

# ECELLA SOCIAL MEDIA TOOLKIT

## Options for Sexual Health

*Through this toolkit, this project is looking to recruit 18-45 year old women, transgender individuals, or non-binary people at risk of getting pregnant and requesting health care in British Columbia.*

*This project aims to:*

*(A) describe the current use of Ella compared to Plan B and its equivalents since 2015, using sales and number of prescriptions*

*(B) explore the experiences of Ella use as perceived by prescribers, pharmacists, and patients through interviews*

**The following hashtags can be added to any post as you see fit, feel free to use other hashtags that seem appropriate .**

### HASHTAGS

<i>Recommended</i>	<i>Optional</i>
#EmergencyContraception	#Ella
#ReproductiveHealth	#PlanB
#SexualHealth	#Contraception
#BritishColumbia	#ReproHealth
#BirthControl	#OptionsForSexualHealth

# FACEBOOK

## SAMPLE FACEBOOK POST:

Tell us about your experience with emergency contraception!

Are you an 18-45 year old woman, transgender individual, or gender-non-binary person at risk of getting pregnant and requesting reproductive health care in British Columbia? Were you sexually active and trying to prevent a pregnancy sometime between 2015 and to-date?

Emergency Contraception is taken to prevent pregnancy after engaging in sex without a condom or other method of birth control and we want to know more about your experience with it!

Participation in this study involves a one hour interview by telephone or videoconferencing platform, at a time convenient for you. All candidates will be screened for eligibility to participate.

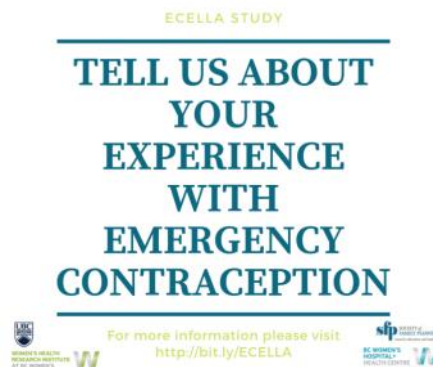
Eligible participants selected for an interview will receive a \$50 Amazon gift card for their time.

If interested or for more information follow this link > <http://bit.ly/ECELLA>

## PHOTO OPTIONS TO GO ALONG WITH POST:



[Facebook Image 1 download](#)



[Facebook Image 2 download](#)

# INSTAGRAM

## SAMPLE INSTAGRAM POST:

Tell us about your experience with emergency contraception!

Are you an 18-45 year old woman, transgender individual, or gender-non-binary person at risk of getting pregnant and requesting reproductive health care in British Columbia? Were you sexually active and trying to prevent a pregnancy sometime between 2015 and to-date?

Emergency Contraception is taken to prevent pregnancy after engaging in sex without a condom or other method of birth control and we want to know more about your experience with it!

Participation in this study involves a one hour interview by telephone or videoconferencing platform, at a time convenient for you. All candidates will be screened for eligibility to participate.

Eligible participants selected for an interview will receive a \$50 Amazon gift card for their time.

Copy and paste the following link into your browser for more info! <http://bit.ly/ECELLA>

**ACCOUNTS - Option to tag the following accounts in the picture as we are trying to recruit province wide we hope to reach a larger audience. Alternatively, tag accounts that you feel are the best fit for this post.**

<i>Institution</i>	<i>Handle</i>
Provincial Health Services Authority	@phsa.bc
Northern Health	@northernhealthbc
Interior Health	@WeAreIH
Island Health	@VanIslandHealth

## PHOTO OPTIONS TO GO ALONG WITH POST:



[Instagram Image 1 download](#)



[Instagram Image 2 download](#)

# TWITTER

## TWITTER SAMPLE TWEETS:

1. Emergency Contraception is taken to prevent pregnancy after engaging in sex without a condom or other method of birth control & we want to know about your experience with it!

Eligible participants selected for interview will receive a \$50 Amazon gift card!

More info >> <http://bit.ly/ECELLA>

2. Tell us about your experience with emergency contraception! Eligible participants selected for interview will receive a \$50 Amazon gift card!

More info >> <http://bit.ly/ECELLA>

**ACCOUNTS**– Option to tag the following accounts in the picture as we are trying to recruit province wide we hope to reach a larger audience. Alternatively, tag accounts that you feel are the best fit for this post.

<i>Institution</i>	<i>Handle</i>
PHSA	@phsaofbc
Island Sexual Health	@isexualhealth
Interior Health	@Interior_health
Northern Health	@Nothern_Health

## PHOTO OPTIONS TO GO ALONG WITH POST:



[Twitter Image 1 download](#)



[Twitter Image 2 download](#)

**TELL US ABOUT  
YOUR EXPERIENCE  
WITH EMERGENCY  
CONTRACEPTION**

FOR MORE INFORMATION PLEASE VISIT  
[HTTP://BIT.LY/ECELLA](http://bit.ly/ECELLA)

ECELLA STUDY

ECELLA STUDY

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**TELL US ABOUT  
YOUR  
EXPERIENCE  
WITH  
EMERGENCY  
CONTRACEPTION**

---

ECELLA STUDY

# tell us about your experience with emergency contraception

FOR MORE INFORMATION PLEASE VISIT  
[HTTP://BIT.LY/ECELLA](http://bit.ly/eella)

BC WOMEN'S  
HOSPITAL\*  
HEALTH CENTRE  
An agency of the Provincial Health Services Authority



WOMEN'S HEALTH  
RESEARCH INSTITUTE  
AT BC WOMEN'S



sfp SOCIETY of  
FAMILY PLANNING  
research, education, and leadership

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WOMEN'S HEALTH  
RESEARCH INSTITUTE  
AT BC WOMEN'S



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FAMILY PLANNING  
research, education, and leadership

# TELL US ABOUT YOUR EXPERIENCE WITH EMERGENCY CONTRACEPTION

FOR MORE INFORMATION PLEASE VISIT  
[HTTP://BIT.LY/ECELLA](http://bit.ly/eella)

ECELLA STUDY

ARE YOU AN 18-45 YEAR OLD WOMAN,  
TRANSGENDER INDIVIDUAL, OR GENDER NON-  
BINARY PERSON AT RISK OF GETTING  
PREGNANT AND REQUESTING REPRODUCTIVE  
HEALTHCARE IN BRITISH COLUMBIA?

# TELL US ABOUT YOUR EXPERIENCE WITH EMERGENCY CONTRACEPTION

IF INTERESTED PLEASE VISIT  
[HTTP://BIT.LY/ECELLA](http://bit.ly/eCELLA)

Participation in this study involves a one hour interview by telephone or videoconferencing platform. Eligible participants selected for an interview will receive a \$50 Amazon gift card for their time.



ARE YOU A PHYSICIAN CARING FOR  
REPRODUCTIVE AGED PEOPLE WHO ARE AT  
RISK OF GETTING PREGNANT BETWEEN THE  
AGE OF 18-45, PRACTICING IN BRITISH  
COLUMBIA, AND ENGLISH SPEAKING?

# TELL US ABOUT YOUR EXPERIENCE WITH EMERGENCY CONTRACEPTION

IF INTERESTED PLEASE VISIT  
[HTTP://BIT.LY/ECELLA](http://bit.ly/ECELLA)

Participation in this study involves a one hour interview by telephone or  
videoconferencing platform. Eligible participants selected for an interview will  
receive a \$50 Amazon gift card for their time.



ECELLA STUDY

**Tell us about your experience  
with emergency contraception!**

For more information please visit <http://bit.ly/ECELLA>



**TELL US ABOUT  
YOUR  
EXPERIENCE  
WITH  
EMERGENCY  
CONTRACEPTION**



VISIT  
[BIT.LY/ECELLA](https://bit.ly/eceella)  
FOR MORE  
INFORMATION

## Appendix 1-B – Interview Guides

### Interview Guide – Patients

#### Current Dispensing and Practice Use Patterns of Ulipristal Acetate 30mg (Ella®), as Emergency Contraception in British Columbia, Canada

- Formal consent form will be reviewed (electronic copy mailed to each participant prior to interview)
- Any initial questions answered
- gift cards distribution will be explained at this time

#### Welcome

Thank you for agreeing to participate in this interview. We appreciate you taking the time to help us with our research. This project is looking at the facilitators and barriers to emergency contraception in British Columbia. We are hoping to use the data to facilitate enhanced access to emergency contraception in British Columbia.

The recording will begin when I start asking questions and we want to keep all personal identifying information, such as names, out of the recording. I realize that some of these questions may bring up sensitive or personal information. You can choose to skip or not respond to any questions.

Do you have any questions?

I will now begin recording

(Provide options if participant is unsure of answer)

Theoretical Domains	Interview Prompts
Knowledge (an awareness of the existence of something)	Have you heard of the emergency contraceptive pill? <ul style="list-style-type: none"><li>- <i>It is a pill one takes after intercourse if there was no contraception to prevent pregnancy</i></li><li>• <i>What types of have you heard of?</i></li></ul> How long after “unprotected” sex can you take the emergency contraceptive pill? <ul style="list-style-type: none"><li>• LNG-EC</li><li>• UPA-EC</li></ul> Where would you go to get the emergency contraceptive pill from? Do you know if you need a prescription for the emergency contraceptive pill? <ul style="list-style-type: none"><li>• LNG-EC</li><li>• UPA-EC</li></ul>
Skills (an ability or proficiency acquired through practice)	Have you ever taken the emergency contraceptive pill? From where?

	What kind? When?
Social/professional role and identity (a coherent set of behaviours and displayed personal qualities of an individual in a social or work setting)	Who do you think has the skills to provide the emergency contraceptive pill? What skills do you think a <XXX> should have when providing the emergency contraceptive pill? <ul style="list-style-type: none"> <li>• Physician</li> <li>• NP</li> <li>• Pharmacists</li> <li>• Other prescribers</li> </ul>
Beliefs about capabilities (acceptance of the truth, reality, or validity about an ability, talent, or facility that a person can put to constructive use)	What can be done to increase someone's ability to access the emergency contraceptive pill? <ul style="list-style-type: none"> <li>• LNG-EC</li> <li>• UPA-EC</li> </ul>
Optimism (the confidence that things will happen for the best or that desired goals will be attained)	How confident are you that if you took the pill it would prevent your pregnancy?
Beliefs and consequences (acceptance of the truth, reality, or validity about outcomes of a behavior in a given situation)	What are some advantages or disadvantages in trying to access emergency contraceptive pill? <ul style="list-style-type: none"> <li>- By pharmacy</li> <li>- A health clinic</li> <li>- A doctor &lt;or nurse practitioner&gt;</li> </ul>
Reinforcement (increasing the probability of a response by arranging a dependent relationship, or contingency, between the response and a given stimulus)	If you need to get a prescription for the pill, do you believe you will be able to get it easily?
Intentions (a conscious decision to perform a behavior or a resolve to act in a certain way)	What do pharmacies, clinics or prescribers have to do differently to improve awareness of access to the emergency contraceptive pill?
Goals (mental representations of outcomes or end states that an individual wants to achieve)	<i>We want people to know that there is a difference between LNG-EC and UPA-EC for failure, timing and prescription status:</i> <ul style="list-style-type: none"> <li>- What factors are important for you if you had to get the emergency contraceptive pill from a pharmacy?; a clinic; a doctor?</li> </ul> <i>(Prompts: Factors include convenient location, fast service, avoidance of doctor's visit, cost, privacy, fear of judgement)</i>
Memory, attention and decision processes (the ability to retain information, focus, selectively on aspects of the environment and choose between two or more alternatives)	[Not included for patients due to relevance]
Environmental Context and Resources (any circumstance of a person's situation or environment that discourages or encourages the	Is there anything about the pharmacy environment that concerns you when accessing the emergency contraceptive pill?

development of skills and abilities, independence, social competence, and adaptive behavior)	Is there anything about the physician's clinic that concerns you in accessing the emergency contraceptive pill? What information do you think you should be provided with when accessing the emergency contraceptive pill?
Social influences (those interpersonal processes that can cause individuals to change their thoughts, feelings or behaviors)	Do you know people who have accessed the emergency contraceptive pill? <ul style="list-style-type: none"> <li>• LNG-EC</li> <li>• UPA-EC</li> </ul> What types of problems did they encounter? Have their experiences helped or hindered you in accessing the emergency contraceptive pill? In case you have accessed an emergency contraceptive pill, what types of problems did you encounter?

### Interview Guide – Prescribers & Pharmacists

#### Current Dispensing and Practice Use Patterns of Ulipristal Acetate 30mg (Ella®), as Emergency Contraception in British Columbia, Canada

- Formal consent form will be reviewed (electronic copy mailed to each participant prior to interview)
- Any initial questions answered
- gift cards distribution will be explained at this time

#### Welcome

Thank you for agreeing to participate in this interview. We appreciate you taking the time to help us with our research. This project is looking at the facilitators and barriers to emergency contraception in British Columbia. We are hoping to use the data to facilitate enhanced access to emergency contraception in British Columbia.

The recording will begin when I start asking questions and we want to keep all personal identifying information, such as names, out of the recording.

Do you have any questions?

I will now begin recording

(Provide options if participant is unsure of answer)

Theoretical Domains	Interview Prompts *adapted (1,2)Interview Prompts *adapted (1,2)	Rationale
Knowledge	Have you heard of the emergency contraceptive pill? What kind of	<i>Asking about the UBC continuing professional</i>

<p>(an awareness of the existence of something)</p>	<p>exposure to the emergency contraceptive pill have you had in your:</p> <ul style="list-style-type: none"> <li>• Education/Schooling</li> <li>• Practice</li> <li>• Other exposures</li> </ul> <p>Are you aware of any guidelines for providing Emergency Contraception? Such as SOGC? What is your understanding of this guideline? Alternatively, are you aware of the continuing professional development through the University of British Columbia for Emergency Contraception?</p>	<p><i>development, as an equivalent for Pharmacist practice guidelines</i></p>
<p>Skills (an ability or proficiency acquired through practice)</p>	<p>Have you had any training to counsel, prescribe or dispense the emergency contraceptive pill? What kind of training? What skills are required to supply emergency contraceptive pill to someone? Are there specific areas of difficulty?</p>	
<p>Social/professional role and identity (a coherent set of behaviours and displayed personal qualities of an individual in a social or work setting)</p>	<p>Why do you provide Emergency Contraception?</p> <ul style="list-style-type: none"> <li>• Pill</li> <li>• Other</li> </ul> <p>What are your views about emergency contraception in general? Do you think it is an appropriate part of your role to be providing Emergency Contraception? Why?</p> <ul style="list-style-type: none"> <li>• Does this change with type of contraception? Why?</li> </ul> <p>Does your ethical position affect your practice regarding emergency contraception? Why? How do you reconcile with your duty to care?</p>	<p><i>Bullet points – probing questions to differentiate between types of emergency contraception</i></p>
<p>Beliefs about capabilities (acceptance of the truth, reality, or validity about an ability, talent, or</p>	<p>Do you find it difficult to apply information from guidelines to assess whether someone should</p>	<p><i>Bullet points – probing questions to differentiate between types of</i></p>

<p>facility that a person can put to constructive use)</p>	<p>receive the emergency contraceptive pill? Why? Can you tell me more specifically about the options of?</p> <ul style="list-style-type: none"> <li>• LNG-EC</li> <li>• UPA-EC</li> </ul> <p>What problems have you encountered? Can you tell me more specifically about the options of?</p> <ul style="list-style-type: none"> <li>• LNG-EC</li> <li>• UPA-EC</li> </ul> <p>What would help you to overcome these problems? Can you tell me more specifically about the options of?</p> <ul style="list-style-type: none"> <li>• LNG-EC</li> <li>• UPA-EC</li> </ul> <p>Do you think you have the skills to provide the emergency contraceptive pill? Why? Can you tell me more specifically about the options of?</p> <ul style="list-style-type: none"> <li>• LNG-EC</li> <li>• UPA-EC</li> </ul> <p>Do you fear that you might miss something when assessing whether someone should receive the emergency contraceptive pill? Why? Can you tell me more specifically about the options of?</p> <ul style="list-style-type: none"> <li>• LNG-EC</li> <li>• UPA-EC</li> </ul>	<p><i>emergency contraceptive pills</i></p>
<p>Optimism (the confidence that things will happen for the best or that desired goals will be attained)</p>	<p>Do you feel it is helpful to prescribe and dispense emergency contraception to patients? Why?</p> <ul style="list-style-type: none"> <li>• Pills</li> <li>• Other</li> </ul>	
<p>Beliefs and consequences (acceptance of the truth, reality, or validity about outcomes of a behavior in a given situation)</p>	<p>In your experience of providing the emergency contraceptive pill, have you come across problems in your population? Please describe</p>	

	<p>What do you think about the evidence behind the emergency contraceptive pill?</p> <p>Are there advantages or disadvantages in trying to access emergency contraceptive pill via a pharmacy instead of a health clinic or physician visit? Please describe.</p> <p>What are the potential outcomes of offering or not offering UPA-EC?</p>	
<p>Reinforcement (increasing the probability of a response by arranging a dependent relationship, or contingency, between the response and a given stimulus)</p>	<p>What do you think would increase or decrease the likelihood of offering UPA-EC? For example, cost? For example, practice regulations?</p>	
<p>Social influences (those interpersonal processes that can cause individuals to change their thoughts, feelings or behaviors)</p>	<p>To what extent do social influences of peers, managers, policies ext. facilitate or hinder you in providing the emergency contraceptive pill? Why?</p> <p>Are there other factors you can think of?</p> <p>Do you find your practice or counselling is adjusted specifically for patients seeking emergency contraception? How? Why?</p>	
<p>Intentions (a conscious decision to perform a behavior or a resolve to act in a certain way)</p>	<p>Do you consider offering UPA-EC as part of your practice and what informs your practice?</p> <p>What do &lt;pharmacies or clinics&gt; have to do differently to . . . .</p> <ul style="list-style-type: none"> <li>- Improve awareness and access of the emergency contraceptive pill?</li> <li>- Increase the application of emergency contraceptive guideline?</li> <li>- Why?</li> </ul>	
<p>Goals (mental representations of outcomes or end states that an individual wants to achieve)</p>	<p>What are your goals practice goals surrounding emergency contraception?</p>	



	<p>Are there any professional counselling duties or goals one must perform surrounding emergency contraception? Why? Can you tell me more specifically about the options of?</p> <ul style="list-style-type: none"> <li>• LNG-EC</li> <li>• UPA-EC</li> </ul>	
<p>Memory, attention and decision processes (the ability to retain information, focus, selectively on aspects of the environment and choose between two or more alternatives)</p>	<p>(If prescribing/dispensing) Please describe the steps you went through in beginning to prescribe/dispense the pill. (If not prescribing/dispensing) Please describe the steps you would go through if you were to begin to prescribe/dispense the pill. Please describe the thought process you go through when recommending emergency contraception</p> <ul style="list-style-type: none"> <li>• LNG-EC</li> <li>• UPA-EC</li> </ul>	
<p>Environmental Context and Resources (any circumstance of a person's situation or environment that discourages or encourages the development of skills and abilities, independence, social competence, and adaptive behavior)</p>	<p>Does your &lt;pharmacy or clinic&gt; use any checklists or tools when providing the emergency contraceptive pill? What are your thoughts on them? Can you tell me more specifically about the options of?</p> <ul style="list-style-type: none"> <li>• LNG-EC</li> <li>• UPA-EC</li> </ul> <p>Are there other supports you find helpful or hindering to your practice surrounding emergency contraception? How?</p> <ul style="list-style-type: none"> <li>• Costs?</li> <li>• Policies?</li> <li>• Regulations?</li> <li>• Availability?</li> </ul>	

Appendix 1-C – Mixed Method Data Matrix

Domain ((2))	Quantitative	Data Source	Qualitative	Data Source
Knowledge	Dispensation numbers of UPA-EC – must be aware to prescribe/dispense/use IQVIA – UPA-EC/LNG-EC sales number as awareness to acquire and “use”	PharmaNet IQVIA	Awareness - Have you heard of the emergency contraceptive pill?	Patient, Prescriber + Pharmacists interviews
Skills	Dispensation numbers of UPA-EC – must be aware to prescribe/dispense IQVIA – sales are not performed without counselling skill by prescriber and pharmacist	PharmaNet IQVIA	Skills Patient – Have you ever taken the emergency contraceptive pill? Prescriber/Pharm - Have you had any training to prescribe or dispense the emergency contraceptive pill?	
Social/professional role and identity	Physician – prescription numbers Patient – prescriptions filled Pharmacists – prescriptions dispensed IQVIA – sales as proxy	PharmaNet IQVIA	Patient - Who do you think has the skills to provide the emergency contraceptive pill? Prescribers/Pharm - What are your views about emergency contraception in general?	
Beliefs about capabilities (acceptance of the truth, reality, or validity about an ability, talent, or facility that a person can put to constructive use)	IQVIA – patients belief in ability to acquire by sales	PharmaNet IQVIA	Patient - What can be done to increase someone’s ability to access the emergency contraceptive pill?	
Optimism	Not applicable		Patient - How confident are you that if you took the pill it would prevent your pregnancy? Prescriber/Pharmacist - Do you feel it is	

			helpful to prescribe and dispense emergency contraception to patients?
Beliefs and consequences	Not applicable		Patient - What are some advantages or disadvantages in trying to access emergency contraceptive pill Prescriber/Pharmacists -Do you think you have the skills to provide the emergency contraceptive pill?
Reinforcement	Not applicable		Patient - What factors are important for you if you had to get the emergency contraceptive pill Prescriber/Pharmacists - To what extent do social influences of peers, managers, policies ext. facilitate or hinder you in providing the emergency contraceptive pill?
Social influences	Postal code of UPA-EC dispensation pharmacy	PharmaNet	Patient - Do you know people who have accessed the emergency contraceptive pill? Prescribers/Pharm - To what extent do social influences of peers, managers, policies ext. facilitate or hinder you in providing the emergency contraceptive pill?
Intentions	By way of sales/purchase or filling prescription = intent to use/take		Patient - What do pharmacies, clinics or prescribers must do differently to improve awareness of access to

			the emergency contraceptive pill? Prescribers/Pharm - What do <pharmacies or clinics> must do differently to . . . improve awareness and access of the emergency contraceptive pill?
Goals	Not applicable		Patient - What factors are important for you if you had to get the emergency contraceptive pill Prescriber/pharmacists - Are there any professional counselling duties or goals one must perform surrounding emergency contraception?
Memory, attention and decision processes	Not applicable		Patient – not applicable Prescriber/pharmacists – what steps do you take to prescribe or dispense emergency contraception?
Environmental Context and Resources	Location of pharmacies and dispensation numbers	PharmaNet	Patient - What information do you think you should be provided with when accessing the emergency contraceptive pill? Prescriber/Pharm - Does your <pharmacy or clinic> use any checklists or tools when providing the emergency contraceptive pill?

## Bibliography

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