



## **Got Plan B?**

### **The Client Confidentiality Card**

*from Pharmacy Access Partnership &  
the Pacific Institute for Women's Health*



#### **What are Client Confidentiality Cards?**

The Client Confidentiality Card (CCC) is a tool designed to help women of all ages obtain emergency contraception (EC) from a pharmacist in a discreet, confidential manner. EC, also known as the “morning after” pill, can prevent pregnancy up to five days after unprotected sex. EC is available without a prescription in pharmacies for consumers 18 and older with proof of age, and through specially trained pharmacists in CA (and 8 other states) for women of all ages. The top half of the CCC contains basic information about EC and how it works. The bottom half has a message for pharmacists that can be torn off and used to request EC non-verbally in a discreet manner in a crowded pharmacy.

#### **How does the Client Confidentiality Card work?**

The CCC is designed to be small enough for a woman to carry in her wallet or purse, and have on hand when she is in the pharmacy and wants to get EC. The woman simply tears off and gives to the pharmacist the bottom half of the CCC, which says, “Dear Pharmacist, I would like to obtain emergency contraception. Please help me learn about this important back up birth control method in a confidential way. Thank you.” The idea is that the pharmacist will then find a private way to discuss with and provide EC to the woman, out of earshot of other pharmacy patrons. Pharmacy Access Partnership is working to educate pharmacists on the CCC so that they will be prepared when women present the card.

#### **Why create a Client Confidentiality Card?**

Some women – especially younger women – feel inhibited to ask for contraceptive services, especially in the pharmacy setting, where there is often little privacy to discuss personal healthcare issues with the pharmacist. Research conducted by Pharmacy Access Partnership and the Pacific Institute for Women's Health revealed that young women would be more likely to seek services in the pharmacy if there were a way to have a private conversation with a pharmacist in a crowded pharmacy. The CCC is designed to meet this need and help facilitate a confidential, discreet conversation between the pharmacist and the client.

#### **Who can use Client Confidentiality Cards?**

Anyone may use the CCC to help start a conversation about EC with a pharmacist. The concept for the cards was based on research that revealed that young women want a discreet way to get EC in pharmacies; however, the cards are available to men and women of any age.

#### **Where can I get Client Confidentiality Cards?**

CCCs are available directly from Pharmacy Access Partnership or the Pacific Institute of Women's Health. Call 510.272.0150 or email [info@pharmacyaccess.org](mailto:info@pharmacyaccess.org) to place your order.