



**FOR IMMEDIATE RELEASE**

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**Beforeplay campaign aimed at reducing unintended pregnancy in Colorado**

DENVER (Feb. 6, 2012) – A public education campaign aimed at reducing unintended pregnancy among young adults is being launched today in Colorado. The campaign, Beforeplay, is targeted to the 18- to 29-year-old age group and seeks to initiate more conversation about sexual health and family planning through an interactive website, social media, events and statewide advertising. Beforeplay is a privately-funded campaign developed by the Colorado Initiative to Reduce Unintended Pregnancy and supported by the Colorado Department of Public Health and Environment.

“National research shows that most unmarried young adults think planning for pregnancy is important, but they don’t always act to make that a reality. Many don’t know enough about contraception and they are misinformed about pregnancy,” said Dr. Chris Urbina, executive director and chief medical officer of the Colorado Department of Public Health and Environment. “We’re trying to change that by helping young adults understand more about family planning, talk about it with important people in their lives and take action to realize their personal goals.”

Nearly 40 percent of pregnancies in Colorado are unintended, and the rate is even higher among Coloradans in their 20s – 42 percent. Lack of knowledge about effective contraception, being uninsured, finding affordable health care, or being ambivalent about having children all can lead to unintended pregnancy.

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Reducing unintended pregnancy and preventing infectious diseases like STDs are among 10 Winnable Battles the department announced in late January. The winnable battles focus on public health and environmental priorities with large-scale impact and known, effective strategies to address them. Unintended pregnancy has a long-term impact on the health and development of children and parents' ability to reach their educational and financial goals. Beforeplay fills an important role in the effort to encourage people to plan for parenthood and protect their overall health.

"I can honestly say being a mom is the most challenging job I've ever had, and the one I have loved the most. It's a job from which you never get a break—24 hours a day, seven days a week," said Kelly J. Brough, president and CEO of the Denver Metro Chamber of Commerce. "My children are the world's best negotiators, and while being a mom has given me some of the greatest joys in my life, it's downright hard work. I had my girls in my 30's when I knew how to manage my time better and that turned out to be the smartest move I could make. I had a strong support system to help us, but most importantly, I had grown and matured a little before they came into my life. I was in a better financial situation and more established in my career. I had a stronger sense of myself. And, that has made me a better mom."

Beforeplay was developed based on statewide research of 18-29 year-olds regarding attitudes toward family planning, birth control and STDs/STIs, and has received positive feedback from this age group. Beforeplay presents users with a variety of planning options and empowers them to choose the option that best fits their individual situation. The campaign recommends risk-reduction strategies to help individuals lead happy, healthy lives and plan ahead for a time when they are ready to become parents, if they so choose.

The campaign is anchored by Beforeplay.org, a website that uses an age-appropriate tone to encourage young adults to take control of and responsibility for their sexual health by having

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conversations with their partners, friends, family members and medical providers. The website also features a comprehensive Colorado health care center finder, which highlights publicly supported health centers to encourage all young adults to seek out sexual health and family planning services, regardless of financial circumstances. Lastly, the site features a blog with ongoing, relevant information on sexual health and wellbeing, videos of peers talking about how they make choices about their sexual health, a method selector for birth control and tips on how to start important conversations.

In addition to the Beforeplay.org website, the campaign will feature statewide advertising on cable TV stations, bus boards, billboards and digital billboards, and social media and search engine ads. The campaign includes events with Just talk About It teams that will ignite peer-to-peer conversations in an engaging, approachable way.

Launched in 2008, the Colorado Initiative to Reduce Unintended Pregnancy is an informal coalition of entities providing low-cost family planning services and educational efforts. Beforeplay will play a key role by creating awareness among its target audience. For more information about this public education campaign, visit [www.Beforeplay.org](http://www.Beforeplay.org) or <http://www.coprevent.org/search/label/beforeplay> and connect with Beforeplay on [Facebook](#), [Twitter](#) and [YouTube](#).

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