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For Immediate Release

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New App Helps Women Use Birth Control Better
Bedsider.org Launches Free Reminders App that Makes
Birth Control Easier to Remember

Washington, D.C.—Bedsider.org, the award-winning birth control program for 18-29 year-olds created by [The National Campaign to Prevent Teen and Unplanned Pregnancy](http://TheNationalCampaign.org), has launched a new app to help women remember when to take their birth control. Research indicates that one of the primary reasons some methods of birth control fail is because women are forgetting to use and/or replace their methods in a timely fashion. This free app is designed for some of the most common methods of birth control: the pill, patch, ring, or shot. Research has shown that taking these forms of birth control on time ensures optimum effectiveness in preventing unplanned pregnancy.

Bedsider currently delivers 1.3 million birth control reminders a month through SMS and email. Migrating this free service to an app provides more reliability and better usability; by offering reminders through an app, service is not interrupted during network issues and the user interface is easier and more intuitive for the user.

“Our reminders are very popular because they don’t just act like a boring alarm clock that’s easy to ignore,” said Ginny Ehrlich, CEO of The National Campaign to Prevent Teen and Unplanned Pregnancy. “We feature unique and entertaining content every day that’s conveniently delivered where and when women are. Now that we’re offering reminders via an app, they are even more reliable and accessible. Reminders can be downloaded anywhere Wi-Fi is available and be used for a month without a data connection.”

In addition to increased reliability, the new birth control reminder app allows users to “snooze” the reminder for up to four hours and includes a calendar feature that allows users to view their monthly birth control schedule at a glance. In the near future, users will also be reminded when to refill their prescriptions.

The app is available in the iTunes and Android stores.

Bedsider is the first digital intervention in reproductive health in the U.S.—with adults as an audience—that has shown to prevent unplanned pregnancy. [An independent, random](#)

[assignment evaluation of the Bedsider program](#) found that, among women age 18 to 29 who participated in the yearlong randomized controlled trial:

- Women in the Bedsider group were 2.54 times less likely to have unprotected sex.
- Women in the Bedsider group were 3.79 times less likely to report an unplanned pregnancy.
- Women in the Bedsider group were also more likely to use a more effective method of contraception.

About Bedsider. Bedsider is an online birth control support network designed to make birth control easier. Whether women and their partners are considering birth control for the first time or already on it, Bedsider has everything they need to find the best method, stay on it, and use it successfully. For more information, visit www.Bedsider.org.

About The National Campaign. The National Campaign works to reduce both teen pregnancy and unplanned pregnancy. If we are successful in reducing unplanned pregnancy among teens and young women, child and family wellbeing will improve, there will be less poverty, and more young men and women will complete their education or achieve other life goals. For more information, visit www.TheNationalCampaign.org.

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