

# BEDSIDER

www.bedsider.org

**Bedsider.org is an online birth control support network developed by The National Campaign to Prevent Teen and Unplanned Pregnancy. Bedsider was designed as a social marketing platform to reduce the proportion of unplanned pregnancies in the U.S. among women ages 18-29 by providing information, support, access to counseling, references for reproductive health care, and locations to find lower cost birth control.**

## SUCCESS METRICS



Help women find the method of birth control that's right for them



Learn how to use birth control consistently and effectively



Encourage women to consider using more effective forms of birth control

## FINANCIAL IMPACT

Bedsider's success is tied to the design insights responsible for its unique tone. Unintended pregnancy accounts for significant costs to U.S. taxpayers, more than \$21 billion each year according to a recent analysis by the Guttmacher Institute. Averting just one unplanned pregnancy that would have resulted in a publicly funded birth saves \$20,716, on average.

## DESIGN ACTIVITIES

- In-home interviews with the target audience
- Focus on mainstream as well as extremes of behavior
- Expert interviews
- Focus groups of initial concepts
- Iterative prototyping of initial concepts

## HEALTH IMPACT

Bedsider is the first digital intervention in reproductive health in the U.S.—with young adults as an audience—that has been shown to prevent unplanned pregnancy.

- Women in the Bedsider group were 1.51 times less likely to have a pregnancy scare than those in the control group
- Women in the Bedsider group were 2.54 times less likely to have unprotected sex
- Women in the Bedsider group were 3.79 times less likely to report an unplanned pregnancy

## INVESTMENT IN DESIGN



## TEAM

- Lengthy engagement with external design firm
- 2 internal human-centered designers full time
- 1 internal art director
- Deep subject matter expertise from extended internal team
- Long-term engagement with agile development team

## WHAT'S NEXT

The National Campaign is leading an effort to incubate ideas on using technology for preventing teen pregnancy. The goal is to find innovative ideas that lead to behavior change. Too many efforts to help teens avoid pregnancy are insufficiently informed by the target audience. That is why the effort will use human-centered design as a framework. Innovators interested in applying for funding should watch The National Campaign's website for an announcement about the Innovation Next Accelerator on December 15.