



POWER TO DECIDE THE CAMPAIGN TO PREVENT UNPLANNED PREGNANCY

INFORMATION

ACCESS

OPPORTUNITY

At **Power to Decide**, we work to ensure that 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.

We know that unplanned pregnancy rates have plummeted in the past two decades; however, progress isn't victory, and disparities persist.

- Unintended pregnancy rates are highest among women of color. The unintended pregnancy rate for non-Hispanic black women in 2011 was more than double that of non-Hispanic white women.¹
- Birth rates for young people living in rural areas are one-third higher than for those in urban areas.²

1 *Finer, L. B., & Zolna, M. R. (2016). Declines in unintended pregnancy in the United States, 2008–2011. New England journal of medicine, 374(9), 843–852.*

2 *Hamilton BE, Rossen LM, Branum AM. Teen birth rates for urban and rural areas in the United States, 2007–2015. NCHS data brief, no 264. Hyattsville, MD: National Center for Health Statistics. 2016.*



80% of pregnancies among women ages 18–29 are described by the women themselves as unplanned.



1 in 4 girls will get pregnant before age 20. The U.S. has the highest rate of teen pregnancy in the industrialized world.



19 million+ women live in contraceptive deserts, where there aren't enough clinics offering access to the full range of birth control methods.

- Just under half (45%) of all pregnancies are unintended. Among people aged 15–24, nearly two-thirds (63%) of pregnancies are unintended.³

We believe that all young people should have the information, access, and opportunity to pursue the future they want, realize their full possibility, and follow their intentions. And we won't stop working to achieve lasting change until every young person has the power to decide.

3 *Finer, L. B., & Zolna, M. R. (2016). Declines in unintended pregnancy in the United States, 2008–2011. New England journal of medicine, 374(9), 843–852.*

WE PROVIDE INFORMATION

- **Bedsider:** Bedsider.org is our innovative and evidence-based online birth control support network for women age 18 to 29. With an average of 7 million unique visitors annually, Bedsider has become the nation's go to resource on birth control. We offer medically accurate information on all current methods of birth control and a method explorer to help young people choose the method that's right for them.
- **Bedsider Providers:** Building on the trust providers and patients have in the Bedsider brand for birth control knowledge and counseling, Bedsider Providers is a companion site for health care providers. Bedsider Providers is a digital platform that supports providers to expand their capacity to offer equitable, resonant, and high-quality sexual and reproductive health care through medically-accurate and relevant content on sex, sexual health, abortion, birth control, STIs, and more.
- **Reproductive Well-Being:** We are working with more than 50 national, state, and local organizations to build a nationwide movement that works to ensure that all people have equitable access to the information, services, systems, and support they need to have control over their bodies, and to make their own decisions related to sexuality and reproduction throughout their lives. As part of this movement, we also support place-based teams across the U.S. to implement reproductive well-being work in their communities.
- **Campus Sexual Health:** We help college campuses establish a system of support for all of their students' health and pregnancy planning needs. This includes training and technical support on the prevention of campus sexual violence. Our framework allows colleges and universities to advance sustainable, measurable, and customizable approaches to supporting sexual and reproductive health on campus.
- **Pop culture and entertainment media:** We have partnered with the popular culture and entertainment industries for more than 25 years, encouraging and informing stories about sex, love, relationships, birth control, and teen and unplanned pregnancy.
- **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.



WE INCREASE ACCESS

- **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.
- **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 and transportation.
- **Bedsider Clinic Finder:** Our "Where to Get It" tool on Bedsider allows users to search for a health center anywhere in the country. We also offer Delivered to Your Door, a search tool that allows users to find service providers who can deliver birth control directly to their home.
- **Abortion Finder:** AbortionFinder.org provides clear, up-to-date information about the availability of abortion care across the country. With more than 750 health centers, AbortionFinder.org is the most comprehensive directory of trusted (and verified) abortion service providers in the United States.
- **Federal and State Policy:** Power to Decide works to identify, develop, and promote a variety of federal policy options that ensure that young people have the power to decide if, when, and under what circumstances to become pregnant and have a child. We provide resources on federal funding for evidence-based teen pregnancy prevention education, contraceptive access, and related issues, such as poverty and education. These policies can increase the opportunity that young people have to pursue the future that they want for themselves.
- **Contraceptive Access Toolkit:** Our digital toolkit presents a variety of materials for elected officials, public health officials, and advocates to advance state contraceptive access policies. Currently, it focuses on three policies: coverage for an extended supply of contraception, protecting contraceptive coverage, and pharmacist prescribing of contraception.





WE INVEST IN OPPORTUNITY

- **Place-Based work:** We implement place-based projects in partnership with states and communities across the nation, tailored to meet the specific needs of each place. Our projects engage around four key areas - health equity, policy, education and communication, and health care delivery - and use a continuous quality improvement approach to create lasting initiatives that exist and thrive far beyond one specific champion, organization, or funder.
- **One Key Question®:** We offer training and tailored support for One Key Question®, a transformative tool that starts the conversation about if, when, and under what circumstances people want to get pregnant and have a child. One Key Question® provides a framework for health providers, social service providers, and champions who support patients to routinely ask: “Would you like to become pregnant in the next year?” It focuses on understanding a patient’s or client’s goals and providing follow-up care based on their response, whether that is for birth control, preconception health, prenatal care, or referral to other services. 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.
- **Human-Centered Design:** We catalyze innovation in reproductive and sexual health by using human-centered design to find creative solutions to challenges and pain points in the field. We lead the **Innovation Next** accelerator program, which supports teams across the country in applying human-centered design to develop technology-based solutions to prevent teen and unplanned pregnancy. Our staff leads human-centered design projects to develop innovative solutions to challenges identified by funders or other organizations. And we build the capacity of other organizations to conduct human-centered design by offering online and in-person training and customized technical assistance
- **Child Welfare:** We know that system-involved youth are at higher risk of unplanned pregnancy. We support innovative efforts to ensure that these young people receive the support they need to achieve their goals, such as our judges toolkit, [When You Decide: A Judge’s Guide to Pregnancy Prevention Among Foster Youth Toolkit](#), developed in collaboration with the National Council of Juvenile and Family Court Judges. We also provide training and technical assistance to jurisdictions overseeing dependency and juvenile delinquency cases throughout the U.S.