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Ibis Reproductive Health/FreeThePill.org

Health Advocacy Campaigning | Strategic Messaging • Community Activation

Rewriting the Script on Access



The 2025 Free the Pill Campaign commemorated a historic shift in reproductive health: the FDA’s approval of the first over-the-counter birth control pill. Led by Ibis Reproductive Health, the campaign focused on increasing public awareness and equitable access to this breakthrough.

As a campaign strategist and copywriter, I helped shape a bold, empathetic narrative rooted in reproductive justice—crafting messaging that was clear, culturally responsive, and urgent. From launching the viral “Tell 5 Friends” challenge to developing advocacy toolkits, I wrote content designed to mobilize communities and turn awareness into action—because access to birth control shouldn’t require a prescription, and it shouldn’t be out of reach.

Building Awareness with Precision and Purpose

We developed content that spoke directly to diverse audiences—grounded in empathy, driven by urgency, and shaped by strategy. Every message was crafted to resonate, inform, and mobilize.

Our campaign emphasized:

- **Autonomy Over One’s Body:** Affirming the right to make personal health decisions without barriers
- **The Urgency of Access:** Highlighting the immediate need for over-the-counter birth control
- **The Power of Community-Led Advocacy:** Amplifying voices at the forefront of reproductive justice

The “Tell 5 Friends” Challenge

A peer-to-peer activation designed to build trust and amplify reach. I wrote social media captions, SMS scripts, and email templates—all designed to spark conversations and mobilize networks.

Public Toolkits for Action

Toolkits for the public and partner organizations included “plug and play” social media posts tailored to different audiences and outreach templates for individuals and organizations.

This campaign proves that strategic storytelling can be a catalyst for justice.

#2: A Life Saving Text Message

FACEBOOK, INSTAGRAM, THREADS, BLUESKY, X

Drop this in the group chat—it’s the most important text you’ll send today. Tell 5 friends about over-the-counter birth control pills on #FreeThePillDay!

#OTCBirthControl #ReproductiveJustice
#FreeThePill #Opill

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