

CHOICE

Voice

News from  
Planned Parenthood  
of New York City  
April, 2006

## Planning is Power

Planned Parenthood of New York City is proud to present our new campaign to promote birth control usage. We wanted to look at birth control in a new way that didn't just talk about the types of birth control available, but also presented why women and couples would choose to use birth control.

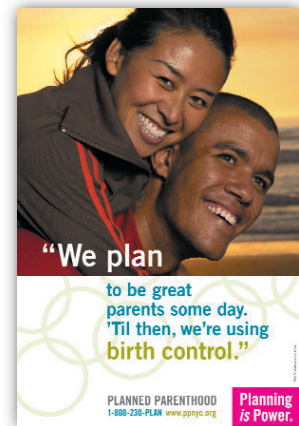
At Planned Parenthood, we know that birth control isn't just about preventing unintended pregnancies. It's also about being able to choose when to start a family and when to add to a family. It's about being able to provide for the family you already have. It's about every child being a loved and wanted child. We wanted to create a campaign to express all of these reasons for using birth control.

Bearing the tagline "Planning is Power," the campaign features a range of women who use birth control — women on their own, in couples, and as parents — and explains how planning helps the women to achieve their future goals. Beginning in April 2006, the English and Spanish materials will run on:

- 1000 subway cars
- 2000 buses
- 145 phone booths
- English- and Spanish-language radio stations
- two prominent billboards.

For more information about the campaign, visit [www.ppnyc.org](http://www.ppnyc.org). Our thanks to Public Media Center of San Francisco for their work on this campaign.

If you would like Planning is Power posters, postcards or buttons for your organization, office or religious institution, please contact Planned Parenthood at [choicevoice@ppnyc.org](mailto:choicevoice@ppnyc.org) or (212) 274-7287. Or order materials online at [www.ppnyc.org](http://www.ppnyc.org).



PLANNED PARENTHOOD  
1-800-230-PLAN [www.ppnyc.org](http://www.ppnyc.org)