



May 6, 2026
Over the Counter Birth Control Collaborative Meeting
11 AM to 12 PM EDT

11 AM I. Call to OrderAliyah Nuri Horton, Co-Chair

- A. Welcome
- B. Overview of today's agenda

11:05 AM II. Check-in Poll.....Aliyah Nuri Horton, Co-Chair

- A. Where in your work have you seen successful examples of public education campaigns?

11:10 AM III. Best Practices in Health Literacy.....Cynthia Baur, Co-Chair

11:20 AM IV. Group Discussion.....Facilitated by Cynthia Baur, Co-Chair

- A. Additional context/research (Brett Jordan, MCW)
- B. Questions:
 - a. How do we best employ these best practices in our proposed awareness campaign?
 - b. Where do you see existing resources we can use/recommend to bring awareness to consumers?
 - c. What "hooks" will bring large chain pharmacies on board?
 - d. What other stakeholders need to be informed and/or be involved in raising awareness?

11:50 PM V. Call for further business/Next Steps.....Aliyah Nuri Horton, Co-Chair

11:55 PM VII. Meeting Adjournment.....Aliyah Nuri Horton, Co-Chair