Brief Description: Where Is My Plan B?

On October 7, 2013, Quixote grantee The Media Consortium, together with the Association of Alternative Newsmedia, launched [www.whereismyplanb.com](http://www.whereismyplanb.com) . This collaborative transmedia microsite gathered together new, original reporting on the implementation of Plan B One-Step emergency contraceptive from nine outlets across the country: [Ms.,](http://msmagazine.com/blog/2013/10/06/top-5-roadblocks-to-plan-b-access/) the [Santa Fe Reporter](http://www.sfreporter.com/santafe/), [Bitch](https://soundcloud.com/makingcontact/native-american-activists), the [Louisville Leo Weekly](http://leoweekly.com/news/when-b-stands-barriers), [Making Contact](https://soundcloud.com/makingcontact/native-american-activists), the [Austin Chronicle](http://www.austinchronicle.com/news/2013-10-04/from-abstinence-only-to-plan-z/), [Public News Service](http://www.publicnewsservice.org/index.php?/content/article/34873-1), the [Portland Mercury](http://www.portlandmercury.com/portland/secret-shopping/Content?oid=10729930) and [In These Times](http://inthesetimes.com/article/15806/immigrant_detainees_have_no_plan_b/). The site also featured a short video, resource materials, and a crowd-sourced map. Visitors to the site were invited to take action by going to their local pharmacies and reporting on whether Plan B was available over the counter.

In the first week of this effort, this brand new site received 916 unique visitors , 7% of whom filled out the action form on the site. Project Manager Jo Ellen Kaiser was interviewed on [CounterSpin](http://fair.org/counterspin-radio/simone-campbell-on-shutdown-jo-ellen-green-kaiser-on-where-is-your-plan-b/), and a story about the site appeared in [Mother Jones](http://www.motherjones.com/mojo/2013/10/how-easy-it-get-plan-b). Under the hashtag “whereismyplanb,” the issue of emergency contraception raced across the web—a study by Crimson Hexagon indicates that conversation on social media about reproductive health jumped 5% in the week after the site launched.

Even better, this one-time collaboration among news outlets will have a long tail. The Media Consortium is donating the site, at their request, to the Association for Emergency Contraception, which plans to use the crowdsourcing feature for further activism.