

PBS

iVillage

THE SECRET LIFE OF THE AMERICAN TEENAGER

CBS

ANDERSON LIVE

a path appears
FROM THE CREATORS OF HALF THE SKY

VARIETY

ULTIMATE A&O

teenVOGUE

someecards

myspace
a place for friends

HOUSE M.D.

Discovery Health

HART & DIXIE

Teen People

young & HUNGRY

ARE YOU THE ONE?

party of five

TYRA

A hulu ORIGINAL
EASTLOS HIGH

TLC

Teen nicks

GUILT
FREEFORM

Degrassi

THE WIFE

UNIVISION

Lifetime

ricki
THE RICKI LAKE SHOW

one life to live

BUSTLE

Parenthood

FREEFORM

THIRD WATCH

HAPPY ENDINGS

NBC

SMASH

BET

WB

All of Us

American Idol

glee

TMZ

SO YOU THINK YOU CAN DANCE

marie claire

SNAPSHOTS OF KEY MEDIA PARTNERSHIPS



Wednesday, Feb. 28, 2018 at the Television Academy's Saban Media Center in North Hollywood, California.

Tuning In for the "Talk"

In a lively panel discussion, television creators and teen advocates tackled sex, teens, and TV.

The panel and audience at "Tuning in for the TALK - How TV is Approaching Love, Sex, Pregnancy & Birth Control and How Young People Are Responding," a provocative discussion presented by the Television Academy, ATX TV Festival and Power to Decide on



Caitlin McFarland, Deirdre Shaw, Marisa Nightingale, Mauricio Mota, Ginny Ehrlich, Rina Mimoun, and Emily Gibson at "Tuning in for the TALK - How TV is Approaching Love, Sex, Pregnancy & Birth Control and How Young People Are Responding," a provocative discussion presented by the Television Academy, ATX TV Festival and Power to Decide on Wednesday, Feb. 28, 2018 at the Television Academy's Saban Media Center in North Hollywood, California.

SEX EDUCATION



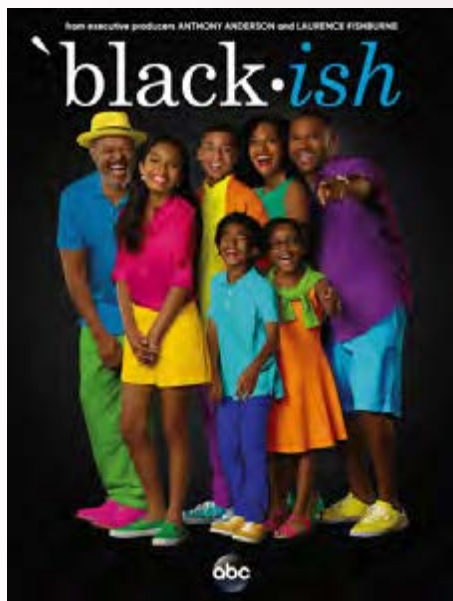
We provided information and support to Netflix as they launched the series to help highlight the show's value as a discussion-starter about important sexual health topics. We continue to help promote the show and support open conversations.

NETFLIX



Something to Talk About: Sex Education on Netflix

BLACK-ISH



Black-ish: We have worked behind-the-scenes with ABC's award-winning family comedy "Black-ish" since its first season on episodes related to sex, birth control and parent-teen conversations about relationships.

- We worked closely on an episode in Season 4 that took on double standards when it comes to men, women, sex and the messages young people get from parents and society.
- This episode reached more than three million viewers age 18-49. We provided language and resources that @blackishABC shared directly with their Twitter audience of more than 292,000 viewers.



385%

As a result of the live-tweet with Black-ish, @PowerToDecide had 385% more engagement than the daily average

82%

In our Twitter poll, shared by @blackishABC, 82% of respondents agreed that "Tonight's episode of @Blackish makes me want to break the double standard when it comes to talking to young people about sex."



GLAMOUR

ROMPER

teenVOGUE

NETFLIX



REFINERY29

ELITE DAILY

COSMOPOLITAN



ANDI MACK



Andi Mack is a coming-of-age story in which 13 year-old Andi discovers that her free-spirited older sister is actually her mom, and the mom she grew up with is actually her grandmother.

"Andi Mack" was consistently ranked cable's #1 series among tweens 9-14.

Learning this family secret sends Andi on an uncharted course of self-discovery. Best friends Cyrus and Buffy also try to figure out their places in the world. The series explored themes related to family, trust, asserting individuality, and what being a parent really means.



Andi Mack' Character To Come Out As Gay: A Disney Channel First

Power to Decide is proud to have served as an expert advisor to the show and the network from its inception to its finale, and made substantive contributions to story lines, digital content and network publicity throughout the life of the series. We provided extensive message guidance and script review related to teen parenthood and relationships to ensure that they would be effective and appropriate for tweens and their parents.

Mack Chat



We supported the Mack Chat by reviewing episodes and providing expert guidance behind the scenes.



From Promise to Proof



GLAMOUR

ROMPER

teenVOGUE

NETFLIX



REFINERY29

ELITE
DAILY

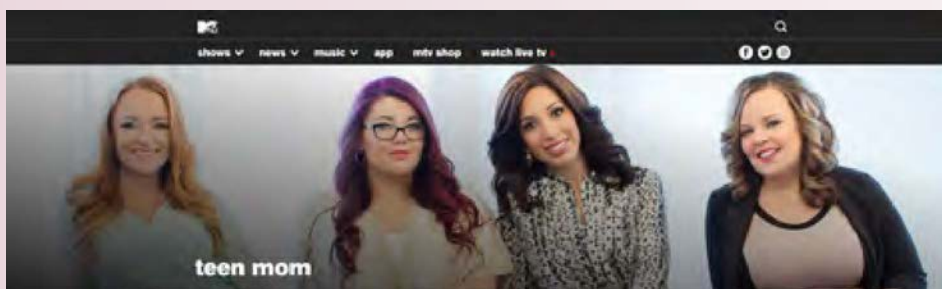
COSMOPOLITAN



MTV



MTV and Power to Decide have worked in close partnership since our founding in 1996, through scripted and unscripted programming content, social impact campaigns, digital/social media, news coverage, press, background briefings and more. We are proud to continue to evolve our creative collaboration.



Teen Mom

- Power to Decide continues to serve as an expert advisor to all the "16 and Pregnant"/ "Teen Mom" series and specials since the show debuted in 2009.
- We have consistently provided data points and messaging for cast members and to Dr. Drew for reunion specials each season. Cast members recorded video messages for #ThxBirthControl and Dr. Drew regularly participates in our social media conversations.
- Since these shows have been on the air, teen births in the U.S. have dropped 36% and experts have credited these shows with helping to drive conversations that are key contributors to increased awareness.

MTV programming was received by 372 million TV households worldwide (Statista, 2017)



Mississippi Sex Education

MTV News Mississippi FB show:



MTV

Teen Mom Young and Pregnant:



Times Square Billboard

For our Talking Is Power and Thanks, Birth Control Day campaigns MTV donated their Times Square Billboard to Power to Decide.

2017



2018



2019



From Promise to Proof



GLAMOUR

ROMPER

teenVOGUE

NETFLIX



REFINERY29

ELITE DAILY

COSMOPOLITAN



AP BIO



Power to Decide supported the executive producers of NBC's hit comedy "A.P. Bio" as they developed a story line about teen pregnancy and debunked myths about sex education. The episode, "Rosemary's Boyfriend," aired in April 2018 and reached more than 3 million viewers that week.



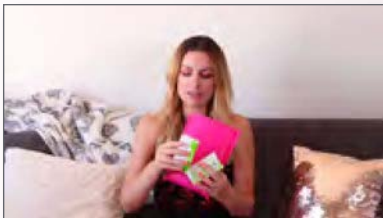
AP Bio debunked myths about condom use and opened up a conversation about the need to educate teens about protection whether or not they're sexually active.



BUZZFEED—BC

DELIVERY SERVICES

Power to Decide provided expertise and an on-camera interview with CEO Ginny Ehrlich for this feature on mail-order birth control. Host Chloe Zak highlighted our Contraceptive Deserts map, Bedsider as a helpful resource, and encouraged viewers to check out the Contraceptive Access Fund.



19.5 MILL

More than 19.5 million women live in contraceptive deserts.

From Promise to Proof

BuzzFeed



GLAMOUR

ROMPER

teenVOGUE

NETFLIX



REFINERY29

ELITE DAILY

COSMOPOLITAN



HULU

hulu



Ask Dr. Ruth

Power to Decide worked closely with Hulu on a special NYC screening of its documentary "Ask Dr. Ruth" followed by a discussion with Dr. Ruth Westheimer, CEO Ginny Ehrlich, and NYU Vice Provost and Power to Decide Board Member Dr. Vincent Guilamo-Ramos.

College students, reproductive health experts, media leaders and funders gathered for a lively conversation with Dr. Ruth about the importance of open, honest conversations about sex, love and relationships.




Dr. Ruth Westheimer says #TalkingIsPower with a Screening and Discussion of "Ask Dr. Ruth"



Shrill:

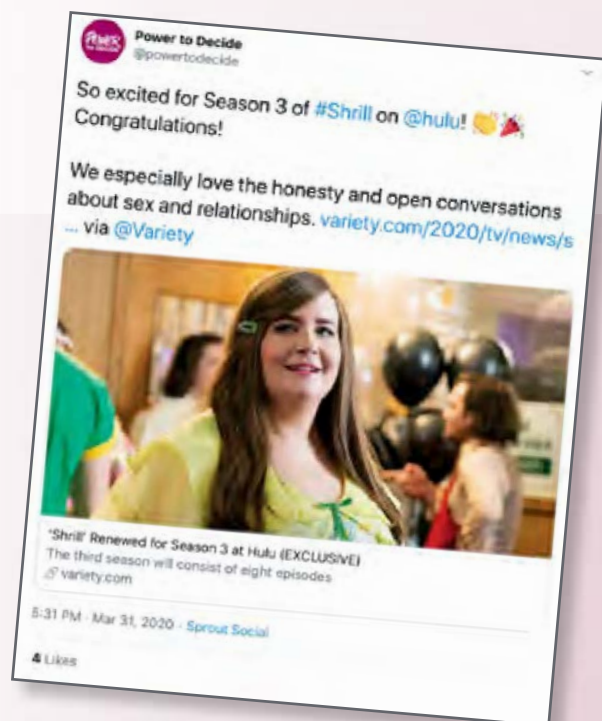
Shrill: Power to Decide provides background information and social media support to this hit Hulu original series, which explores sex, love, relationships and the power to decide if, when and under what circumstances to get

pregnant and have a child.



What Shrill can teach us about sex and dating

The top ten lessons from Hulu's new show



GLAMOUR

ROMPER

teenVOGUE

NETFLIX



REFINERY29

ELITE
DAILY

COSMOPOLITAN





East Los High had a wide audience reach, strong viewer engagement, and a positive cognitive, emotional, and social impact on sexual and reproductive health communication and education. Cast members of East Los High participated in #ThxBirthControl every season.

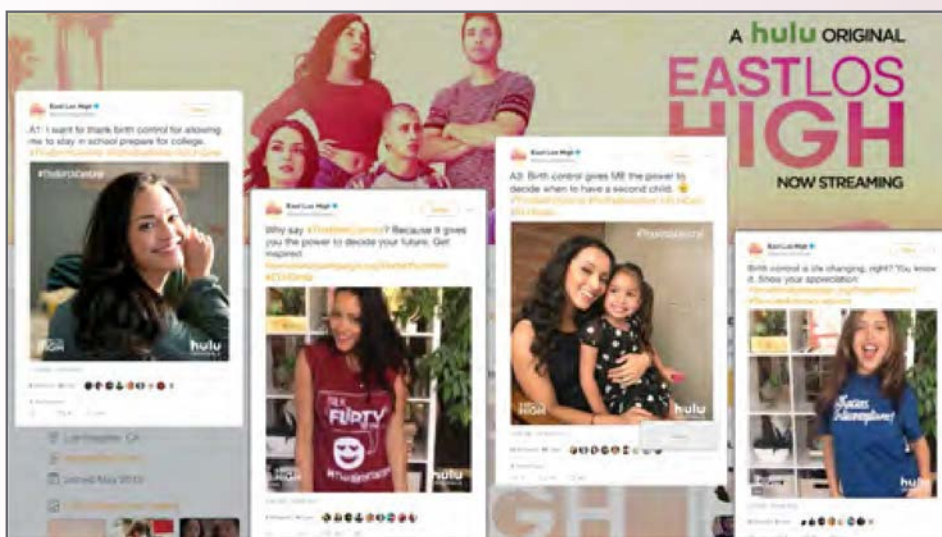
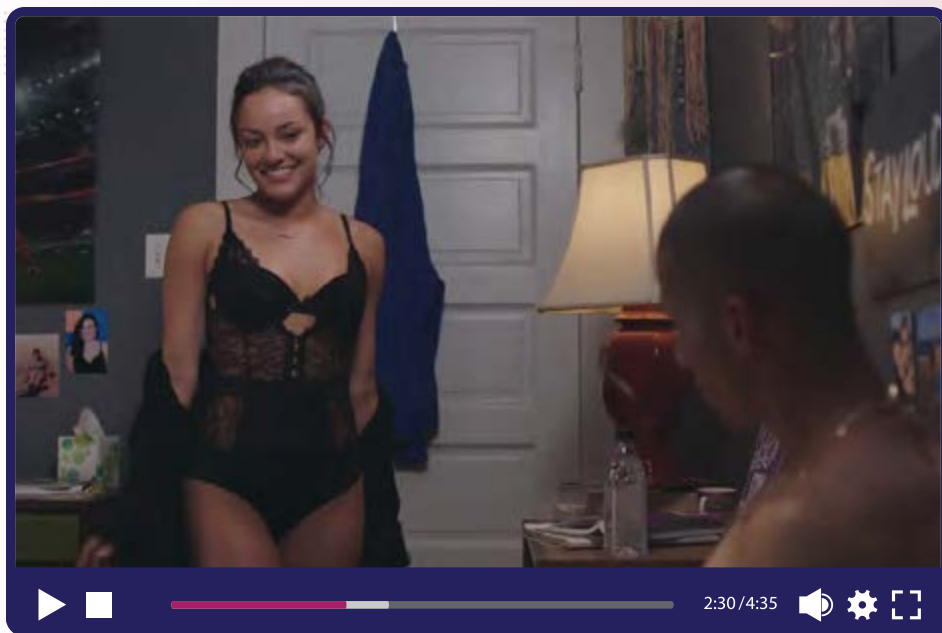
Over the life of the series, we participated in the show's independent impact evaluation efforts, which found that viewers were more aware of contraceptive options and were more likely to talk about and have favorable views of contraception and sexual health services.

East Los High

Power to Decide has served as advisor and partners to this Emmy-nominated series since its inception and supported the creative team and cast at each stage of the creative process, from story development to transmedia content; as well as press outreach and exclusive extra content.



For the series finale in December 2017, we worked closely on contraceptive stories and to review how characters' lives and relationships culminated.



After watching *East Los High*, viewers learned new information (correct use of condoms, birth control pills, and emergency contraception); had higher levels of positive behavioral intentions related to sexual health (using/recommending health services); had appreciation for the comprehensive resources on the show's website; and talked to their friends, siblings, parents, and relatives about *East Los High*.



GLAMOUR

ROMPER

teenVOGUE

NETFLIX



REFINERY29

ELITE
DAILY

COSMOPOLITAN



KNOCKED UP, 30-SOMETHING GRANDMA

Lifetime

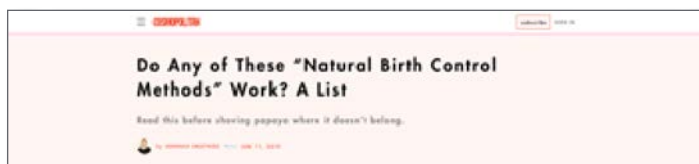


As part of our decades-long partnership with Lifetime, we supported unscripted series dealing with unplanned pregnancy:

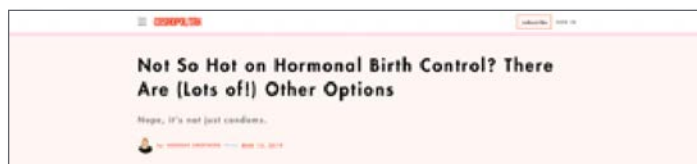


WOMEN'S MAGAZINE BRANDS

COSMOPOLITAN



Do Any of These “Natural Birth Control Methods” Work? A List



Not So Hot on Hormonal Birth Control? There Are (Lots of!) Other Options



Most Women Who Need Publicly Funded Birth Control Live in Places It Doesn't Exist



Exclusive: Bedsider Created an Extremely Easy Way to Help Women Find Abortion Providers

ELITE DAILY



How To Handle Birth Control Emergencies On Campus & Keep Your Chill



19 Tweets About #ThxBirthControl Day That Say It Louder For The People In The Back



The Trump Admin Took Another Major Swipe At Birth Control For Young Women

BUSTLE



9 People On Why They're Thankful For Birth Control



7 Myths About Birth Control That Men Still Believe



How To Support Birth Control Access On Social Media & Beyond



7 Reproductive Rights Organizations' Statements About The Alabama Abortion Ban

GLAMOUR



What's the Most Effective Type of Birth Control?



If Title X Disappears, Over 22 Million Women Will Live In Contraceptive Deserts

REFINERY29



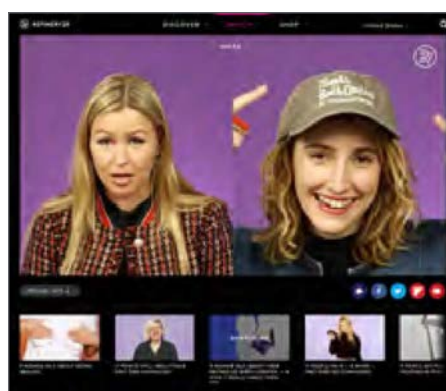
How To Get Free Or Cheap Birth Control With Or Without Insurance



Think Birth Control Isn't A Health Necessity? Read These Tweets



This Is How Plan B ACTUALLY Works



9 Women Talk About Their Method of Birth Control & How It Really Makes Them Feel

ESSENCE



It's #Thxbirthcontrol Day and Here's Why You Should Celebrate

teenVOGUE



Teens' Biggest Sex Questions Answered By Their Peers



Why Over the Counter Birth Control Is Crucial for Young People

Ms.



Thanks, Birth Control!



Celebrating Contraception Access Free From Coercion, Stigma and Injustice

ROMPER



Changing The Time You Take Birth Control Can Be Tricky: Here's How To Do It Safely

Parents



Teenage Pregnancy: A Parent's Guide

BuzzFeed



Here's What Happens If You Take The Morning-After Pill All The Time

FIERCE

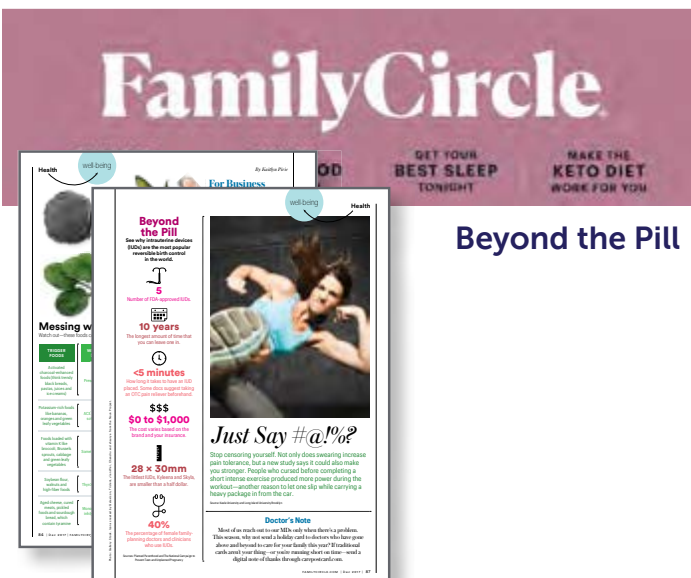


These #ThxBirthControl Underline How Crucial Contraceptives Are To Ensuring Equality and Freedom For Women



It's Crucial To Have Honest & Shame-Free Sex Talks With Your Younger Relatives — This Guide Will Help

FamilyCircle®



Beyond the Pill

seventeen



I Got My School to Teach Sex Ed

Mashable



Your most Googled 'Can I get pregnant if ...' questions, answered

REWIRE MAG



HHS Awards Nearly \$1.5 Million in Teen Pregnancy Prevention Funding to Anti-Choice Organizations

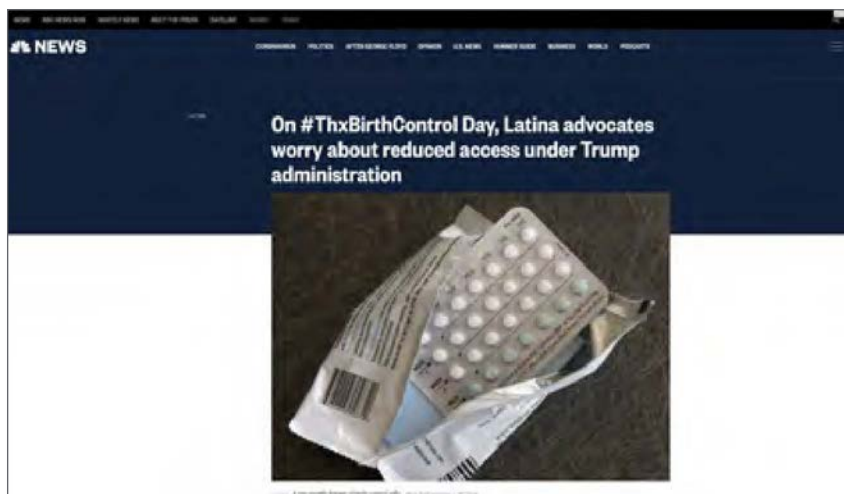
Why We're Skeptical of Conservative Support for Over-the-Counter Contraception





Nearly 900 women's health clinics have lost federal funding over gag rule

Reproductive health clinics serving Latinas grapple with 'domestic gag rule'



On #ThxBirthControl Day, Latina Advocates Worry About Reduced Access Under Trump Administration

CBS

HOW DO YOU SCORE?

abc family
a new kind of family

FamilyCircle



7th Heaven

WORKING MOTHER



NBC

VIRGIN TERRITORY

FIND OUT! TAKE THE
TEEN PREGNANCY
QUIZ AT STAYTEEN.ORG



THE NATIONAL DAY TO PREVENT
TEEN PREGNANCY

It's Your
iSex Life

COSMOPOLITAN

YM



Women'sHealth

CBS Paramount
TELEVISION

The New York Times



COSMO
girl!



1

Channel One News™

VIRGIN
TERRITORY

ESSENCE



Latina



Journal



HISPANIC
MAGAZINE



FUNNY
& DIE

omg!
YAHOO!

seventeen



SOCIAL CAMPAIGNS

THANKS, BIRTH CONTROL

Each November, Power to Decide celebrates its annual Thanks, Birth Control Day, which is intended to mobilize people to speak positively about all that birth control makes possible for young women, families, and our nation. Thanks, Birth Control is an integrated communications campaign that consists of social media, traditional media relations activities, entertainment and pop culture media, content creation, and grassroots activations.

Entertainment Media Highlights Power to Decide had many media partners and supports for Thanks, Birth Control including entertainment media leaders and influencers in television, magazine brands, and digital and social media.



2019 Thanks, Birth Control: by the numbers

19K

In the month of November, there were over 19k mentions of the #ThxBirthControl hashtag with a potential reach of 71.5 million and a potential impression of nearly 103 million.

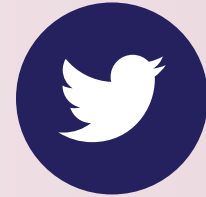
651K

The hashtag engagement was over 651k, representing a 56% increase in engagement from 2018.

96%

Overall, almost 96% of the sentiment of chatter using #ThxBirthControl hashtag was positive.





3,000

The Twitter Storm, hosted by Power to Decide, served as a catalyst for conversation with over 3,000 tweets on Twitter during the hour and 37.8 million impressions, causing the hashtag to trend nationally.

Entertainment



GLAMOUR

ROMPER

teenVOGUE

NETFLIX



REFINERY29

ELITE DAILY

COSMOPOLITAN





Political Highlights



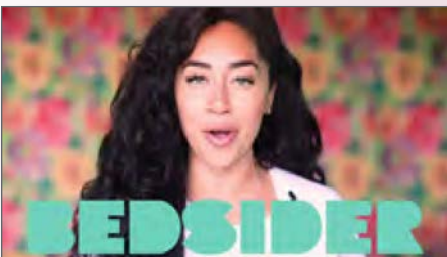
Mamma Doctor Jones Video:

174k views on Youtube



YouTube Influencer Shan Boody says "Thanks, Birth Control"

Ahe generated interest from 250,000 fol lowers across her social platforms.



GLAMOUR

ROMPER

teenVOGUE

NETFLIX



REFINERY29

ELITE
DAILY

COSMOPOLITAN





#TALKINGISPOWER/ SEX ED FOR ALL

- #TalkingIsPower is an integrated communications campaign that consists of social media, traditional media relations activities, entertainment media, content creation, and grassroots activations. The campaign's message was simple: Start early. Talk often. You're More Powerful Than You Think. The goal of the campaign is to empower champions of youth—parents, other family members, such as aunt/uncles, grandparents, educators, mentors, and more—of the unique and important role they have in providing accurate information on sex, love, relationships, and contraception.
- On May 1, 2019, Power to Decide—alongside Advocates for Youth, Healthy Teen Network, Planned Parenthood, and Sexuality Information and Education Council of the United States (SIECUS)—launched Sex Ed For All Month: Accessing Power, Information and Rights. Sex Ed For All Month replaces Teen Pregnancy Prevention Month and focuses on working towards all young people—including communities of color, LGBTQ young people, immigrants, those with lower incomes, those living in rural areas and those in foster care—having the power to access the education and health care they need to achieve the best positive outcomes for themselves.

2018

Power to Decide partnered with Cosmopolitan to launch #TalkingIsPower month. Together, we created three co-branded #TalkingIsPower Twitter in-stream social prompt graphics to enable champions to engage in meaningful conversations with the young people in their lives.

2019

The sentiment was over 95% positive.

MTV Billboards

2018:



2019:



From Promise to Proof



GLAMOUR

ROMPER

teenVOGUE

NETFLIX



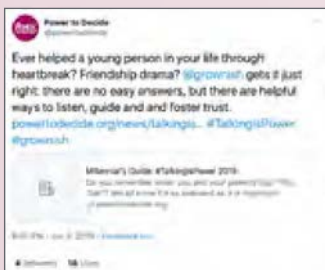
REFINERY29

ELITE
DAILY

COSMOPOLITAN



Grown-ish



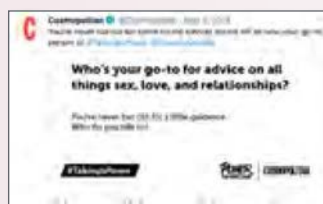
Good Trouble



The Bold Type

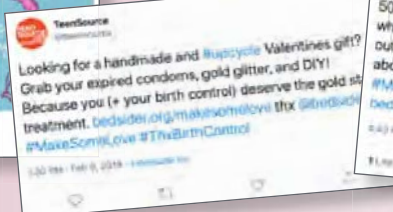


TIP Cosmo Social:



Make Some Love

In the month of February, Power to Decide and Bedsider celebrate Valentine's Day—and National Condom Week—with our #MakeSomeLove campaign.



FOLLOW US ON...



@PowerToDecide, and @Bedsider



GLAMOUR

ROMPER

teenVOGUE

NETFLIX



REFINERY29

**ELITE
DAILY**

COSMOPOLITAN



CBS
POWER
TO DECIDE

HIGHLIGHTS OF POP CULTURE PARTNERSHIPS

POWER TO DECIDE • HIGHLIGHTS OF POP CULTURE PARTNERSHIPS

Power to Decide

1776 Massachusetts Avenue, NW, Suite 200
Washington, DC 20036

info@powertodecide.org • 202-478-8550 • @PowerToDecide • @Bedsider