

PREGNANCY
PREVENTERS



By: Jennifer Cosme, Naomi Vargas, Silma Preldakaj, Reynaldo Estrella

Problem Chosen : to help college students be more aware of contraceptives and safe sex

Our Goal : to make contraceptives easily available for students

Why ? :

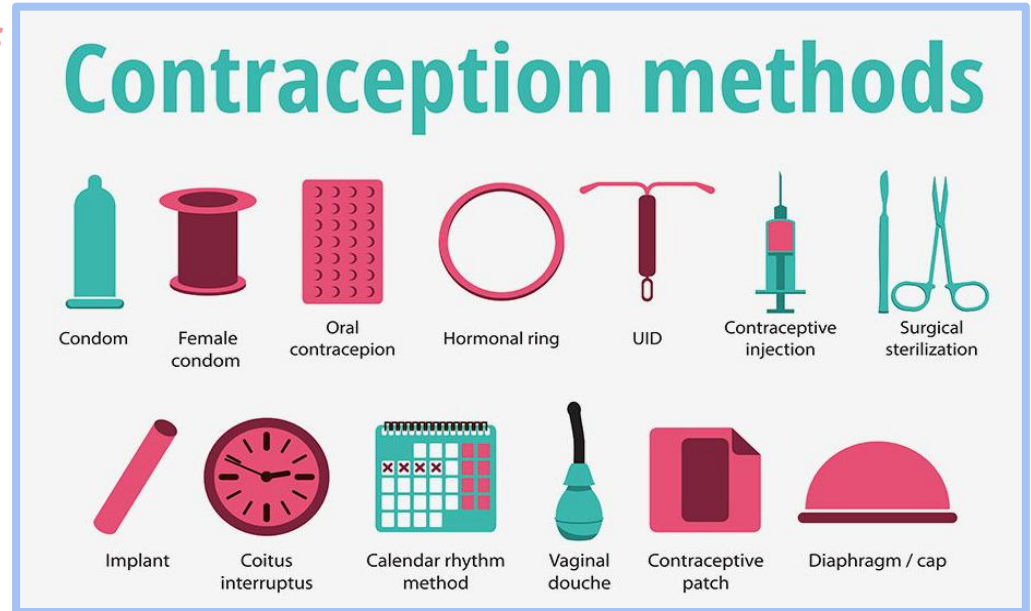


Why?

- Students feel embarrassed, shy, or judged whenever asking for contraceptives in the clinic
- They even feel embarrassed while buying it at a pharmacy
- To make sure that students are aware that the clinic is not the only place where they are able to get contraceptives.

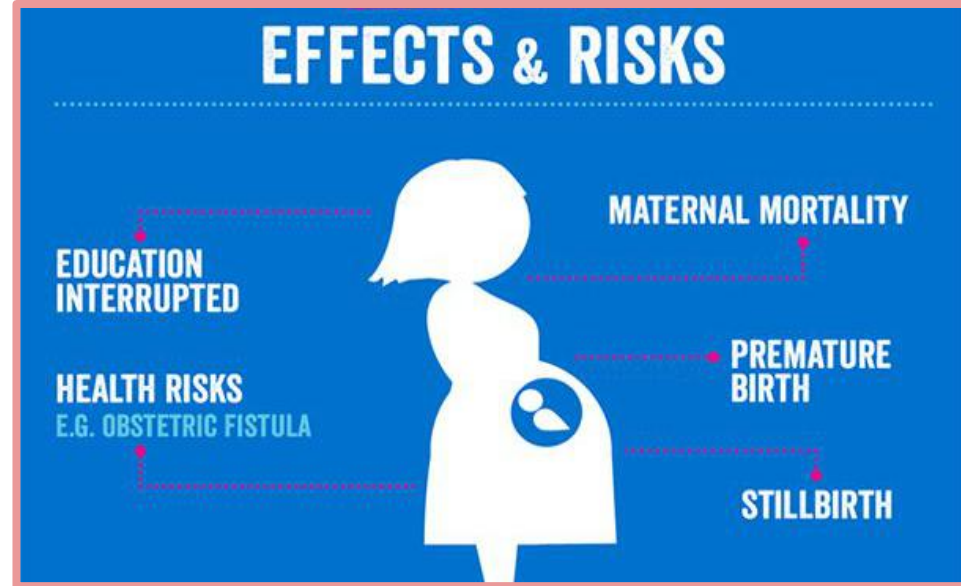
Process of finding a Nudge

- We explored the types of contraceptives Lehman students use.
- Focused on contraceptives chosen
- Suggested prototypes
- Created Nudge solutions

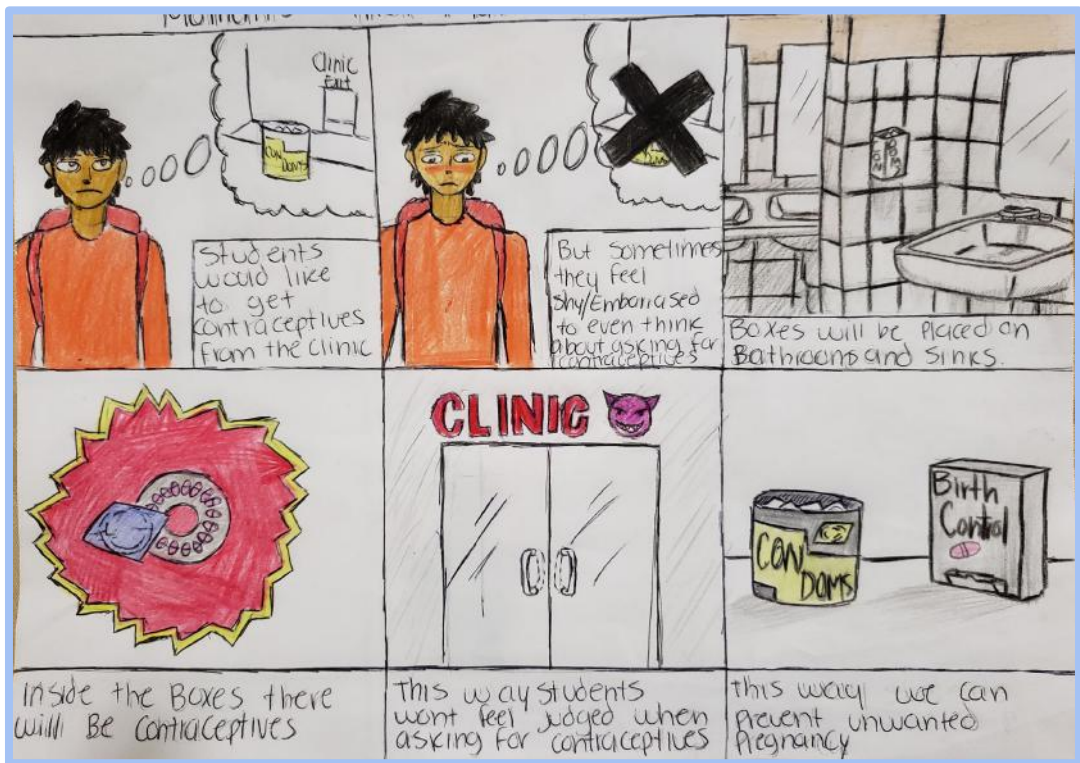


Research

- New York University, like many other colleges/universities, offer free safe sex supplies
- NYU offers them in communal areas such as **student lounges**, **residence halls**, and even their **bathrooms**.

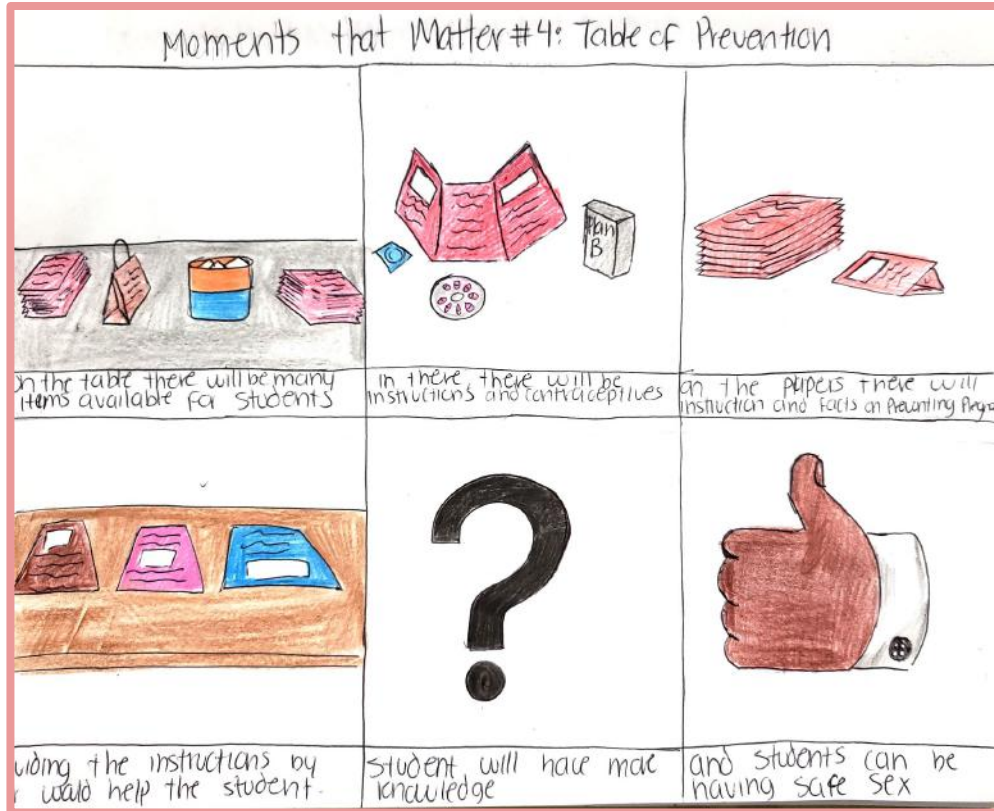


Suggested Prototype 1



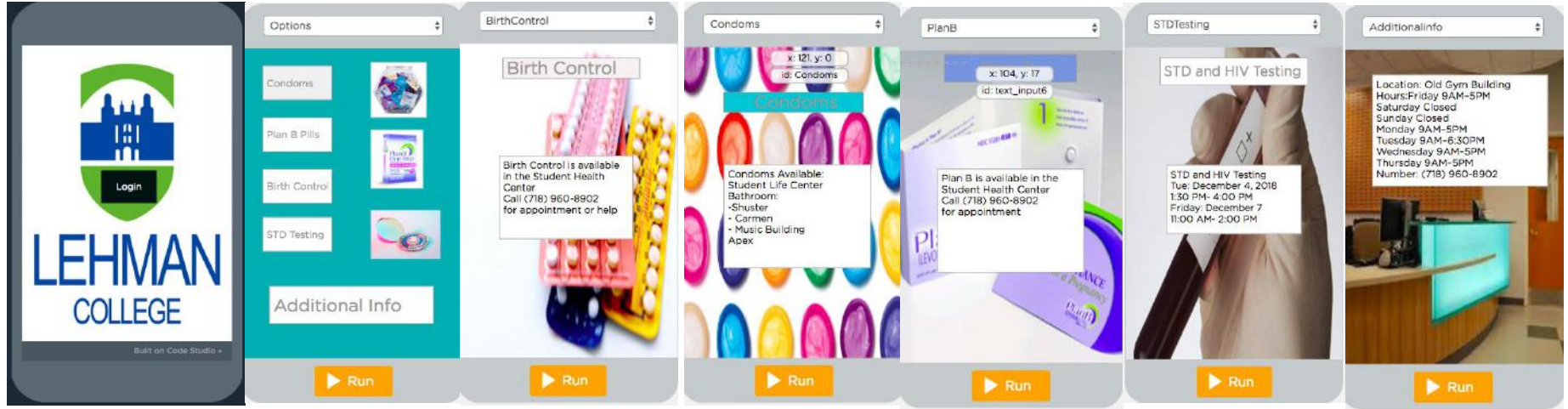
One of the solutions is putting boxes filled in with contraceptives inside the bathrooms where it's easy for the student to see.

Suggested Prototype 2



Students can go to the student health center where containers filled with contraceptives would be available for students to just take for themselves and not have to ask for it.

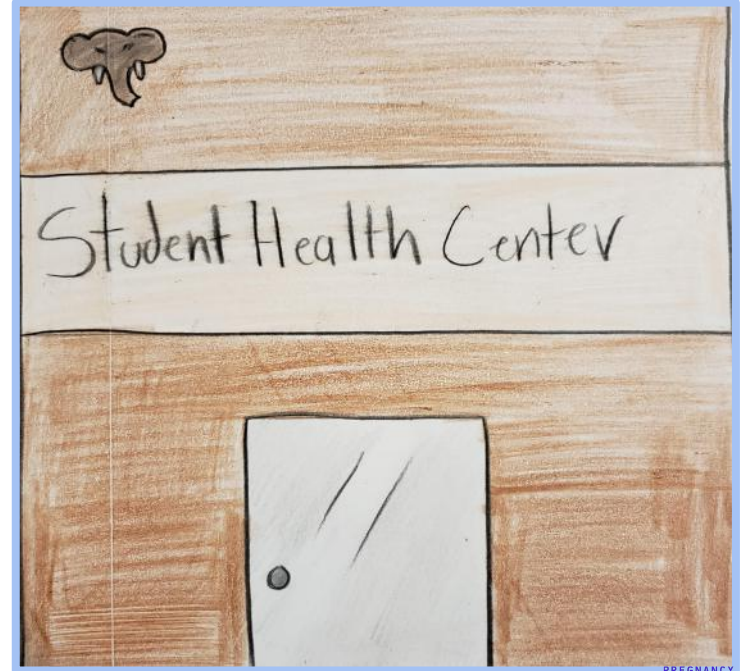
Untestable Nudge: The App



Our untestable solution was an app, in which students could download to have access to any safe sex information needed. Through this app, students will be able to access the location of different contraceptives



Final Nudge Solution



The Process of Testing

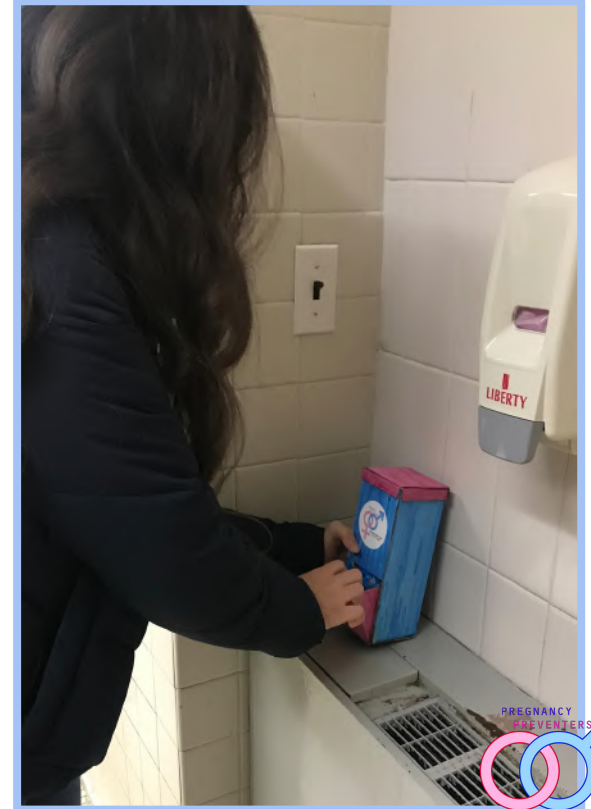
One of our first steps was creating the boxes and filling them up with our contraceptives of choice



Testing Places



Then we had to choose our testing place, Carmen Hall and The Student Life Building



Final Nudge Put Into Action:



Stickers with our team logo and the location of the Wellness center were placed on soap dispensers and boxes on condoms.



Creating a Survey

Pregnancy Preventers

The students in LEH 100 section 24FY & 37FY are working on an interdisciplinary project under Prof. Niyati Mehta. Our group was assigned awareness towards sex education to avoid any unforeseen circumstances. Please take this survey to help us collect data and create our final presentation.

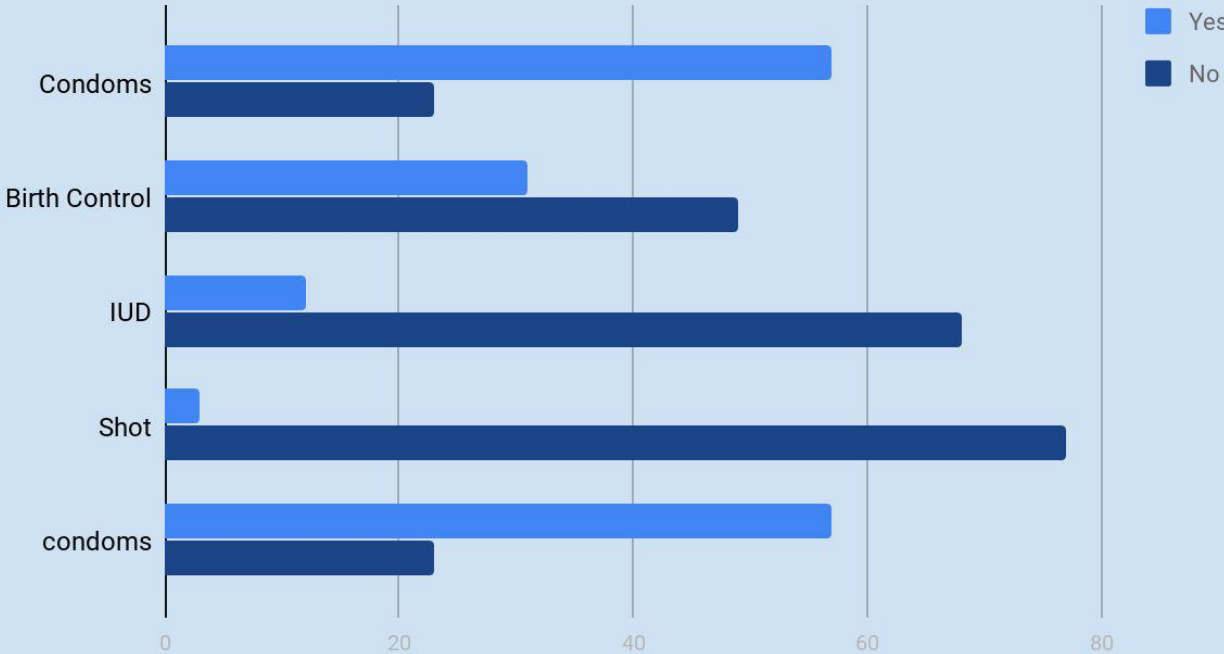
Have you seen this sticker/logo around campus?



We created a survey to ask students when they would come out of the bathroom, in order to record data.

Statistical Data:

Contraceptives Used

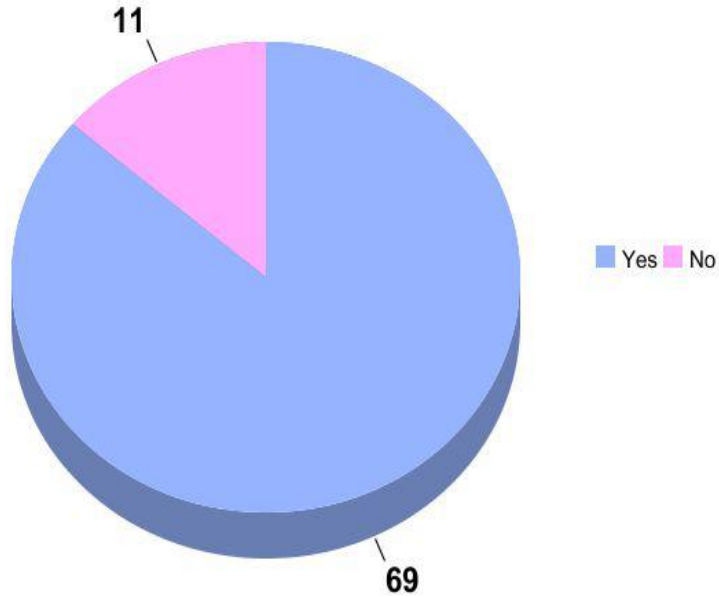


We asked about 80 students on the contraceptives they have used or would use.

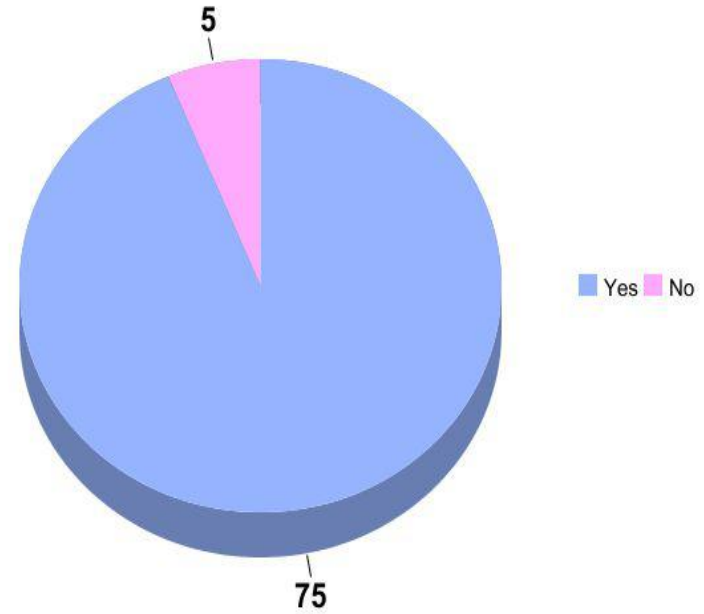


Results:

Have you seen this sticker/logo around campus?

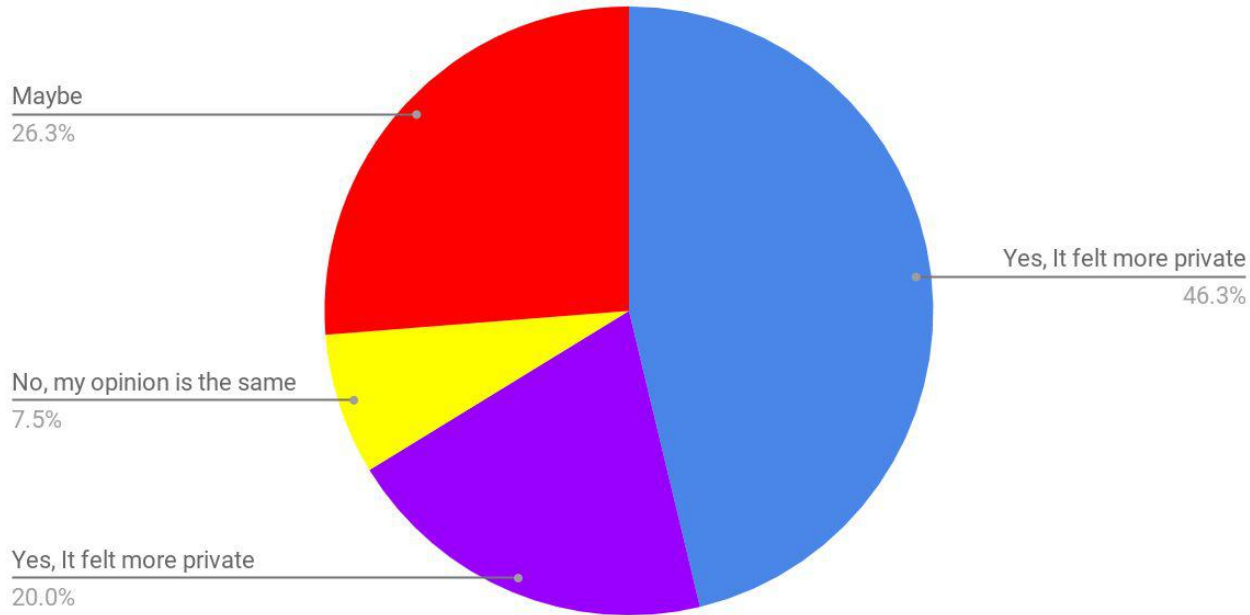


Do you think is it effective?



Results:

Were you more comfortable taking the condoms, when offered in the bathroom?



End Result:



Overall, the nudges we created **proved that the students felt more comfortable** with taking condoms in a more private place. We achieved our goal of making contraceptives easily available for students.



Video



Key Takeaway

- When we started our project we were a bit skeptical as to how we were going to help prevent pregnancy among Lehman College students.
- We had to figure out what the problem was and how to address it
- The problem was that students felt embarrassed buying condoms and getting them from the Student Health Center.
- People want privacy especially when it comes to their sex life.

