Fertility Awareness in the Digital Age

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Don't have sex. Because you will get pregnant and die.
Definition: Fertility Awareness

- Actionable **information about fertility** throughout the life course
- Ability to **apply this knowledge** to one’s own circumstances and needs
FERTILITY AWARENESS:
Do you know as much as you think you do?
Your poll will show here

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YOU LIVE WITH YOUR BODY EVERYDAY.

Do you really know it?

FIND OUT

Remember when you were just entering puberty and learning about the human body for the first time? Chances are you heard rumors about sexuality and fertility. Maybe you still do today. Accurate understanding is surprisingly low around the world.
Welcome to CycleTel Family Advice. A free service providing informational content on Family Planning. Please call 180018008000 or visit www.cycletel.in for more information.

Abha: It is true! Women cannot get pregnant on all days of her cycle. There are a few day in the middle of the cycle you can get pregnant if you have relations with your husband.
FERTILITY AWARENESS AMONG CYCLETEL FAMILY ADVICE USERS IN INDIA

- Typical length of a menstrual cycle is about a month
- Fertile days occur several days halfway between two periods
- Men are fertile every day

Pre-test vs Post-test
LACK OF FERTILITY AWARENESS

NOT KNOWING ABOUT:

- Puberty, risk of pregnancy at first sex or with infrequent sex
- A women’s variable fertility, with pregnancy more likely mid-cycle
- When, during the cycle, the fertile days begin and end
- When fertility returns while breastfeeding, post abortion/miscarriage
- Family planning method side effects and having concerns about how these might affect fertility/health
- Fertility indicators, including cervical secretions
WHY IS FERTILITY AWARENESS IMPORTANT?

• Empower people to identify what is healthy and normal for them and know when to seek reproductive health care.
• Create the basis for understanding, communicating about and correctly using family planning.
• Foster communication between partners, parents and children, teachers and students, and health care providers and patients.
• Reinforce concepts of reproductive rights and gender equality.
FERTILITY AWARENESS METHODS in the DIGITAL AGE.
WHAT ARE FERTILITY AWARENESS-BASED METHODS?

Identify the fertile days of a woman’s menstrual cycle so she can plan or prevent pregnancy.
WHY FERTILITY AWARENESS-BASED METHODS?

Effective.
No side effects.
Free or low cost.
Work in a variety of contexts.
EFFECTIVE, PROVEN, EASY TO USE FERTILITY AWARENESS METHODS

**DOT**
Based on Dynamic Optimal Timing™, the new Dot app identifies if a woman is on a HIGH or LOW risk day for pregnancy using just her period start dates. It uses a patented algorithm to determine a woman’s individual risk for each day of her cycle. It can be used by most women with cycles between 20-40 days long. Efficacy studies are beginning in 2016.

[www.DotTheApp.com](http://www.DotTheApp.com) | now on iPhone and Android coming soon

**CycleBeads®**
Based on Standard Days Method®, the CycleBeads app can be used to plan or prevent pregnancy by simply tracking a woman’s period start dates. Designed for women with cycles between 26 and 32 days long, it has been proven 95% effective with correct use in efficacy studies. This method has been used by almost 4 million women worldwide.

[www.CycleBeads.com](http://www.CycleBeads.com) | now on iPhone and Android

**2Day Method™**
Based on TwoDay Method®, the 2Day Method app uses a simple symptoms-based approach – the presence or absence of cervical secretions – to indicate fertility. It can be used by almost all women. This method has been proven 96% effective with correct use in efficacy studies.

[www.TwoDayMethod.com](http://www.TwoDayMethod.com) | now on iPhone

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SUNFP Solutions for Unmet Need in Family Planning  @CycleTechGlobal #SUNFP cycle TECHNOLOGIES
DYNAMIC OPTIMAL TIMING™

A new patent pending family planning method using the latest in science and technology. DOT dynamically calculates a woman’s conception risks for each day of her cycle. This allows her to plan or prevent pregnancy using just period start dates.
DEVELOPMENT OF A NEW FAMILY PLANNING METHOD

DYNAMIC OPTIMAL TIMING™

- Worked with leading experts
- Developed with WHO & U.S. datasets
- Bayesian statistical approach
- Computational analysis identified:
  - Key cycle parameters
  - Variables for implementation
  - High theoretical efficacy