

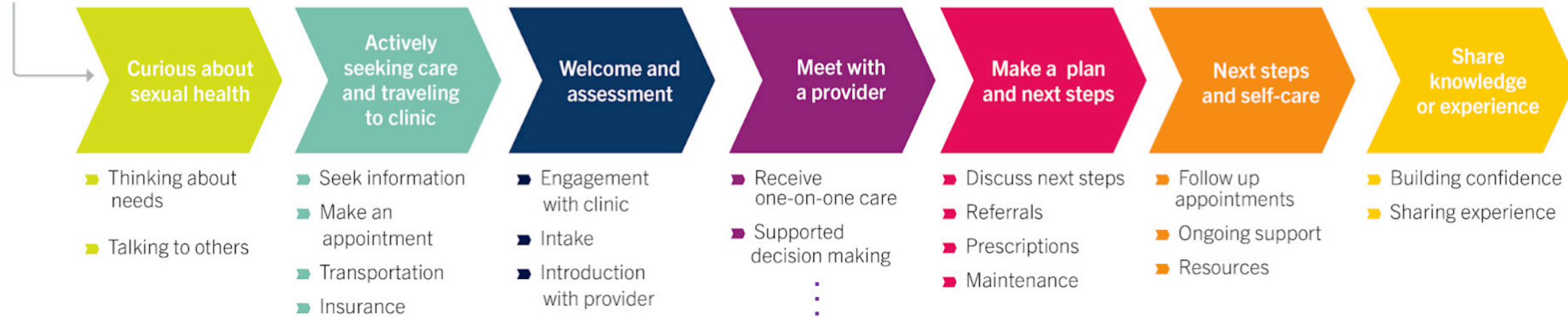
## BEYOND BIRTH CONTROL TO BODILY AUTONOMY

“ I wished I had this thing when I like was first getting on my period and all that, because no one actually taught me any of this. I had to learn it myself. Because like I said, the educational system for sexual health is so not okay. Because they're not teaching us correctly. They're just like, this is what this is, this is what that is. But they don't actually answer the actual questions we're thinking.”

—RW

# Hello Options Product Ecosystem

Young people in the real world



Hello Options Contraceptive Counseling Tool



Clinician-facing website

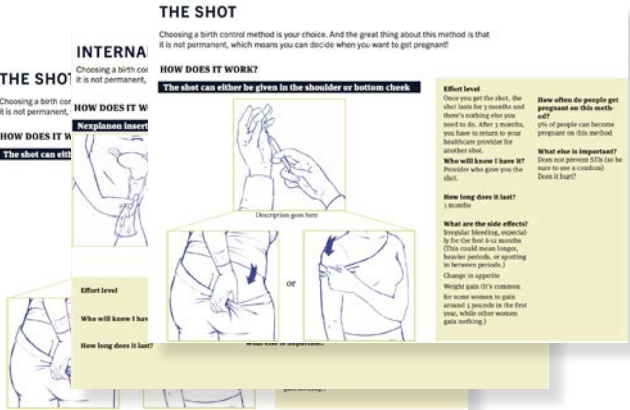


Tear sheets



Adolescent-facing website

# Design and Development Timeline



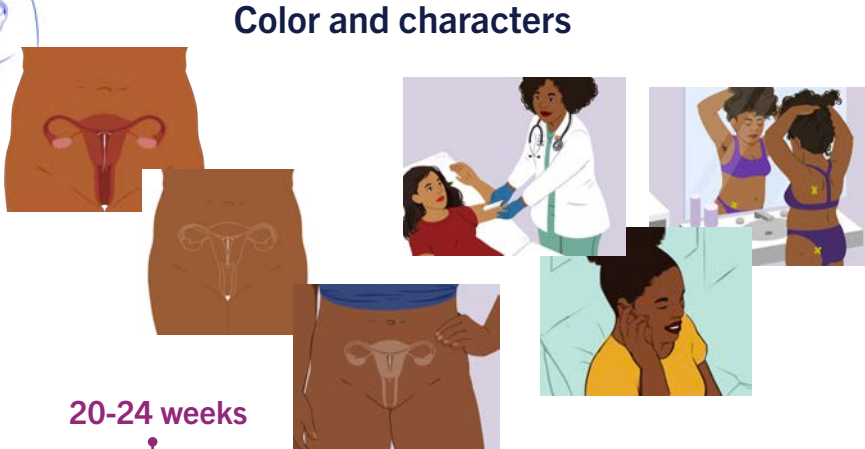
Draft tear sheets

12 weeks



Multiple iterations of illustration sketching, writing, and testing

18 weeks



Color and characters

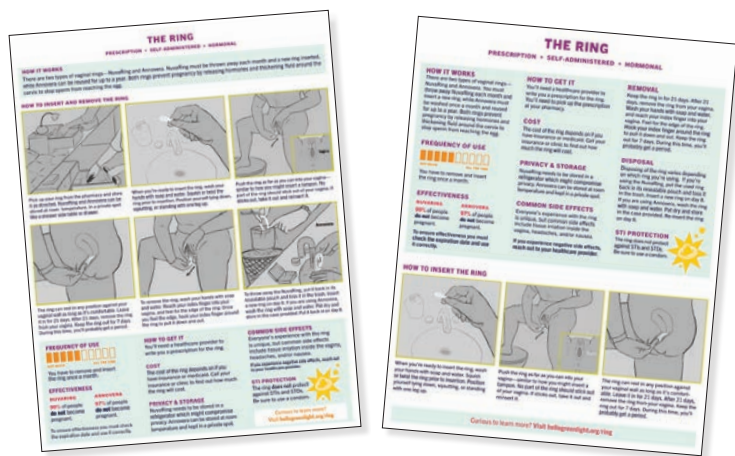
20-24 weeks

20 weeks



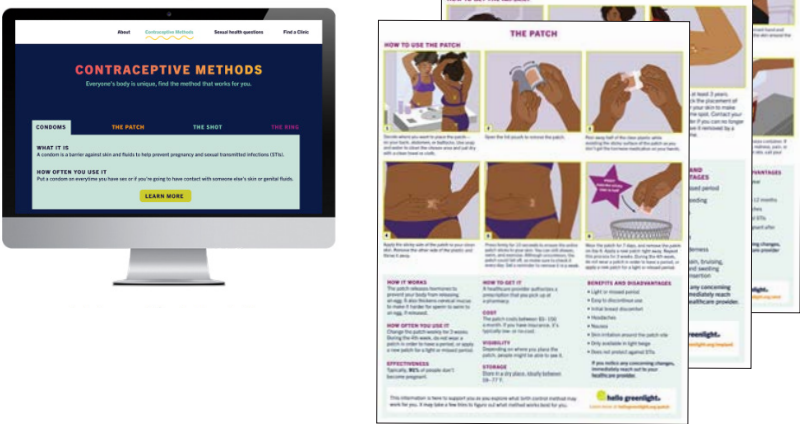
Co-design

6 weeks



Multiple rounds of A/B testing

8-12 weeks



Final products

# Co-design Activities


Reference images for workshop only

**What do you already know about the ring?**  
 Write down a few things you've heard or know about the ring.  
 (PS. if you don't know much about the ring, you can write that too!)

**A** Write your responses about the previous support material below.  
 What was the first thing that caught your attention when you looked at this resource? Did it stand out in a positive or negative way? Say a little bit about this...  
 Is there anything that you really like about the way this resource is communicating information to you? If so, please describe.

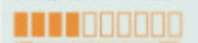
**THE RING**  
 A SELF-ADMINISTERED AND HORMONAL CONTRACEPTIVE

**HOW IT WORKS**  
 The ring prevents pregnancy by keeping the body from releasing eggs.




Take a new ring package from the refrigerator, open the packaging and take out the ring. Insert the ring inside the vagina by squeezing the ring into an "8" shape and insert like a tampon.

**FREQUENCY OF USE**



- Put a new ring into the vagina one time per month.
- Leave ring in the vagina for three weeks.
- At the beginning of the fourth week, take it out and throw away.
- During the fourth week you will have a menstrual period.
- Insert a new ring at the end of the fourth week and repeat the cycle.

**EFFECTIVENESS**



93% of people do not become pregnant on this method.

To ensure effectiveness you must check the expiration date and use it correctly.

**D**

**What is the vaginal ring?**  
 The vaginal ring is sold as the NuvaRing in Australia. It is a self-administered ring that contains two hormones, oestrogen and progestin. These are similar to the hormones that are produced by the ovaries and help to regulate the menstrual cycle.

**How effective is the vaginal ring?**  
 If used correctly the ring is 92% effective at preventing pregnancy. It is also 98% effective at preventing pregnancy if used correctly.

**How do I use the vaginal ring?**  
 The vaginal ring is used by inserting it into the vagina. It is inserted like a tampon.



**What stops the vaginal ring from working?**  
 The vaginal ring may not work if:  
 • A new ring is inserted more than 24 hours late.  
 • It is left out of the vagina for more than 24 hours during the 3 weeks of use and use.  
 • You are taking some medications or natural remedies (check with your doctor, nurse or pharmacist).

What don't you like about how it's communicating to you? Please say more.  
 Information provided on this resource, is there anything confusing or unclear about this contraceptive method? If so, please describe.  
 On a scale of 1-10, 1 being the lowest/10 being the highest, do you feel this resource helps you understand if it be the right birth control method for you, your body and life? Circle your answer.  
 1 2 3 4 5 6 7 8 9 10  
 Do you think about the use of imagery—the illustrations or photography?  
 Do you think this resource would be effective for communicating with young people ages 14-18? Why or why not?  
 Do you think this resource is inclusive of LGBTQIA people, people of different racial and ethnic backgrounds and people with disabilities? Please explain.  
 What overall grade would you give this support material? A being the best, F being the worst. Circle your answer.  
 A B C D E F

**Give each visualization a grade of A, B, C, D, or F**



A person thinking about which method is right for them

# DESIGN PRINCIPLE 1

The quality and comprehensiveness of sexual health education varies greatly from young person to young person. Therefore, sexual health patient education materials for adolescent audiences must feel welcoming and engage young people no matter their level of sexual and reproductive health knowledge. **Therefore the tear sheets must...**

## CRITERIA AREA 1.1

Attract the attention of young people with a color palette that is vibrant and feels like part of their world.

*"The colors and the visuals were the first thing I noticed. It was in a positive way, made it more approachable and easier to read" -RW*

## CRITERIA AREA 1.2

Promote curiosity and exploration, not fear.

*"I learned it [sex ed] formally through middle school. But in middle school, it was just like they were talking with diseases and they were making it very scary for us." -SD*

## CRITERIA AREA 1.3

Respect a young person's desire to understand different types of contraceptive methods and their affordances so they can make the best choice for their bodies, lives, sexuality and aspirations.

*"I feel like you should add a little comment saying, 'Hey, even though we're giving you the instructions, it's your freedom to explore.' You know what I mean?" -CM*

## CRITERIA AREA 1.4

Use specific, accurate vocabulary for anatomy to set a positive example for how to talk about and visually communicate sexual and reproductive health information to support sexual health literacy. Anatomical visualizations must include labels and/or captions.

*"For me... I don't know how to use tampons because I don't know where to insert certain things. And I wish that we had a front view of where to put these types of birth control. Sorry." -DQ*

# DESIGN PRINCIPLE 2

Step-by-step guidance for how to properly use birth control methods should be explained through visual and narrative storytelling rather than without any background information. **Therefore the tear sheets must...**

## CRITERIA AREA 2.1

Communicate the context of use by pragmatically visualizing environmental cues to explain proper method storage, placement or insertion, and disposal.

*"Another thing [about the Ring] is the way to take it out. There's a little small things about like how to take it out, but I don't think any of them show how to take it out." -RD*

## CRITERIA AREA 2.2

Show birth control methods within the external anatomical context of the body.

External visualizations of the body must be realistic, specific, and varied in their depiction to foster belonging and debunk myths and stereotypes. For instance, pubic hair and skin tones of the vulva, labia majora, labia minora, and anus should vary.

*"Also, they [some guys] think that vaginas have no hair... You don't have to show a lot of hair, but at least show that it's there.... It gets me pissed off." -QR*

## CRITERIA AREA 2.3

Show birth control methods within the internal anatomical context of the body.

Internal anatomical visualizations must emphasize how a birth control method is situated in the body in a manner that fosters understanding while controlling for visual noise. While it is helpful to see an organ system, focusing on a subset of the system for the purpose of understanding how to use a specific method may be less confusing to young people.

*"[Ring support material] Wait, is the second image the front view, or is it on the side [lateral]? Because it's kind of confusing. It's not the color. It's the lining. The person that drew it, the lines don't show that it's the front." -PH*

## CRITERIA AREA 1.2

Promote curiosity and exploration, not fear.

*“I learned it [sex ed] formally through middle school. But in middle school, it was just like they were talking about diseases and they were making it very scary for us.” -SD*

### COMMON SIDE EFFECTS

Everyone’s body is unique, below are common side effects people might experience.

- 1 Tissue irritation inside the vagina
- 2 Headaches
- 3 Nausea

If you’re experiencing negative side effects, reach out to your healthcare provider to find a different method for your body.

V1

### COMMON SIDE EFFECTS

Everyone’s experience with the ring is unique, but common side effects include:

- ☺ Acne prevention
- ☺ Lighter or no period
- ☺ Easy to discontinue use
- ☺ Tissue irritation inside the vagina
- ☺ Does not protect against STIs or STDs

Reach out to your healthcare provider if you experience negative side effects.

V2

### COMMON SIDE EFFECTS

Everyone’s experience with the ring is unique. Common side effects include:

- Tissue irritation inside the vagina
- Headaches
- Nausea
- Lighter periods
- Acne prevention

Reach out to your healthcare provider if you experience negative side effects.

V3

### BENEFITS/DISADVANTAGES

Everyone’s experience with the ring is unique, but here are things to consider:

- No proven effect on weight gain
- You have the option to remove the ring on day 7 and get a period or insert a new ring right away and not have a period
- Does not protect against STIs so be sure to use a barrier method.

If you notice any concerning changes, reach out to your healthcare provider

V4

### ADDITIONAL INFORMATION

- Not proven to lead to weight gain
- You have the option to remove the ring on day 7 and get a period or insert a new ring right away and not have a period
- Does not protect against STIs so be sure to use a barrier method

If you notice any concerning changes, reach out to your healthcare provider immediately.

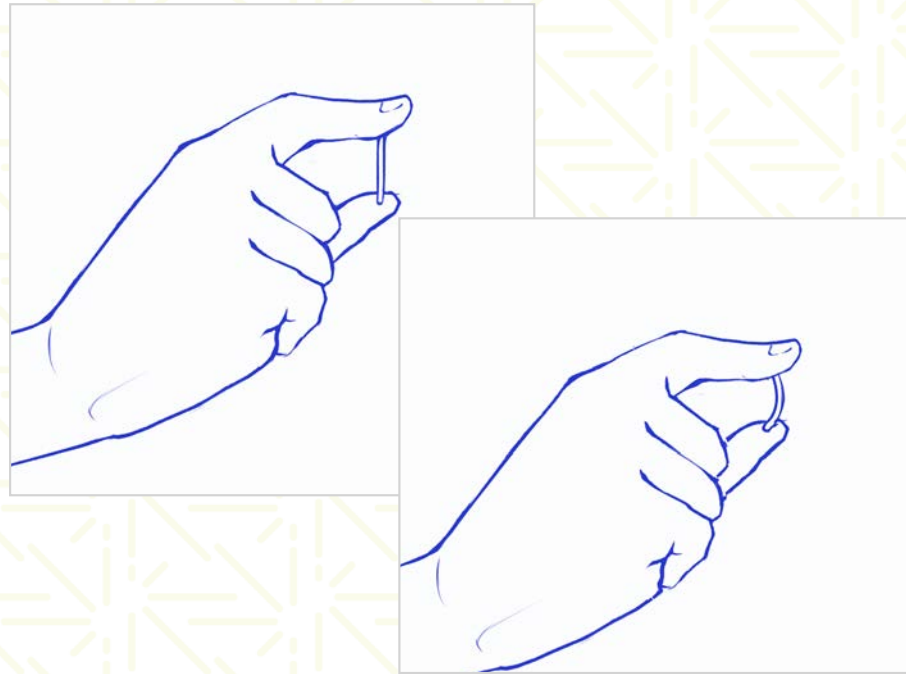
Non-judgmental header

Medically accurate, priority information

Expectation setting

**CRITERIA AREA 2.1**

Communicate the context of use by pragmatically visualizing environmental cues to explain proper method storage, placement or insertion, and disposal.



Implant Set 1A

*“Another thing [about the Ring] is the way to take it out. There’s a little small things about like how to take it out, but I don’t think any of them show how to take it out.”*

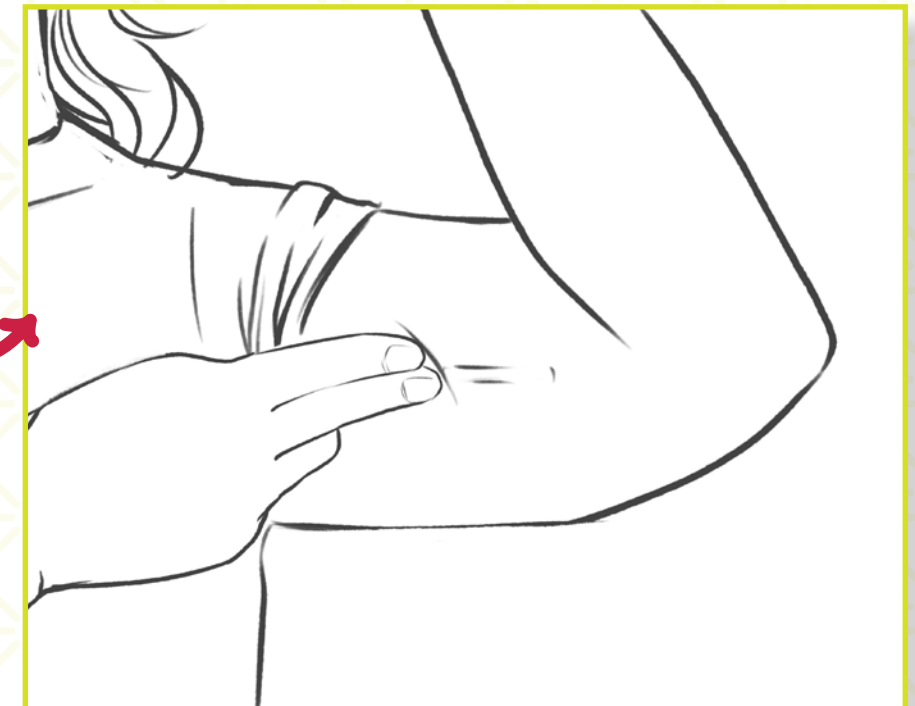
**-CM**



Call to set up an appointment  
Implant Set 1B



Provider inserts implant  
Implant Set 1B



Implant under skin  
Implant Set 1B

## CRITERIA AREA 1.4

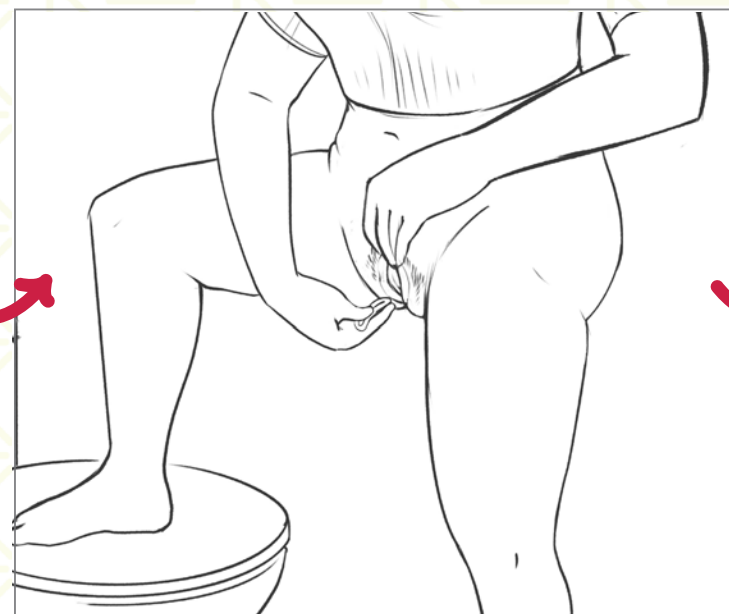
Use specific, accurate vocabulary for anatomy to set a positive example for how to talk about and visually communicate sexual and reproductive health information to support sexual health literacy. Anatomical visualizations must include labels and/or captions.

*“One thing in a lot of these is that they mainly show from the side of how it would look, or the front with all like the organs and stuff. For me... I don’t know how to use tampons because I don’t know where to insert certain things. And, I wish that we had a front view of where to put these types of birth control. Sorry.”*

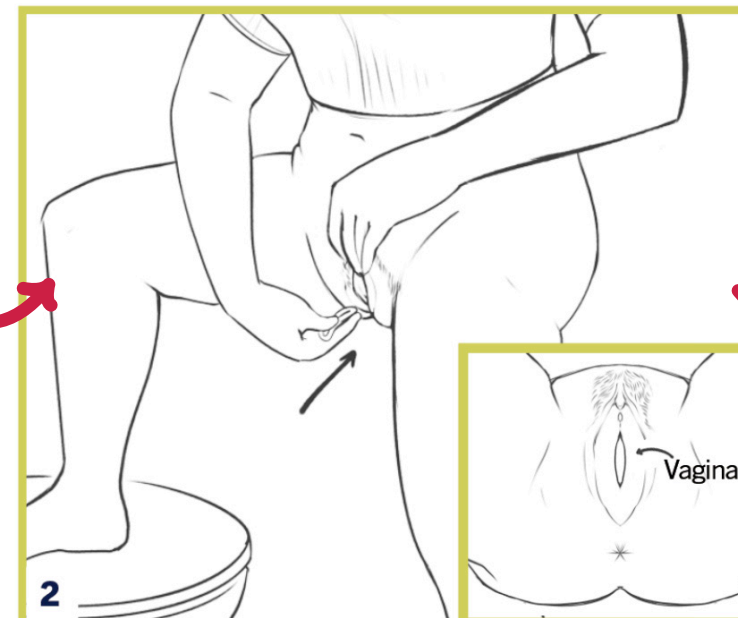
**-DQ**



Ring Insertion Sketch V1



Ring Insertion Sketch V2



Ring Insertion Sketch V3



Final Ring Insertion Illustration



## CRITERIA AREA 1.3

Respect a young person's desire to understand different types of contraceptive methods and their affordances so they can make the best choice for their bodies, lives, sexuality and aspirations.

Beyond illustrated steps and captions, the tear sheet offers a range of priority categories about each method that a young person can explore.

### HOW IT WORKS

The internal condom creates a barrier against skin and fluids to help prevent pregnancy and sexually transmitted infections (STIs).

### HOW OFTEN YOU USE IT

Put a new internal condom in every time you have contact with someone's skin or genital fluids.

### EFFECTIVENESS

Typically, **79%** of people don't become pregnant.

### STI PROTECTION

Internal condoms protect against STIs.



### HOW TO GET IT

A healthcare provider authorizes a prescription that you pick up at a pharmacy. You can also purchase internal condoms at <https://fc2.us.com/>

### COST

If you have insurance, typically the internal condom is low- or no-cost. If you order from the FC2 website, a pack may cost between \$28–48 without insurance.

### VISIBILITY

Your partner(s) will be able to tell you're wearing the internal condom.

### STORAGE

Store in a dry place, ideally between 59–77°F.

### BENEFITS AND DISADVANTAGES

- Non-hormonal
- Difficult to insert and keep in place
- Irritation
- Allergic reaction

If you notice any concerning changes, reach out to your healthcare provider

*“I was just going to say they need more contraceptives, I guess, or STD provisions for the LGBTQ community because this is part of the problem. But we want to prevent pregnancy, but we don't want to prevent STDs. Come on now. Let's get our processes together, please and thank you.” -AG*

*“I feel like you should add a little comment saying, ‘Hey, even though we're giving you the instructions, it's your freedom to explore.’ You know what I mean?” -CM*

This information is here to support you as you explore what birth control method may work for you. It may take a few tries to figure out what method works best for you.



Learn more at [hellogreenlight.org/condom](https://hellogreenlight.org/condom)

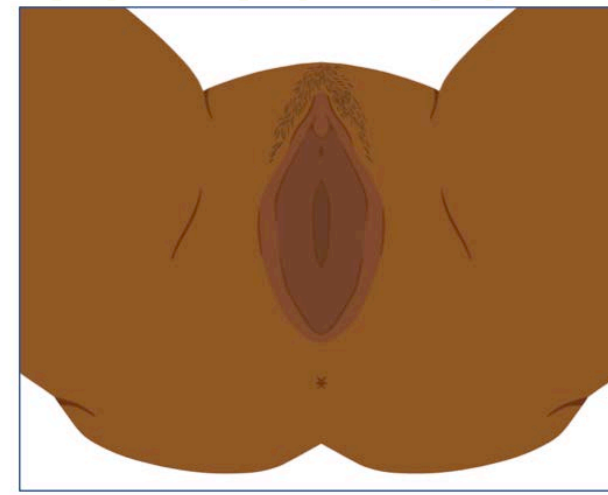
## CRITERIA AREA 2.2

Show birth control methods within the external\* anatomical context of the body.

External visualizations of the body must be realistic, specific, and varied in their depiction to foster belonging and debunk myths and stereotypes. For instance, pubic hair and skin tones of the vulva, labia majora, labia minora, and anus should vary.

\*For example: surface and regional anatomy

*“Also, they [some guys] think that vaginas have no hair. I know this sounds stupid because common sense, they have hair down there. The guys that I’ve encountered, they think that there’s no hair and it’s just pink. And I’m like, it’s not. You know? I feel like also it’s partly the person that makes the model’s fault because they just show a white person, you know? And they don’t show the fact that it’s not just plain. It has hair. You don’t have to show a lot of hair, but at least show that it’s there.... It gets me pissed off. I wish they could show us that.” -QR*



Iterations of pubic hair

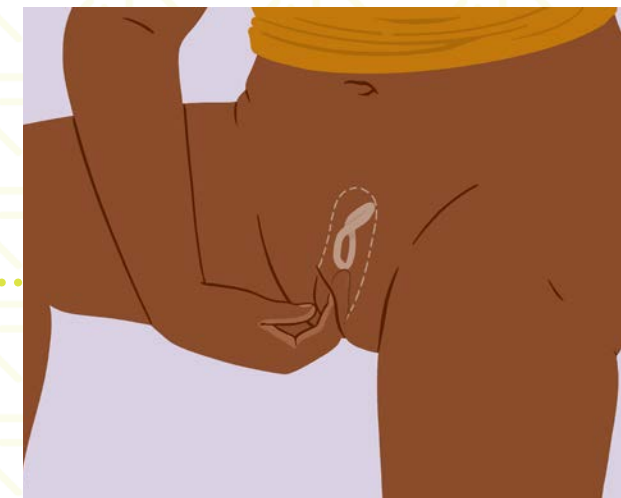
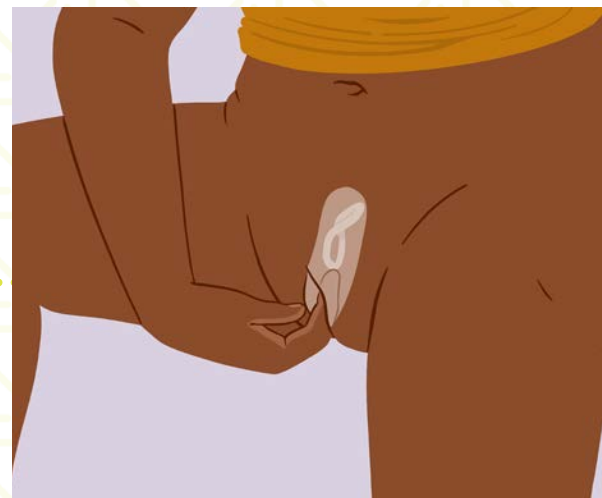
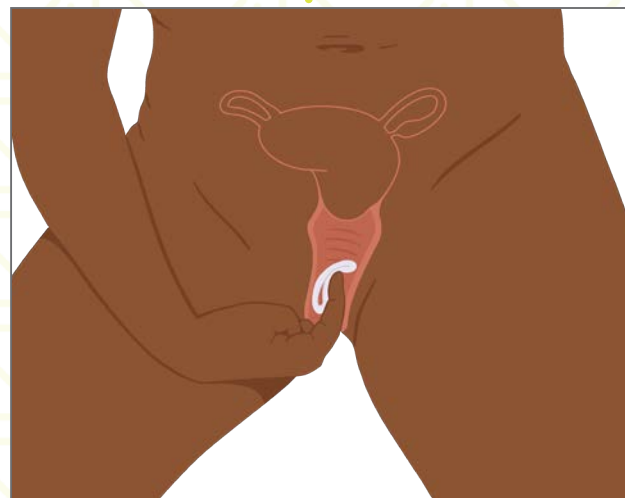
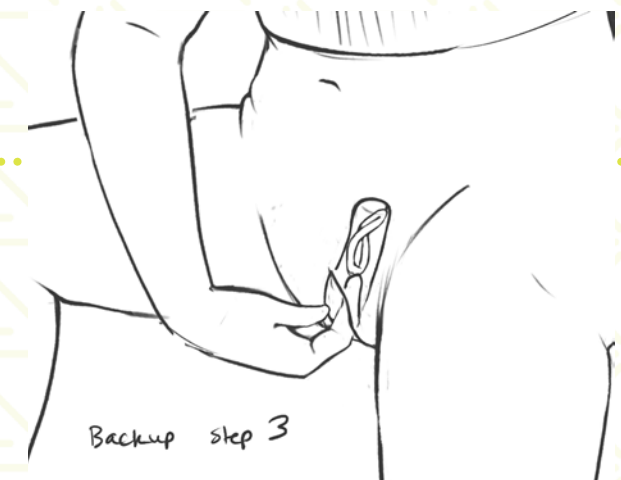
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\*For example: organs of the reproductive system

*“[Ring support material] Wait, is the second image the front view, or is it on the side [lateral]? Because it’s kind of confusing. It’s not the color. It’s the lining. The person that drew it, the lines don’t show that it’s the front...It looks like it’s on the side. But I still think that 2 [Ring support material] is good because it shows... It feels a little bit more realistic though.” -PH*



## CRITERIA AREA 1.1

Attract the attention of young people with a color palette that is vibrant and feels like part of their world.

**HOW TO INSERT THE RING**

**1** Wash your hands with soap and water. Use your thumb and index finger to squeeze the ring into a narrow oval shape. Although there are two types of rings—NuvaRing or Annovera—you will insert and remove both rings in the same way.

**2** Lay down, squat, or stand with one leg up on a supported surface. Push the ring as far as you might can into your vagina—similar to how you might insert a tampon. It's not possible to push the ring up too far for it to get lost.

**3** The ring can rest in any position against your vaginal wall as long as it's comfortable and no part of it sticks out of your vagina. If the ring feels uncomfortable, it may not have been inserted far enough so take it out and reinsert it. Leave it inside your vagina for 21 days.

**HOW TO REMOVE THE RING**

**4** After 21 days you'll remove the ring from your vagina. Wash your hands with soap and water. Reach your index finger into your vagina and feel for the edge of the ring. Hook your index finger around the ring and pull it down and out.

**5** NuvaRing: Put it back in its resealable pouch and toss it in the trash.  
Annovera: Wash the ring with soap and water. Pat dry and store in the case provided until it's time to reinsert it.

**6** Once you've removed the ring, leave it out for 7 days; during this time you'll probably get a period.  
NuvaRing: On day 8, insert a new ring.  
Annovera: On day 8, reinsert your clean ring.

**Ring Schedule**

Ring in	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓
Ring out							

**HOW IT WORKS**  
There are two types of vaginal rings—NuvaRing and Annovera. Both rings release hormones that thicken cervical mucus to make it harder for sperm to swim to an egg, if released.

**HOW OFTEN YOU USE IT**  
NuvaRing: Insert a new ring each month.  
Annovera: Clean, reuse, and insert the same ring each month for up to a year.

**EFFECTIVENESS**  
Typically, 91% of people don't become pregnant.

**HOW TO GET IT**  
A healthcare provider will authorize a prescription that you pick up at a pharmacy.

**COST**  
Either ring costs between \$0–2,200. If you have insurance, it's typically low- or no-cost.

**VISIBILITY**  
While your partner(s) won't see the ring, they may be able to feel the ring.

**STORAGE**  
Store both rings in a dry place, ideally between 59–77 F.

**BENEFITS AND DISADVANTAGES**

- No proven effect on weight gain
- You have the option to remove the ring on day 7 and get a period or insert a new ring right away and not have a period
- Does not protect against STIs so be sure to use a barrier method

If you notice any concerning changes, reach out to your healthcare provider immediately.

This information is here to support you as you explore what birth control method may work for you. It may take a few tries to figure out what method works best for you.

hello greenlight.  
Learn more at [hellogreenlight.org/ring](https://hellogreenlight.org/ring)

*“The colors and the visuals were the first thing I noticed. It was in a positive way, made it more approachable and easier to read” -RW*

*“People my age, I’m not going to say that they don’t like reading, but they’re more visual. They would want to see something.” -ME*

## THE RING

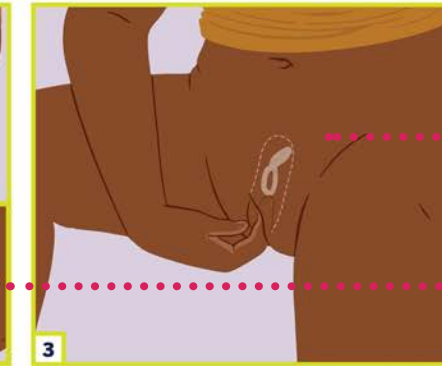
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### CRITERIA AREA 1.1

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### CRITERIA AREA 2.1

Communicate the context of use by pragmatically visualizing environmental cues to explain proper method storage, placement or insertion, and disposal.

### CRITERIA AREA 1.4

Use specific, accurate vocabulary for anatomy to set a positive example for how to talk about and visually communicate sexual and reproductive health information to support sexual health literacy. Anatomical visualizations must include labels and/or captions.

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Learn more at [hellogreenlight.org/ring](https://hellogreenlight.org/ring)

### CRITERIA AREA 2.3

Show birth control methods within the internal anatomical context of the body.

### CRITERIA AREA 2.2

Show birth control methods within the external anatomical context of the body.

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### CRITERIA AREA 1.2

Promote curiosity and exploration, not fear

**INTERNAL CONDOM**

**EXTERNAL CONDOM**

**NON-HORMONAL VAGINAL GEL**

**THE PILL**

**THE RING**

**PROVIDER-ADMINISTERED SHOT**

**THE IMPLANT**

**SELF-ADMINISTERED SHOT**

**THE PATCH**

**HOW TO GET THE IUD**

**HOW TO GET THE SHOT**

**HOW TO GET THE IMPLANT**

**HOW TO USE THE PATCH**

**HOW IT WORKS**

**HOW OFTEN YOU USE IT**

**EFFECTIVENESS**

**STI PROTECTION**

**ADDITIONAL INFORMATION**

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[Learn more at hellogreenlight.org/patch](https://hellogreenlight.org/patch)