

# Advocacy Strategies in Reproductive Healthcare: An Analysis of Universal No-Cost Contraception Campaigns

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## Objective

Analyze the landscape of contraceptive coverage and advocacy strategies utilized by no-cost contraceptive campaigns across Canada, clinician involvement, and effect(s) on public policy.

## Method

The landscape of contraceptive coverage was extracted from government websites. Grassroots no-cost contraceptive campaigns across Canada were located through a Google News search utilizing region name and keywords in English and French equivalent, “free contraception campaign”, “free birth control campaign”, “contraception coverage”, and “birth control coverage”.

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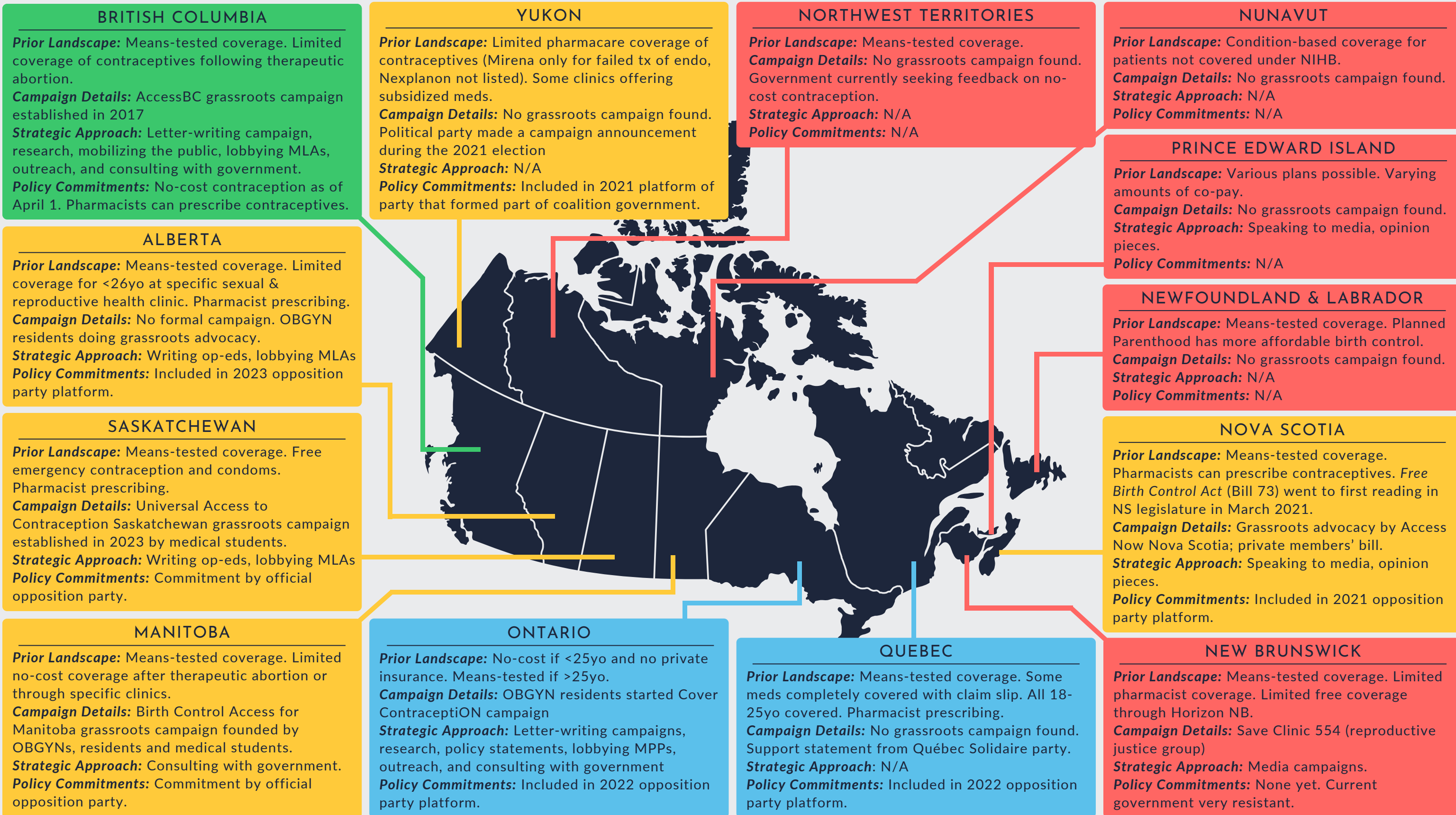
**Prior Landscape:** No federal mandate. Status Indigenous or Inuit patients have most options covered under National Insured Health Benefits (NIHB).

**Campaign Details:** Canadian Federation for Medical Students (CFMS); Action Canada for Sexual Health & Rights; Dr. Rupinder Toor

**Strategic Approach:** Lobbying MPs, media campaigns, national petition.

**Policy Commitments:** Opposition party commitment as part of national pharmacare.

- Universal No-Cost Contraception
- Age-Based Coverage
- Policy Commitment Made
- Means-Tested Coverage Only



## Conclusions

In Canada, the primary approach by advocates is letter writing, statement generation, and lobbying government. Campaigns variably have clinician-in-practice involvement and have driven system level change.

