



2007

BACK UP YOUR BIRTH CONTROL CAMPAIGN Wal-Mart: Always Low Prices, Always Plan B®?

On March 20, 2006, Wal-Mart Stores, Inc. began carrying Plan B ® contraceptives. Wal-Mart, however, will maintain its conscientious objection policy which, except where prohibited by law, allows any Wal-Mart or Sam's Club pharmacy associate who does not feel comfortable dispensing a prescription to refer customers to another pharmacist or pharmacy.

The *Back Up Your Birth Control Day* of Activism on March 20, 2007, presents a unique opportunity to mobilize our activists to verify that Wal-Mart has made good on its policy to stock EC at all of its pharmacies nationwide, to ensure that its pharmacists plan to dispense Plan B ® to patients, and to thank Wal-Mart for taking action on this important women's health care issue by expanding access to EC for thousands of women across the country.

This packet contains all of the information you will need to conduct your Wal-Mart visit, including: Wal-Mart visit survey tips, the Wal-Mart survey script and the Wal-Mart survey tracking form.

Survey Tips: How to Conduct a Wal-Mart Visit

- Locate your local Wal-Mart store by using the store locator at www.walmart.com. Wal-Mart's policy impacts only those Wal-Mart or Sam's Club stores with pharmacies on-site, so be sure the location you plan to visit has a pharmacy.
- Review the Wal-Mart visit materials, follow the Survey Script to administer the survey, record your results on the Tracking Form and then log-in to www.backupyourbirthcontrol.org to submit your results. (Of course, if mailing or faxing is easier, feel free to send your results that way!)
- If you encounter a pharmacist who refuses to follow the Wal-Mart policy to stock or dispense EC based on stated personal beliefs, please be respectful of the pharmacist, thank him or her for their time, and leave behind a *Wal-Mart Mandate to Stock* Letter. Be courteous at all times, we want this to be a positive, pro-active campaign that avoids heated political, religious, or moral debates with pharmacists.
- Knowledge may not be uniform among pharmacy staff. A pharmacist may not know what EC is, be aware of the new EC mandate, or realize there is a demand for EC. Clerks and technicians are often the staff that patient's first encounter and ask questions of. Encourage pharmacists to talk to their staff and leave behind a *Wal-Mart Mandate to Stock* Letter.

Wal-Mart Survey Script

Ask to speak to the pharmacist first, but if the pharmacist is not available, survey the pharmacy clerk or technician.

INTRO: Hi, my name is _____. Right now, women around the country are visiting their local Wal-Mart pharmacy to talk to pharmacists about emergency contraception as part of the *Back Up Your Birth Control* Campaign. Do you have a couple of minutes to answer a few questions?

1. Do you stock Plan B® (a.k.a. “the morning-after pill” or emergency contraception)?

a. **YES:** Thank the pharmacist or his/her staff and go to questions #2.

b. **NO:** Go to question # 3.

c. If he/she is not able to answer your questions, thank and leave behind the *Wal-Mart Mandate to Stock* Letter.

2. Will you and your colleagues dispense Plan B® at this pharmacy?

a. **YES:** Thank the pharmacist or his/her staff and leave behind the *Wal-Mart Thank You* Letter and, if possible, *Back Up Your Birth Control* collateral materials (i.e. stickers, pins, wallet cards). You are now finished with the survey!

b. **NO:** Let him or her know that as a result of Wal-Mart’s EC mandate and increased public awareness efforts, women in their area know that Wal-Mart stocks Plan B®; more adult are now requesting EC, and teens are expecting to have their EC prescriptions filled. Leave behind the *Wal-Mart Thank You* Letter. You are now finished with the survey!

3. Are you aware that as of March 20 2006, Wal-Mart Stores, Inc. confirmed that all of its pharmacies will begin carrying Plan B® contraceptives?

a. **YES:** Go to question #4.

b. **NO:** Using the *Wal-Mart Mandate to Stock* Letter, review with the pharmacist what EC is, how it works and why it is important for the pharmacy to stock it. Go to questions #5.

4. What is the reason you are not yet stocking Plan B®, as dictated by Wal-Mart’s own policy?

a. Record the reason provided by the pharmacist, pharmacy technician or clerk on the *Tracking Form*.

b. Let him or her know that as a result of the Wal-Mart EC mandate and public awareness efforts, women in their area know that Wal-Mart stocks Plan B®, and are requesting it. EC in the future. Encourage pharmacists to comply with the mandate as soon as possible.

c. Using the *Wal-Mart Mandate to Stock* Letter, review with the pharmacist what EC is, how it works and why it is important for the pharmacy to stock it.

d. Go to question #5.

5. At the end of your discussion with the pharmacist, ask when s/he plans to begin stocking EC, based on the information you have shared.

a. How long would it take to order EC?

b. Thank the pharmacist for taking time out of his or her busy schedule to speak with you and leave behind the *Wal-Mart Mandate to Stock* Letter.

Wal-Mart Visit Tracking Form

Date of visit: _____ Volunteer Name: _____

Wal-Mart Location (City, State, Zip): _____

Days/Hours of Operation: _____

Did You Speak With (check one):

Pharmacist, Pharmacy Clerk, Pharmacy Technician, Other

Name: _____

1. Does the pharmacy stock Plan B? (check one) **Yes / No**

2. Will the pharmacist and his or her colleagues dispense Plan B® at this pharmacy? **Yes/No**
If no, why not?

3. Is the pharmacist aware of the Wal-Mart EC mandate? **Yes/No**

4. If they are not stocking, why not?

5. When will the pharmacist begin stocking EC, and how long will it take to order?

Please visit www.backupyourbirthcontrol.org to submit the results of your Wal-Mart survey.
To fax these results, or if you have questions, please contact Christina Tenuta
at (p) 212-343-0114 or (f) 212-343-0119