COMMUNITY PHARMACISTS’ ROLES IN REDUCING UNINTENDED PREGNANCY

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Table 1: Pharmacists’ roles in reducing unintended pregnancy

<table>
<thead>
<tr>
<th>Traditional roles</th>
<th>Emerging roles</th>
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<tbody>
<tr>
<td>Dispensing hormonal contraception prescriptions</td>
<td>Dispense information on and facilitate access to long-acting reversible contraceptives</td>
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<tr>
<td>Administering injections of contraception products</td>
<td>Collaborate with local health departments to promote contraception use</td>
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<tr>
<td>Counseling on new prescriptions</td>
<td>Display non-promotional materials to inform patients of available contraception options</td>
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<tr>
<td>Counseling on family planning programs</td>
<td>Expand collaborative practice agreement legislation in states where practice is limited or prohibited</td>
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Pharmacy Participants

- 55 pharmacies in 12 counties
  - ~50% are grocery pharmacies
  - ~50% are independent pharmacies
- Control – 32 grocery pharmacies in 10 counties
- No national chains would participate!

Presenter Disclosures

Karen B. Farris
(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose.

What we hoped to achieve?

1. Demonstrate that pharmacies are a viable place to obtain information about pregnancy planning, particularly for women 18-30 years old
2. Increase sales of prescription and over-the-counter contraceptives

Rationale for pharmacists’ involvement (Farris et al, 2010)

www.aapb.org
Summary of Intervention

- Actions Required by Pharmacists:
  - Online training/continuing education (1 hour)
  - Counsel patients on new contraceptive medications

- Actions Required by Pharmacy Staff and Pharmacy:
  - Display patient education and promotional materials (posters, shelf talkers, brochures) over 2 years.
  - Use brochures in patient counseling, where appropriate.
  - Distribute postcards for online interview to young females four times
  - Allow quarterly site visits by research assistant to change promotional materials
  - Permit research assistant to conduct in-store surveys with consumers and pharmacy staff 2 times

Promotional Materials

- Posters
  The Initiative is using educational and marketing materials including posters, shelf talkers and brochures.

- Brochures

Hormonal Contraceptives

Evaluation

- Consumer Attitudes and Behavior
- Pharmacist/Pharmacy Staff Attitudes and Behavior
- Contraceptive Sales

Talking with Pharmacy Staff

- More women in the intervention counties (16.2%) reported talking with pharmacists about birth control than in control counties (13.7%) (p<0.001).

Percent females (18-30) who reported talking with a pharmacist about birth control

10/23/12
**Talking with Pharmacy Staff**
- Overall, 14% indicated they had actually talked with pharmacy staff about contraceptives in the past few months in the beginning and at the end of the study (p>0.05).
- Individuals who reported talking with pharmacy staff about birth control in the past few months were more likely to report using birth control most/every time versus rarely/never (4.45, 95% CI 1.73 – 11.47).

**Consumer Perceived Barriers**
- About 20% of individuals reported being uncomfortable buying over-the-counter birth control at the local pharmacy, and this was true in intervention counties (19.5%) and control (20.8%) counties (p<0.001).
- In on-line surveys of pharmacy consumers, talking with the pharmacy staff about birth control was perceived as easier over time, 57% in early 2010 compared to 72% in late 2011.

**Consumer Attitudes**

![Bar chart showing percent of females (18-30) attitudes on birth control in their local pharmacy](chart)

**Consumer Recall**
- More people in intervention counties (5.7%) were likely to recall seeing or hearing messages about birth control in a pharmacy than individuals in the control counties (3.1%) (p<0.001).
- In on-line surveys of pharmacy consumers, posters and brochures were recalled to a greater extent during the first half of the study (~58%) than second half of study (~48%) (p=0.027).

**Pharmacists’ responses**
- 60% of pharmacists used study materials when counseling about contraceptive products.
- The majority of pharmacists (87%) would like to continue making unintended pregnancy a priority in their pharmacies.
- 93% of pharmacists thought participating in the study was worthwhile.

**Condom Sales**

![Graph showing condom sales interaction plots](graph)
**Conclusions**

1. Demonstrate that pharmacies are a viable place to obtain information about contraceptives, particularly for women 18-30 years old  
   Yes, but....
2. Increase sales of contraceptives.  
   Buffered decreases in condom sales...

**Future directions...**

- Focus on emerging roles...
  - Collaborative practice agreements to renew OCs
  - Collaborative practice agreements to initiate OCs for selected women
  - Explicitly partner with local health department to promote all forms of contraceptives
  - Include other corporate pharmacies

**Thank you to study staff!**

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- GRAs: Stephanie Lukas, Rachel Finkelstein
- RA: Julie Freeman
- Analysts: Peter Batra, Vince Marshall
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