



BEDSIDER

LOOKS: 10
PARENTING SKILLS: 2

Sure, he's fun for the night. But how will he rate as a dad?
It'd be a shame to have a kid before you're ready just because you want to hook up with the hotness. Choose your time, choose the father—that's all we're saying. Until then, birth control.

Join latorgator.com, the free birth control support network.

Are you ready for this?

Join the free birth control support network.

Later Gator.com
When It's Not The Time For A Baby

The US has a significant problem with unplanned pregnancy, especially among unmarried 18- to 29-year-olds. Seven in 10 pregnancies in this demographic are unplanned, a statistic that applies to women of all ethnicities and socioeconomic status. Complicating matters are the social tension between abstinence-only and contraception-inclusive educators, and the hassle and expense associated with obtaining prescription birth control.



FORGET ME NOT

SET UP A REMINDER

THE BOOTY LOG



BIRTH CONTROL

- [The Basics](#)
- [Why Birth Control?](#)
- [Mind the Gaps](#)
- [Fact or Fiction](#)

METHODS

- [Method Chooser](#)
- [Methods List](#)

PROVIDERS

- [Provider Search](#)

REMINDERS

- [Birth Control Reminder](#)
- [Appointment Reminder](#)
- [Refill Reminder](#)

WHOOOPS!



POPULAR

- [Booty Log](#)
- [Questions](#)
- [Latest Features](#)
- [Panic Button](#)
- [Spread the Word](#)

SPREAD THE WORD



YOU

- [Your Account](#)
- [Your Reminders](#)
- [Your Questions](#)
- [Your Panic Plans](#)

US

- [About Bedsider](#)
- [Our Experts](#)
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WE BELIEVE KNOWLEDGE IS **POWER**. WE BELIEVE BABIES ARE BEST WHEN YOU'RE **READY**. WE BELIEVE IN **YOU**.

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Designers worked closely with the National Campaign to Prevent Teen and Unplanned Pregnancy to address the challenge of unplanned pregnancy in women between the ages of 18 and 29 years old. The collaboration produced Bedsider, a multi-touchpoint birth-control

support network with a sex-positive brand. Bedsider focuses on five key areas (awareness, motivational drivers, digital offerings, services and loyalty) and acts as a flexible vehicle for behavioral change.

METHOD EXPLORER /

★
most effective

Y
party-ready

X
STI prevention

🔍
easy to hide

♥
do me now



What is all this stuff?

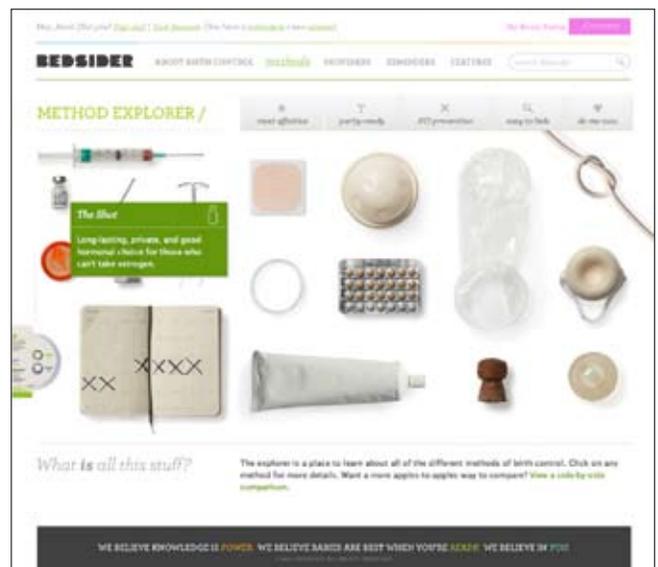
The explorer is a place to learn about all of the different methods of birth control. Click on any method for more details. Want a more apples-to-apples way to compare? [View a side-by-side comparison.](#)

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The Besider.org website offers comprehensive education about existing birth-control methods. This includes: opt-in reminder services; personal stories from women across the US on why they chose a particular method; a phone service that provides information in English and Spanish; and features such as “Fact or Fiction” (fun animated clips debunking popular myths) and a “Frisky Friday” newsletter.

The Method Explorer allows a user to learn about and compare all of the different methods of birth control.





THE SHOT /



The shot is just what it sounds like—a shot that keeps you from getting pregnant. Once you get it, your birth control is covered for three full months—there’s nothing else you have to do. Some people call the shot “Depo,” short for

Depo-Provera. (Pronounced like Johnny Depp-oh.) The shot contains progesterin, a hormone that prevents your ovaries from releasing eggs. It also thickens your cervical mucous, which helps block sperm from getting to the egg in the first place. Some women say they don’t want the shot because they’re afraid of needles. But what’s a little prick compared to a pregnancy?

[view all methods »](#)

real stories /



elektra, 21, the shot



kelly, 28, the shot



alyssa, 20, the shot

[details](#)

[costs](#)

[how to use it](#)

[side effects](#)

[problems?](#)

Nothing to worry about for three months

If you’re the kind of person who would have trouble remembering to take a pill every day, the shot might be a good option. You only need to remember to do something once every three months. And we can [help you with that](#).

Total privacy

No one can tell when you’re on Depo. There’s no tell-tale packaging, and nothing you need to do before you have sex.

Yes, there are needles involved

If you’re really that scared of needles, then Depo is not for you. Just think, though. It’s a single shot, and you’re done for three months. Weigh the options.

It’s a love/hate thing

Depo is one of those methods that some women LOVE and some women HATE. Check out the user videos for more on that.

Smokers over 35, beware

For those over 35 years old, smoking while using the shot increases the risk of certain side effects. If you’re younger than that, why not quit smoking now and save yourself the trouble in the future?

The pregnancy question

It is possible to get pregnant as soon as 12 weeks following the last injection, though for some women it can take around 9 months for fertility to return. The bottom line? Don’t take any chances. If you’re not ready for a baby, protect yourself.

Don’t take our word for it. Check out the videos above to hear women talk about their experiences with Depo.

quick facts /

Long-lasting, private, and good hormonal choice for those who can’t take estrogen.

★ effectiveness

The shot is super effective—as long as you get each shot on time.

● side effects

Most common are irregular bleeding and increased appetite, leading to weight gain.

★ effort

You have to go for a shot every 3 months.

how do I get it?

You need to head to the doctor or clinic for each shot.

cost

From \$0-\$75, but it all depends. [Read more about costs.](#)

[compare side-by-side »](#)

boom chicka wow wow...

My Bedsider nickname is [smittenkitten](#) and I want those mad hot sex tips you send out. Sign me up to receive **Frisky Fridays**

by or .

[do it »](#)

effectiveness /

[read more »](#)

Perfect use

Typical use

Greater than

Greater than

99%

97%

“A lot of times you don’t ask because you don’t want to be judged. On a website you don’t have to worry about that”
—Bedsider.org participant

Another woman mentioned that it would allow users to “not have to wait to get a phone call from the doctor.”



Bedsider is succeeding at reframing the conversation around birth control. Re-setting the way information is presented and redesigning the tone is resonating with women in pilot tests. (above: clips from “Real Stories” and “Fact or Fiction” / Bedsider.org)

WHY SHOULD I BE ON BIRTH CONTROL?

You're worth it.

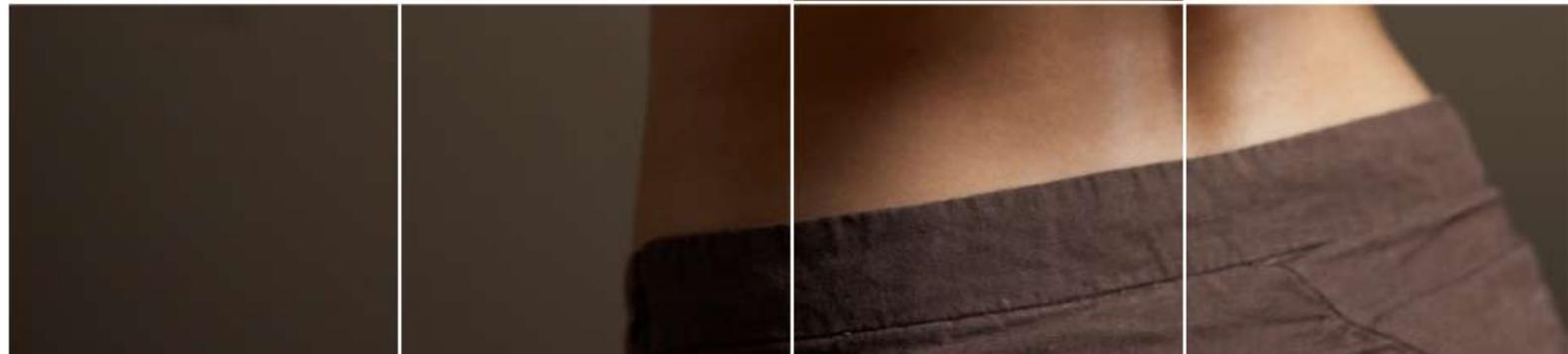
Your life is yours to live. You can choose to have a baby now, later, or never. And if you already have kids, it's okay to say "enough for now."

Getting pregnant is easier than you think.

With all the infertility hype in the media, you'd think getting pregnant is hard to do. But for women in their twenties, it's usually pretty easy. Like, really easy. It comes down to this: If you don't actively plan NOT to have a baby, chances are, you'll wind up having a baby.

Your sex life will improve.

Sex is hotter when you're not worried about getting pregnant. And if you want to turn up the heat even more, sign up for our weekly **Frisky Friday** sex tip email. (Bow-chicka-bow-wow.)



Bedsider's sex-positive brand message is uncommon in the health-care industry. It's designed to be a subscription (continuous, supportive and portable) rather than a prescription (fixed, one-time-only and non-transferable). For the National Campaign to Prevent Teen and Unplanned Pregnancy, Bedsider is about encouraging women to use planned and longer-lasting forms of birth control. For young women, it's about having better sex.

Bedsider acts as a vehicle for behavioral change that's flexible, with room to grow into a much larger movement. It is designed to accompany women wherever they go—it's available at the doctor's office, on their phones, in their online life—and to deliver information in a clear, relevant tone that will inspire them to make birth-control decisions outside of the heat of the moment.

REMINDERS /

You've got enough to remember already.

Set up a reminder and leave the rest to us. We'll nudge you when it's time to take your pill, change your patch, visit your doctor... you get the idea.

health center appointments /

Never forget an appointment. We'll remind you a couple days before.

set up an appointment reminder +

birth control reminders /

Daily, weekly or monthly reminders. Whatever you need. Sent via email or text.

set up a method reminder +

