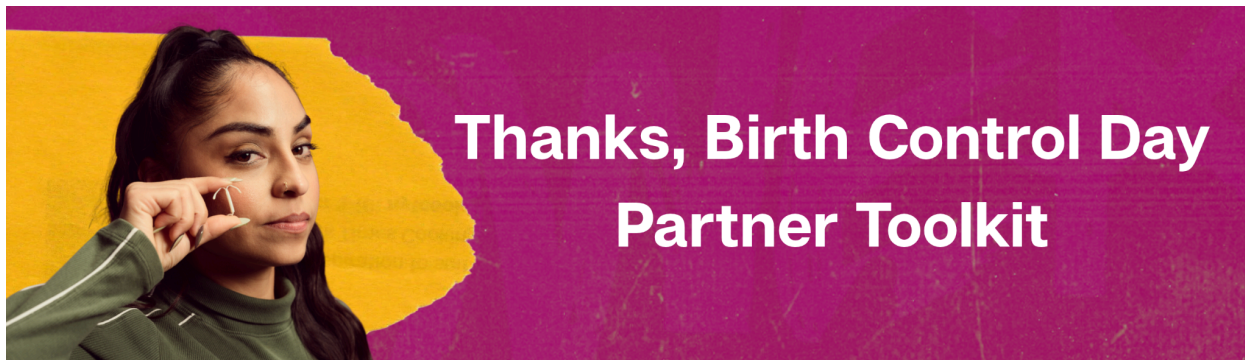




Thursday, November 12, 2026, is our 14th annual [Thanks, Birth Control](#) Day! 📢📡 In the past five years alone, #ThxBirthControl has generated more than 25 million engagements, and that reach comes from going well beyond the reproductive health sector. This campaign is built for everyday people scrolling their feeds, not just providers and policy experts, so the posts that perform best speak to your followers, patients, and members in plain, personal language.

Every year, partners nationwide join Power to Decide to celebrate birth control and everything it makes possible. There are more ways to get birth control than ever, including over-the-counter pills, telehealth, and pharmacist prescribing. But many people still don't know about these options, and access is still under attack, so it's more important than ever to speak up together.

Storytelling is at the heart of the campaign, and partners play a key role. Your organization already has trusted relationships with the communities we want to reach, so when you all come together to invite your followers, patients, and members to share what birth control has made possible for them, those stories travel further than any statistic could.

This year, we're making room for the whole story. Every experience belongs in this conversation: someone can love their method and still struggle with side effects, finding the right fit, or feeling unheard by a provider. Others may prefer a method without hormones, or may have had experiences with birth control that left them frustrated or let down. Being honest about the hard parts builds trust and helps push for a system that works better for everyone.

This toolkit includes sample social posts in English and Spanish, shareable graphics, and tips to help your organization join the conversation on November 12.

Important Links

- Thanks, Birth Control page on [Power to Decide](#).
- Thanks, Birth Control shareable [GIFS](#) and [graphics](#).
- Birth Control Method Explorer on [Bedsider](#).
- Thanks, Birth Control merch on [Bonfire](#).

Save-the-date Social Media Copy to be shared *before* November 12th

Caption - copy and paste	Graphic - download here
<p>Save the date: Thursday, November 12 is #ThxBirthControl Day 📅</p> <p>We're joining @powertodecide and partners nationwide to celebrate everything birth control makes possible. Mark your calendar and join us: powertodecide.org/thxbirthcontrol</p>	
<p>¡Aparta la fecha! El jueves 12 de noviembre es #ThxBirthControl Day 📅</p> <p>Estamos apoyando a @powertodecide y otras organizaciones y participantes para celebrar todo lo que los métodos anticonceptivos han hecho posible para nosotros. Guárdalo en tu calendario y acompáñanos a celebrar: powertodecide.org/thxbirthcontrol</p>	
<p>Birth control access is under attack, and we refuse to stay quiet 🚨</p> <p>On November 12, we're joining @powertodecide for #ThxBirthControl Day to show just how many people count on it. Add your voice: powertodecide.org/thxbirthcontrol</p>	
<p>El acceso a los anticonceptivos está siendo atacado y no nos vamos a quedar callados 🚨</p> <p>El 12 de noviembre nos unimos a @powertodecide en el Día de #ThxBirthControl para demostrar cuánta gente los necesita. Usa tu voz: http://powertodecide.org/thxbirthcontrol</p>	

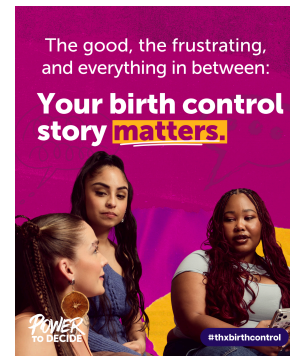
Sample Social Media Copy to share *on* November 12th;

Caption - copy and paste	Graphic - download here
<p>Today is #ThxBirthControl Day, and your story is one of the most powerful tools we have to fight for access.</p> <p>When people like you share what contraception makes possible, it cuts through misinformation and shows leaders exactly what's at stake.</p> <p>Why does birth control matter to you? Tell us in the comments.</p>	
<p>Today is #ThxBirthControl Day, and there's still work to do.</p> <p>More than 21 million women in the U.S. who need low- or no-cost birth control live in a contraceptive access gap, where clinics don't match the need in their county.</p> <p>Behind that number are people with plans for school, work, and family.</p>	
<p>Birth control is health care, and access to it shouldn't be up for debate.</p> <p>Millions of people rely on it to prevent pregnancy, manage conditions like PMOS and endometriosis, and plan their futures.</p> <p>This #ThxBirthControl Day, we're calling on policymakers to protect access, not chip away at it.</p>	
<p>From abortion to IVF to birth control, attacks on reproductive health care keep coming. But we're NOT backing down.</p> <p>This #ThxBirthControl Day, fight back by sharing your story and showing the world why access to the full range of reproductive health care is worth protecting. 🙌</p>	

Every birth control experience deserves to be heard!

Some people love their method. Some took years to find the right fit. Some have dealt with tough side effects or felt unheard by a provider. Some don't use birth control at all. Every one of those stories is valid.

Saying #ThxBirthControl means making room for all of them, and fighting for a system where everyone can find what's right for them.



On #ThxBirthControl Day, we can't ignore that birth control access doesn't exist in a vacuum.

Our communities are navigating fear and instability on every side: ICE raids, the constant threat of deportation, and the rising cost of everyday life.

Birth control shouldn't be one more thing they have to fight for.



This #ThxBirthControl Day, here's something worth celebrating: getting birth control is easier than it used to be. 🎉

You can grab a daily birth control pill, condoms, and some forms of EC over the counter, get a prescription for your method through telehealth without leaving your couch, see a pharmacist who can prescribe in many states, and in many places, pick up a full year's supply at once.

More ways to get birth control means more people can get the method that works for them.



Birth control is for anyone who wants it, no matter their gender identity, sexual orientation, or relationship status. 🏳️‍🌈

People use it to prevent pregnancy, manage periods, ease dysphoria, and feel more at home in their bodies.

This #ThxBirthControl Day, every story belongs.



New data from @powertodecide suggests social media influences what young people think about birth control. 📱

That's a huge opportunity. When we show up online with real stories and trusted facts, we help young people make choices that are right for them!

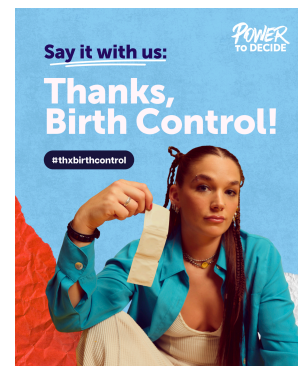
This #ThxBirthControl Day, add your voice to the feed by sharing what birth control has made possible for you.



What has birth control made possible for you? Finishing school, managing a health condition, or just one less thing to worry about? 🎉

Every method, every reason, and every story counts.

Join @powertodecide this #ThxBirthControl Day and share yours.



From funding cuts to misinformation, the threats to birth control access are real. So are our stories. 🦊

Millions of people rely on birth control for their health, their futures, and their freedom. Sharing why it matters is one of the most powerful ways to protect it.

This #ThxBirthControl Day, stand with @powertodecide and tell your story.



Video Content

Videos should focus on personal storytelling that sparks conversation and invites others to join in by sharing why they say [#ThxBirthControl](#). The goal is to inspire honest comments, build community, and remind everyone why birth control access matters now more than ever.



More Shareable Graphics

Download the [full collection here](#) of graphics from years past and search through dozens of [animated graphics on GIPHY](#) and [on social media platforms](#) using keywords like “thxbirthcontrol 2026”, Bedsider, and birth control. Here’s a preview of some new options for this year’s campaign:

