



# PEER-TO-PEER EC DISTRIBUTION ON CAMPUS: YOUR STEP-BY-STEP GUIDE

**So you're interested in advocating for greater access to sexual health resources on your campus! The American Society for Emergency Contraception (ASEC) is here to help with this step-by-step guide to starting a peer-to-peer (P2P) distribution platform on your campus. Emergency Contraception for Every Camps (EC4EC) is a project of the ASEC.**

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## 1. Is it legal? Am I liable?

Levonorgestrel emergency contraception (EC), such as Plan B One-Step or AfterPill, is an over-the-counter (OTC) medication. There are generally no licensing or registration requirements to distribute OTC drugs that would prohibit peer-to-peer distribution in the US. Handing this type of EC to another person is the same as handing ibuprofen or any other OTC medication to a friend. However, students providing OTC medication through a peer-to-peer distribution program could be viewed as part of the chain of distribution and therefore potentially responsible for any issues related to the medication. Student participants should pay particular attention to labeling, storage requirements, and product expiration. If you are concerned about liability issues or any state-specific restrictions, contact Kelly Cleland, EC4EC Coordinator, at [kelly@americansocietyforec.org](mailto:kelly@americansocietyforec.org).

It may be difficult for a peer-to-peer distribution program to be endorsed or funded by a college or university, and will likely need to be run independently by students. Therefore, it is not recommended to use your campus visual identity, such as mascot, logo, or school name, without permission, in branding for the peer-to-peer distribution project, even if your organization is an officially recognized campus group. Find a creative solution! For example. At Georgetown University, the unrecognized group [H\\*yas for Choice](#) simply replaces one letter with an asterisk in the university mascot's name to avoid legal repercussions.



## 2. Get the lay of the land: Assess EC availability on and around campus

Do a needs assessment on and around your campus. Work with friends and other activists to get the lay of the land. Use ASEC's [EC Needs Assessment](#) to find out about EC availability at:

- **Student health services**
- **Pharmacies**
- **Campus stores (book stores, etc)**



## 3. Rally support

On and around your campus, there are probably some natural allies. Some may be obvious, but support can also come from surprising places. Reach out to potential allies, and ask them to connect you with others. Explain what you are doing, and why it's important, using messaging from ASEC's [EC 101 fact sheet for campus stakeholders](#). Reach out to:

- **Allied student groups:**
  - Feminist & gender equity groups
  - Reproductive health, rights, & justice groups
  - Greek organizations (sororities & fraternities)
  - Student health advisory board
  - LGBTQIA+ groups
  - Student government (if they're likely to be helpful)
  - Aligned political groups (College Democrats, etc.)
  - Sexual assault and Title IX advocacy groups
- **Students and faculty in other schools – connect with undergraduate or graduate students in other schools or departments:**
  - Public health
  - Law
  - Medicine & nursing
  - Social work
  - Women's studies
- **Staff and administrators including:**
  - Student health services staff (counselors, sexual assault response teams, and patient advocates).
  - Resident Advisors and anyone else who works directly with students in an advisory/support role.
  - Alumni groups, especially those who were in your sorority, club, or activist group.
- **Community activist groups, such as local family planning clinics or local chapters of national organization (like Planned Parenthood, NARAL, ACLU, NOW, etc.)**
- **Alumni from your school, especially those who were part of your sorority, club, or activist group.**

An important component of identifying support on campus may be assessing demand and interest among students.

- Conducting a student body survey can help you understand if other students see the need for, and support, a P2P group. You can use ASEC's [survey](#) as an example.
- Survey results can be a powerful tool when advocating with campus decision-makers. If you can demonstrate to your campus administration that students need easier access to EC and that a P2P group can be part of the solution, they may be more inclined to support your efforts.



## 4. Advocate with campus administration (...if it helps your cause)

**You've assessed the availability of EC on and around your campus. If needed, you've surveyed the student body to demonstrate the demand and interest. Now it's time to decide how, and if, you'll involve campus decision-makers.**

- On some campuses, the administration may be supportive of your efforts to directly provide EC to fellow students. They may even provide financial and logistical support. However, students on other campuses have started peer-to-peer EC distribution programs because their administration is not supportive of reproductive rights. Get the lay of the land by talking with allies you've identified on campus to understand whether it helps your work to involve campus officials or not.

**If you decide that it benefits your efforts to bring in campus decision makers, here are some tips:**

- **Figure out who has the ultimate decision-making power.** This could be a Dean or Student Health manager. Talk to friendly faculty and staff to learn more about that person and their perspective on reproductive rights and access to EC.
- **Get your materials together**
  - Put together some brief bullet points about the availability of EC in the surrounding community.
  - Make a few slides or an information sheet based on your student body survey.
  - Use ASEC's [EC 101 fact sheet for campus stakeholders](#).
- **Ask for a meeting, and be prepared to make your case.**
- **Be sure to emphasize that affordability is essential to access.**
  - Ask if it's possible to subsidize the cost of EC or other sexual health products that you will be distributing.

### **Benefits to working with administration:**

- Your campus' risk management department/legal team can help you address any concerns or questions you may have about the legal ramifications of this work.
- An assigned faculty advisor or campus administrator can help with sustaining the project if and when volunteers graduate, are short on time, decrease etc.
- You may have the opportunity to officially affiliate your organization with your institution i.e. logo, institutional name, mascot etc.
- As a campus-sanctioned club or organization, you will likely be able to participate in sanctioned events/activities and use campus space i.e. tabling week, advertising on campus, reserving classroom or boardroom space.
- Partnering with student health services may reduce or eliminate the cost associated with providing service(s) such as EC, pregnancy tests, condoms, STI testing information, etc.

**While working with administration is often the best-case scenario, it is possible that you will be met by resistance, especially on more conservative campuses. If your campus administration is not in your favor...work around them! Below we share anecdotal experiences of students working on Historically Black College and University (HBCU) and Catholic-affiliated campuses.**

### **Historically Black Colleges & Universities**

The "Hotline method" for peer-to-peer distribution will probably be your best bet if your institution does not support your work. Even if your administration is not in your favor, finding allies within Student Governments who support your work may be more impactful.

Social media presence is key for helping students in your community to become more knowledgeable about the service and spread the word. Form a SOLID volunteer group who is passionate about this work. They are the faces of your organization so you want to ensure that they represent your services well.

It's important to offer educational information to your student body so that they are knowledgeable about what you offer and how the products work, especially when working with emergency contraception.

Lastly, ensure that you are incorporating EVERY version of the HBCU student on your campus. It's important to be inclusive and reach marginalized groups as well as LGBTQ+ students, international students, etc.

**- Amber Wynne, Hampton University**

## Catholic Campuses

If you attend a university or college with Catholic religious affiliation, it should be noted that these campuses are in part governed by the religious order to which they belong. Catholic universities and colleges receive funding from their order and archdiocese. Therefore, they are bound to the Catholic Church's teachings and beliefs.

Most Catholic campus health centers do not provide emergency contraception, based on misinformation that EC is an abortifacient. EC works by preventing ovulation and does not interfere with implantation of a fertilized egg or disrupt an established pregnancy. However, because some information sources inaccurately classify EC as abortifacient, this guides the care that Catholic health facilities are able to deliver.

Before starting a peer-to-peer EC distribution service on a Catholic campus, it's important to read your Student Code of Conduct VERY carefully. Look out for policies that have to do with demonstrations or solicitation on campus, as well as policies that describe rules for student organizations. If you cannot distribute or solicit products on campus, find locations close to campus with high-traffic from students that are public property, or consider the hotline method.

*- Lauren Morrissey, Student Coalition  
for Reproductive Justice*



## 5. Nuts and bolts of P2P Distribution

### Get Organized!

If you don't already have a student organization committed to distributing EC on campus, you can start one! The first step in this process is to determine whether or not you will be affiliated with your university or college. In either circumstance it's important to follow your campus' rules and guidelines for student organizing.

You will need a core team of volunteers that are willing and able to help you on your journey. These members could be friends, peers and other interested students. When establishing your core team, consider having students of all ages and years. This will help with the sustainability of your project by having a ladder system to pass on the work as students graduate.

### → Key roles to consider include:

- President/Founder
- Social media/ communication
- Logistics
- Finances
- Outreach

The last step of setting up your project is to establish contact information. It is as important to protect your volunteers' contact information as it is your users'. You will need to set up a system for people to find you.

→ **This can include:**

- A hotline
- A texting service
- An official email address

There are several ways to establish a safe, confidential, and free phone number for communicating with your community. For example, Google voice allows you to link your number with your group's email. You can add phone numbers to Google Voice via the app so that multiple volunteers can receive messages and communicate. Find what service will best support your group's efforts to ensure smooth communication.

Don't forget that social media is a great way to connect with your community! Choose your platforms and develop a plan. Consistency will help you to gain traction. Consider themed posts, specific content focuses and the use of story functions to interact with your audience.

## Branding and logo

Now that you have your brand new organization, establish a name and logo! This will be your first point of contact with your community and their way of reconnecting with you whenever needed. Be fun, creative and make sure your brand communicates your mission so that you are easily identifiable for potential users.

### EC Distribution:

Once you've set up your contact information, it's time to plan your EC distribution methods. It's important to establish clear roles for your volunteers to ensure that there is never a gap in communication.

- **Determine a schedule:** Work as a team to create a schedule for when your group will be available for communication and delivery. Consider where EC is available in your community and consider working around those hours to help extend coverage.
- **Set limits to make sure that your service is sustainable.** Consider how far your team is willing to go to deliver EC to a client. Will you mail them EC? Will you travel to do delivery? Where do users need to meet your volunteers? In addition to the logistics of delivery, be transparent about how much product a person can receive per phone call, text or email.
- **Delivery system:** You're now ready to distribute EC to fellow students. As a team, you should discuss what you are most comfortable with in terms of interacting with clients. Options for delivery could include: buddy system drop offs, contactless transfer, dropbox location and/or mail.

## Developing Your Resources

It's important to establish early on what products and services your organization will provide. In addition to reproductive health products such as EC, pregnancy tests, and condoms, you can also offer services such as accompanying students to clinic visits or a buddy system for walking home from campus.

Local and national organizations may be able to help you source products at little or no cost to your organization. Some sources for free or low-cost products include:

### → **EC:**

- Find your local abortion fund at <https://abortionfunds.org/> - they may have EC or other resources to share.
- ASEC may be able to put your campus group in touch with EC manufacturers who will sell EC to student advocacy groups at a discounted rate. Contact us at [kelly@americansocietyforec.org](mailto:kelly@americansocietyforec.org).

### → **Condoms:**

- Many campus health centers offer free condoms or dental dams; ask health service staff if they can help supply your group with these products.
- Apply to become a Condom Collective SafeSite <https://advocatesforyouth.org/campaigns/the-condom-collective/>.
- Ask reproductive health clinics in your area, such as Planned Parenthood, for condoms or other supplies.

### → **Pregnancy tests:**

- Strip-style pregnancy tests are very small, cheap, and just as accurate as digital pregnancy tests (and less plastic to throw away!). If you include strip-style pregnancy tests in your kit, also include a small cup - users will need it to catch urine and dip the strip in.
- Check out companies like [www.pregmate.com](http://www.pregmate.com) for bulk purchase of pregnancy tests.

### → **Menstrual products:**

- Apply for a grant for menstrual products through [Period.](#)
- OrganiCup's [CampusCup](#) program offers free menstrual cups.

**To maintain sustainability, consider offering products by donation that can support continued access to those products. You can use a service such as Venmo or PayPal to accept donations for your organization.**

### OFFER ACCURATE INFORMATION

Providing products or services to fellow students is a great opportunity to educate them on sexual and reproductive health topics. It's important to ensure you include fact-checked, appropriate information in order to prevent misunderstanding and misinformation. ASEC has several fact sheets, including our [EC 101 factsheet](#), that you may find helpful for your community.

### MAINTAINING PRIVACY AND/OR CONFIDENTIALITY

Privacy relates to information that individuals choose to share about themselves, while confidentiality pertains to how we handle information that is disclosed in trust. Confidentiality is a cornerstone of establishing trust with the community. At times, your volunteers may have access to sensitive information from fellow students or community members while providing access to EC and other sexual health products. It's important to ensure your volunteer team understands the need to protect sensitive information; volunteers should never share any identifying information about people who use your service.



## 6. Handling Opposition

**You may find that certain individuals or groups on campus work against your efforts to make EC more available. This may be due to misunderstanding of what EC is and how it works, or misconceptions about the long-term safety of EC. Check out ASEC's Myths and Truths about Emergency Contraception to learn about some common myths that you may hear from EC opponents, and how to counter those myths.**

### KEEP IN MIND:

- You don't need to respond to every false claim or attack.
- Spend energy on issues that are of specific concern to the decision-makers on your campus.
- Focus on providing useful, factual information.
- Share positive messages about what EC is, why it's important, and how it helps people.

### Navigating resistance from administration and community:

Be prepared for potential pushback from administrators, students, faculty, religious institutions and community members. If you know the rules surrounding distribution of products on your campus, you will be able to defend yourself. These rules can usually be found in your Student Code of Conduct. If you are conducting operations off-campus and completely unaffiliated, you will be outside the jurisdiction of your campus administration.

It's important to have a strong base of campus and community support if pushback arises. You can rally these relationships to support you by petitioning, protesting and advocating for your organization.



## 7. Get the word out!

**Now that you have your peer-to-peer distribution system set up on campus, spread the word!**

- Pitch the story to the campus newspaper.
- Flyer/sticker around campus.
- Table at campus events.
- Use campus listservs and social media.
- Reach out to resident advisors and anyone else who works directly with students in an advisory/support role.



## 8. Be prepared

**You can never be too prepared for doing this work. We've compiled a starting list of training resources you may want to consider.**

### **Working with survivors of sexual assault**

While working in reproductive health activism, you may encounter and interact with a survivor of sexual assault. Knowing how to listen and respond will be vital to a positive interaction. Here are some resources:

- Find your local sexual assault/rape crisis center and have information ready to share.
- [Know Your IX](#) lesson plans on [consent](#) and [media literacy](#).
- RAINN (Rape, Abuse & Incest National Network) training [resources](#).
- Planned Parenthood [consent videos](#).

### **Working with the gender expansive community**

It's important to recognize that not all people with uteruses, who are at risk of pregnancy, identify as women. Transgender and gender non-binary folks may experience a variety of barriers in acquiring EC. Here are some resources you can use to better understand EC use by transgender and gender non-binary individuals so that you can help to reduce barriers in your community.

- [ASEC Factsheet: EC for Transgender and Gender Nonbinary Patients](#)
- [I'm trans. Do I need birth control?](#) (Bedsider)
- [7 Things to Know About Birth Control If You Are Transgender or Nonbinary](#) (Teen Vogue)
- [Provider Search](#) (World Professional Association for Transgender Health)
- [Contraceptive counseling for transgender and gender diverse people who were female sex assigned at birth](#) (Society of Family Planning)

### Collecting local resources:

Get to know your community and the available sexual and reproductive health services local organizations can offer. This will come in handy for your volunteer team when referring users to other services. Be ready with information about:

- Local hospitals
- Planned Parenthood and other reproductive health clinics
- Counseling services
- Local sexual assault/rape crisis centers



## ASEC is here to help

**If you run into problems and need some additional support, ASEC may be able to help. We can provide a letter of support, scientific research about safety and effectiveness of EC, and may be able to connect you with other allies in your community. Reach out to Kelly Cleland ([kelly@americansocietyforec.org](mailto:kelly@americansocietyforec.org)) with questions!**