

The Rowan Foundation expanded its educational efforts in 2024 to include important information about thrombosis and the emerging promise of genetic testing in contraception decision-making. This report highlights key results realized by the Foundation in 2024 with your support.

## PRINT & ONLINE PLACEMENTS

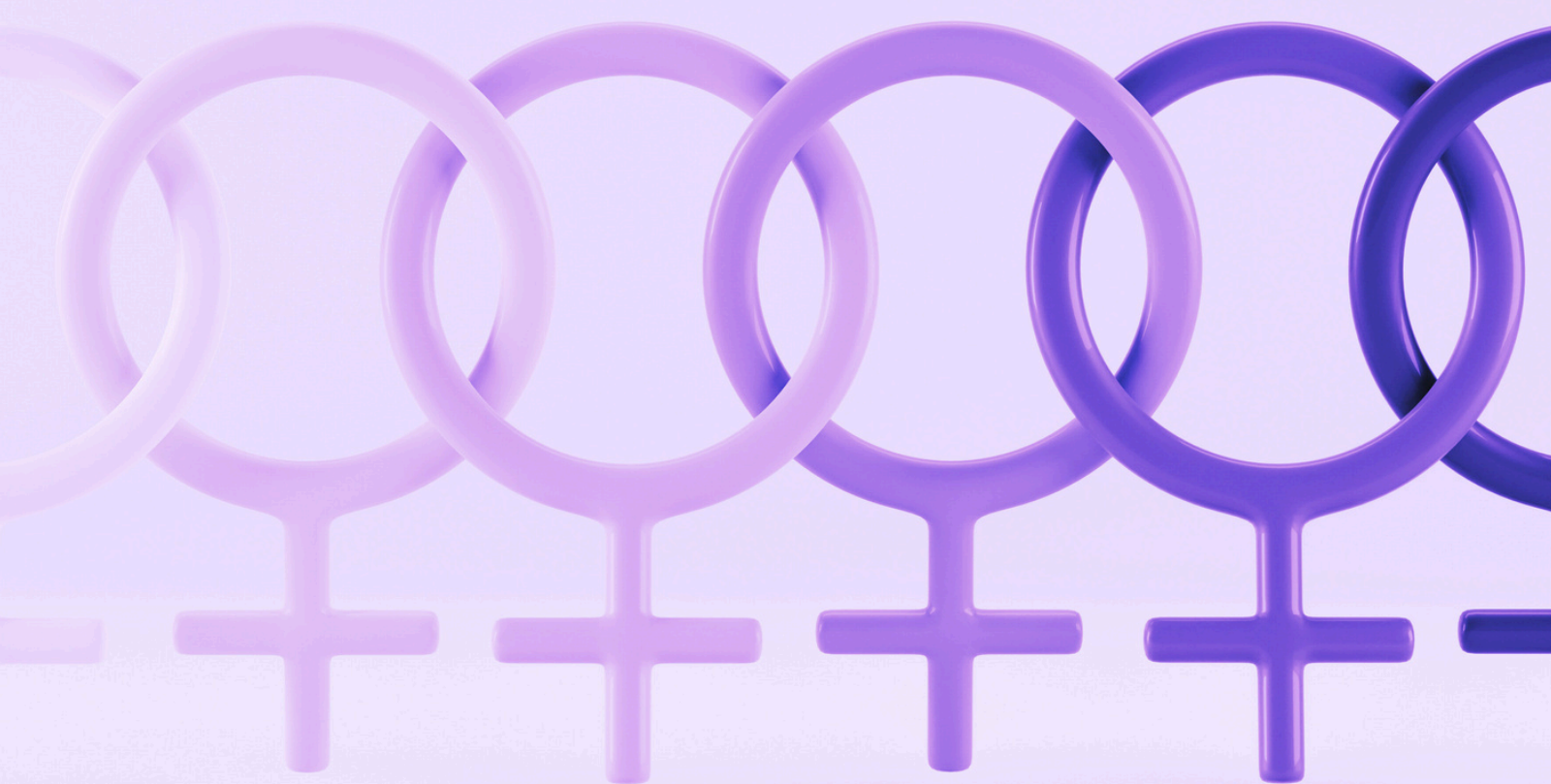
**Nearly 1,300 online and print media placements reach more than 150 million people nationwide**

## RADIO SPOTS

**More than 835 radio spots, broadcast on 310+ radio stations, reach more than 28 million people nationwide**

## WEBSITE GROWTH

**New website users and new session starts both grew by more than 40%**



### WEBSITE EVENTS

Clicks, downloads, and form submissions **increase by 60%**

### VIDEO VIEWS

Video views and video starts **increase by more than 1,000%**

### SOCIAL MEDIA

Facebook and Instagram reach **increase by more than 80%**

## 2024 KEY EFFORTS AND APPLICATION OF RESOURCES

- Expanded web-based resources about genetic clotting disorders, including factor V Leiden and other common forms of thrombophilia.
- Created a suite of new resources focused on thrombophilia and the emerging promise of genetic testing in contraception decision-making.
- Created additional educational tools, including checklists, infographics, videos, and a Q&A, to build awareness about women's health and clotting.

## 2025 STRATEGIC AIMS AND PLANNED ACTIVITIES

- Create new resources to increase understanding about hormonal versus nonhormonal contraception options.
- Expand inventory of resources with new educational videos and infographics about women's health and clotting, emphasizing person-centered decision-making.
- Amplify awareness among the public and healthcare professionals to help improve contraception decision-making and outcomes related to safety and effectiveness.

Platinum  
Transparency  
2024  
**Candid.**

Please consider making a year-end gift to support the work of the Rowan Foundation. Birth control is a woman's choice, and our mission is focused on helping all women considering their contraception options to remain healthy and safe.

[DONATE](#)

LEARN MORE ABOUT OUR WORK: [alexrowanfoundation.org](https://alexrowanfoundation.org)  
LET'S CONNECT: [info@alexrowanfoundation.org](mailto:info@alexrowanfoundation.org)