



About the “*Shining The Light*” Report

Objective: To raise awareness, spark informed conversations, and drive action toward improving contraceptive access, education, and equity in Alberta. This report sheds light on the real experiences, barriers, and knowledge gaps Albertans face regarding contraception. By amplifying these insights, we aim to influence policy, enhance healthcare accessibility, and empower individuals to make informed choices about their health—because contraception is about more than pregnancy prevention; it’s about autonomy, opportunity, and well-being.

Primary Campaign Tag: #ShiningTheLight

Key messages include:

- Contraception is about more than pregnancy prevention—it’s about health, autonomy, education, and economic opportunity. When people have access to contraception, they have the power to shape their futures.
- Too many Albertans face barriers to contraception. Financial costs, lack of healthcare access, and limited awareness prevent people from making informed choices about their contraception. We must do better.
- Only 27% of survey respondents were familiar with contraceptive patches, implants, injectables, or internal condoms. It’s time to improve education and ensure people know all their options.
- An estimated 27-50% of pregnancies in Canada are unintended, affecting physical and mental health, finances, and career opportunities. Accessible contraception can change that.
- With nearly 25% of Albertans lacking a family doctor, we need innovative solutions to ensure people receive accurate, unbiased contraception information—because everyone deserves control over their health.

[CLICK HERE FOR THE PRESS RELEASE](#)

[CLICK HERE TO DOWNLOAD THE FULL REPORT](#)

Digital Media:

Please follow the Alberta Women’s Health Foundation

- **Website:** <https://www.albertawomenshealthfoundation.org>
- **Facebook:** [@abwomenshealthfoundation](#)
- **Twitter:** [@abwomenshealth](#)
- **Instagram:** [@abwomenshealthfoundation](#)
- **LinkedIn:** [Alberta Women's Health Foundation](#)
- Please use the hashtag **#ShiningTheLight** and **#RefocusTheResearch** in all posts

Images for download: Please [CLICK HERE TO DOWNLOAD](#) the campaign images for your use

Sample posts:

X (formerly Twitter) – 280 max characters:

Contraception access = health, autonomy & opportunity. Yet, too many Albertans face barriers. The #ShiningTheLight report by [@abwomenshealth](#) reveals key gaps & solutions.

Let's break the silence and drive change! #RefocusTheResearch

Read the report: <https://www.albertawomenshealthfoundation.org/our-impact/shining-the-light>

Instagram:

Contraception is about more than pregnancy prevention—it's about health, autonomy, and shaping our futures. Yet, many Albertans face financial and access barriers that limit their choices.

The Shining the Light report by [@abwomenshealthfoundation](#) uncovers the real stories behind contraception access, knowledge gaps, and what needs to change.

Did you know?

- 27-50% of pregnancies in Canada are unintended
- 16% of Albertans cite financial cost as a barrier to contraception
- 1 in 4 Albertans lack access to a family doctor

It's time to shine the light and ensure everyone has the power to make informed choices about contraception and their health.

Check out the [@abwomenshealthfoundation](#) to read the report now! #ShiningTheLight
#RefocusTheResearch

Facebook:

Contraception access isn't just about pregnancy prevention—it's about health, education, career opportunities, and economic security. Yet, many Albertans still face financial, healthcare, and knowledge barriers.

The Shining the Light report by [@abwomenshealthfoundation](#) dives into real stories and data on contraceptive access in Alberta, highlighting the need for better education, affordability, and support.

Key findings:

- 27-50% of pregnancies in Canada are unintended
- 16% of Albertans cite cost as a barrier to contraception
- 1 in 4 Albertans don't have a family doctor

It's time to spark change and shape the future of women's health. Join the conversation and read the report today: <https://www.albertawomenshealthfoundation.org/our-impact/shining-the-light>

LinkedIn:

New research is shining a light on contraception access in Alberta!

The Shining the Light report by [Alberta Women's Health Foundation](#) uncovers critical insights into contraceptive use, barriers to access, and the urgent need for better education and healthcare support.

Key takeaways:

- 27-50% of pregnancies in Canada are unintended, impacting health & economic stability
- 16% of Albertans cite financial costs as a barrier to contraception
- Nearly 25% of Albertans lack access to a family doctor

Contraception is about more than pregnancy prevention—it's about autonomy, opportunity, and equality. Let's start meaningful conversations and take action to improve access for all.

Read the full report here: [Shining the Light: Alberta Women's Health Foundation](#)

#ShiningTheLight #WomensHealth #RefocusTheResearch