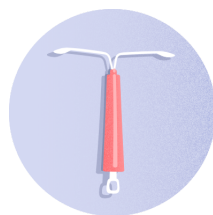


# OUR AGENDA & PRIORITIES

2021 - 2022



# NEW YORK **BIRTH CONTROL ACCESS** PROJECT

Despite decades of efforts to improve access to reproductive care, there is still a lack of access to and knowledge about birth control. This has profound implications for countless New Yorkers and their families.

Today, nearly half of all pregnancies are unintended, and there is a critical need for increased education, advocacy, and access to life-changing, essential health care.

The New York Birth Control Access Project was founded in 2019 to meet this need.

## **VISION**

---

Through innovative and cost-effective measures, we can make transformative and lasting change for New Yorkers who lack access to birth control.

## **OPPORTUNITY**

---

While larger, national reproductive health organizations tend to focus on a broad range of initiatives, NYBCAP has one laser-focused aim: to make birth control more accessible.

## **OBJECTIVES**

---

We are attacking issues from the ground up *and* the top down by combining grassroots outreach and advocacy campaigns with bold policy making efforts.

# WHY WE DO THIS WORK: **MISSION**

Our mission is to break down barriers so all New Yorkers can get the birth control they want, when they want it.

## WHAT WE DO: **PRIORITIES**

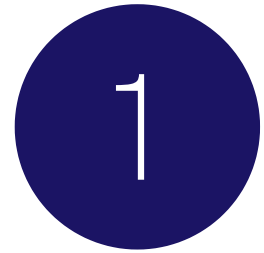
- 1 Implementation & uptake of existing reproductive laws.
- 2 Education & advocacy at the community level.
- 3 Policy making for bold and innovative change.
- 4 Social & reproductive justice for person-centered policies.

## HOW WE DO IT: **OUR TEAM**

Together, our team has more than three decades of experience in health services management, reproductive healthcare, legislative advocacy, reproductive justice activism, and policy making. NYBCAP was envisioned by, and operates with, a small staff and a six-member board of directors.

As a compact and nimble organization, concentrating only on birth control access and awareness, we are able to tackle specific projects that require consistent attention and decisive action.

# PRIORITY: EDUCATE & INFORM



New policies are critical to progress, but their impact is dependent on public awareness.

New York is a leader in contraceptive equity laws and patients need to know their rights. Policy uptake requires highly targeted campaigns that promote, publicize, and educate.

## ON OUR AGENDA: NEW YORKERS' RIGHTS

---

Develop and drive an action plan to call attention to a new law that provides patients with an extended supply of birth control.

Public and private insurance are now required to cover a one-year supply of birth control dispensed at one time. This eliminates the burden of returning to a pharmacy or provider throughout the year for refills, and is proven to increase continuity of use.

We will bring together professional associations, advocates, state agencies, and key stakeholders to develop an awareness campaign to promote the new policy using social media, paid and earned media, and peer-to-peer education. We will work with other community-based organizations on grassroots advocacy.

Our campaign will educate pharmacists and providers, inform patients of their rights, and bring attention to enforcement strategies that improve compliance by insurance companies.

# PRIORITY: ADVOCACY & ACTIVISM



Access isn't just about availability — it's also about knowledge.

Young people are especially effective at harnessing their networks to share information and amplify messaging. This year, nearly 30 young people took part in our inaugural Associate Board program.

## ON OUR AGENDA: A GENERATION OF LEADERS

---

Recruit and cultivate future Associate Board cohorts to serve as peer educators and advocates in their communities.

We train and encourage our cohorts to educate and empower others to speak up for affordable and accessible birth control. These young people's enthusiasm, energy, and empathy inspire us every day.

Our Associate Board is currently developing a grassroots campaign to place vending machines stocked with emergency contraception on college and university campuses, transit stations, and public spaces. The campaign involves social media outreach, online petitions, earned media efforts, and public events. They will recruit student ambassadors to lead organizing efforts and meet with campus and student health center officials.

This campaign is just the beginning. By motivating communities of young people, we are mobilizing the next generation of reproductive health and justice leaders.

# PRIORITY: POLICY MAKING



New York must remain a leader in smart, effective, and innovative policies to increase access to birth control.

NYBCAP seeks to advance public health policy by emulating, building on, and instituting initiatives which are not yet established in New York, but have proven successful elsewhere.

## ON OUR AGENDA: ELIMINATE BARRIERS

---

Advocate for legislation that will authorize New York pharmacists to prescribe and dispense birth control.

Nearly 20 states offer a new way to access birth control by allowing pharmacists to prescribe it — and New York’s women are overwhelmingly in favor of adopting this measure. This is a game-changing way to increase access universally, and is also proven to benefit patients who are younger and those who are uninsured.

NYBCAP’s advocacy efforts will be essential for achieving a legislative victory that allows pharmacists to prescribe birth control.

We are analyzing state legislation and implementation across the country, and — in consultation and collaboration with key institutions, medical professionals, and leading experts — we are fighting for evidence-based policies.

PRIORITY:  
**REPRODUCTIVE &  
SOCIAL JUSTICE**



Multiple factors impact an individual's ability to access birth control.

Reproductive advocacy initiatives like ours must commit to frameworks that will produce holistic and person-centered agendas.

ON OUR AGENDA:  
**ENGAGE, ALLY & SUPPORT**

---

Listen to and act on the guidance of BIPOC-led groups, community leaders and experts addressing health inequities.

For decades, health care disparities have disproportionately affected marginalized communities. Reproductive health care specifically has been plagued by structural and systemic racism and coercive practices.

As allies in the fight for reproductive justice and health equity we will:

Expand our community-based partnerships to collaborate on policy and initiatives; ensure that organizational professional development prioritizes equity, diversity, and inclusion; and continue building a staff, Board of Directors, and Associate Board that informs our work from a variety of lived experiences.

## STAFF

**Jenna Bimbi**, *Executive Director*

**Rochelle Rodney**, *Director of Advocacy*

## BOARD OF DIRECTORS

**Pamela Brier**

*Chair of the Board*

Former CEO of Maimonides Medical Center

**Corinne Roller**

*Treasurer of the Board*

Legislative Director at PL+US; Paid Leave for the United States

**Tannuja Rozario**

*Secretary of the Board*

PhD Candidate in Sociology; Adjunct Professor at John Jay College;  
Founding Member of the South Queens Women's March

**Pascale Saintonge Austin**

Director of Family Planning and Pregnancy Prevention Programs at  
Children's Aid

**Dr. April Lockley**

Family Medicine Physician; Medical Director at Public Health Solutions  
Sexual and Reproductive Health Centers

**Kathleen Morrell, MD, MPH**

Director of Family Planning Division; Residency Program Director  
Department of Obstetrics & Gynecology Maimonides Medical Center

---

A gift to the New York Birth Control Access Project provides us with  
necessary resources to improve outcomes for New Yorkers.  
For anyone facing barriers to affordable and accessible birth control,  
that gift is priceless.

Visit [nybcap.org](https://nybcap.org) to donate



@NYBCAP

#GetBusy4BirthControl

[admin@nybcap.org](mailto:admin@nybcap.org)

---