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For Immediate Release

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Announcing the Innovation Next Awards Call For Entries
First-time program will award \$2.3 million towards
technology-based concepts in teen pregnancy prevention

Washington, D.C.—The Innovation Next Awards, founded by [The National Campaign to Prevent Teen and Unplanned Pregnancy](#), today announced its call for entries. In its first round, the new awards program will give \$80,000 to 10 individually funded teams to develop innovative technology interventions towards teen pregnancy prevention.

The submission period is from December 15, 2015 through January 31, 2016. Entries may be submitted at www.InnovationNext.org. Professionals from all backgrounds with a wide variety of experience and expertise are welcome.

The Innovation Next Awards fund new ways to influence behavior change through the use of technology. Each winning team will receive:

- \$80,000 in initial funding.
- Immersive workshops on design thinking from renowned design and innovation firm [IDEO](#).
- An opportunity to use design thinking as a framework to determine best approaches for their idea starting with field research.
- Five of the 10 teams will win up to \$325,000 to further develop their idea into a testable product.

“Innovation Next is committed to nurturing creative, diverse, and ultimately effective ideas around preventing teenage pregnancy through the use of technology,” said Lawrence Swiader, Senior Director of Digital Media for The National Campaign to Prevent Teen and Unplanned Pregnancy. “Our hope is that working with people from different fields, with different skills and perspectives, will ensure that all women and men will be accounted for when it comes to managing their sexual health and family planning.”

Why now? How might we better prevent teen pregnancy?

Design thinking is often defined as a human-centered approach to innovation. The National Campaign used this approach in developing Bedsider.org, a unique pregnancy prevention program tailored to 18 to 29 year old women. Bedsider is a website, a mobile app, a vibrant social media community, a college campus outreach program, and an effective birth control resource for medical providers and their patients. To date, Bedsider is the first digital intervention in reproductive health in the U.S.—with adults as an audience—that has shown any evidence of behavioral changes that prevent unplanned pregnancy.

The National Campaign, along with key partners like IDEO, hopes that the Innovation Next Awards will build off of Bedsider’s success and encourage the use of design thinking leading to successful approaches using technology for teen pregnancy prevention.

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About The Innovation Next Awards

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About The National Campaign to Prevent Teen and Unplanned Pregnancy

The National Campaign is a private, non-profit organization that seeks to improve the lives and future prospects of children and families by preventing teen and unplanned pregnancy. Please visit www.TheNationalCampaign.org to find out more.