

In conjunction with the 2013 International Women's Day, **Girl Scouts of Southeast Michigan (GSSEM)** promotes Melinda Gates' mission of increasing contraception access, which includes an invitation to financially support this effort.

<https://twitter.com/GSSEM> (scroll to March 8, 2013) GSSEM shares with girl through social media Melinda Gates desire to increase contraception access.

<https://twitter.com/GSSEM>



links girls to this article:

http://www.cnn.com/2013/03/08/opinion/gates-international-womens-day/index.html?hpt=hp_c3

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ght for contraceptives



The work of making sure that women and girls everywhere can seize their potential is about making specific changes that will set into motion these longer term outcomes. For me, it means making sure they have access to the contraceptives so many women tell me they want and need. It's also about harder to measure changes like whether they have the information and the power to plan their families on their own terms.

When I try to imagine the future, I am optimistic because I see women demanding information and opportunities in the face of social norms that say they're not permitted to do so. I'm also optimistic because no matter where I go, people ask me, "What can I do to help?"

Malala and Devi aren't the only heroes. Millions of people—men and women—stand by the conviction that empowered women are a source of progress, and they want to take action.

That's why I'm proud to announce the launch of my team page on Catapult.org, a crowd-funding platform dedicated to supporting women and girls. I identified these three great projects from GirlUp, Breakthrough, and Jacaranda Health and hope you can join Catapult to help fund them.

One of the projects readers can help fund through the GSSEM recommended Melinda Gates' resource is called *Texts, games, and contests for family planning* http://www.catapult.org/project/texts-games-and-contests-family-planning?team_id=4101 (read about the campaign below or at the link above)

The campaign will extend our Global Citizen online platform to Uganda while also creating new products for mobile phones. Users will be able to:

- Take advocacy actions, like signing an online petition addressed to local and world leaders asking them to honor their financial commitments to family planning and push for new investments, which will enter them in a lottery for concert tickets by local artists.
- Engage in games and contests, like designing their own condom wrapper with a chance to have it made into a real wrapper and quizzes about family planning.
- Opt into a program to receive informational text message blasts about family planning to their mobile phones.
- Geo-tag requests for contraceptives when they are at a clinic or hospital to track demand and call for particular methods to be available if they are not.

After a year, we expect 50,000 people to take action in some way, with 30,000 people signing a petition in support of family planning and 20,000 learning more about the issues using mobile technology. By increasing public support and encouraging people to take action in support of family planning, the government will have more political will to provide contraceptives to the young people demanding it, and more people will be able to access services.