

# Collaborative Connie

## PROFILE:

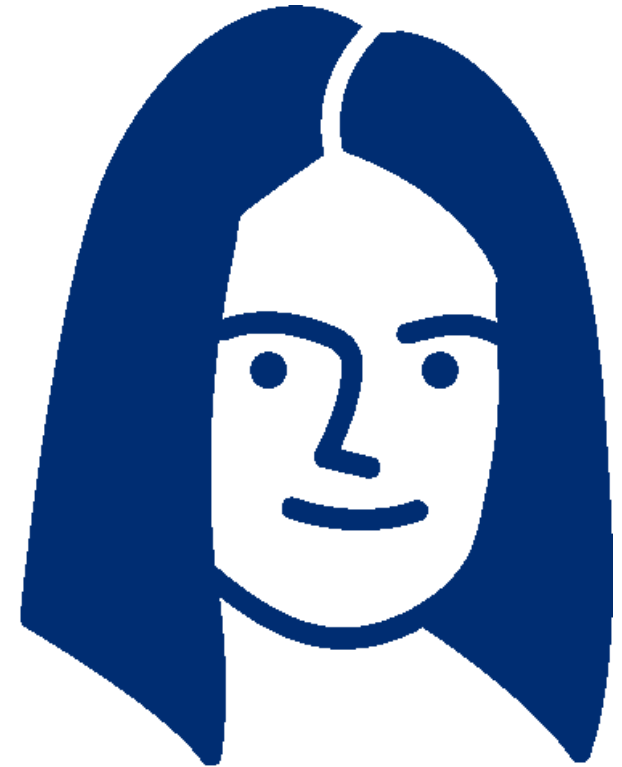
Collaborative Connie is the consummate team player. She loves group projects and fundamentally sees working with others as far more practical than going it alone when trying to accomplish something meaningful. After all, a few pairs of hands are better than just one, right? When she first about sex and contraception, she immediately thought of the proverb, “If you want to go fast, go alone; if you want to go far, go together.”

### MOTIVATIONS

She understands that having both partners use contraception will only enhance the protection against an unintended pregnancy. She views male methods of birth control as a critical, missing piece in reducing unintended pregnancies.

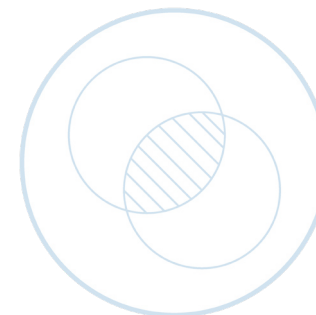
### BARRIERS

Aside from advocating for male methods of birth control, she doesn't know what she can do to help champion the cause. She needs guidance and resources to be a more effective champion of the cause.



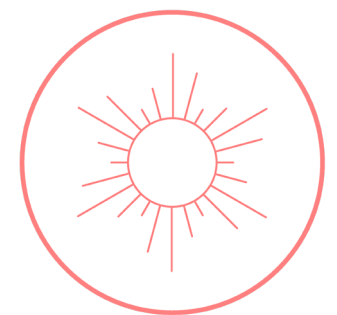
(persona by Yu luck from the Noun Project)

Stakeholder Group:

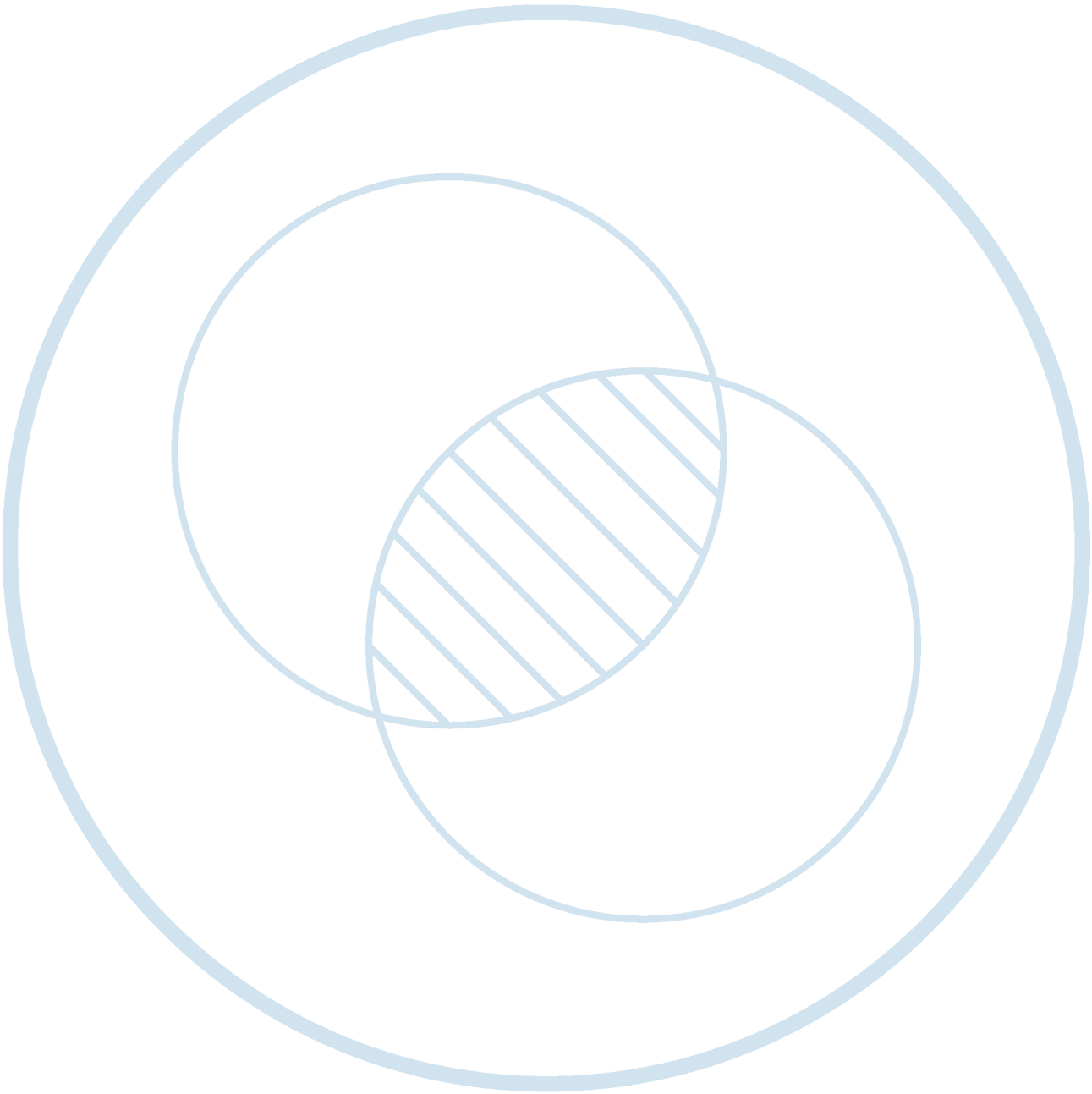


BENEFICIARY

Life Stage:



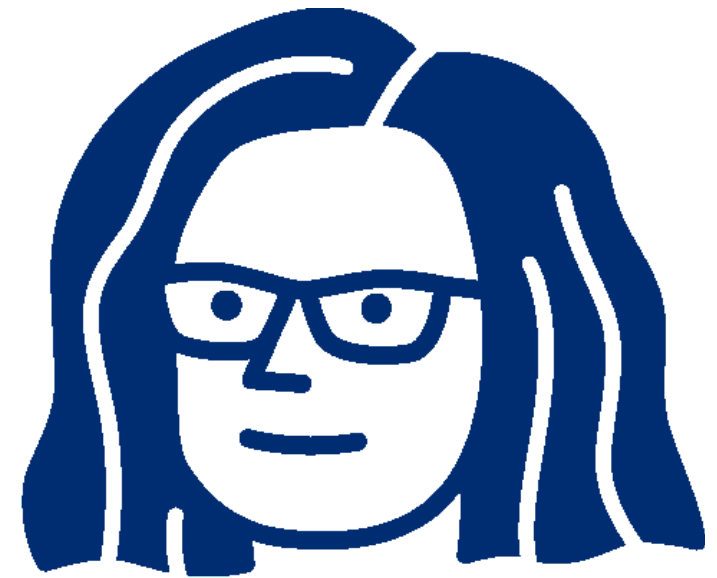
LEARNING



# College-committed Carla

## PROFILE:

College-committed Carla has worked very hard to get to where she is academically. She's consistently ranked at the top of her class, and sees a clear through-line between her educational accomplishments and career pursuits. She understands that the effort she puts forth today will lay the foundation for future success, and is willing to sacrifice short-term experiences and interests for the promise of a better tomorrow.



(persona by Yu luck from the Noun Project)

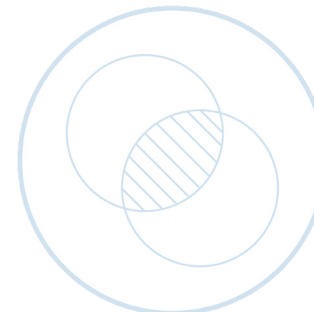
### MOTIVATIONS

She will do whatever it takes to ensure that she achieves her educational objectives without disruption.

### BARRIERS

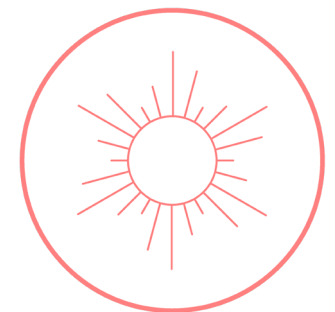
She uses her own birth control method while also insisting her male partners use a condom. Having both partners use contraception makes her feel safe knowing her life won't be disrupted by a pregnancy, but she's frustrated by the lack of options for her partner(s).

Stakeholder Group:

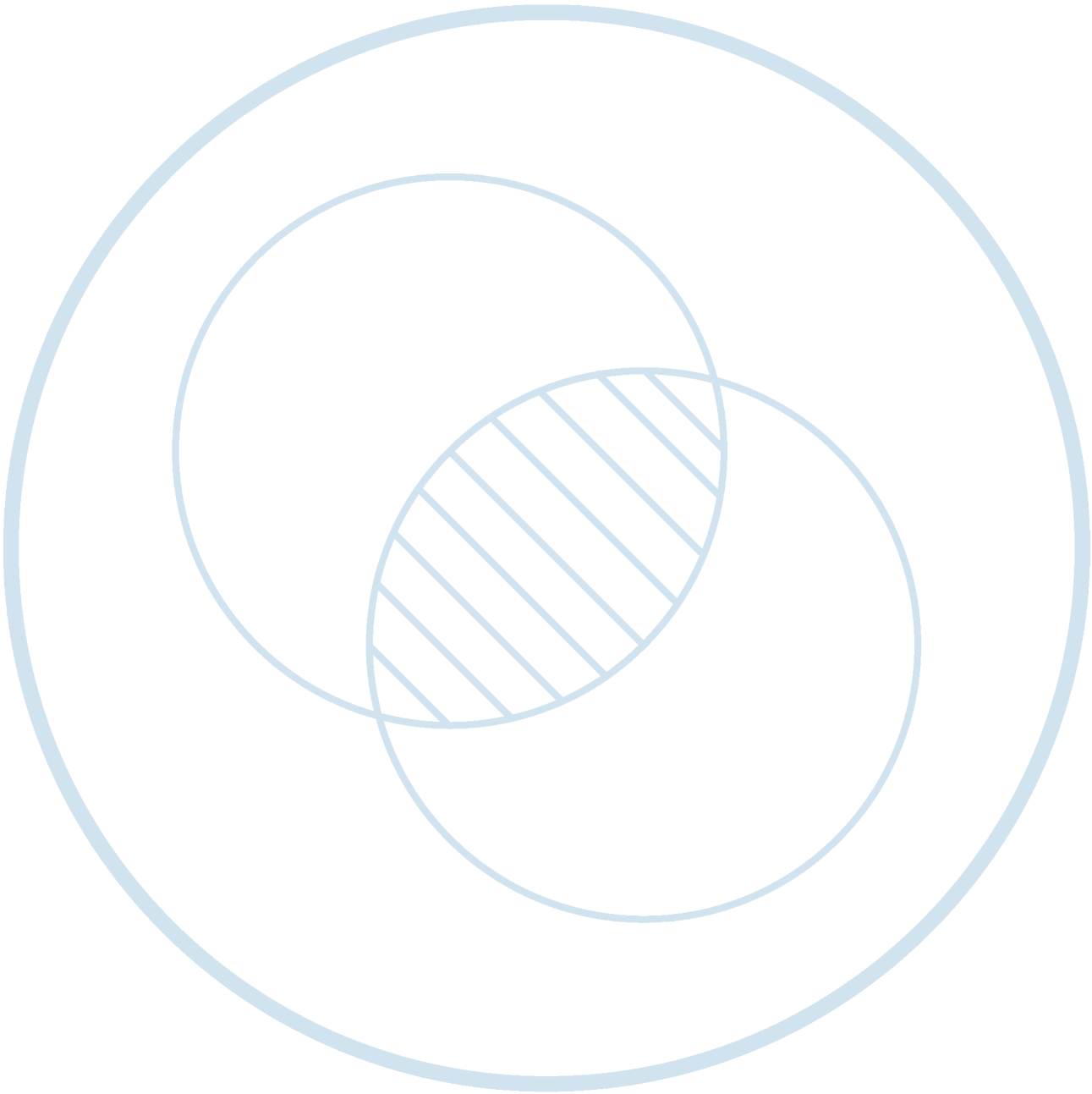


BENEFICIARY

Life Stage:



LEARNING



# Overwhelmed Ophelia

## PROFILE:

Overwhelmed Ophelia has a whole lot on her mind right now. She just had “the talk” with her parents after her initial introduction to sexual education, and is still processing all that she learned. One gigantic takeaway for her was that, as a person with a uterus and do to the lack of male contraceptive methods, she will have to take something if she wants to have sex and avoid a pregnancy. WTF?! What’s that all about?!

### MOTIVATIONS

She wants and needs to learn more about the resources available to her to manage her own family planning goals, but also really wants to know why men aren’t expected to equally participate in that conversation, as well as why they lack contraceptive products outside condom and vasectomy.

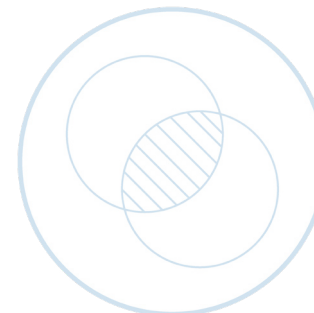
### BARRIERS

She is early on in her reproductive journey and still has much to learn about, both the science as well as the social structures that impact conversations around sex and contraception.



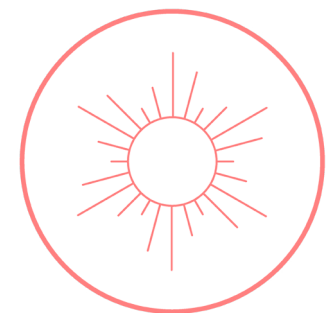
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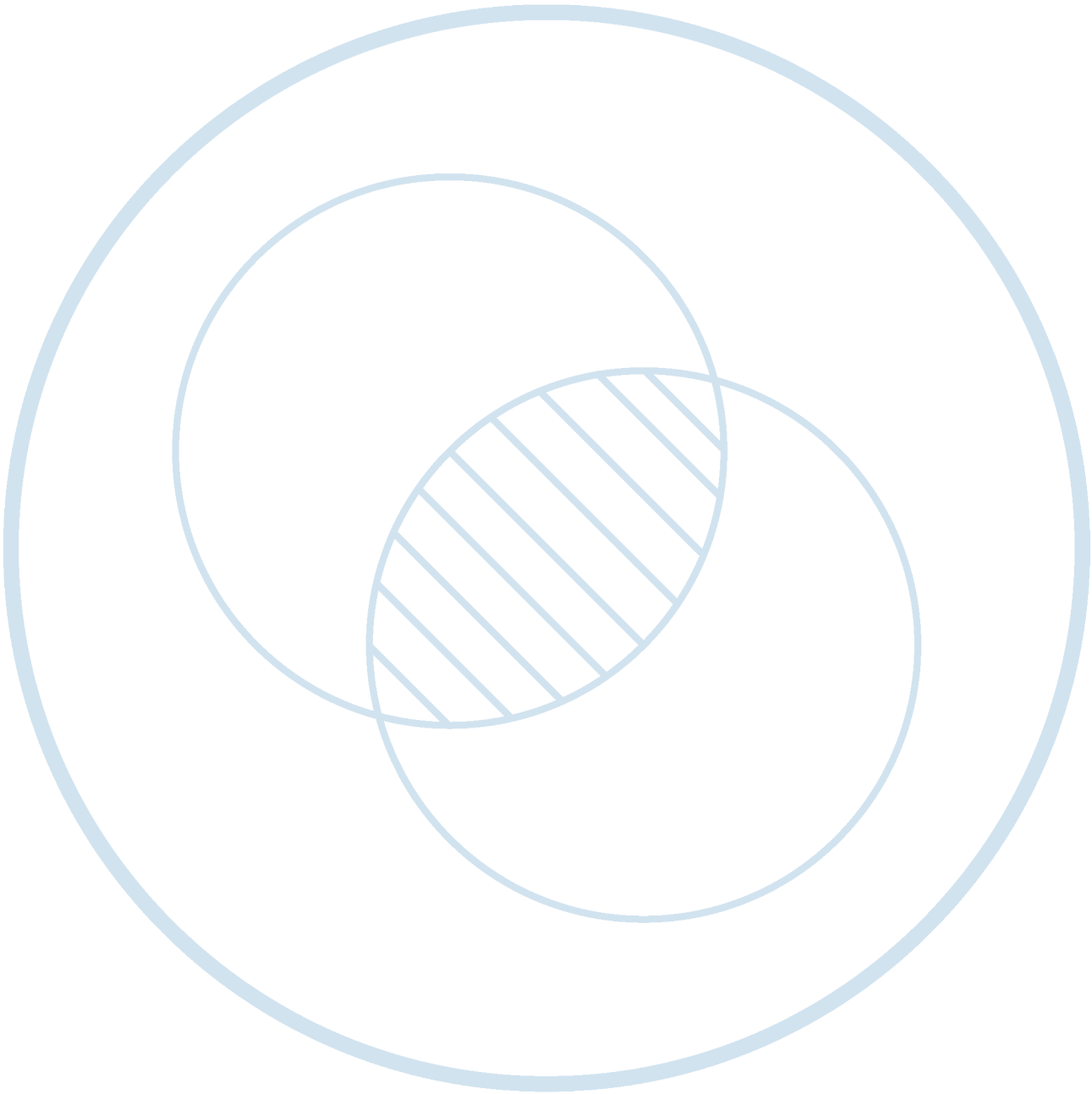


BENEFICIARY

Life Stage:



LEARNING



Name:

**PROFILE:**

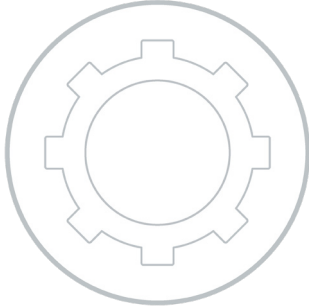
Write a biography:

Draw the Persona

**MOTIVATIONS**

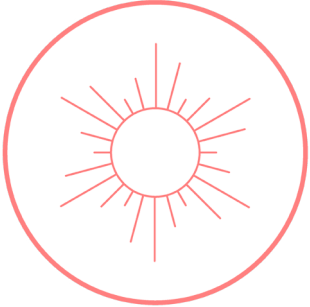
**BARRIERS**

Stakeholder Group:



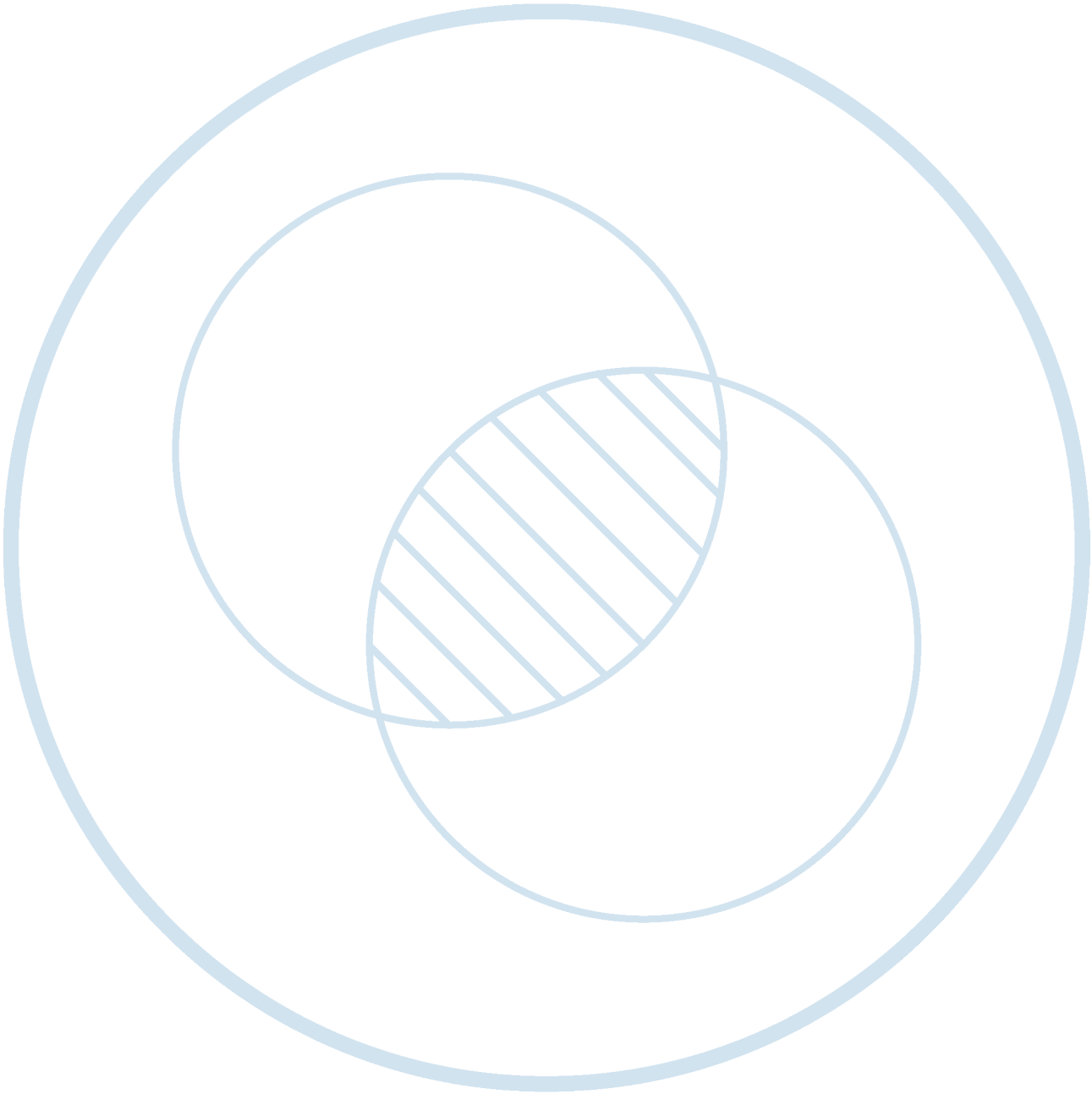
BENEFICIARY

Life Stage:



LEARNING





# Go with the flow Gertie

## PROFILE:

Go with the flow Gertie is the consummate “go with the flow” kind of person. She’s down for whatever, as long as she doesn’t really have to be the one to decide what that “whatever” is. She’s just as apt to find herself mountain climbing as she is having a movie night with friends.



(persona by Yu luck from the Noun Project)

### MOTIVATIONS

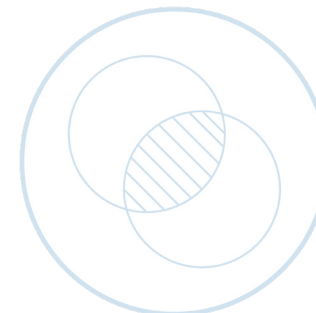
As long as she’s engaging with people and having a good time, she’s happy.

She’s comfortable abdicating responsibility with respect to contraceptive method choice to her partner, doctor, or friend, or even taking emergency contraception when she needs it.

### BARRIERS

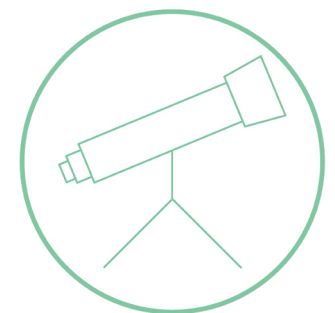
She just can’t be bothered spending too much time thinking through this scenario or that. In the past she used Plan B, until her gynecologist suggested a contraceptive method to her, and that’s what she uses now.

Stakeholder Group:

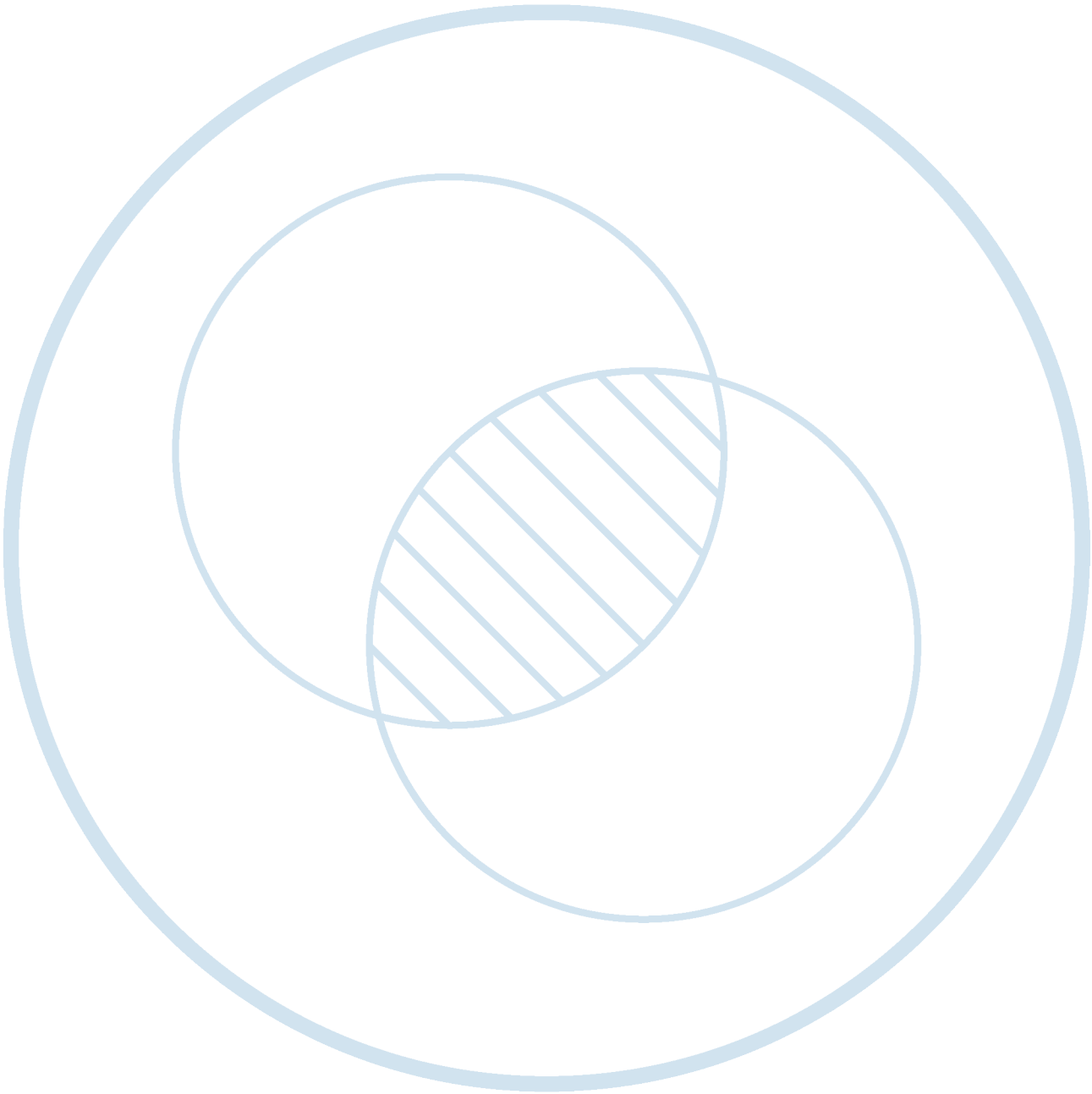


BENEFICIARY

Life Stage:



EXPLORING



# Natural Norah

## PROFILE:

Natural Norah is more likely to be found hiking off-trail than she is dancing at a club, and is definitely more comfortable in her bare feet than she is in any sort of shoe. She is a passionate, engaged environmentalist, and finds endless wonder in nature. She is keyed into her mental, emotional, and physical needs and is biased towards natural remedies; you'll find a yoga mat in her apartment, but likely not a bottle of aspirin.

### MOTIVATIONS

She sees the natural beauty and amazement in becoming a parent, but is not sure yet whether or not she wants to be a mother yet, or at all.

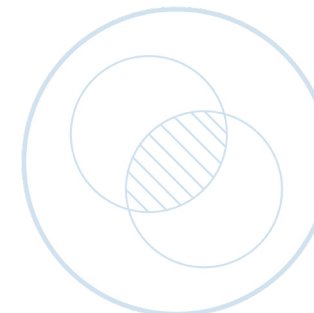
### BARRIERS

She enjoys sex, but finds using contraception herself to be too unnatural; she does not want to alter her biology. She relies on withdrawal and the rhythm method, but knows that these aren't perfect and it makes her nervous.



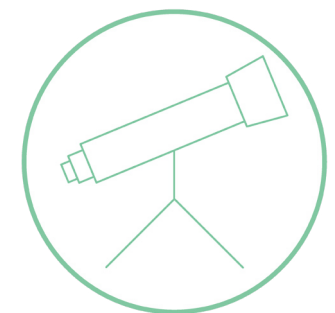
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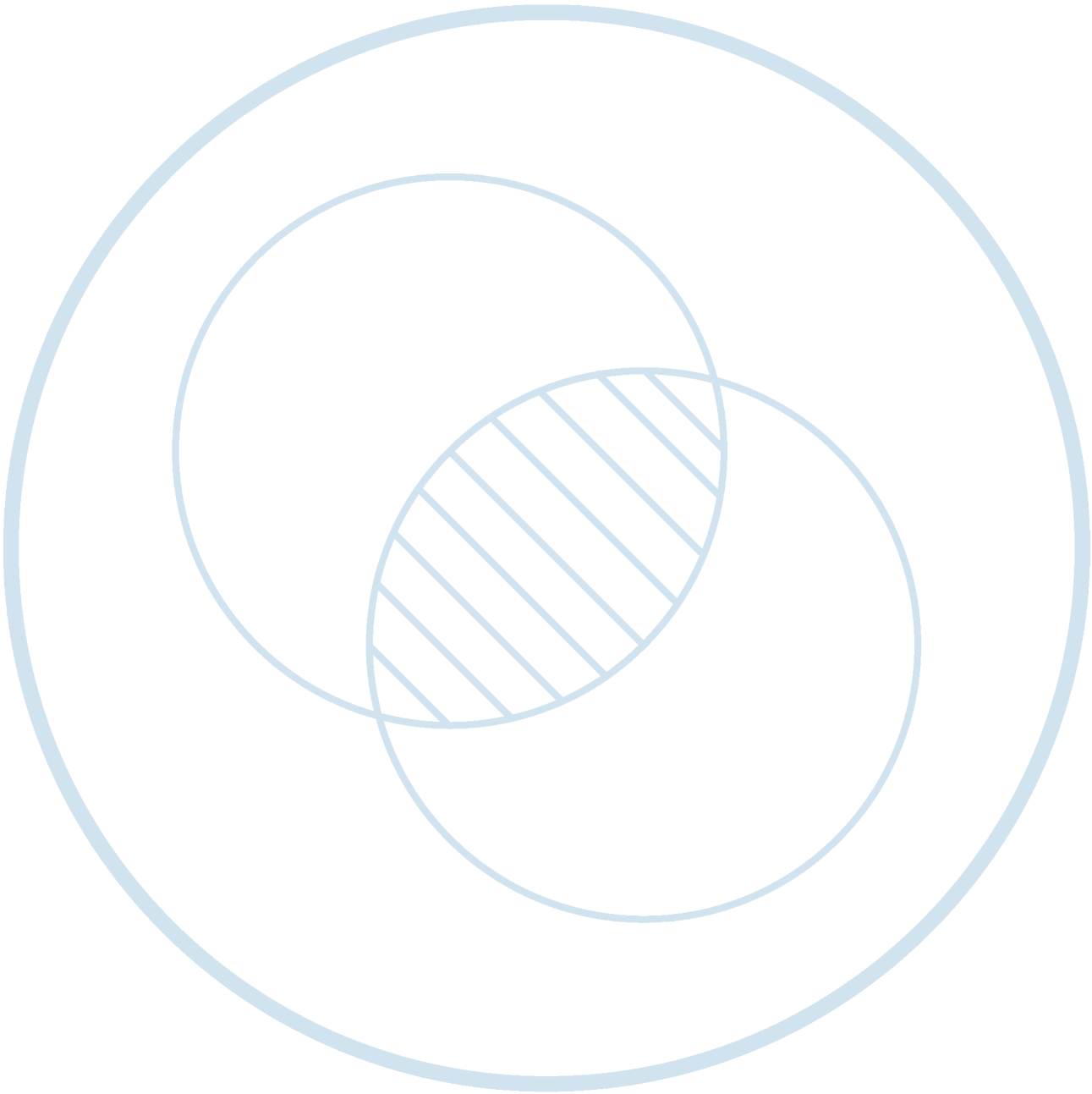


BENEFICIARY

Life Stage:



EXPLORING



# Polyamorous Pollyanna

## PROFILE:

Polyamorous Pollyanna is an independent, confident woman who charts her own path in life; she is guided by her own north star rather than any conventions or traditions. She knows what she wants in life and believes inherently that she deserves it all.



(persona by Yu luck from the Noun Project)

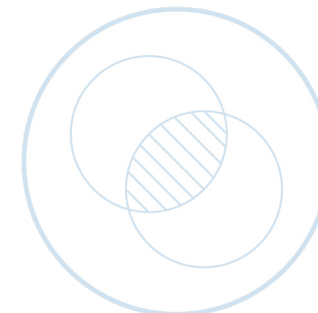
### MOTIVATIONS

She does not think monogamy is healthy, and definitely does not think it is practical or even realistic in her life. Her interests and tastes are diverse, and variety is a priority to her.

### BARRIERS

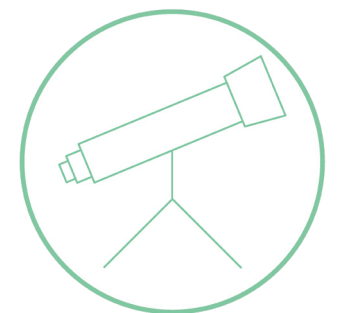
Parenthood might be an eventuality, but she wants to control whether or when that happens. Her method serves its purpose for her, but she thinks more methods for all people are an absolute must.

Stakeholder Group:

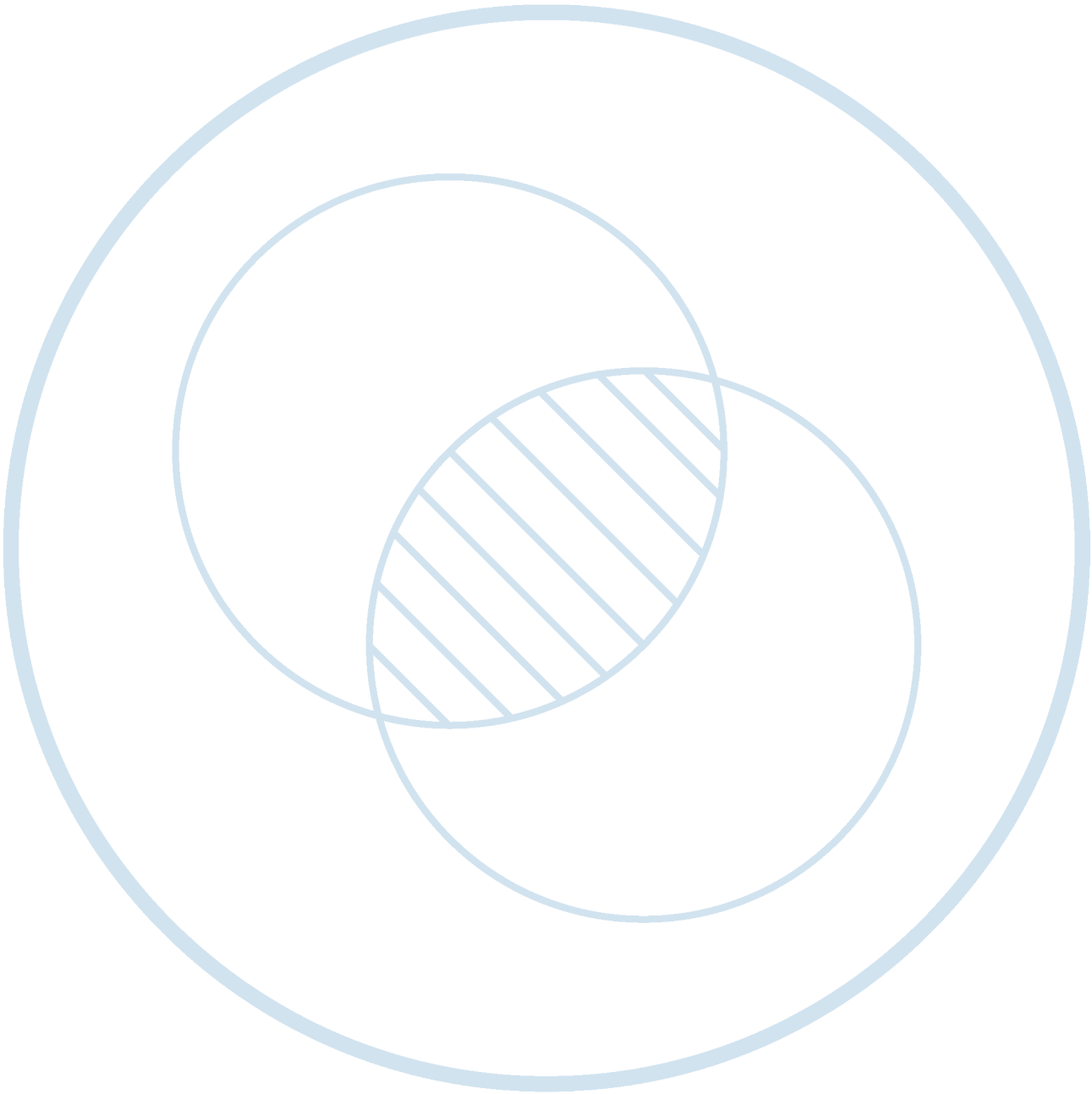


BENEFICIARY

Life Stage:



EXPLORING



Name:

**PROFILE:**

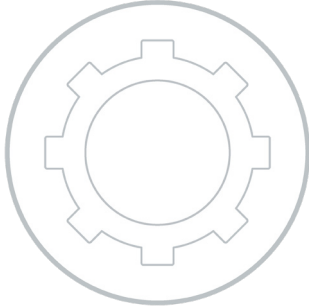
Write a biography:

Draw the Persona

**MOTIVATIONS**

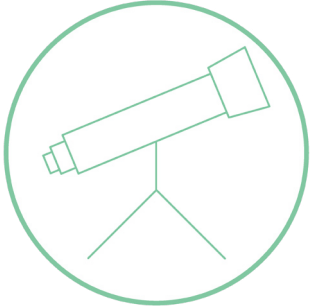
**BARRIERS**

Stakeholder Group:



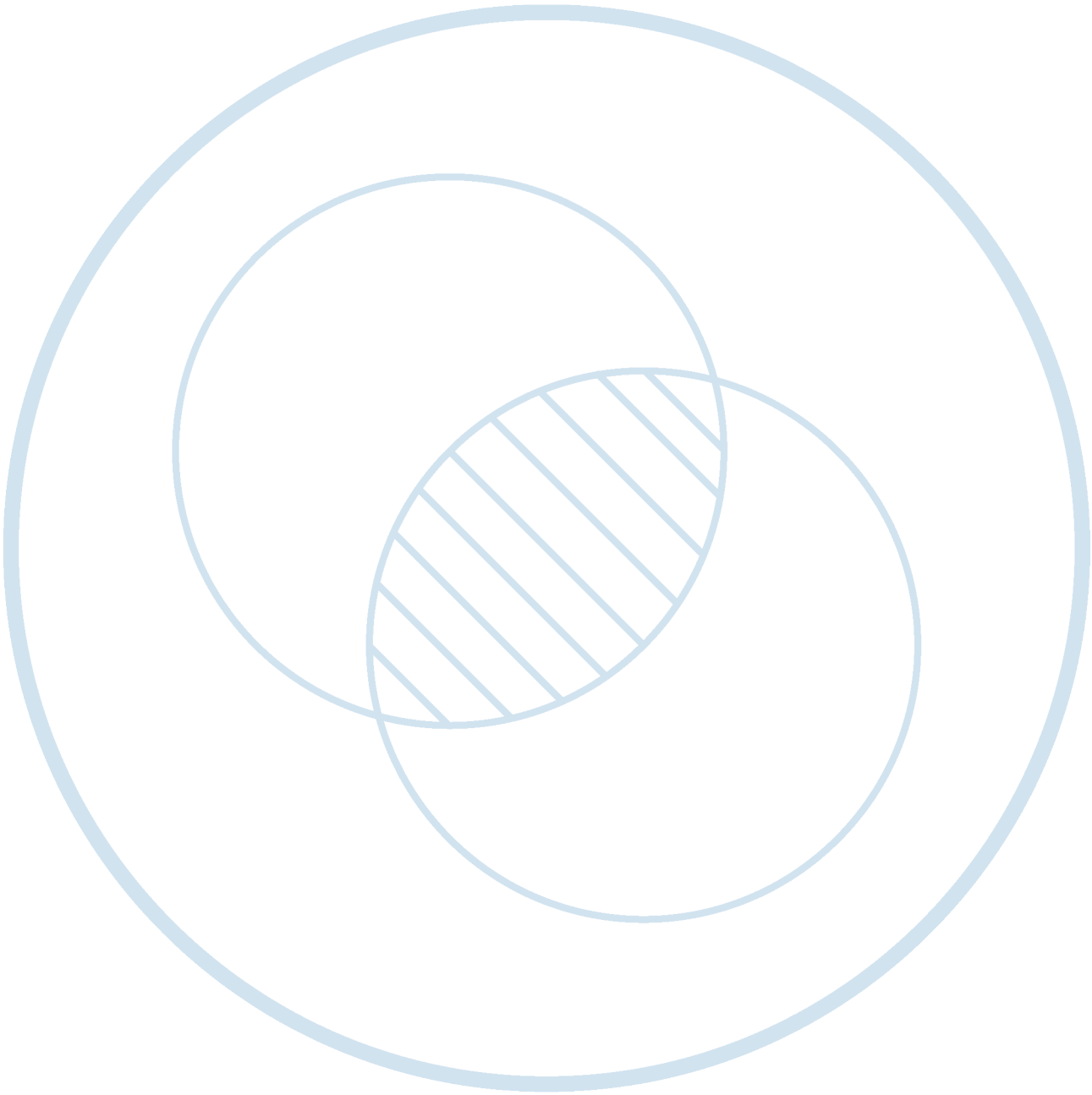
BENEFICIARY

Life Stage:



EXPLORING





# Can't Use Cathy

## PROFILE:

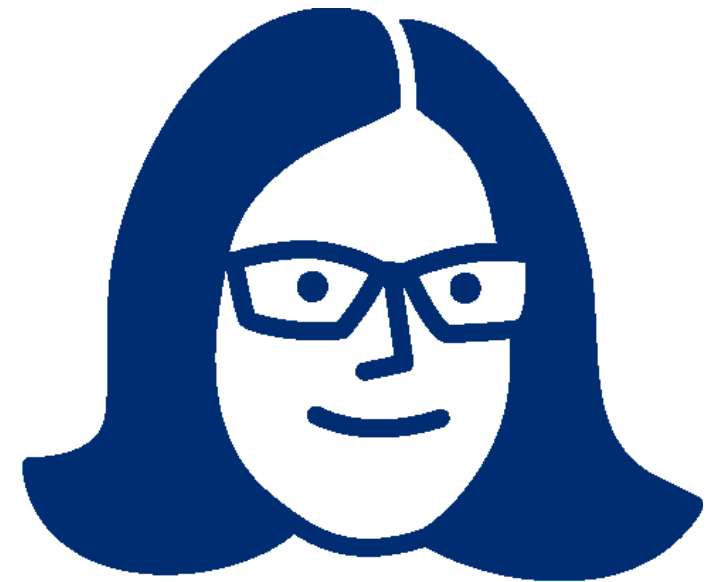
Can't Use Cathy is at her wit's end with respect to contraception: every method she has tried herself has caused significant issues for her physically, emotionally, and otherwise. Even more frustrating, she cannot rely on male condoms since they irritate her skin. She wants to have children someday so she doesn't want her partner to have a vasectomy. What to do?

### MOTIVATIONS

She's desperate for new contraceptive solutions and fears there are many others just like her suffering this same fate.

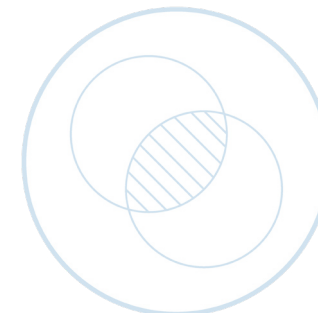
### BARRIERS

An unintended pregnancy would be devastating for her at this time in her life, but simply abstaining from sex is not a viable option.



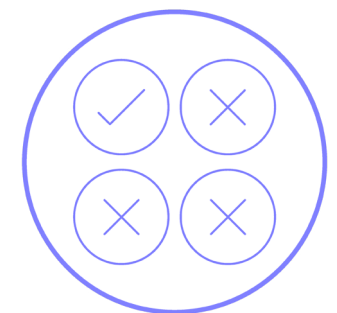
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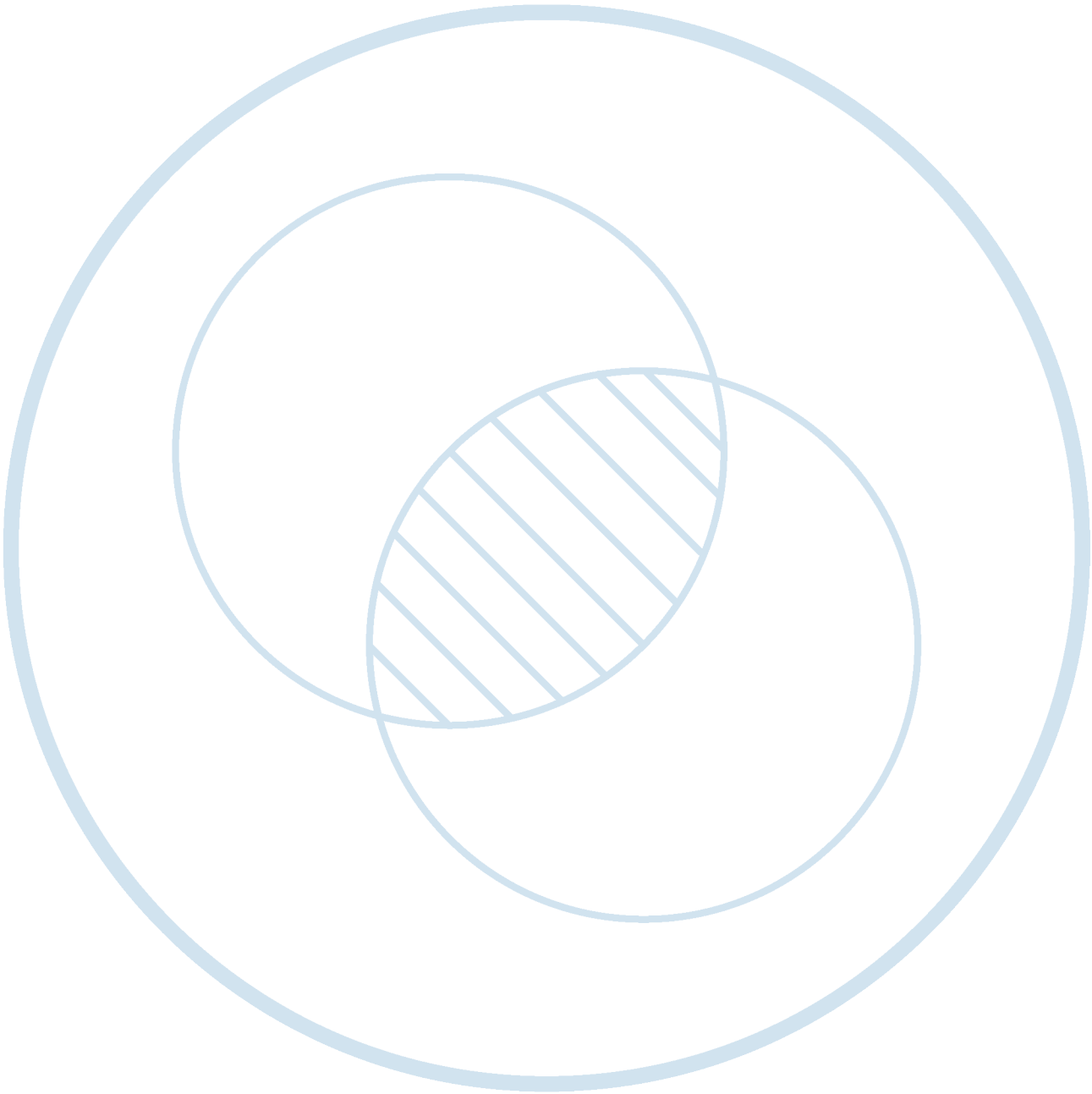


BENEFICIARY

Life Stage:



DECIDING



# Career-focused Carolyn

## PROFILE:

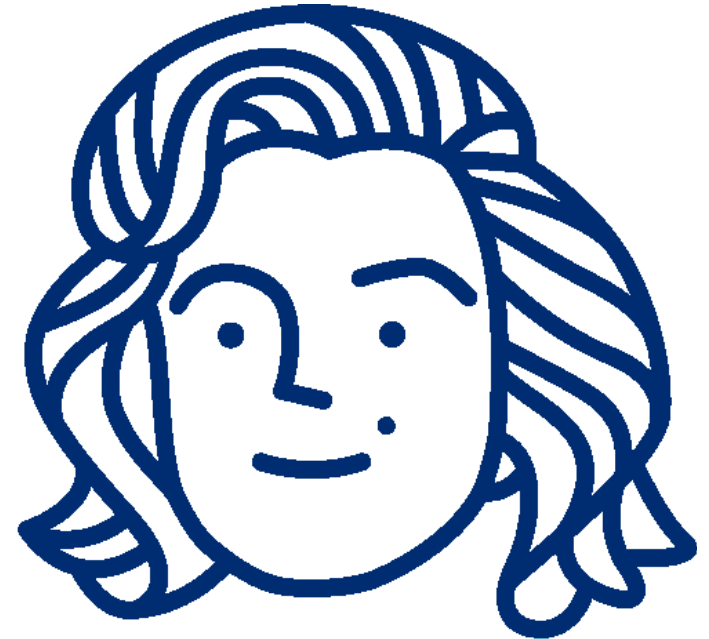
Career-focused Carolyn shattered the “glass ceiling” in achieving a level of success few of her female colleagues and peers have in her industry, which tends to defer heavily to male management. For Carolyn, that is just the beginning of what she intends to be a very long career full of success. She loves her job and always wants to go farther. She does not set limits on herself, and any limits those around her subject her to only fuels her fire to persist. She loves her life, loves her partner, and appreciates that contraception has allowed her to achieve professional success without unintended pregnancies.

### MOTIVATIONS

She'd love a family when she's ready, but she's not there right now.

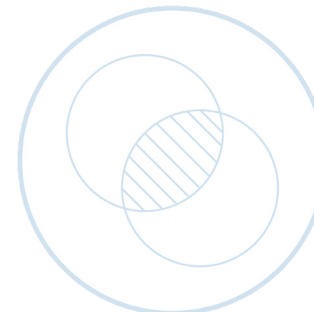
### BARRIERS

She wants access to more and better methods for men and women so that she can focus her attention on her professional pursuits.



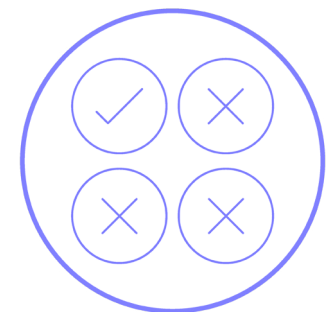
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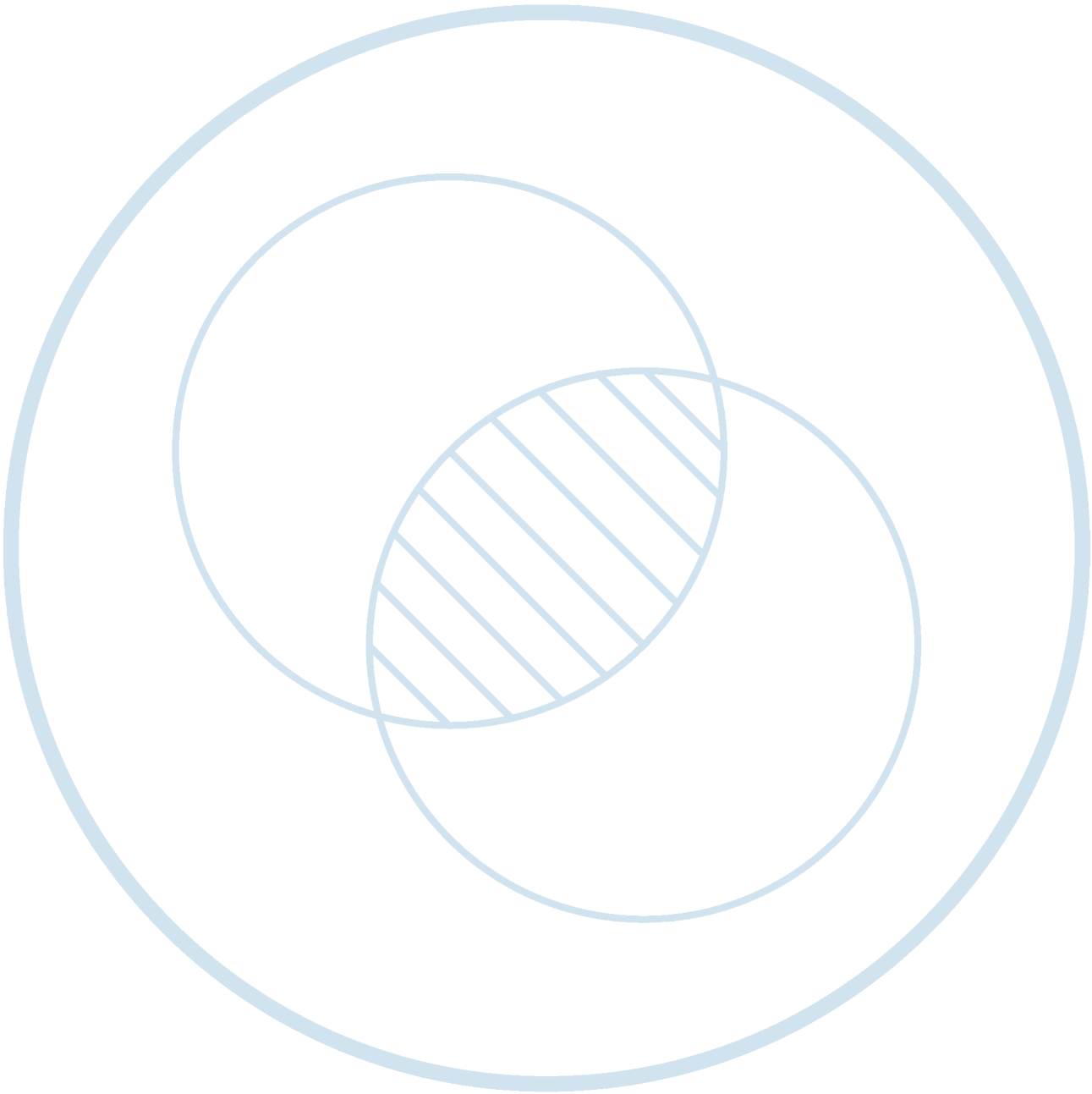


BENEFICIARY

Life Stage:



DECIDING



# Juggling Jennifer

## PROFILE:

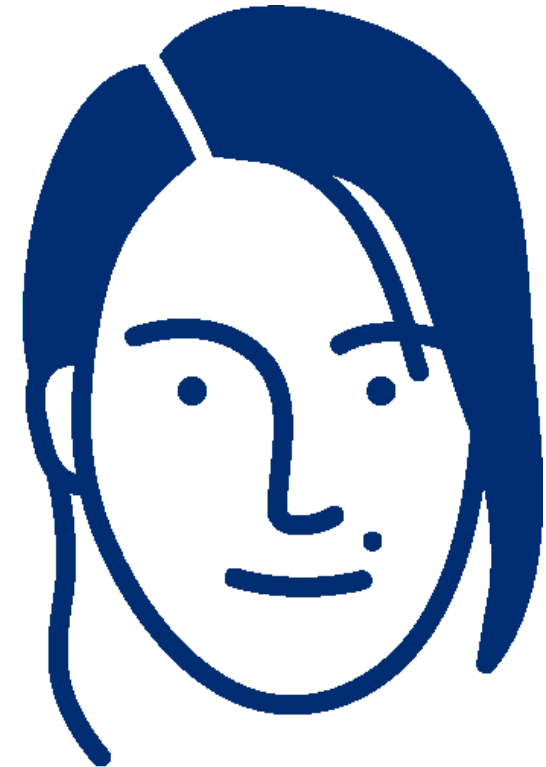
Juggling Jennifer is managing a delicate balance of career, kids and home. Any slip in that balance causes the house of cards to crash so trying to keep up with a daily birth control pill along with everything else is not an option. She is sympathetic to the lack of options for men, but is frustrated that she also has to figure out preventing pregnancy, in addition to everything else.

### MOTIVATIONS

She and her partner have achieved their ideal family size but he does not want a vasectomy.

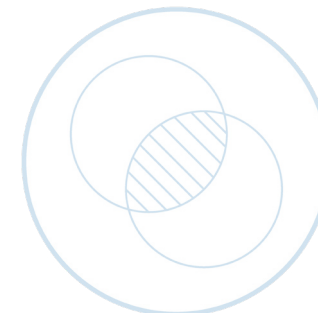
### BARRIERS

She has tried other methods of longer-term contraception but the side-effects were too much to handle.



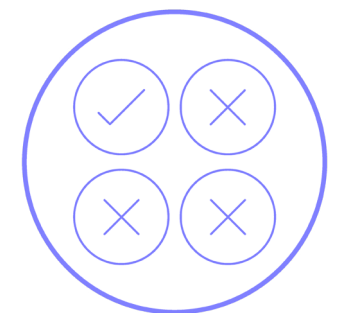
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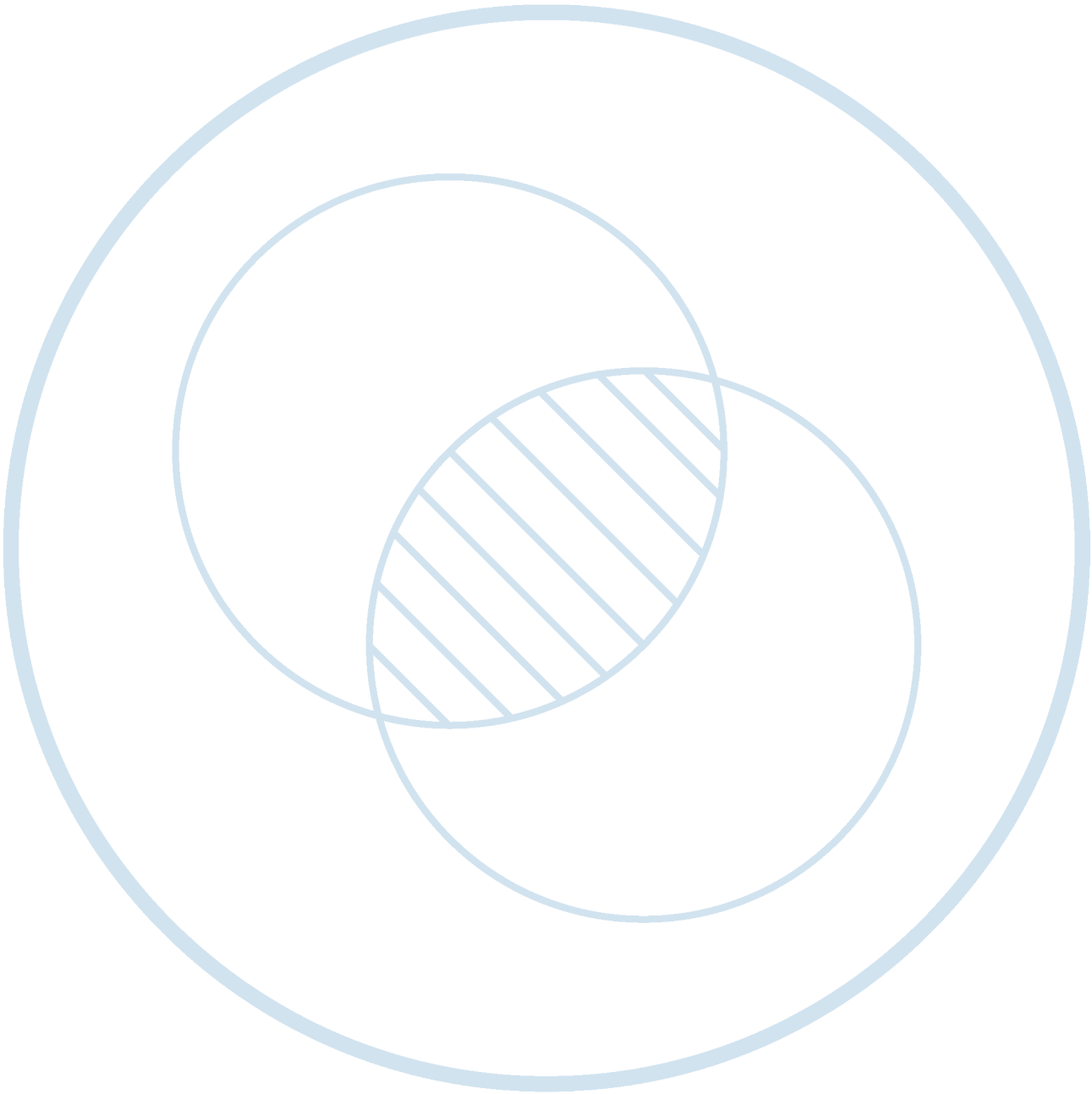


BENEFICIARY

Life Stage:



DECIDING



# Not Now Nadia

## PROFILE:

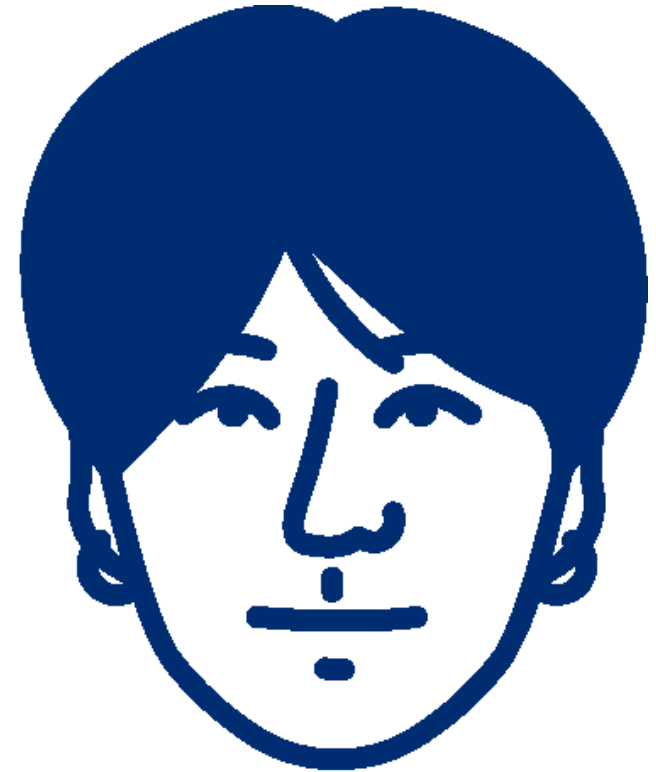
Not Now Nadia is the type of person who packs her bags days before a trip, and shows up at the airport hours in advance of her flight. She is most comfortable Gantt charting her way through life. Her plans include a family in the next five years, but there's much to do before then.

### MOTIVATIONS

She doesn't like what hormonal pills do to her body; she'd prefer a long-acting method for her that provides security so her plans stay on track.

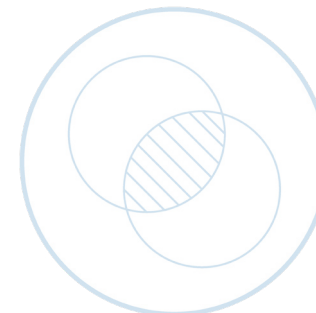
### BARRIERS

She's open to more male methods conceptually, but is not sure she's overly comfortable ceding that level of control to a partner.



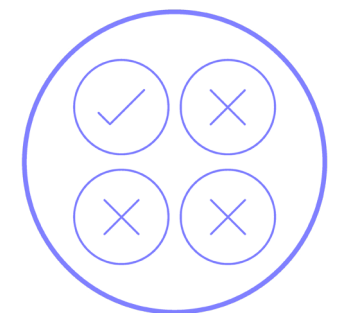
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Stakeholder Group:



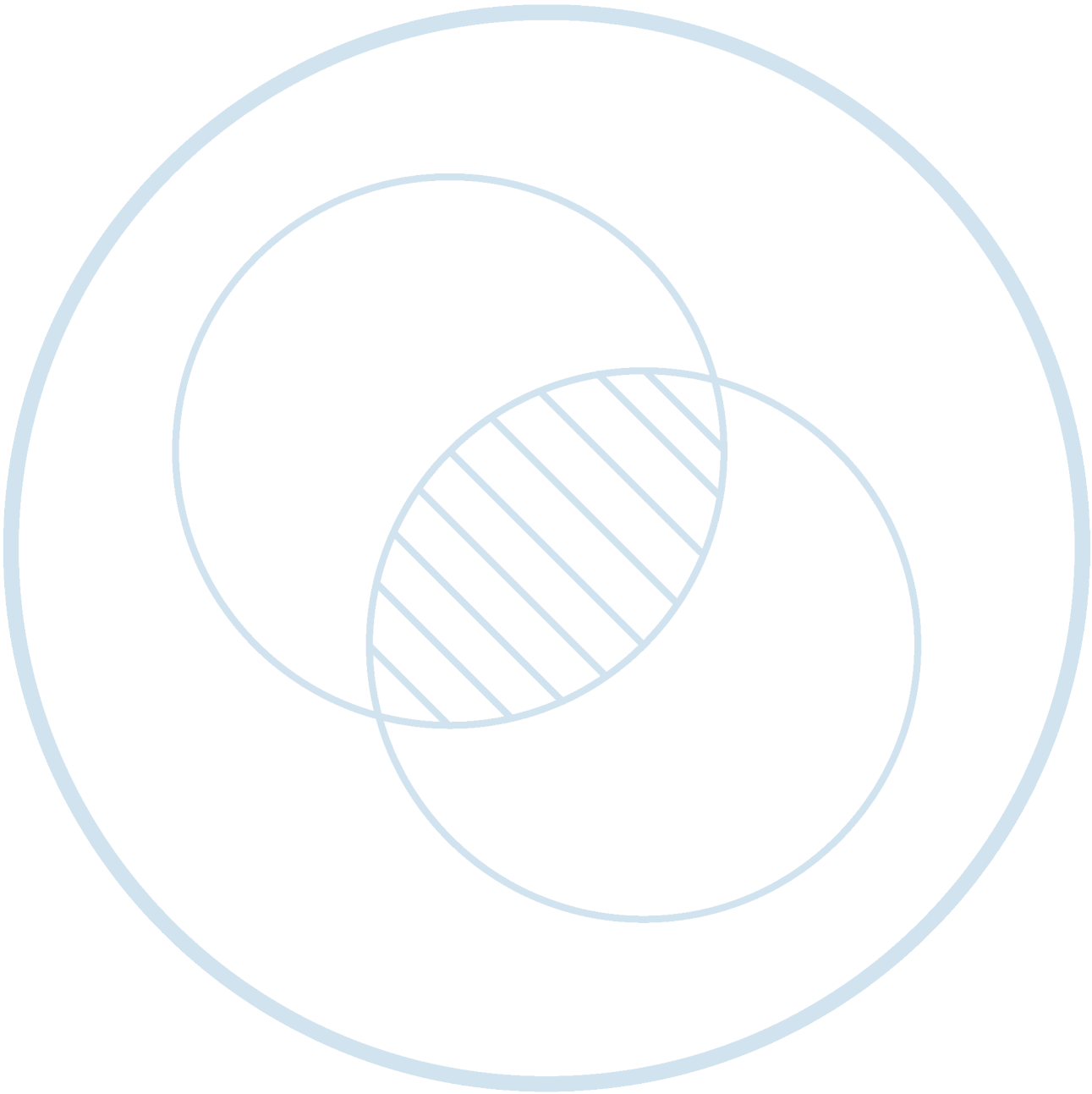
BENEFICIARY

Life Stage:



DECIDING





Name:

**PROFILE:**

Write a biography:

Draw the Persona

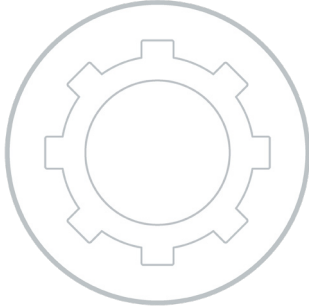
**MOTIVATIONS**

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**BARRIERS**

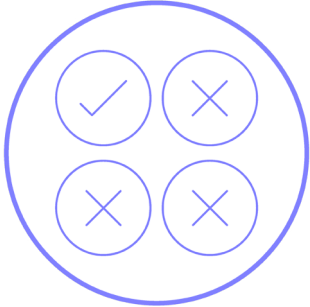
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Stakeholder Group:

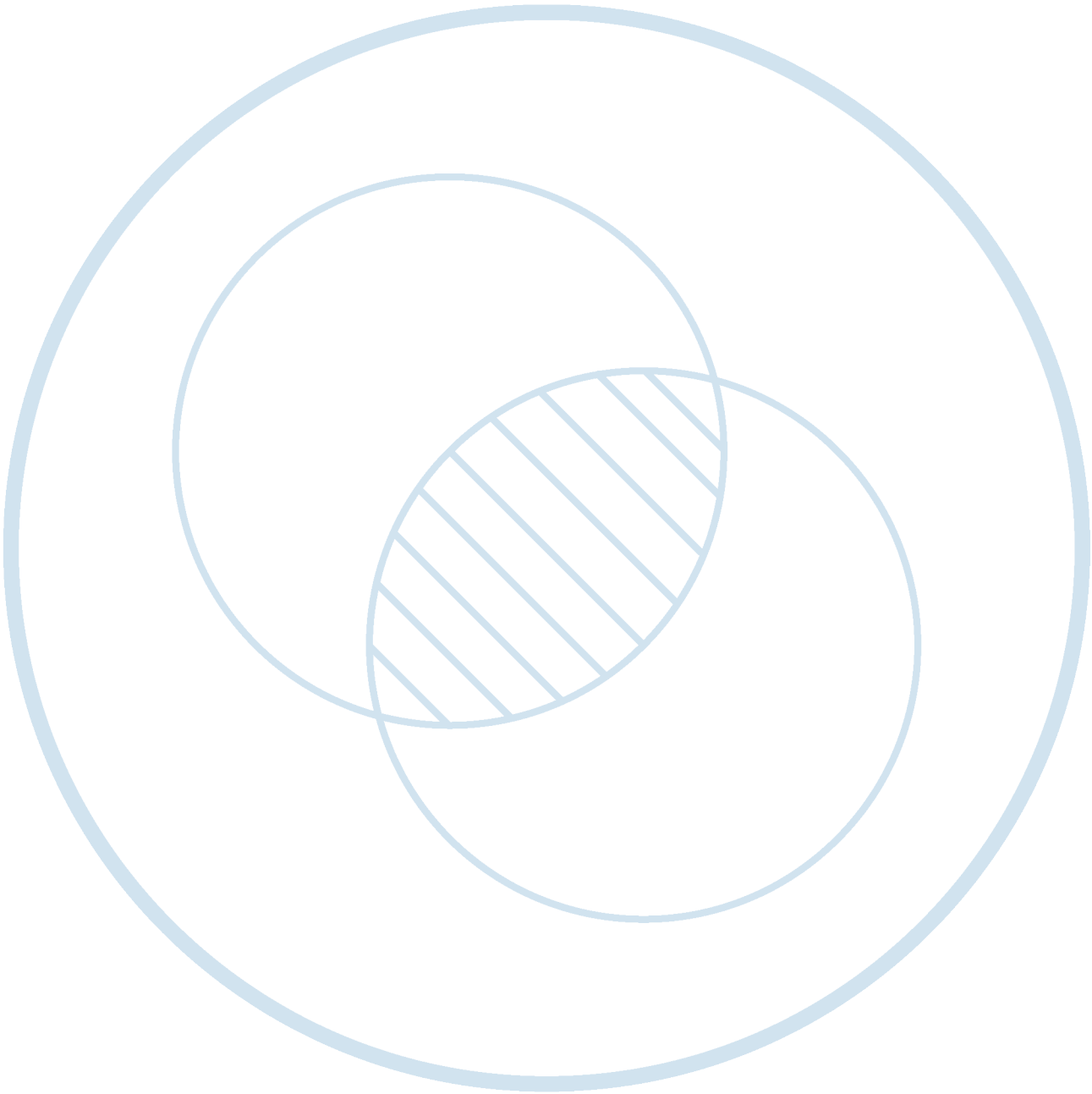


BENEFICIARY

Life Stage:



DECIDING



# Child-free Chastain

## PROFILE:

Child-free Chastain has led what she feels is a long, happy life full of contentment and cherished memories. She'd always thought about raising a family as a "some day", future event, but that never really materialized and she's content with that.

### MOTIVATIONS

It seems to her that there is a great deal of societal pressure on women to bear children, and she decided it wasn't right for her. This in turn got her thinking about the contraceptive burden women face, and the need for greater male involvement in family planning.

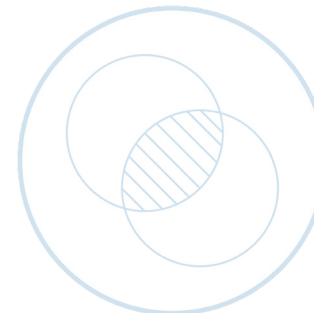
### BARRIERS

She personally doesn't want to be permanently sterilized, but sees long-acting methods as a great way of ensuring long-lasting protection for both her and her partners. There just aren't any options like this for men, though.



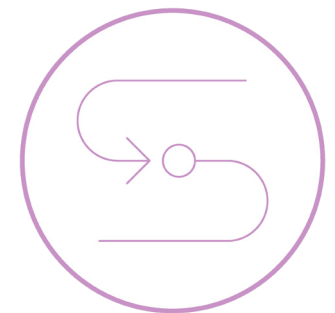
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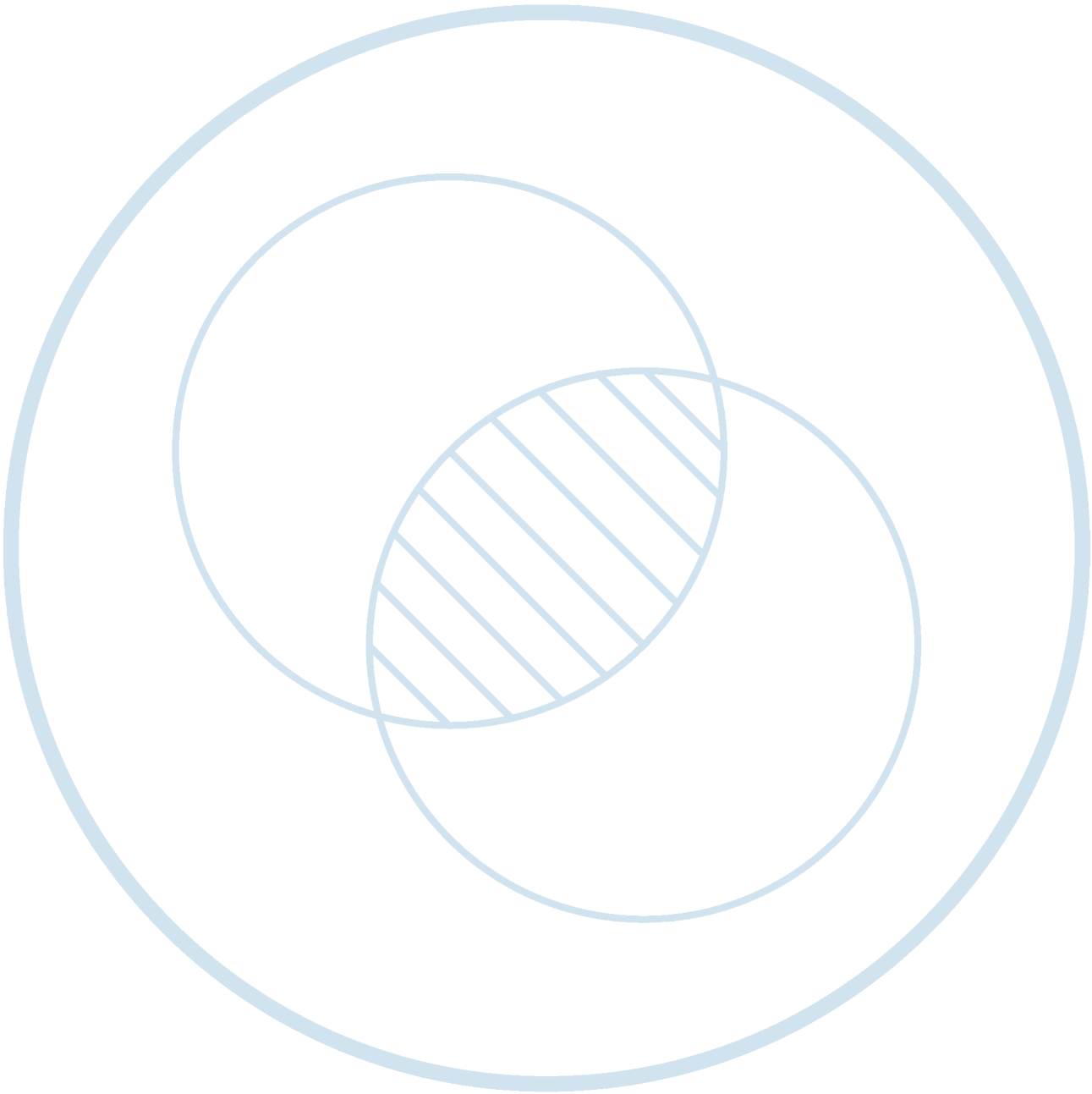


BENEFICIARY

Life Stage:



CONCLUDING



# Mama Bear Bernice

## PROFILE:

Mama Bear Bernice loves her family. She's a stay at home mom and is involved in most aspects of her children's lives. It's important to her that they grow up safe, healthy, and happy, and that they don't have to deal with the obstacles she did growing up.

### MOTIVATIONS

She's done with having kids, but is tired of the side effects of contraception. As for having surgery for tubal ligation? "Not this girl"!

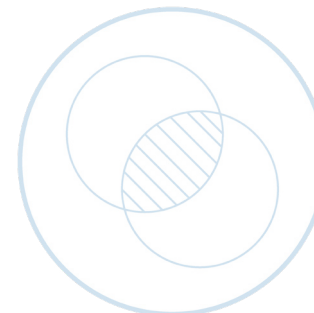
### BARRIERS

She's not sure what her husband will do, but he better figure that out, and soon. For now, they use condoms and the rhythm method, but they want and need something more and better.



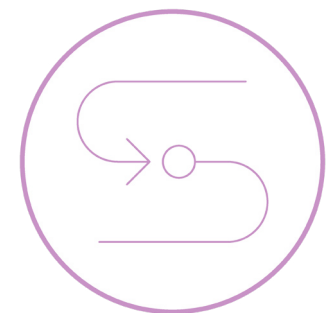
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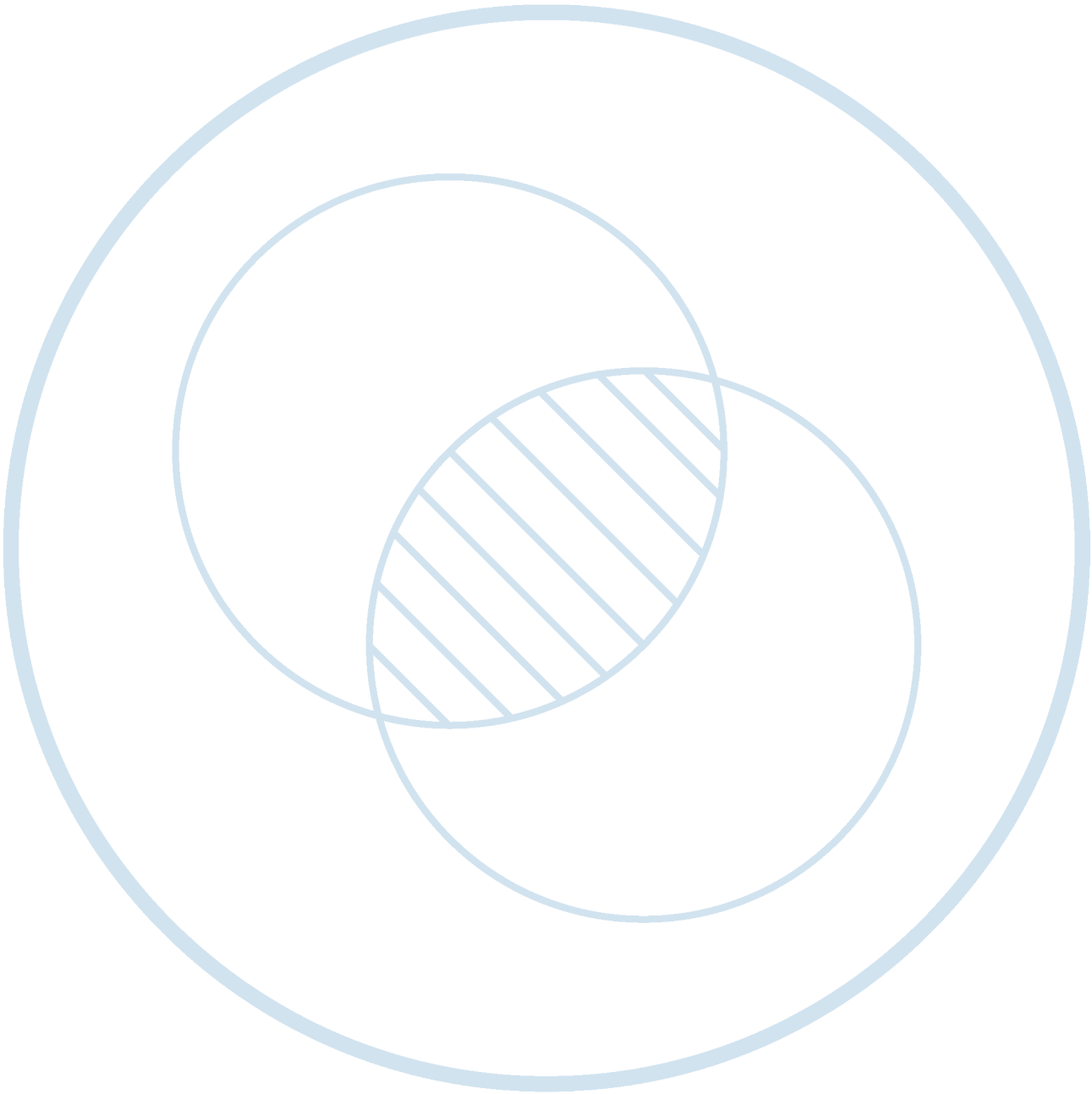


BENEFICIARY

Life Stage:



CONCLUDING



# Not My Tubes Nancy

## PROFILE:

Not My Tubes Nancy is what people describe as “a character”. She has an opinion for everything, and you will hear every one of them often punctuated with her catch phrase “Not this Girl”. She tells it like it is, keeps people laughing, and holds court in any room she finds herself in, though she’s most comfortable and at her “Full Nancy” while hanging out with her girlfriends. She’s had a happy life, but one that came with overcoming challenges; she’s no stranger to struggles, and her self-confidence was born in overcoming them. Her kids are great, and will be even better when they finally move out of her house. She has a playful, loving relationship with her husband; the yin to her yang.

### MOTIVATIONS

Now that they’re getting older, Bernice’s focus is shifting towards contraception for her children of all genders. One of her children takes gender-affirming care, and she’s especially interested in making sure they are protected from pregnancy while they are on hormone therapy.

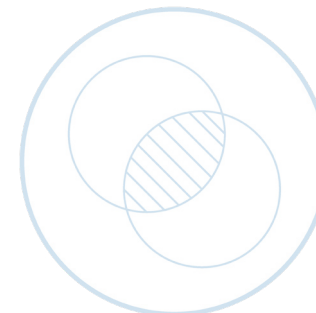
### BARRIERS

She and her husband don’t want more kids, and she’s focused on transitioning her kids into adulthood. She’s uncertain of her children’s needs though and needs to educate herself on the development of new contraceptives.



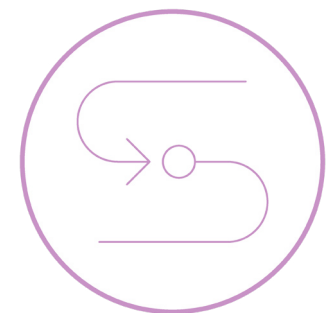
(persona by Yu luck from the Noun Project)

Stakeholder Group:



BENEFICIARY

Life Stage:



CONCLUDING





Name:

**PROFILE:**

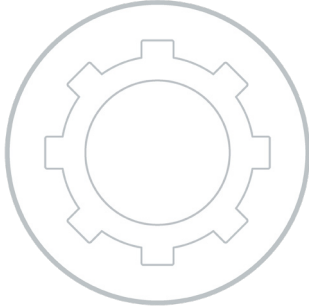
Write a biography:

Draw the Persona

**MOTIVATIONS**

**BARRIERS**

Stakeholder Group:



BENEFICIARY

Life Stage:



CONCLUDING