



September 21, 2018

### Dear Working Group member,

We are excited to share upcoming activities in honor of World Contraception Day, next Wednesday, September 26!

**Is your organization active on social media?** We are asking the OCs OTC Working Group to join Free the Pill on World Contraception Day by participating in one or more of the activities detailed below. Please contact [Nikki Metzgar](#) with questions, feedback, or to let us know about any activities you have planned.

- Join the Tweetstorm on 9/26 from 2-3pm EST and post on Facebook throughout the day with the hashtags to increase understanding of and support for Free the Pill. Sample posts are available for use below.
- On 9/26, post a video on Instagram with the hashtags and using the "What are we waiting for?" theme to explain why it's time for an over-the-counter birth control pill. Additional guidance below.

### Sample Social Media Posts

Please see this folder for [social media graphics](#). Graphics are available for both Twitter and Facebook to accompany the posts below.

Hashtags: #WorldContraceptionDay, #FreeThePill

### Facebook

- You can get snacks delivered straight to your door and swap faces with your grandma, but there's no over-the-counter birth control pill. An over-the-counter birth control pill would make it easier for people across the country to determine how and when to have children. What are we waiting for? #FreeThePill #WorldContraceptionDay
- On #WorldContraceptionDay, let's set our sights on a future where our contraceptive options better meet our needs. That means a birth control pill that's available over the counter. What are we waiting for? #FreeThePill
- It's #WorldContraceptionDay and we're on Capitol Hill to talk to legislators about why we need truly accessible contraceptive options that work for everyone - including an over-the-counter birth control pill! What are we waiting for? #FreeThePill
- Barriers that limit access to birth control pills disproportionately impact young women, low-income women, women of color, and immigrant women. To advance reproductive justice, we must speak out together for a birth control pill available over the counter, without the unnecessary barrier of a prescription from a doctor or pharmacist. We can't wait. #FreeThePill #WorldContraceptionDay

- Birth control allows women to achieve higher levels of education and more fully participate in the workforce. It's also one of the best-studied medicines on the market today, and decades of research and experience show they are safe for over-the-counter use. We can #FreeThePill and make it easier for people to decide how and when we create our families. What are we waiting for? #WorldContraceptionDay
- Not everyone is able to take time off work or afford transportation or child care in order to go to their doctor for a birth control prescription. An over-the-counter birth control pill would make it easier for people across the country to determine how and when to have children and give them greater control over their lives and reproductive health. #WorldContraceptionDay #FreeThePill freethepill.org
- Each of us should have the chance to determine our own life path, including what our family looks like. The full range of reproductive health care, including abortion, emergency contraception, and an over-the-counter birth control pill, is critical to making that happen. This #WorldContraceptionDay, we're fighting for a future when everyone has the healthcare they need to thrive! #FreeThePill

## Twitter

- We're on Capitol Hill to talk to legislators about why we need truly accessible contraceptive options that work for everyone - including an over-the-counter birth control pill! #FreeThePill #WorldContraceptionDay
- Each of us should have the chance to determine our own life path and birth control is key to making that happen. For many, it's still difficult to get and keep using. #WorldContraceptionDay #FreeThePill
- We want a future where every person has the resources they need to make decisions about their own bodies + what their families look like. One piece of that is an over-the-counter birth control pill. #WorldContraceptionDay #FreeThePill
- We need truly accessible birth control options that work for everyone. It's time we have an FDA approved over-the-counter birth control pill. What are we waiting for? #WorldContraceptionDay #FreeThePill
- This #WorldContraceptionDay, let's talk about a big new idea: A birth control pill you can get over the counter, without a prescription from a doctor or pharmacist. What are we waiting for? #FreeThePill
- Research shows that requiring a prescription makes it harder to obtain and consistently use birth control pills. And it's a barrier that's unnecessary. #FreeThePill #WorldContraceptionDay
- Over-the-counter birth control pills would give people across the country greater control over their lives and reproductive health. What are we waiting for? #FreeThePill #WorldContraceptionDay
- @AmerMedicalAssn, @ACOGAction + @aafp all support making a birth control pill available over the counter without a prescription. What are we waiting for? #FreeThePill #WorldContraceptionDay
- Birth control pills are some of the best-studied medicines on the market today & decades of research and experience show they are safe for over-the-counter use. What are we waiting for? #FreeThePill #WorldContraceptionDay
- This #WorldContraceptionDay, let's set our sights on a future where our birth control options better meet ALL our needs. What are we waiting for? #FreeThePill
- To advance reproductive justice, we must speak out together for an over-the-counter birth control pill. Everyone deserves a birth control option that works for them and their circumstances. #FreeThePill #WorldContraceptionDay

- Every person deserves access to the full range of reproductive healthcare, including abortion, emergency contraception, and an over-the-counter birth control pill.  
#WorldContraceptionDay #FreeThePill

### Sample Instagram Video Scripts

Instagram story videos can be a maximum of 15 seconds and video timeline posts should be no longer than 30 seconds, ideally. Please feel free to use these scripts as a jumping off point for the "What are we waiting for?" theme and don't forget to hashtag!

- Elon Musk launched a car into space but we still don't have an over-the-counter birth control pill. An over-the-counter birth control pill would make it easier for people across the country to determine how and when to have children. What are we waiting for? It's World Contraception Day and we want to Free the Pill!
- Eminem is making a comeback but we still don't have even one over-the-counter birth control pill. Making the birth control pill available over the counter offers young people greater control over their lives and futures. What are we waiting for? It's World Contraception Day and we want to Free the Pill!
- You can get snacks delivered straight to your door and use an app to see which singles are closest to you but we still don't have an over-the-counter birth control pill. We need truly accessible contraceptive options that work for everyone. What are we waiting for? It's World Contraception Day and we want to Free the Pill!

We look forward to hearing from you next week!

Thank you,

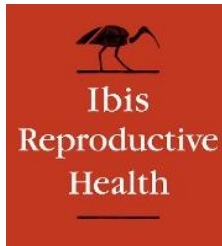


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### About us

The Oral Contraceptives (OCs) Over-the-Counter (OTC) Working Group is a coalition of reproductive health, rights, and justice organizations, nonprofit research and advocacy groups, university-based researchers, and prominent clinicians who share a commitment to providing all women of reproductive age easier access to safe, effective, acceptable, and affordable contraceptives. The working group was established in 2004 to explore the potential of over-the-counter access to oral contraceptives to reduce disparities in reproductive health care access and outcomes, and to increase opportunities for women to access a safe, effective method of contraception, free of unnecessary control, as part of a healthy sexual and reproductive life.

The working group is coordinated by Ibis Reproductive Health.



[www.ibisreproductivehealth.org](http://www.ibisreproductivehealth.org)

## Contact us

**For questions or inquiries, please contact us at:**

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