

# THE NATIONAL DAY TO PREVENT TEEN PREGNANCY

MAY 4  
2011

## NATIONAL DAY A SUCCESS

Nearly 600,000 teens nationwide participated in the tenth annual National Day to Prevent Teen Pregnancy. The purpose of the National Day is straightforward. Too many teens still think "It can't happen to me." The National Day helps teens understand that it *can* happen to them and that they need to think seriously about what they would do in the moment.

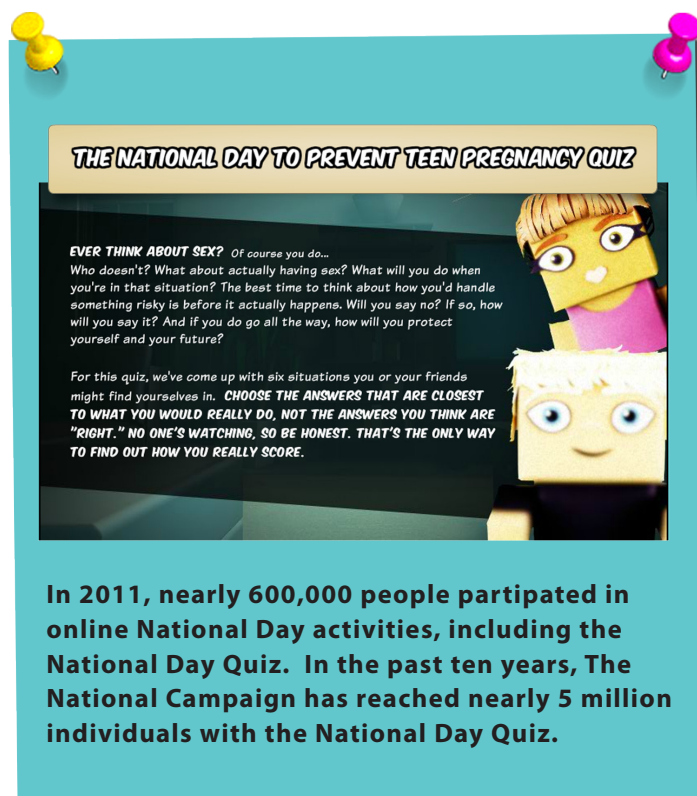
On the National Day, and throughout the entire month of May, teens visited The National Campaign to Prevent Teen and Unplanned Pregnancy's teen website—[StayTeen.org](http://StayTeen.org)—and participated in one of several online activities. Participants were able to take the newly-animated National Day Quiz (available in English and Spanish), play our new "Invasion of the Myth Monsters" game, or download a print version of the National Day Quiz from our website. In addition, National Day Quiz discussion guides for parents and teens were available and were downloaded thousands of times.

## NATIONAL DAY PARTNERSHIPS

More than 200 national organizations partnered with The National Campaign to promote the 2011 National Day. National Day partners include a diverse group of media outlets, health sector leaders, education leaders, businesses, youth-serving groups, groups representing elected officials, fatherhood and male involvement groups, faith-based groups, and other prominent national organizations. Many of these groups promoted the National Day to their members, affiliates, customers, audiences, and contacts in ways The National Campaign could never have afforded or accomplished on its own. For a complete list of 2011 National Day Partners, visit [www.TheNationalCampaign.org/national/partners2011.apxs](http://www.TheNationalCampaign.org/national/partners2011.apxs).

## MEDIA PARTNERSHIPS

Dozens of website partners supported the National Day, including [CWTV.com](http://CWTV.com), [NBC.com](http://NBC.com), [ABCFamily.com](http://ABCFamily.com), [Seventeen.com](http://Seventeen.com), [BlackAmericaWeb.com](http://BlackAmericaWeb.com), [ItsYourSexLife.com](http://ItsYourSexLife.com), [Tr3s.com](http://Tr3s.com), [HolaMun2.com](http://HolaMun2.com), [SexEtc.org](http://SexEtc.org), and more. In addition to our online efforts, The National Campaign worked with print and broadcast media partners to promote the National Day. Some of this year's highlights include:



**THE NATIONAL DAY TO PREVENT TEEN PREGNANCY QUIZ**

**EVER THINK ABOUT SEX?** *Of course you do...*  
Who doesn't? What about actually having sex? What will you do when you're in that situation? The best time to think about how you'd handle something risky is before it actually happens. Will you say no? If so, how will you say it? And if you do go all the way, how will you protect yourself and your future?

For this quiz, we've come up with six situations you or your friends might find yourselves in. **CHOOSE THE ANSWERS THAT ARE CLOSEST TO WHAT YOU WOULD REALLY DO, NOT THE ANSWERS YOU THINK ARE "RIGHT." NO ONE'S WATCHING, SO BE HONEST. THAT'S THE ONLY WAY TO FIND OUT HOW YOU REALLY SCORE.**

**In 2011, nearly 600,000 people participated in online National Day activities, including the National Day Quiz. In the past ten years, The National Campaign has reached nearly 5 million individuals with the National Day Quiz.**

- **FOX Broadcasting Co.** called attention to the National Day by airing The National Campaign's Stay Teen PSAs throughout May during popular prime-time shows, including the season finale of "American Idol" that reached more than 29.2 million viewers. In addition, PSAs aired during "Glee," "The Simpsons," "Family Guy," "American Dad," "House," and other FOX programs.
- **MTV** announced a new season of its popular "Teen Mom" series and aired a block of "16 and Pregnant" and "Teen Mom" episodes with billboards during commercial breaks highlighting the National Day and facts about teen pregnancy. Additionally, as part of the Emmy Award-winning "It's Your (Sex) Life" campaign, MTV released a series of new PSAs featuring its "Teen Mom" cast members talking candidly about sex, pregnancy, and how to prevent it. Some of the spots encourage viewers to visit our [StayTeen.org](http://StayTeen.org) website. Also, **Tr3s**—MTV's destination for U.S. Latino culture, news, music and more—featured the Campaign's Stay Joven PSAs on-air throughout the National Day and also posted related content online at [Tr3s.com](http://Tr3s.com).
- Throughout May, **The CW Television Network** spread the word about the National Day with links and promotions on [CWTV.com](http://CWTV.com). They also made sure that fans of "Gossip Girl," "Hellcats," and "90210" learned all about teen pregnancy and how to prevent it by creating special National Day sections on the shows' Facebook pages and by tweeting about the National Day throughout the month.
- On May 4th, **TeenNick** aired special teen pregnancy-related episodes of the popular teen series "Degrassi." They also ran Stay Teen PSAs heavily on the National Day and throughout the rest of the month.

*"I can honestly say that being a teen parent isn't easy or glamorous. It is really hard. I hope this quiz makes other teens stop and think really hard about what they'd do before it's too late."*

**~ Teen mom, age 17**

To learn more about our 2011 media partnerships, visit [www.thenationalcampaign.org/national/media2011.aspx](http://www.thenationalcampaign.org/national/media2011.aspx)

## STATE AND LOCAL PARTNERSHIPS

The National Day continues to be a successful organizing event for states and communities nationwide. To learn more about state and local National Day activities, visit [www.thenationalcampaign.org/national/plans2011.aspx](http://www.thenationalcampaign.org/national/plans2011.aspx). Some of this year's highlights include:

- In **Augusta, Georgia**, the East Central Health District worked hard to raise awareness of the National Day in their community. Augusta Mayor Deke Copenhaver signed a proclamation in support of the National Day at an event in Richmond County. They brought the National Day Quiz to area schools and made it available at the Richmond County Health Department. Additionally, they created PSAs about the importance of teen pregnancy prevention that ran during the previews at area movie theaters and on local radio stations.

- In **Washington, DC**, the Cesar Chavez Public Charter Schools for Public Policy- Parkside Campus High School and P.E.A.R.L.S. developed a National Day campaign titled “Let’s Chill and Wait.” As part of their campaign, they held an art contest encouraging teens to creatively depict a message about teen pregnancy prevention. Participants artwork was voted upon by other students on the National Day and prizes were awarded at the end of the day.
- In **Globe, Arizona**, two local high schools—Miami High School and Globe High School—prepared an assembly entitled “Look Before You Leap” for all 9th through 12th grade students on the National Day. Using a mix of comedy and drama, this multi-media presentation was a high-energy and unique approach to the topic of sexual health. Their goal of the activity was to inform and inspire students to pursue healthy relationships and avoid risky sexual behavior.
- In **San Antonio, Texas**, Project WORTH and Healthy Futures of Texas hosted a National Day to Prevent Teen Pregnancy press conference on May 5th. Elected officials along with community partners and teens attended to hear the latest on local teen birth data. Project WORTH, Healthy Futures of Texas, and Metro Health also re-launched the ir “ME NOW baby later” campaign.

*I thought the quiz was really helpful and I loved it. Hopefully it can help others see that sex is pretty serious and that one small mistake can change everything. I'm not sexually active yet and taking this quiz makes me really want to wait until I'm happily in love with someone to have sex.*

~ Girl, age 15

In addition, hundreds and hundreds of organizations and individuals used social networks such as Twitter and Facebook to help spread the word about the National Day and bring attention to teen pregnancy during May. Among those who took to their keyboards in support of the National Day: *Seventeen* magazine editor Anne Shoket, Planned Parenthood clinics nationwide, MTV, The CW Television Network, and countless practitioners and teens nationwide.

As in previous years, The National Campaign developed and distributed a variety of teen-friendly materials—such as lanyards, buttons, and pens—to help state and local organizations raise awareness of the National Day among teens and adult professionals who work with teens. This year, more than 35,000 promotional materials were distributed.

## MAKING A DIFFERENCE

Each year, we ask teens to tell us what they thought about the National Day Quiz in a post-quiz evaluation survey and many do. Among the findings from this year’s survey:

- 72% said the Quiz made them think about what they might do in such situations;
- 62% said some of the situations in the Quiz were things that they or their friends had faced;
- 61% said they’d talk to their friends about the situations described in the Quiz;
- 61% said the Quiz made the risks of sex and teen pregnancy seem more real to them;

- 52% said they'd encourage others to take the Quiz;
- 52% said the Quiz made them think about things they hadn't thought about before;
- 46% said they'd learned something new from the Quiz about the consequences of sex; and
- 40% said they'd talk to their parents or other adults about the situations described in the Quiz.

Teens were also given the opportunity to comment on the quiz. Here is a sampling of their responses:

*"I liked it. The quiz has some information that teens need to know about sex and pregnancy. I hope it will make more of them actually be more careful out in the world."* ~ Girl, age 15

*"I may be young, but the pressure to have sex is something that I deal with every day. This quiz helped me realize that saying 'no' is really easy and really important if I want a future for myself."* ~ Girl, age 14

*"I thought the quiz was helpful because it gave real situations that we teenagers actually encounter in our lives. It was helpful to me because I've been in a couple situation and I didn't know what to do. This quiz just gave me some insight on what to do next time."* ~ Guy, age 16

*"I thought [the quiz] was really accurate. Situations like that DO happen and I'm so happy that there's a website that provides so much information about sex, avoiding pregnancy, and about just staying teen. I love this website."*

~ Girl, age 17

*"I think that this quiz is a great wake-up call to all teens having sex out there! You need to make better decisions about sex and, if you are having sex, you need to be safe."* ~ Guy, age 15

*"I thought that the quiz was actually really informative and it was a good way to judge how well you would do in certain situations. Also it helped make me think about how much pressure there is on both girls and guys to have sex and how important it is to make safe decisions."* ~ Girl, age 16