

December 15, 2014

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Dear Working Group Member,

We are thrilled to announce that freethepill.org is now live! We hope you will continue to help us spread the word. Below are some sample tweets and messages you can share within your networks.

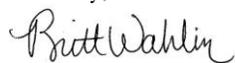
- Visit and share the new website: www.freethepill.org
- Watch and share the video:
<http://freethepill.org/watch-this/>
- "Like" us on Facebook and spread the word that we're there! <https://www.facebook.com/freethepill>
- Follow us on Twitter: [@FreeThePill](https://twitter.com/FreeThePill) - and please re-tweet!
 - Hashtags:
 - #freethepill #OCsOTC
 - #PillFacts (for facts and statistics)
 - Sample tweets:
 - What we want in our OTC pill: low cost, covered by insurance, for women of all ages. #freethepill #OCsOTC
 - Watch the video and learn why we need to #freethepill
<http://freethepill.org/watch-this/>
 - Got questions about why we should #freethepill? We've got answers!
<http://freethepill.org/questions/>
 - Why #freethepill? Simple: It works. #PillFacts
 - Many countries in the world have OTC access to the pill--why not the US?
<http://freethepill.org/where-on-earth/> #freethepill #OCsOTC
 - #OCsOTC: "It's good science and good policy." #freethepill
<http://bit.ly/1skKIKi>

- "We support making it available OTC, in addition 2 requiring insurance to cover it" @CecileRichards #freethepill <http://cnn.it/1uw2RiS>
- Share the the "Free the Pill?" survey, a short questionnaire asking about support for the campaign: <http://freethepill.org/free-the-pill/>
- Share the "Was your birth control covered?" survey, which asks women about their experience trying to use health insurance coverage for eligible over-the-counter contraceptive methods-female condoms, foam or spermicide, the sponge, or emergency contraception-since January 1, 2013 (post ACA implementation): <http://freethepill.org/surveys>

Please [let us](#) know if you would like us to send you our comprehensive social media toolkit, with an extensive list of sample tweets and shareable images.

Thank you so much for your involvement and support! Please [contact us](#) with any questions.

Warmly,



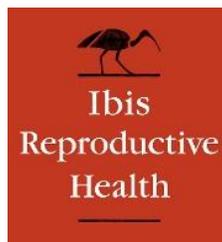
Britt Wahlin

Director of Development and Communications
Ibis Reproductive Health

About us

The Oral Contraceptives (OCs) Over-the-Counter (OTC) Working Group is an informal coalition of reproductive health and rights organizations, nonprofit research and advocacy groups, university-based researchers, and prominent clinicians who share an interest in women's health and access to contraception. Our goal is to evaluate objectively the risks and benefits of demedicalizing contraceptive care, with an eye toward improving access to OCs and potentially other hormonal contraceptive methods by making them available without a prescription.

The working group is coordinated by Ibis Reproductive Health.



www.ibisreproductivehealth.org

Contact us

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