

FOR IMMEDIATE RELEASE

Mar. 4, 2024

Contact: Loretta Kane (loretta@caminopr.com or 917-410-7240)

Experts applaud over-the-counter birth control pill availability

Efforts underway to ensure no-cost access to over-the-counter birth control pills

National poll shows strong bipartisan support for insurance coverage for over-the-counter birth control pills

WASHINGTON — As Women’s History Month kicks off, the pharmaceutical company [Perrigo](#) announced the first birth control pill available over the counter, “Opill,” will be available for sale on store shelves this month. This is a historic achievement in improving access to contraception. Opill immediately becomes the most effective contraception available over the counter.

(See the short explainer videos [here](#), for everything you need to know about Opill.)

“We’re not only celebrating women’s history this month, we’re making history by empowering individuals to take control of their reproductive choices,” said [Contraceptive Access Initiative](#) (CAI) Co-founder Dana Singiser. “The pill’s availability on store shelves will be a pivotal moment in reproductive health, enabling millions to secure safe and effective birth control without the barrier of a doctor’s visit.”

Regardless of the retail price for Opill — announced at \$20 per monthly packet — many may find the sticker price out of reach. That’s why it’s critical for programs and insurance plans to meet the current needs of contraceptive users and facilitate no-cost access to over the counter contraceptives.

“FDA approval of the first over-the-counter birth control pill is a major [milestone](#) in reproductive health and a critical step toward ensuring contraceptive access for all, but we need to make sure that those in need can actually afford to use it,” said Dr. Raegan McDonald-Mosley, CEO of [Power to Decide](#), CAI Chief Medical Advisor and a practicing OB-GYN. “When it comes to contraception, affordability is critical to meaningful access.”

CAI is advocating extending no-cost coverage to over-the-counter birth control pills under all insurance plans, which has strong bipartisan support. A substantial number of voters — 71% — support requiring

insurers to cover over-the-counter contraceptives, according to an August 2023 poll conducted by Data for Progress on behalf of the nonprofit CAI. This support is bipartisan, with majorities of Republicans, Independents and Democrats agreeing.

CAI Co-founder, Dana Singiser, is the architect of the [Roadmap to Affordability](#) for over-the-counter contraception, including insurance coverage for over-the-counter products. For Opill, it will be important for Perrigo to provide a reduced or no-cost solution for uninsured individuals and others for whom cost is a barrier.

Opill is a progestin-only oral contraceptive pill which can be safely used by most people who want to prevent pregnancy. CAI and other reproductive health advocates and experts also encourage the FDA to promptly review and approve OTC access of the combination birth control pill (COC), which is the oral contraceptive type used by more than 90% of pill users.

True over-the-counter access to contraception remains incomplete until:

- Both formulations of the birth control pill are accessible without a prescription;
- The Opill is widely available, including in [contraceptive deserts](#); and
- The pill is financially accessible for all.

Resources

Visit the [Contraceptive Access Initiative website](#) to learn more about:

- [Short videos : important facts about Opill OTC.](#)
- [A roadmap for making over-the-counter contraception affordable.](#)
- Facts about the [FDA review](#) of both types of birth control pills.
- [Media kit on the pill over-the-counter.](#)

Please contact Loretta Kane (loretta@caminopr.com) to request interviews with experts or personal storytellers.

###

The nonprofit [Contraceptive Access Initiative](#) advocates for increasing access to contraception, free from stigma, bias and coercion. CAI supports affordable over-the-counter access to oral contraception without restrictions. Our work reduces misinformation and challenges disinformation, while uplifting educational content that helps people make the choices that are right for them.