

The background of the slide is a close-up photograph of several baby bottles in various colors (white, yellow, blue, pink, purple) and sizes. The bottles are slightly out of focus, creating a soft, textured background. Overlaid on this background are several semi-transparent, colorful circles in shades of light blue, light orange, light red, and light pink. A thin white rectangular border frames the central text area.

Pregnancy Prevention

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Two Problems Given

1. How to make the students aware of using contraceptives during the Spring semester?
2. How can you encourage students to be more physically active?

Research 1: Physical Activity

- Physical inactivity is a primary contributor to one-third of the adult population being obese or overweight.
- Colleges have pushed healthier meals on campus, updating gym centers, holding student activity events and promoting stairwells rather than using elevators.
- Online student and health and counseling services gives students suggestions on how students can be more active.

Research 2: Pregnancy Prevention

- Contraceptives use have increased from 1991 to 2005, the percentage of sexually active high school students who reported using a condom increased from 46.2% to 62.8% in 2005. However, despite the increase adolescents still struggle with using contraceptives.
- Colleges have installed pregnancy prevention workshops to encourage students to use contraceptives.

Problem chosen and explored

The Problem on Campus



Encourage Without Forcing!

- The goal is to not only prevent pregnancies, but to inform students into having safer sex.
- Lehman staff members are not responsible to distribute condoms, instead information awareness would help students to approach these health and wellness centers.
- Creating, designing, and using visual nudges as a prompt, will act as salience and attract students towards safe sex.

What Are Contraceptives?

- It's purpose is to prevent pregnancies and any STDs from being contacted.
- Most contraceptives have a 90% success rate when used at the right time.



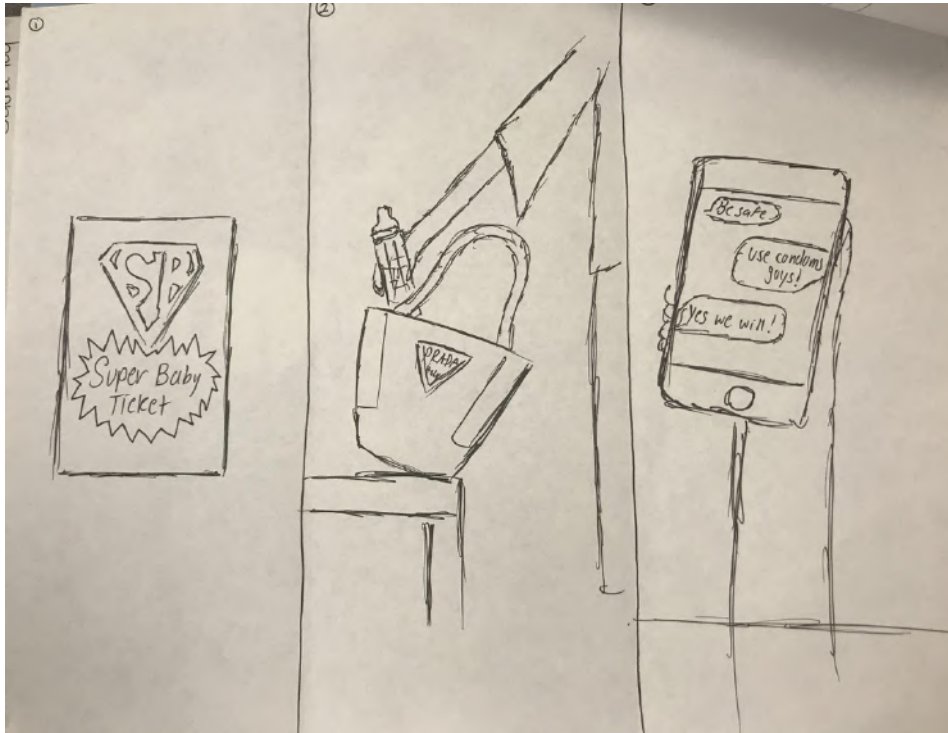
Contraceptives Are...

- Condoms
 - Prevents the spread of sexually transmitted disease.
- Birth control
 - Fully effective only when taken on time.
- Morning-after pill (**PLAN B**)

***Being implemented on Lehman Campus.**

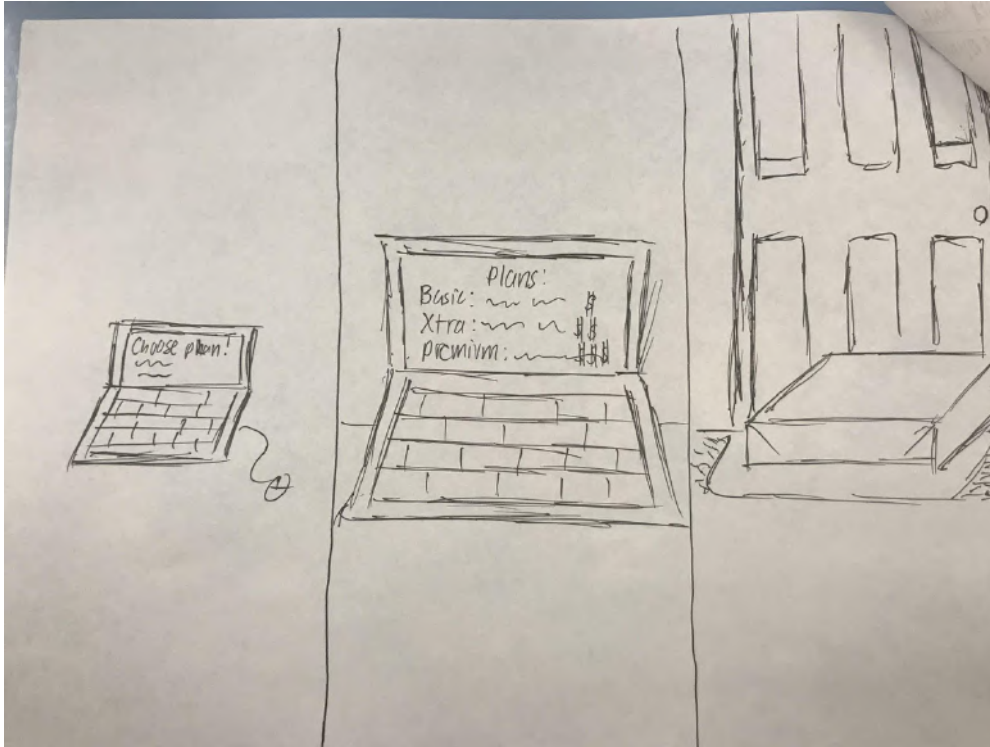


Prototype 1



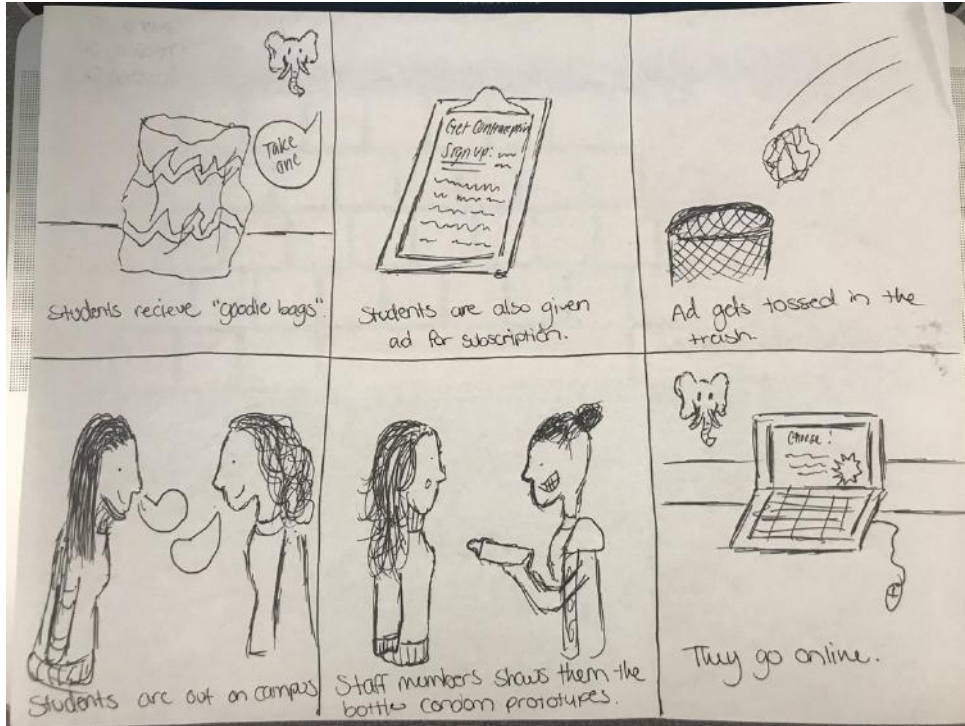
The “super baby tickets” can be **popular among shy students who are too afraid to directly ask for contraceptives**. When presented at the **Health Center**, students can receive condoms in return.

Prototype 2



The subscription box would serve as a way for **students to receive contraceptives on a monthly basis.** The amount and type of contraceptives depend on the package selected.

Prototype 3



Eliminate plastic baggies and replace them with mini baby bottles that are filled with condoms. As a free option, student can just pick one up in the Wellness center.
(PROPOSED SOLUTION)

Process



Process Continued



Process Continued



Testing our Solutions





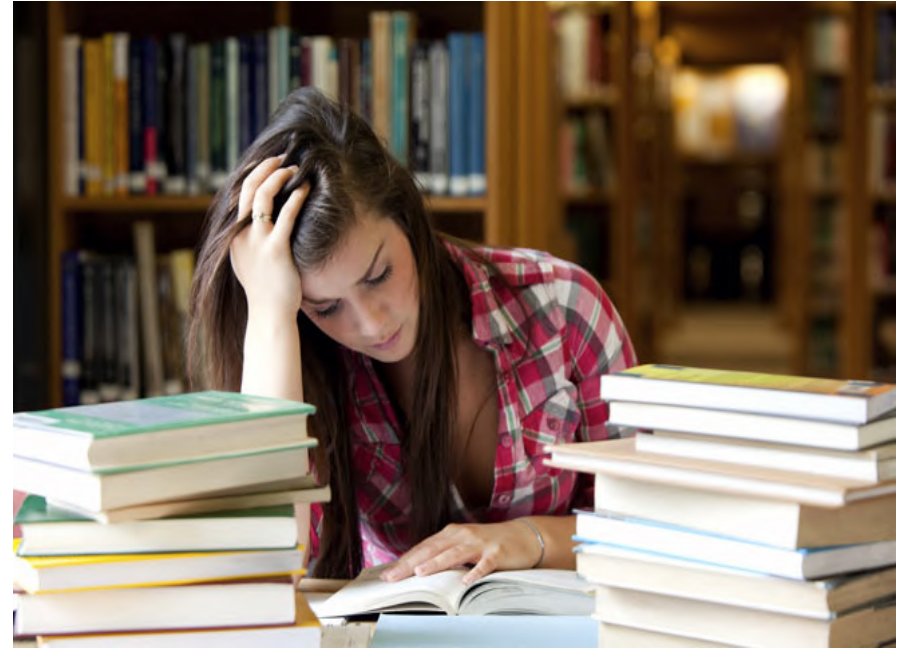
Lack of Awareness, so we did this:

Why should we care about other student's sexual relations and choices?

- It can be you.
- Knowledge is power.
- Help a friend!

Lack of Awareness, so we did this:

- Early pregnancies can hinder one's goals and success.
- Can increase stress and can disrupt student mental health.
- Can cause financial issues.



BIG Changes!

- Pregnancies on campus will decline.
- Students are now more motivated to practice safe sex.



BIG Changes! (cont'd)

- Students are more than likely to encourage their friends about the use of contraceptives.
- Importance of contraceptives increases.



Lehman College Cafeteria



Hoping to Make Big
Changes