

LEGACY MAP: THE BIRTH CONTROL PILL

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**Table of Contents**

I. Final Legacy Map Iteration.....3

II. Reflection .....4

III. Appendix .....5

# THE EVOLUTION OF BIRTH CONTROL

This is a map of the rate of adoption of the birth control pills and the factors that effected it.

Much of this is due to the change in statements given by parties such as the Catholic Church, FDA, and prominent figures in government. 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.

The main themes involved are version of contraceptives other than birth control, social advancements, scientific advancements, and government policy.

YELLOW - Other rudimentary versions  
GRAY - Social advancements

PINK - Government policy  
WHITE - Scientific advancements on the pill



1550 BC

The Egyptian Ebers Papyrus have some of the **earliest documented descriptions of birth control including a mixture** of honey, acacia leaves, and lint.



23-79 AD



Pliny, the Roman writer of Natural History, counsels his readers to refrain from sex to avoid pregnancy. He is the **first known advocate of abstinence** as a form of birth control.

MEDIEVAL EUROPE

Any **effort to halt pregnancy was deemed immoral** by the Catholic Church, although it is believed that women of the time still used a number of birth control measures, such as coitus interruptus and inserting lily root and rue into the vagina. They were also encouraged to tie weasel testicles around their thighs during sex to prevent pregnancy.



1640

The **oldest condoms** made of animal gut discovered to date were recovered in the ruins of Dudley Castle in England. They were only widely available in the 20th century.



The Malthusian League was established in the United Kingdom to **educate the public about the importance of family planning** and to advocate for getting rid of penalties for promoting birth control. Advocates were prosecuted for publishing on various methods of birth control.

1827

In a major scientific breakthrough, **scientists discover the existence of the female egg** -- the ovum. Prior to this, it is only known that semen must enter the female body for conception to occur. This is the first step in understanding the science of human reproduction.

1877

1832

Once Sanger returned to the United States, she **established a short-lived (11 days) birth-control clinic** with the help of her sister, Ethel Byrne, based in the Brownville section of Brooklyn, New York.

1916

The Society for the Provision of Birth Control Clinics was **founded to campaign for municipal clinics**.



The American Medical Association Committee on Contraception **revoked its statement condemning birth control**.

1936

A chemist, named Carl Djerassi from Mexico City **made the hormones in progesterone pills** using Mexican yams.

1951

President Lyndon B. Johnson started **endorsing public funding for family planning services**, and the Federal Government began



1966

The Affordable Care Act, passed into law under President Barack Obama, **requires all plans in the Health Insurance Marketplace to cover contraceptive methods**. These include barrier methods, hormonal methods, implanted devices, emergency contraceptives, and sterilization procedures.

2010

2018

The birth control pill gives women highly effective control over their fertility. Even though it is debated, one of the most important reasons for it is due to the repercussions of sexual assault. **The pill paved the way for women to talk about this issue**. Time's Up is a movement against sexual assault.



The **FDA approved the first oral contraceptive**; however, they were **not available to married women in all states** until Griswold v. Connecticut in 1965 and were not available to unmarried women in all states until Eisenstadt v. Baird in 1972.

1960

**Association's Approved List of contraceptives** went on to become an **annual publication** that the expanding network of FPA clinics relied upon as a means to 'establish facts [about contraceptives] and to publish these facts as a basis on which a sound public and scientific opinion can be built'.

1937



The Birth Control Conference assembled 700 delegates and was **successful in bringing birth control and abortion into the political sphere** -- three months later, the Ministry of Health, in the United Kingdom, allowed local authorities to give birth-control advice in welfare centres.

1930



The **first permanent birth-control clinic** was established in Britain by Marie Stopes working with the Malthusian League. The clinic, run by midwives and supported by visiting doctors, offered women's birth-control advice and taught them the use of a cervical cap. Sanger founded the American Birth Control League, which later became the Planned Parenthood Federation of America.

1921

In the United States, Margaret Sanger and Otto Bobsein **popularized the phrase "birth control"**.

1914

Charles Knowlton, a Massachusetts physician, invents a birth control solution to be **injected into the uterus by syringe after intercourse**. Various recipes for the water-based solution include salt, vinegar, liquid chloride, zinc sulfite or aluminum potassium sulfite. The syringe method will remain in popular use for the next 40 years.

1924

## Reflection

The process of making the map was interesting. I already had a fair amount of the content that I knew I was going to place in the map from when I picked the topic of birth control. The hard part was combining it with the images and adoption curve.

I didn't find the adoption curve anywhere. Instead, I based it off the timeline and my own primary research. I assigned values to the dates depending on what happened during that time. I had to adjust the values multiple times so that there were smaller spikes and larger spikes. Ultimately, I think it was successful so that others would be able to immediately connect the fluctuation with the timeline.

Other aspects of the iterations were adjusting the information to fit on the page. I took out some less relevant information and moved pieces around, so everything was less packed in.

One particular insight I gained while creating this legacy map was that I had struggled with finding relevant points after 2010. There was also a large gap between the sixties and mid-2000s. The fact that very little innovation or thought has gone into the topic of birth control since it was created shocks me. However, I do think that the more recent "Me Too" and "Time Out" movements against sexual assault open up the issue once again. I predict that this will call for more innovation on birth control, particularly equality. In the future, this timeline could extend to include male birth control since it has been voiced by women around the globe.

If I were to do this project over again, I would like to keep the fact that I had a lot of information (enough so that anyone could thoroughly understand the topic) but change the design. I would have wanted the flow to be even more visual and dynamic to look at.

**Appendix**

Appendix A: Draft 3

Appendix B: Draft 2

Appendix C: Draft 1

Appendix C: Draft 1

Appendix D: WIP Resources

Appendix E: Plan

Appendix F: Compiled Information

# 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.

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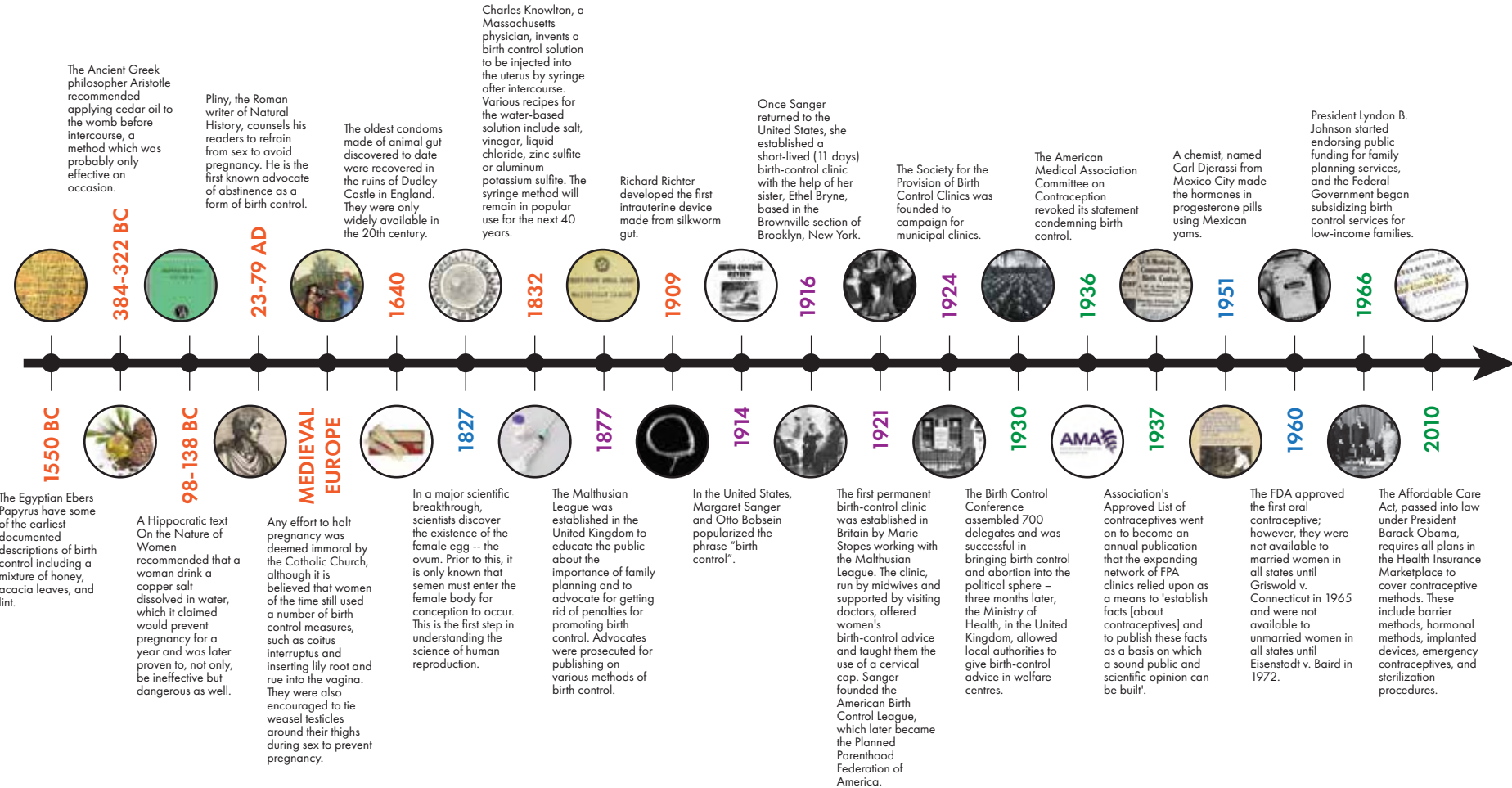
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The Ancient Greek philosopher Aristotle recommended applying cedar oil to the womb before intercourse, a method which was probably only effective on occasion.

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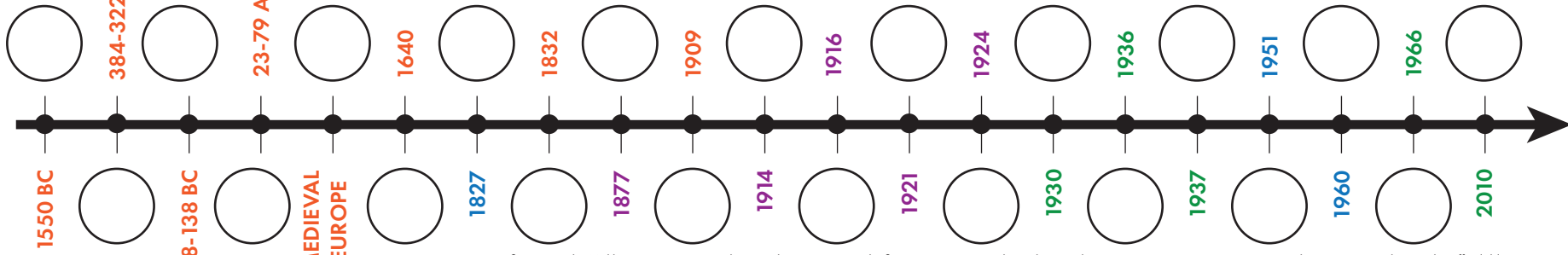
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Author	Title	Publication	Date	Web Link
	A Timeline of Contraception	PBS		<a href="https://www.pbs.org/wgbh/americanexperience/features/pill-timeline/">https://www.pbs.org/wgbh/americanexperience/features/pill-timeline/</a>
	A Brief History of Birth Control	Time	3 May 2010	<a href="https://content.time.com/time/magazine/article/0,9171,1983970,00.html">https://content.time.com/time/magazine/article/0,9171,1983970,00.html</a>
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Pazol, Karen; Zapata, Lauren B; Tregar, Stephen J; Mautone-Smith, Nancy; Gavin, Loretta E.	Impact of Contraceptive Education on Contraceptive Knowledge and Decision Making	National Center for Biotechnology Information	1 August 2016	<a href="https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4532374/">https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4532374/</a>
	What's the State of Sex Education In the U.S.?	Planned Parenthood		<a href="https://www.plannedparenthood.org/learn/for-educators/whats-state-sex-education-us">https://www.plannedparenthood.org/learn/for-educators/whats-state-sex-education-us</a>
	The Catholic Church and Birth Control	PBS		<a href="https://www.pbs.org/wgbh/americanexperience/features/pill-catholic-church-and-birth-control/">https://www.pbs.org/wgbh/americanexperience/features/pill-catholic-church-and-birth-control/</a>
	Technology Improves Access to Birth Control	WebMD	11 August 2017	<a href="https://www.webmd.com/sxx/birth-control/news/20170811/technology-improves-access-to-birth-control">https://www.webmd.com/sxx/birth-control/news/20170811/technology-improves-access-to-birth-control</a>
	Birth Control Access	Power to Decide		<a href="https://powertodecide.org/what-we-do/access/birth-control-access">https://powertodecide.org/what-we-do/access/birth-control-access</a>
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Pasell, Taylor	Women In Contraceptive Advertising: We Need A Change	The Odyssey	4 April 2016	<a href="https://www.theodysseyonline.com/women-contraceptive-advertising-change">https://www.theodysseyonline.com/women-contraceptive-advertising-change</a>
Buck, Stephanie	Condom ads were banned in mainstream media, until too many people were dying of AIDS	Timeline	26 January 2017	<a href="https://timeline.com/aids-advertising-1980s-2b32b73beb7d?g=ae9c6720e29">https://timeline.com/aids-advertising-1980s-2b32b73beb7d?g=ae9c6720e29</a>
	What are the benefits and risks of taking birth control pills?	<a href="https://www.drugs.com/article/birthcontrolpill-risks-benefits.html">Drugs.com</a>	19 March 2018	<a href="https://www.drugs.com/article/birthcontrolpill-risks-benefits.html">https://www.drugs.com/article/birthcontrolpill-risks-benefits.html</a>
	What are the disadvantages of the pill?	Planned Parenthood		<a href="https://www.plannedparenthood.org/learn/birth-control/birth-control-what-are-the-disadvantages-of-the-pill">https://www.plannedparenthood.org/learn/birth-control/birth-control-what-are-the-disadvantages-of-the-pill</a>

## Aspects of my map:

Summary/Overview

Adoption Rate

Themes - Colors (based off timeline)

- Other rudimentary versions besides the pill
- Social advancements
- Government policy
- Scientific advancements on the pill

Bibliography

## Topic #1: Contraceptives

### Timeline

<https://www.pbs.org/wgbh/americanexperience/features/pill-timeline/>

<http://content.time.com/time/magazine/article/0,9171,1983970,00.html>

<https://www.plannedparenthoodaction.org/blog/timeline-100-years-birth-control>

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**384-322 BC** — The Ancient Greek philosopher Aristotle recommended applying cedar oil to the womb before intercourse, a method which was probably only effective on occasion.

**98-138 BC** — A Hippocratic text *On the Nature of Women* recommended that a woman drink a copper salt dissolved in water, which it claimed would prevent pregnancy for a year and was later proven to, not only, be ineffective but dangerous as well.

**23-79 A.D.** — Pliny, the Roman writer of *Natural History*, counsels his readers to refrain from sex to avoid pregnancy. He is the first known advocate of abstinence as a form of birth control.

**Medieval Europe** — Any effort to halt pregnancy was deemed immoral by the Catholic Church, although it is believed that women of the time still used a number of birth control measures, such as coitus interruptus and inserting lily root and rue into the vagina. They were also encouraged to tie weasel testicles around their thighs during sex to prevent pregnancy.

**1640** — The oldest condoms made of animal gut discovered to date were recovered in the ruins of Dudley Castle in England. They were only widely available in the 20th century.

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**1877** — The Malthusian League was established in the United Kingdom to educate the public about the importance of family planning and to advocate for getting rid of penalties for promoting birth control. Advocates were prosecuted for publishing on various methods of birth control.

**1909** — Richard Richter developed the first intrauterine device made from silkworm gut.

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### Spread

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3464843/>

- There was resistance by different parties such as the Catholic Church
- The message in its advertising changed
  - Direct-to-consumer advertising was not allowed until the mid-1980s
  - *Lifestyle drugs*—the term was coined in 1978—generally describe medications that are designed to improve a person's quality of life by treating less serious conditions; they also have been called cosmetic, life-enhancing, recreational, or discretionary.
  - These new advertising campaigns emphasized the secondary effects of oral contraceptives—to treat less-serious conditions such as acne and premenstrual dysphoric disorder and to reduce the frequency of menstruation—rather than the primary indication for the prevention of pregnancy.
- Laws changed and had a profound impact on the availability of contraceptives

### Members

- Currently girls and women who are past the age of puberty take birth control
  - In the future, men could take birth control

### Leadership

<https://www.cdc.gov/nchs/data/nhsr/nhsr060.pdf>

<https://www.cnn.com/2018/12/19/health/contraceptive-use-cdc-study/index.html>

<https://www.cosmopolitan.co.za/health-fitness/body-health/6-times-celebrities-spoke-contraceptives/>

<https://www.health.com/condition/birth-control/celebrity-birth-control>

- US Centers for Disease Control and Prevention's National Center for Health Statistics, found that of the more than 5,500 respondents from 2015 to 2017, nearly 65% of women ages 15 to 49 reported using some sort of contraception in the month they were interviewed.
- There are a number of celebrities that have spoken out about this topic decrease the taboo

### Networks

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4532374/>

<https://www.plannedparenthood.org/learn/for-educators/whats-state-sex-education-us>

<https://www.pbs.org/wgbh/americanexperience/features/pill-catholic-church-and-birth-control/>

<https://www.webmd.com/sex/birth-control/news/20170811/technology-improves-access-to-birth-control>

- The United States education system has often been criticized for how the subject is taught in schools. It is not equivalent across the board (eg. private versus public schools)
- Since the Catholic Church doesn't believe in contraception, this influences those who share in this belief and their use
- Technology, however, has improved access to birth control and health information

#### Access

<https://powertodecide.org/what-we-do/access/birth-control-access>

<https://www.theguardian.com/global-development/datablog/2016/mar/08/contraception-and-family-planning-around-the-world-interactive>

- Accessibility to birth control and health information differs around the world, such as Africa

#### Communication

<https://msmagazine.com/2019/10/02/dont-scroll-past-that-instagram-ad-for-contraceptives/>

<https://www.washingtonpost.com/archive/lifestyle/1985/01/11/contraceptive-ads-and-the-tv-networks/22daaed0-cf96-4c3a-b0cb-083372392a53/>

<https://www.jstor.org/stable/2133937?seq=1>

<https://www.theodysseyonline.com/women-contraceptive-advertising-change>

<https://timeline.com/aids-advertising-1980s-2b32b73beb7d?gi=eae9c6720c29>

- Overtime, there have been increased number of ads about this topic
  - It was previously banned to advertise
- It is still considered a taboo topic
- Women and men still learn about contraceptives from their doctor and from school education

#### Consequences

<https://www.drugs.com/article/birthcontrolpill-risks-benefits.html>

<https://www.plannedparenthood.org/learn/birth-control/birth-control-pill/what-are-the-disadvantages-of-the-pill>

- As with any drug, there are side effects and sometimes rare ones
- There are also pros, which include the prevention of the spread of STDs and pregnancy