How might we catalyze innovation in teen pregnancy prevention using technology?

World Social Marketing Conference
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Lawrence Swiader, Vice President, Digital Media
The National Campaign to Prevent Teen and Unplanned Pregnancy
Or...
What if digital is also the question?
Innovation Next Process
Innovation Next Process

1. DISCOVERY
   - I have a challenge. How do I approach it?
   - STEPS: 1-1 Understand the Challenge, 1-2 Prepare Research, 1-3 Gather Inspiration

2. INTERPRETATION
   - I learned something. How do I interpret it?
   - STEPS: 2-1 Tell Stories, 2-2 Search for Meaning, 2-3 Frame Opportunities

3. IDEATION
   - I see an opportunity. What do I create?
   - STEPS: 3-1 Generate Ideas, 3-2 Refine Ideas

4. EXPERIMENTATION
   - I have an idea. How do I build it?
   - STEPS: 4-1 Make Prototypes, 4-1 Get Feedback

5. EVOLUTION
   - I tried something new. How do I evolve it?
   - STEPS: 5-1 Track Learnings, 5-2 Move Forward

The Design Thinking process oscillates between divergent and convergent thinking modes. It can be useful to refer to the media by the circled number, as it will indicate which phase you are working through.
Meet Two Teams
Sex Education Through Storytelling
Connecting young people to a community of experts
Young people have questions.

Can you get pregnant from oral sex?

Are there any serious side effects of birth control?

How do you put less pressure on having an orgasm?

How do you overcome the guilt installed by early abstinence-only sex ed classes?

How long should you wait before having sex?

How do you approach someone without sounding creepy?

Why do I feel intimidated when thinking about having sex with a man?

If I have two girlfriends how do I keep them?

What do you do if someone you are close to sends you sexts you don’t want?

How can you know if you are a lesbian?

What do you do if your partner has a different libido than you?

And they’re complicated.
Hello from Boink.

Friendly experts, here to help.

Ask a question

Open questions

You haven't asked a question recently.
To: Choose a group of experts

- All Things Sex
- Dating & Relationships
- STIs, Birth Control, & Pregnancy
- Body & Identity

Because talking to us is way more fun than fact-checking Google.

What's your question?
Jamye Waxman

Los Angeles, CA

Jamye Waxman, MA, MEd is a sex educator with over twenty years of experience working with individuals and couples around sexuality and relationship issues. She is the author of the books, Getting Off: A Woman's Guide to Masturbation, Hot Sex: Over 200 Things You Can Do Tonight and How to Break Up with Anyone.
Chandra S (19, F) asked Sex Educators:

My boyfriend and I have a long distance relationship so I was thinking of taking birth control pills only on the months we meet. Is that effective method for preventing pregnancy?

Jamy Waxman

Hey Chandra. The pill is most effective when it’s taken regularly. I would suggest you look into other methods that are administered less frequently and see if any of those feel like a good fit for you. There’s IUD’s, depo and the Nuva ring options to consider as well.

Sofia Gouin

Something you may also want to consider is the impacts of going on and off hormones (mood swings/weight gain/adjustment symptoms) if you’re not taking the pill regularly. If taking something everyday seems pointless to you for long distance, remember that there are other birth control methods to use that either last for a long time or can be used as

Hattie I (18, F) asked All Experts:

Do you think if I have sex with a girl, that a future husband/boyfriend will think it’s weird?

Yasmeen Bora

Well, I would say that any guy who would judge you based on your past sexual experience isn’t a guy you want to date at all. It sounds to me like you might be bisexual and if you are, your future partners should love and respect that part of your identity and by extension, you! Sleep with a girl if you want to sleep with a girl 😊

Justin Udry

^^^definitely second that, don’t be concerned with how others might want you to live your life, live your life with regards to your identity first and foremost! If you’re curious definitely try what you feel comfortable with!

Jamy Waxman

Yeah! Try not to base future plans on
Next Call for Applications: November 1, 2017