

Organization: Planned Parenthood Health Systems

County: Wake

Address: 100 S. Boylan Ave.
Raleigh, N.C. 27603

Phone: 919-833-7526 ext. 6131

Website: <http://www.pphsinc.org/>

Project: Emergency Contraceptive Awareness Initiative

Additional counties served: Buncombe, Forsyth, Guilford, Mecklenburg, New Hanover and Wake

*****Below are excerpts from their final report*****

About the Project: With the grant funds we purchased 20 packs of Plan B for our “Back Up Your Birth Control Day” project. The second annual “Back Up Your Birth Control Day” was held on March 25, 2009. The project was successful in reaching women and teens with preventative education and emergency contraception. Our goal was to improve access to and education about emergency contraception (a safe, effective backup birth control method that can prevent pregnancy after unprotected intercourse or contraception fails).

Successes: During “Back Up Your Birth Control Day” we distributed 151 packs of Plan B at our health centers located in major metropolitan areas in N.C. (Wilmington, Raleigh, Greensboro, Winston-Salem, Charlotte, and Asheville). Additionally, our prevention and education message was distributed through 18,000 e-mails and reached several thousand at-risk youth via print ads, media exposures, and collaboration with youth organizations.

