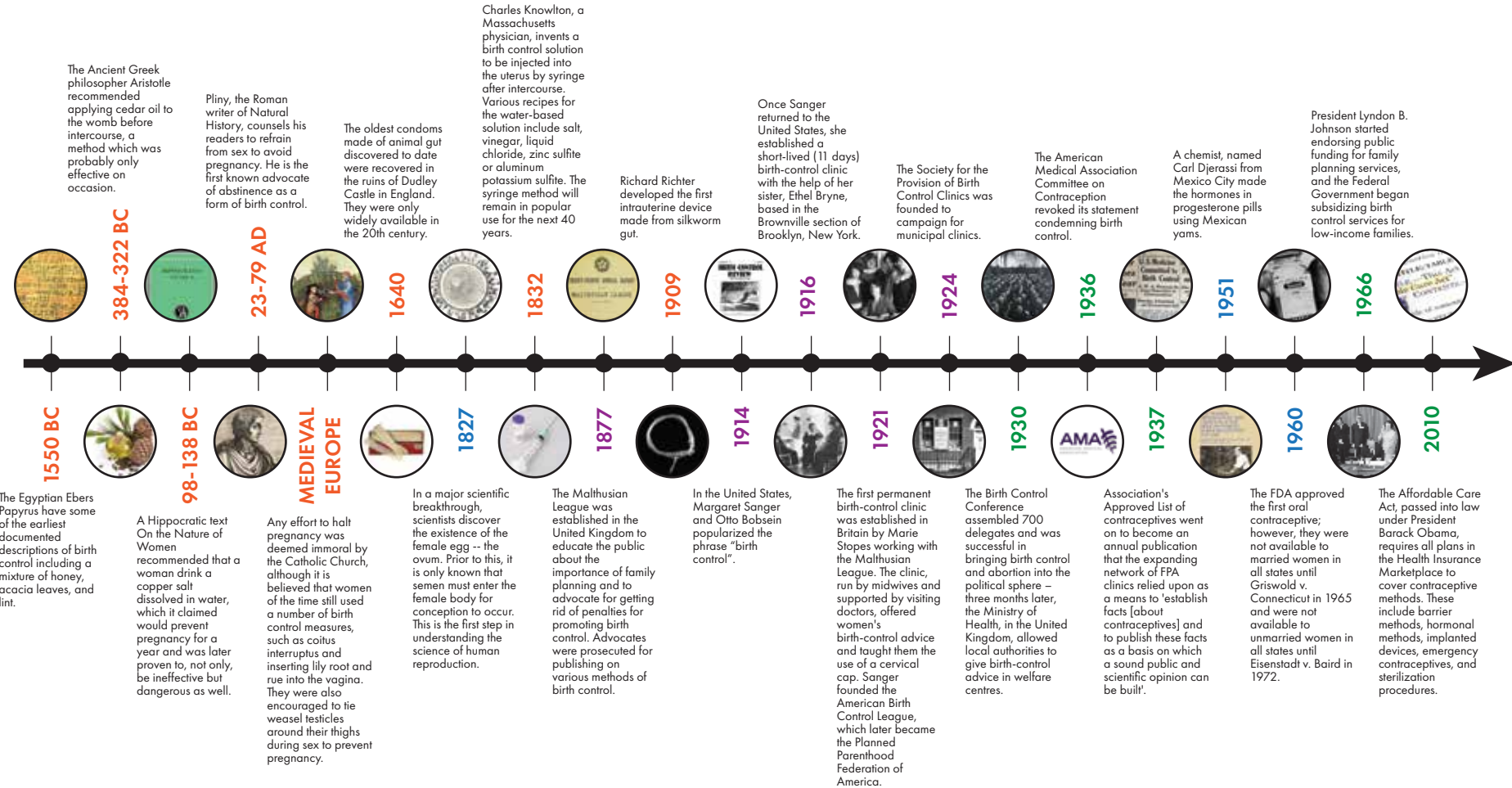


THEMES:

- ORANGE - Other rudimentary versions
- PURPLE - Social advancements
- GREEN - Government policy
- BLUE - Scientific advancements on the pill



THE EVOLUTION OF BIRTH CONTROL

We can see how there was a sudden increase in the adoption of the birth control pill.

Much of this is due to the change in statements given by parties such as the Catholic Church, FDA, and prominent figures in government. For example, since the Catholic Church doesn't believe in contraception, this influences those who share in this belief and their use. The United States education system has often been criticized for how the subject is not taught equivalent in schools. Technology, however, has improved access to birth control and health information.

Furthermore, the messaging in the product's advertising changed where it went from direct-to-consumer not being allowed to coining the term "lifestyle drugs". There are many benefits of the birth control pill including the prevention of the spread of STDs and pregnancy. Today, women and girls who are past the age of puberty have access to birth control and it is covered under insurance. There are also a number of celebrities that have spoken out about this topic to decrease the taboo. In the future, women are hopeful that men could take birth control.