

## Preventing Unplanned Pregnancy Among Young Adults

(NAPSA)—The U.S. has one of the highest rates of unplanned pregnancy in the developed world.

Nearly one in 10 unmarried young women (ages 20–29) has an unplanned pregnancy each year, according to data developed by the Guttmacher Institute and recently released by the National Campaign to Prevent Teen and Unplanned Pregnancy.

To reduce these rates, The National Campaign has joined the Ad Council in a multimedia public service campaign that directs sexually active women ages 18–24 to Bedsider.org, an online program that helps young women use birth control more effectively.

According to public opinion data, the vast majority (84 percent) of unmarried young adults in their 20s believe it's important to avoid getting pregnant right now. Even so, previous research conducted by The National Campaign suggests that less than half of young women are using birth control consistently. Young adults who experience unplanned pregnancy and birth have fewer opportunities to complete their education or achieve other life goals and their children experience more health risks and social risks as well.

Bedsider aims to help young women find a method of birth control that's right for them and stick with it. At the site, visitors can explore, compare and contrast all available methods of contraception, set up birth control and appointment reminders, view videos of their peers discussing personal experiences, and view animated shorts that debunk myths about birth control.



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Dr. Drew Pinsky, M.D., a relationship expert, who hosts the nationally syndicated *Loveline* radio program, is excited about the site's message. "It's an authoritative and engaging resource that young adults can trust. It's not preachy; it's fresh, funny and easy to use. It also makes the difficult decisions about birth control easier to navigate and answer."

"Bedsider and the accompanying PSA campaign are trying to 'rebrand' contraception as a positive part of life that promotes self-determination, education and achievement," said Sarah Brown, CEO of TNC. "Both bring fun and a light touch to an area that is too often hush-hush, serious and boring."

The multimedia PSA campaign was created pro bono by ad agency Euro RSCG in New York and includes television, radio, print, Web and nontraditional advertising, as well as an integrated social media program.

The social media portion of the PSA effort will include outreach and engagement via the ad campaign's Facebook and Twitter communities.