**Home/ Front Page**

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**Logo:** Where is Your Plan B?

**Top center/left:** embeddable youtube VIDEO

**Center/left Blog**: Links to the 6-8 stories for the project with 2 sentence intros and image

(see file—“content for blog”)

**Very Bottom:**

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For more information about this project, contact info@themediaconsortium.com

This project was created by The Media Consortium [www.themediaconsortium.com] with the Association for Alternative Newsmedia [www.altweeklies.com].

**Sidebar, top right**

**What is Plan B?**

Plan B is emergency contraception. On June 20, 2013, the FDA approved [[http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm358082.htm](http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm358082.htm%22%20%5Ct%20%22_blank) use of plan B without a prescription for all women of childbearing potential. We wanted to know: now that plan B is legally available over the counter, is it easily accessible?

**Sidebar, middle right**

**Where is Your Plan B?**

Is plan B available on the shelf at your nearest chain store or pharmacy? Take a look, then fill out this form [link t/k]. Check back for a detailed map based on your reports!

**Sidebar, bottom right: Twitter hashtag “whereisyrplanB”**

**About Page**

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**Who Created this Project?**

This website is part of the Reproductive Justice Reporting Project of the Media Consortium, in partnership with the Assocation for Alternative NewsMedia. This site, and many of the reports on it, were funded by a generous grant from the Quixote Foundation.

The outlets participating in the reporting and production of this site were: Austin Chronicle, Bitch magazine, In These Times, Jackson Free Press, Leo Weekly, Making Contact/ National Radio Project, Ms. magazine, People\*Power\*Media, Portland Mercury, Public News Service, and Santa Fe Reporter. [these all need links]

**What is the Aim of this Project?**

The aim of the site is to publish our investigation into the availability of Plan B in the wake of the FDA ruling making the emergency contraceptive legally available without a prescription to any woman of childbearing potential.

**Why Plan B?**

Media focus on fights over policy, but don’t always focus on the implementation of policies. The FDA ruled in 2008 that the emergency contraception known as plan B could be sold over the counter to women over 18—that is, without a prescription. Prompted by court cases ruling that the age limitation on over the counter plan B was arbitrary, the FDA ruled in June 2013 that plan B one-step should be sold over the counter to any woman of childbearing age.

As an emergency contraceptive, plan B is taken after sexual intercourse—and must be taken within 3-5 days to be effective. That’s one reason plan B is sold over-the counter. In this case, implementation is critical to the policy—if plan B is not accessible, it is not effective. Reproductive Justice Project editors wanted to know if plan B now is in fact accessible to women who may want to use it.

Contact Us: For more information about this project, contact info@themediaconsortium.com

**Resources**

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