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#ThxBirthControl to be named “Best Social Media Campaign” at 37th annual Global Media Awards

(Washington, DC) —“[Thanks, Birth Control](#)”—an effort led by [The National Campaign to Prevent Teen and Unplanned Pregnancy](#) to mobilize people to speak positively about all that birth control makes possible—will be among the winners celebrated tonight at [the Population Institute’s](#) 37th annual Global Media Awards.

The Global Media Awards recognize those in the news media, creative community, and elsewhere for coverage of issues relating to population, family planning, reproductive health, and gender inequality. The National Campaign’s November 2016 #ThxBirthControl effort will be recognized as “Best Social Media Campaign” of the year because it “encouraged women around the world to tell, via social media, how birth control has improved their lives. Using various forms of communication, including t-shirts, graphics, and videos, *Thanks, Birth Control* has found creative and fun ways for women to overcome the social barriers to talking about sex and contraception,” according to the Population Institute.

“We are so proud to receive this award and even more proud that hundreds of thousands of people publicly expressed their support for birth control as a part of this effort,” said Ginny Ehrlich, CEO, The National Campaign. “Birth control is widely supported and widely recognized as one of the game-changing innovations of the last century. It deserves to be celebrated, and we are grateful to everyone who used their voices and social media feeds to do just that.”

Ehrlich also noted #ThxBirthControl is not just a hashtag for a date in November. It is a sentiment we promote every day and encourage others to do the same.

“Thanks, Birth Control” started in 2013 as a way to publicly discuss what contraception makes possible for young women, families, and the nation as a whole. This includes having the power to decide if, when, and under what circumstances to get pregnant, as well as numerous educational, economic, and health-related outcomes. In the four years that The National Campaign has been leading this effort, a diverse array of partners from across the media landscape, women’s health organizations, and elsewhere have participated, pushing #ThxBirthControl to trending status on Twitter as well making it a popular refrain among people nationwide.

In November 2016 there were more than 200,000 tweets about #ThxBirthControl, which led to more than one billion impressions. In addition, there were nearly 10 million impressions on Instagram, and coverage in outlets such as *Cosmopolitan*, *Buzzfeed*, *Bustle*, *New York Magazine*, *Self*, *Forbes*, and many more. High-profile individuals ranging from Dr. Drew Pinsky and the

MTV Teen Mom cast to House Minority Leader Nancy Pelosi and Planned Parenthood's Cecile Richards also participated.

About The National Campaign: The National Campaign is a private, non-partisan, non-profit organization that seeks to improve the lives and future prospects of children and families by preventing teen and unplanned pregnancy. Please visit www.TheNationalCampaign.org or follow along on [Facebook](#) and [Twitter](#).

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