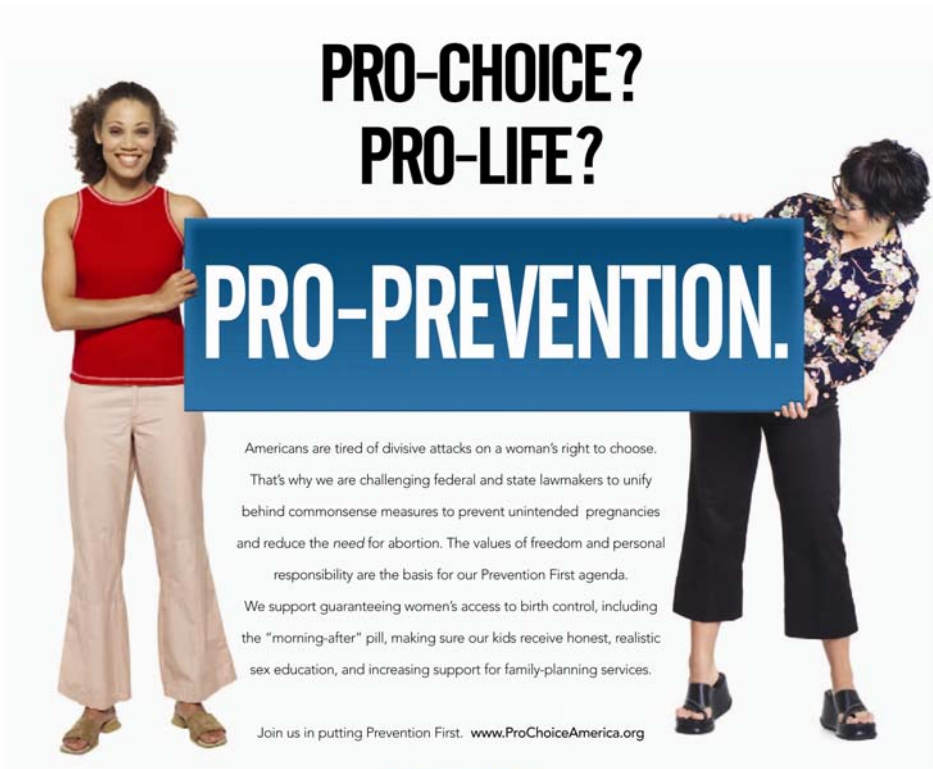


NARAL Pro-Choice America Foundation

With support from the Overbrook Foundation, NARAL Pro-Choice America Foundation is building on our *Prevention First* initiative, now in its second year, to advocate for the following policy priorities: honest, age-appropriate sex education, teen-pregnancy prevention, insurance coverage for and guaranteed access to birth control, including emergency contraception; and improved family-planning services,. In partnership with our affiliate network, we are advancing these issues through strategies that include grassroots and online organizing, coalition building, and proactive legislative campaigns.

Examples of our media work include:




**PRO-CHOICE?
PRO-LIFE?
PRO-PREVENTION.**

Americans are tired of divisive attacks on a woman's right to choose. That's why we are challenging federal and state lawmakers to unify behind commonsense measures to prevent unintended pregnancies and reduce the need for abortion. The values of freedom and personal responsibility are the basis for our Prevention First agenda. We support guaranteeing women's access to birth control, including the "morning-after" pill, making sure our kids receive honest, realistic sex education, and increasing support for family-planning services.

Join us in putting Prevention First. www.ProChoiceAmerica.org



 **NARAL**
Pro-Choice America Foundation and: NARAL Pro-Choice Arizona • NARAL Pro-Choice California • NARAL Pro-Choice Colorado
NARAL Pro-Choice Connecticut • NARAL Pro-Choice Georgia • NARAL Pro-Choice Iowa • NARAL Pro-Choice Maryland
NARAL Pro-Choice Massachusetts • NARAL Pro-Choice Michigan • NARAL Pro-Choice Minnesota • NARAL Pro-Choice Missouri
NARAL Pro-Choice Montana • NARAL Pro-Choice New Hampshire • NARAL Pro-Choice New Jersey • NARAL Pro-Choice New Mexico
NARAL Pro-Choice New York • NARAL Pro-Choice North Carolina • NARAL Pro-Choice Ohio • NARAL Pro-Choice Oregon
NARAL Pro-Choice South Dakota • NARAL Pro-Choice Texas • NARAL Pro-Choice Virginia • NARAL Pro-Choice Washington
NARAL Pro-Choice Wisconsin • NARAL Pro-Choice Wyoming

USA TODAY. On March 7, NARAL Pro-Choice America Foundation and 25 affiliates launched *Prevention First: Challenge for Common Ground* with a national day of action. We shared the ad, which reached an estimated audience of 2.5 million readers, with more than 200 congressional offices and Nancy Keenan, president of NARAL Pro-Choice America, appeared with members of Congress who are the chief sponsors of prevention-related measures.

The ad and other Prevention First-related activities have received coverage in such publications as *The New York Times*, *Chicago Tribune*, *Washington Post*, *Philadelphia Inquirer*, Knight Ridder newspapers, *USA Today*, *Seattle Post-Intelligencer*, *Associated Press*, *Boston Globe*, *The Wall Street Journal*, and *TIME* magazine.

Keenan also has done interviews on prevention-related topics on National Public Radio, Associated Press radio, CBS radio, CNN radio, the American Urban Radio Network, and Air America stations. She also appeared on FOX, CNN, and ABC News.

WHO INVITED THE PHARMACIST?

Nobody. Yet in 2005, 15 states considered legislation that would allow pharmacists or pharmacies to deny women access to their birth control. NARAL Pro-Choice America and its state affiliates are leading the fight to protect women's personal freedom and privacy.

JOIN US.
www.ProChoiceAmerica.org/states

 **NARAL**
 Pro-Choice America Foundation

Legislators in at least 18 states continue to push legislation that would permit pharmacists to refuse to fill prescriptions for birth control. As part of our efforts to raise public awareness of this attack on women's freedom and privacy, we ran variations of our *Who Invited the Pharmacist* ad in the *Progressive* magazine, and as a half-page ad in 120 alternative weekly newspapers, such as the *Village Voice* and Washington's *City Paper*, in 48 states.

The ad recently earned the Gold award for magazine print ads—the top award in that category from the Pollie Awards—a 15-year-old awards program sponsored by the American Association of Political Consultants, a bipartisan organization founded in 1969.

GMMB, the firm that designed the ad, won this distinction. The entries in each category are judged by a select panel of political consultants, analysts, academics, journalists and media personalities. They are assessed first and foremost on their political effectiveness, though the creativity, concept, execution and persuasiveness are also key factors.

Through *Prevention First* we will continue to advance our proactive policy agenda and promote values-based messages that draw broader support for pro-choice positions. Over the next year, we will provide national programs, materials and trainings that strengthen affiliates' capacity and educate the public and lawmakers about *Prevention First* policies nationwide. We will develop and distribute model legislation and provide strategic policy guidance to affiliates, coalition partners and policy makers. NARAL Pro-Choice America Foundation will continue to identify public education and messaging strategies to capture a broader audience, advance our grassroots organizing strategies and mobilize the pro-choice majority to vocally support *Prevention First* policies.