Materials for Final Report

“As activists and advocates who work to improve access to emergency contraception, we were thrilled to learn about The Media Consortium’s “Where Is Your Plan B?” project. The American Society for Emergency Contraception (ASEC) was also collecting data on how Plan B One-Step was being sold after the OTC approval, and we connected with Jo Ellen to figure out how we could join forces and get the most out of our collective efforts. We were able to harmonize our data collection instruments so that we can  report our results as a whole. The Media Consortium will transfer the “Where Is Your Plan B?” site to ASEC, and we will use this resource to keep pressure on retailers to stock Plan B One-Step on the shelf and keep this issue at the forefront. Thank you for your excellent work and collaboration!” – Kelly Cleland, Executive Director, American Society for Emergency Contraception/Princeton University

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