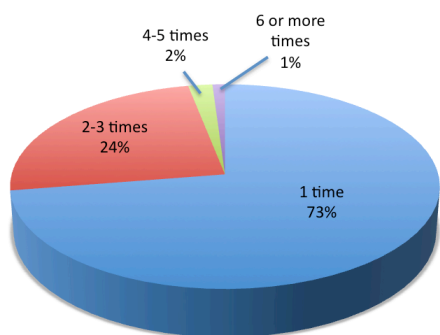


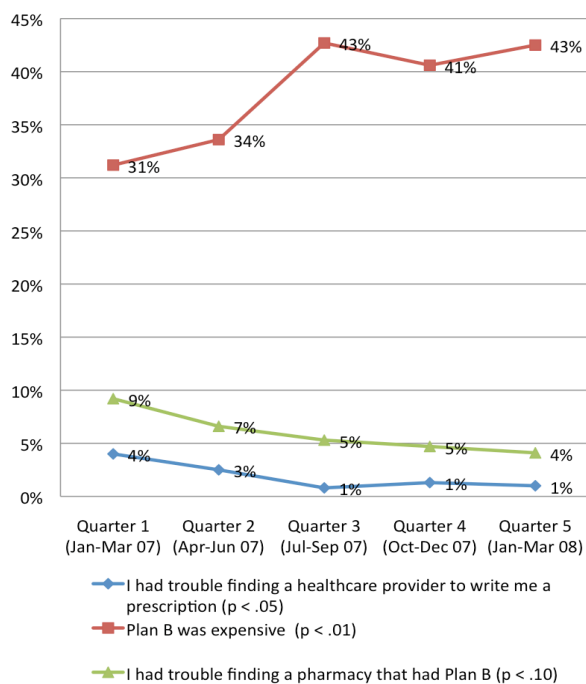
Consumer Access to Plan B[®] OTC: Findings of a National Online Survey

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Number of times Plan B used in last 12 months



Problem(s) experienced as a function of time of purchase



Abstract:

Plan B[®] is the only dedicated emergency contraception product sold in the U.S. AED conducted a study to explore consumers' experiences obtaining and using Plan B[®] the year following its availability as an over-the-counter product. The questions on a national, online survey conducted December 2007 – March 2008, primarily focused on the last time consumers used Plan B[®]. Findings show that access to Plan B[®] is generally good. Women who took Plan B[®] were satisfied with it and would use it again to prevent unintended pregnancy. Use of birth control and condoms before and after taking Plan B[®] did not change for the majority of women. Where there was change, regular birth control increased and use of condoms decreased. Findings suggest that most women can find Plan B[®] without too much difficulty but more must be done to ensure that they can obtain and use the product within 24 hours of unprotected sex, when it is most effective. The finding that women do not use Plan B[®] often and the fact that for the majority of women, use of birth control and condoms didn't change after use of Plan B[®] aligns with findings from other research that Plan B[®] has not yet demonstrated a population effect on pregnancy reduction.

Full report available for download:
http://www.aed.org/Publications/upload/Plan-B-Report_FINAL.pdf

Difficulty finding Plan B[®] in a pharmacy decreased over time but concerns about its high cost increased.

98% of women were able to use Plan B[®] within 72 hours of unprotected sex.

Methods

- Online survey hosted by AED for four months.
- Women recruited electronically through websites with information about EC and women's reproductive health, list-servs, and social networking sites.
- An incentive – the chance of winning one of two \$150 gift cards to Target – was used to recruit women to the survey URL.

Participants

Eligibility to take the survey:

Women were eligible if they were between the ages of 18-44, lived in the U.S., and used Plan B[®] after January 2007.

Final sample: 1618 women

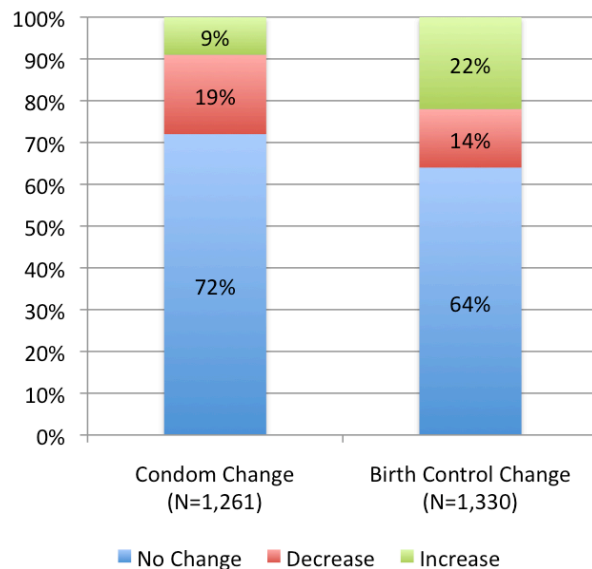
- Average age: 26 years
- Most had at least some college education.
- Race/ethnicity: White (75%), Hispanic/Latina (8%), Black/African-American (5%), More than one race/ethnicity (6%)
- The majority (68%) reported they were in a committed or monogamous relationship when they took Plan B[®] the last time.
- 19% lived in “pharmacy access states.”

For more information:

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Change in Condom and Birth Control Use



The majority of women did not change their use of birth control or condoms after taking Plan B[®]. For those who changed, there was an increase in birth control use and a decrease in condom use.

- Of those who purchased Plan B[®] at a pharmacy, 79% found it at the first one they called or went to.
- 67% obtained Plan B[®] at a pharmacy and 30% at a health center.
- 69% of women had no difficulty obtaining Plan B[®]; the most common perceived barrier to access was its high cost.
- The reasons for taking Plan B[®] most frequently reported were condom slipped or broke (38%) and no birth control used (36%).
- Many women (22%) still had questions about Plan B[®] (concerning side effects, access, and how it works).
- After taking Plan B[®], 87% reported they would take it again if they wanted to prevent an unplanned pregnancy.
- 66% had recommended Plan B[®] to a friend or family