



Beforeplay.org Turns Two Years Old; Continues to Impact Thousands of Young Adults on Sexual Health and Awareness

DENVER, CO (Jan. 24 2014) – Beforeplay.org, a Colorado public health campaign aimed at reducing the number of unintended pregnancies among 18-29 year olds, is celebrating its two-year anniversary in February 2014.

Beforeplay.org continues to provide the residents of Colorado with relevant and accurate information regarding contraception, pregnancies, STDs and overall sexual health and well-being. Its progressive campaign has continued to gain traction, showing immense online growth with over 2.5 million page views to-date on both its English and Spanish-version site; Beforeplay.org/es, which has gained over 94,707 total visits total and has increased by 75% between 2012 and 2013.

Since launching in February 2012, hundreds of volunteers have donated their time with the Beforeplay.org outreach team to distribute materials at events and campuses to cultivate conversations about issues of sexual health. In that time, Beforeplay.org has attended 250 events and activities such as Rockies games, community fiestas, pub-crawls and more, reaching tens of thousands of Coloradans.

The Campaign's Facebook presence engages an active community of over 20,000 fans and friends from Colorado and beyond. Relevant, witty posts from Beforeplay.org – like humorous e-card styled holiday messages – have generated high interaction with thousands of likes and hundreds of shares and comments. These social communications reduce barriers and help instigate normalizing the conversation around sexual health and individual well-being. Last year, Beforeplay.org also launched an anonymous text line that answers pressing sexual health questions for young adults.

“Unintended pregnancy and sexually transmitted diseases are significant threats to the health of young Coloradans,” said Dr. Larry Wolk, executive director and chief medical officer for the Colorado Department of Public Health and Environment. “Beforeplay.org is making it easier for young people to get reliable information and talk to their friends and family about birth control, pregnancy planning and protecting themselves from sexually transmitted diseases.”

The Campaign's mission is to normalize conversation about sexual health in the community through this statewide effort. With nearly 50 percent of pregnancies in Colorado being unplanned, and 1 in 4 individuals contracting an STD at some point, Beforeplay.org makes available the provisions and resources for women and men in Colorado to educate themselves on how to ensure positive sexual health and welfare



and fosters conversations about these important decisions in life. Additionally, due to the passing of the Affordable Care Act, affordable birth control and other sexual services are becoming more accessible as these prevention services are covered at no additional charge in new health plans.

“It has been very exciting to see the conversations online and in-person that Beforeplay.org is fostering, and we look forward to seeing how it improves the health of individuals and the state,” stated Greta Klinger, family planning supervisor at the Colorado Department of Public Health and Environment.

For more information, or if you have questions that need answers, please visit beforeplay.org.

About Beforeplay.org

Beforeplay.org is part of the public/private partnership between the Colorado Department of Public Health and Environment (CDPHE) and the Colorado Initiative to Reduce Unintended Pregnancy (CI). Launched in 2008, the CI is an informal coalition of entities providing low-cost family planning services, educational efforts and advocacy.

Beforeplay.org is proud to be playing a key role in these goals by creating awareness and providing a professional, trusted resource.

Media Contact:

Jonathan Abramson
bluetone Marketing and Public Relations
(619) 807.6349
jonathan@bluetonemarketing.com