

# birth control // what's out there



condoms morning after pill nuva ring the pill the sponge IUD



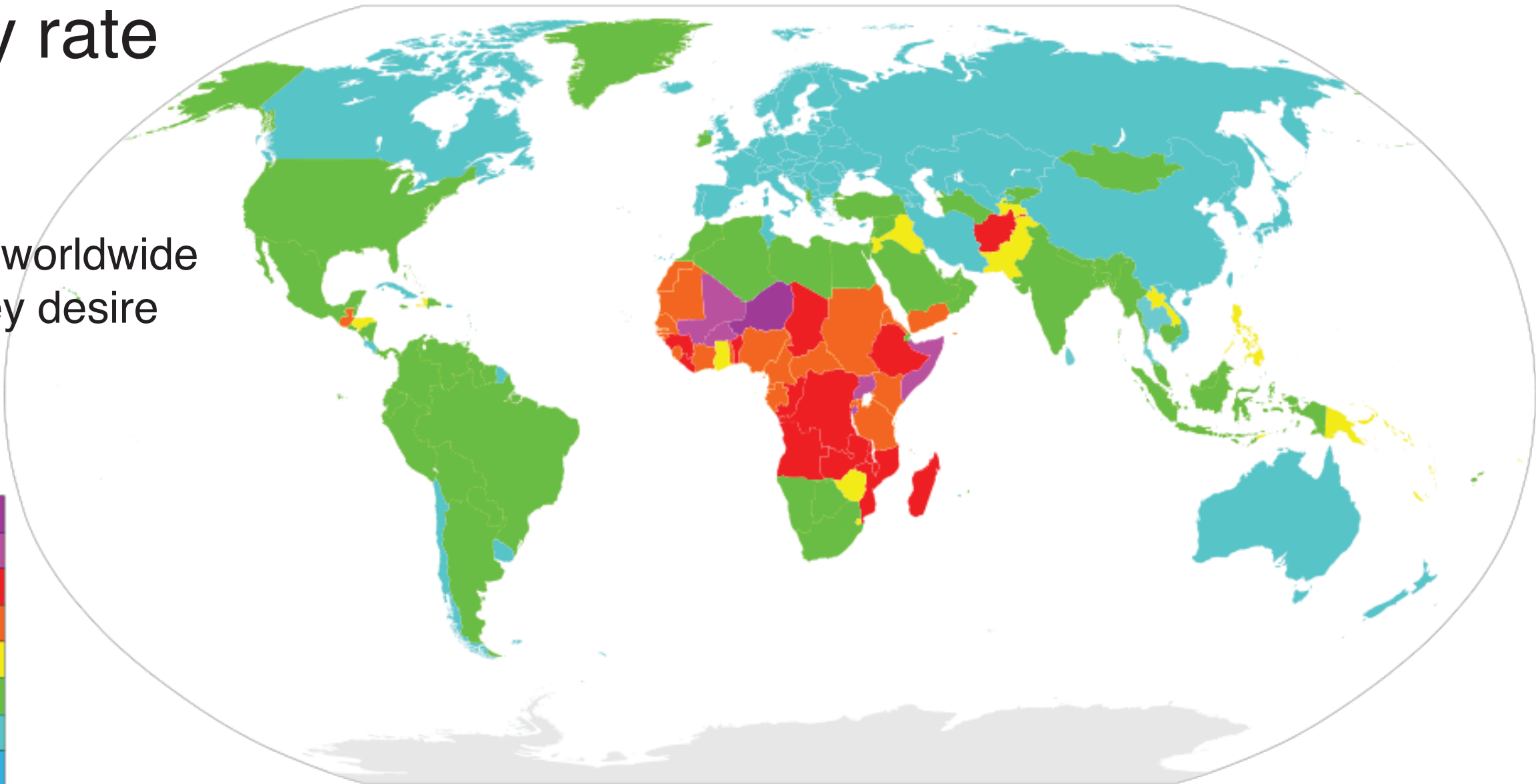
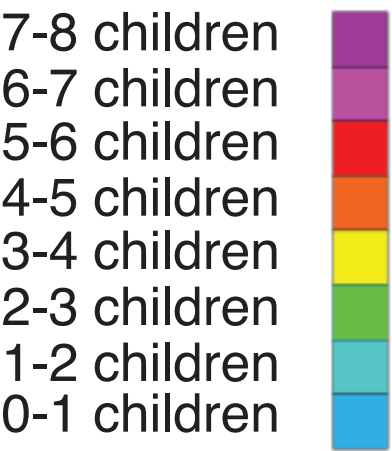
the patch spermicide fem cap female condom arm implant the shot

PLENTY OF OPTIONS  
LIMITED ACCESS

maternal mortality is the leading cause  
of death for women of childbearing age  
500,000 women die EACH YEAR  
from pregnancy related causes  
78,000 die in unsafe abortions

## countries by fertility rate 2005-2010

150 MILLION women worldwide  
cannot get the birth control they desire



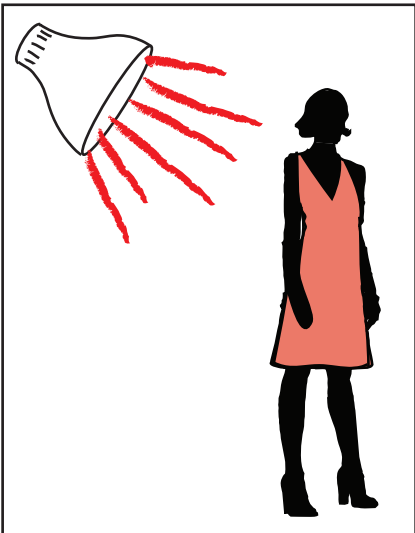
# while the magician works, the mind does tricks

## RED DRESS TRICK

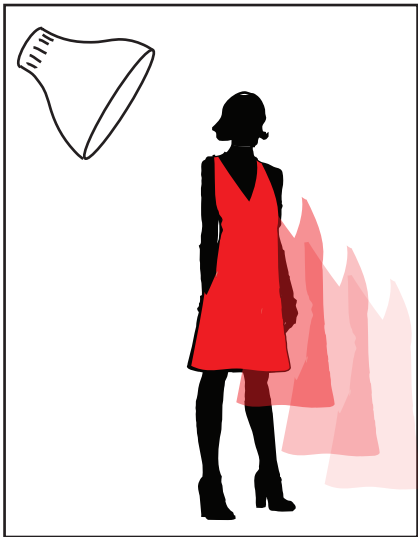
“magicians skill is in framing relevant maneuvers as trivial”



magician says he'll change her white dress red



turns on red stage lights, an obvious ploy he plays off as a joke



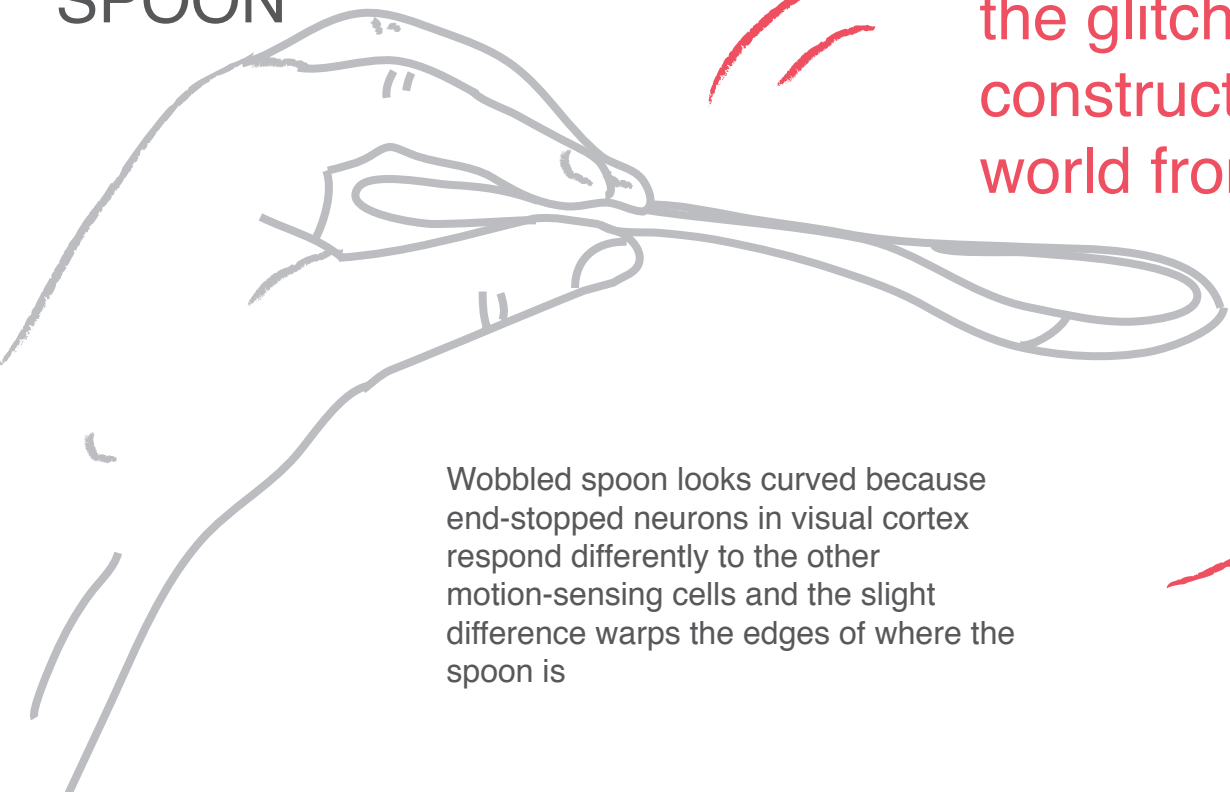
red light flicks off and then woman dressed in red.  
trick: red light lingers in audience's mind for 100 milliseconds after light flickers, during which her dress is removed revealing red dress



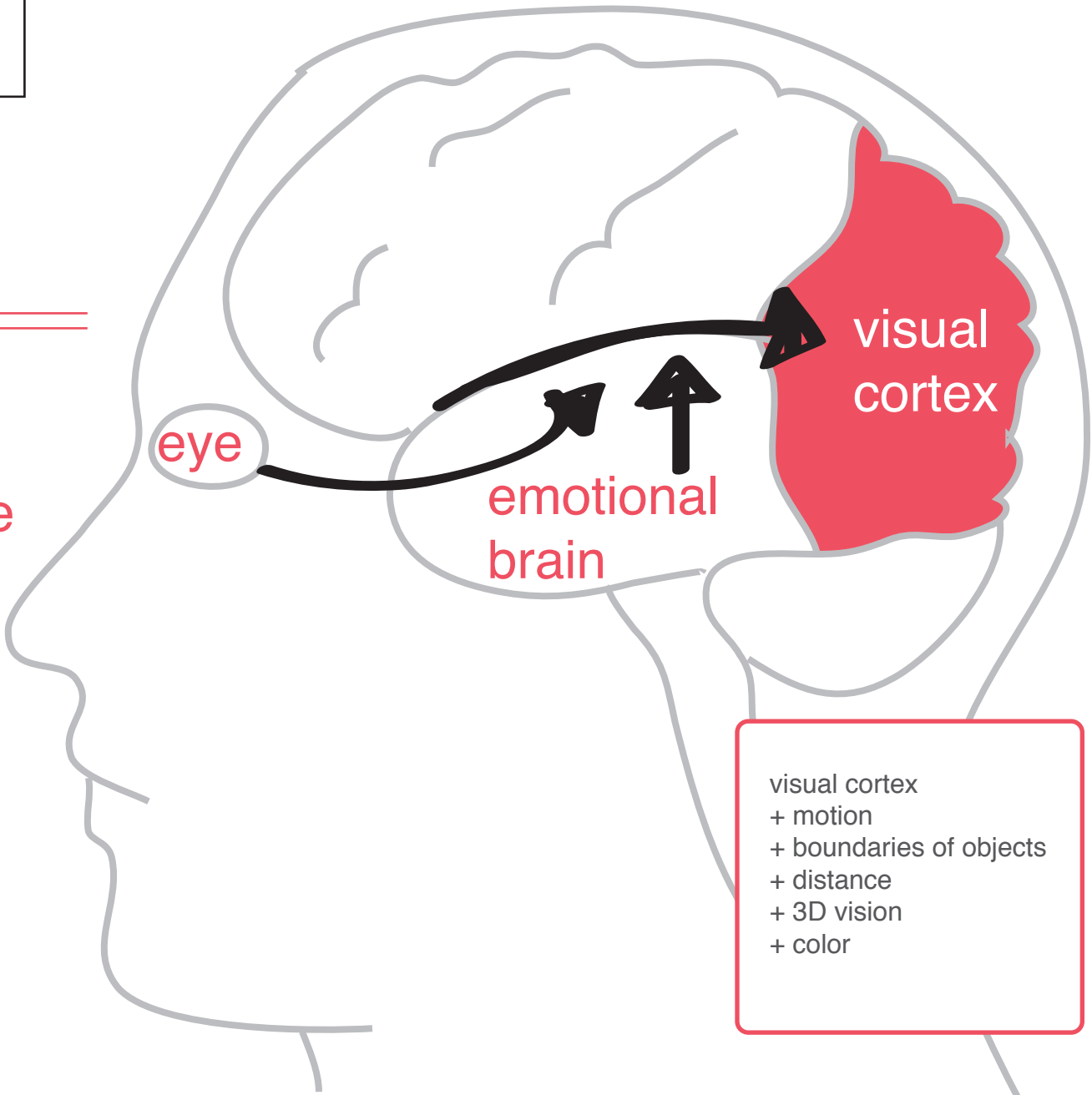
the brain uses neural tricks to build a shorthand reality, instantaneously choosing what to see and drop. “magic exposes the inseams, the neural stitching in the perpetual curtain”

## WIGGLING SPOON

“magic tricks take advantage of the glitches in how the brain constructs a model of the outside world from moment to moment.”



Wobbled spoon looks curved because end-stopped neurons in visual cortex respond differently to the other motion-sensing cells and the slight difference warps the edges of where the spoon is



## inattention blindness movie

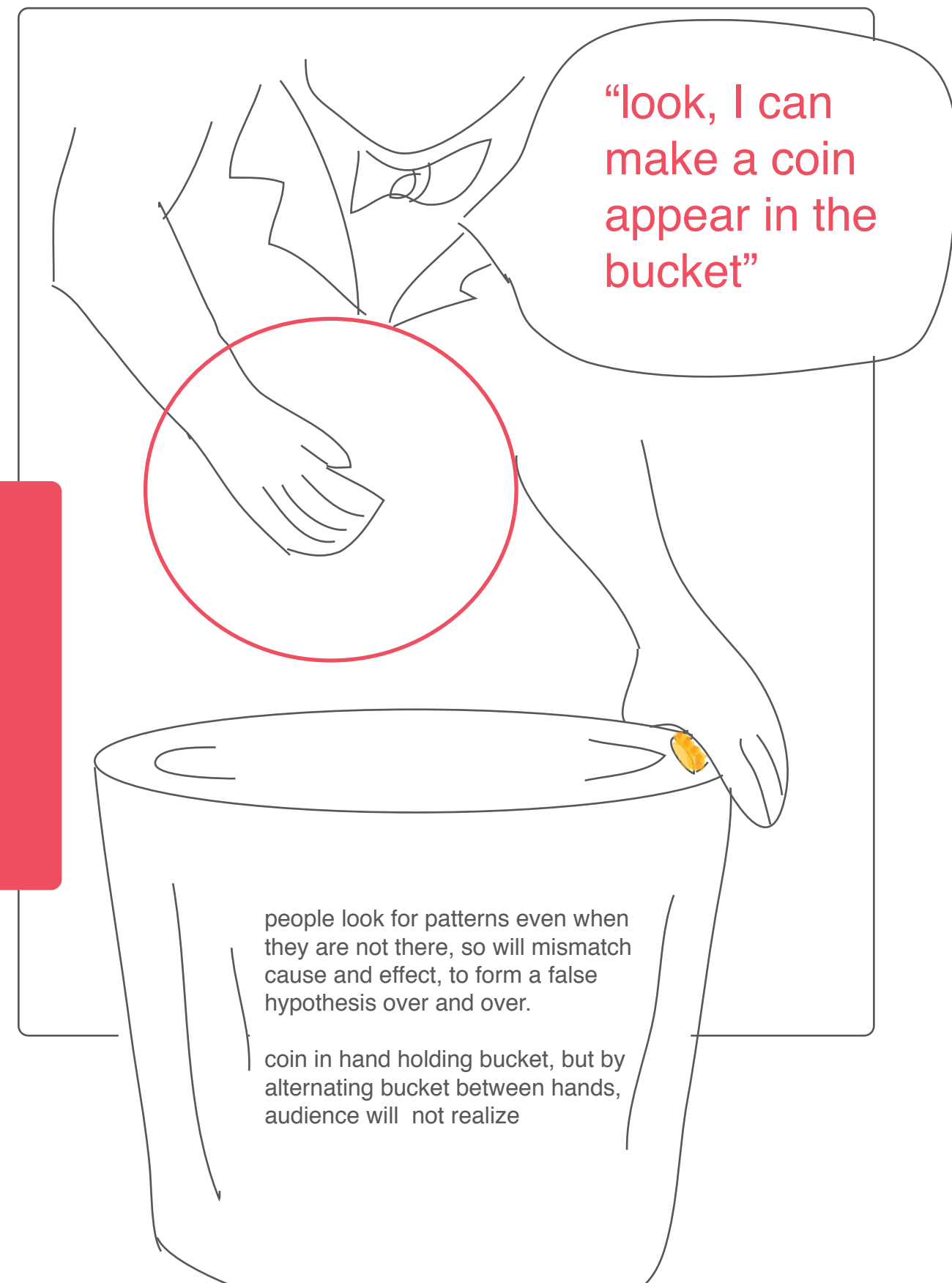


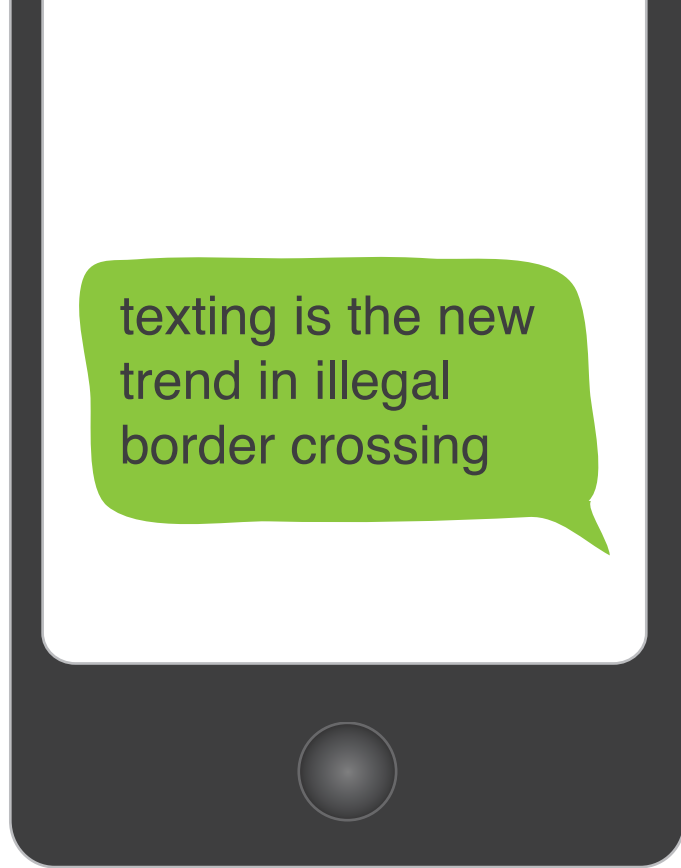
focusing on scene means many don't see the gorilla in the room

intermittent conditioning is the best way to maintain trick...lead audience to believe they've figured it out then change the trick

perception is surprisingly narrow and relatively little of sensory clamor makes its way to awareness

## slights of mind





smugglers guide illegal immigrants with cues from cell phones

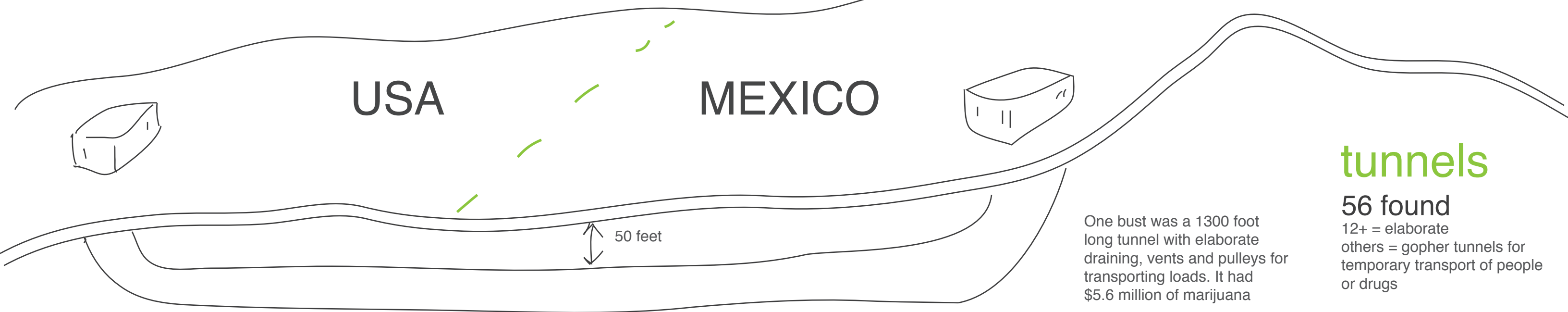
new controversial cell phone app to help guide illegal immigrants to water stations and safe zones

## CYBERCOYOTES

low risk to smugglers  
low cost  
highly effective



... or via underground tunnels



## tunnels

56 found

12+ = elaborate  
others = gopher tunnels for temporary transport of people or drugs

One bust was a 1300 foot long tunnel with elaborate draining, vents and pulleys for transporting loads. It had \$5.6 million of marijuana



# ILLEGAL TRAFFICKING

## drug cartels

profits seized by US Authority: **\$138 million\***

total profits est: **\$18-35 billion**

\*in 2008-2009 fiscal year

cocaine bust  
“the rabbit”

- + dealt 150 tons of cocaine 2000-2011
- + \$4-5 million / month
- + code names/words

## secret vehicle compartments

cottage industry to create special cars for smuggling

compartments don't open unless specific sequence of events occurs  
ex. pump brakes while turning on radio and dome light



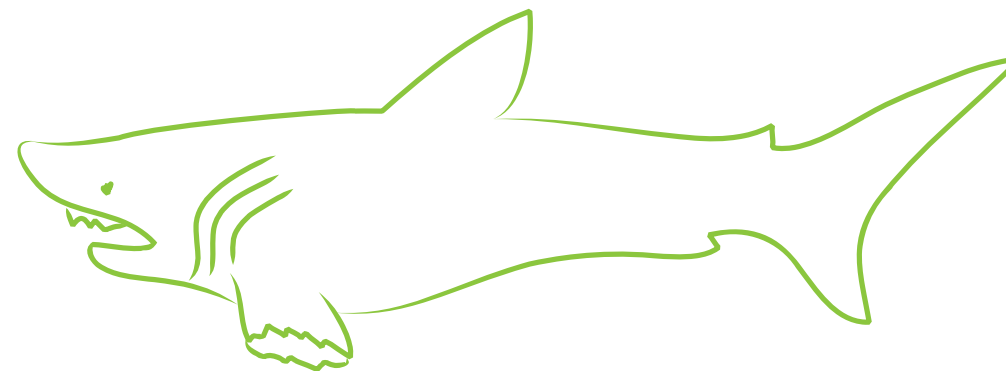
## poaching

demand has increased recently



**x 400**  
rhinos poached in 2011

rhino horn is worth more than its weight in gold



shark finning

**x 6.7 tons**  
of dead geckos

