

# THE NATIONAL DAY TO PREVENT TEEN PREGNANCY

MAY 4  
2011

The tenth annual National Day to Prevent Teen Pregnancy will take place on **May 4, 2011**. On the National Day, teens nationwide will be asked to visit *StayTeen.org* to participate in a number of online activities—including our popular National Day Quiz—that deliver teen pregnancy prevention messages and challenge them to think carefully about what they might do “in the moment.” The message of the National Day is straightforward: *Sex has consequences*.

Organized by The National Campaign to Prevent Teen and Unplanned Pregnancy, the National Day has widespread support from more than 200 national organizations and media outlets who serve as official National Day partners.

Visit the [www.TheNationalCampaign.org/national](http://www.TheNationalCampaign.org/national) for more information and free National Day resources.

## WHY A NATIONAL DAY?

The extraordinary declines in teen pregnancy and child-bearing over the past two decades have proven to cynics that progress can be made on tough issues. In fact, few social problems have improved quite as dramatically over the past 20 years as teen pregnancy.

The latest news on the teen pregnancy front has been positive. The U.S. teen birth rate declined 6% in 2009—the most recent year for which data is available—and is now at a record low.

Despite this progress, it is still the case that 3 in 10 girls get pregnant by age 20. This suggests that we all need to continue helping teens postpone their families until they are older, through school, and in stable, committed relationships.

We hope that—in some modest way—the National Day will help teens think carefully about sex, relationships, contraception, the possibility of pregnancy, and the lifelong challenges of being a parent.

## 5 EASY WAYS TO PROMOTE THE NATIONAL DAY

1. Provide a link to *StayTeen.org* or run a National Day web banner on your site.
2. Alert others about the National Day through press releases, listservs, and newsletters.
3. Organize a National Day event to raise awareness and encourage teens to take the quiz.
4. Create and distribute Public Service Announcements for the National Day.
5. Get in touch with state and national policymakers to encourage them to promote the National Day and/or issue a proclamation or resolution.

*“Speaking from my own personal experience, being a teen mom is really hard. I hope that lots of people take this quiz and think really hard about how they’d do in these situations before it’s too late.”*

~ Teen mom, age 17

## HOW DO TEENS PARTICIPATE?

Teens can support the National Day by simply logging onto *StayTeen.org* on May 4th (and throughout May) and participate in our online National Day activities, including the National Day Quiz. The online Quiz will be posted in both English and Spanish beginning on May 1, 2011 and will be available throughout May. Print versions of the Quiz will also be available. The National Day Quiz is appropriate for teens ages 13 and up.

## MAKING A DIFFERENCE

In 2009, more than a half-million teens participated in on-line National Day activities. More than 4.2 million individuals have taken the National Day Quiz since 2001.

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 last year's survey:

- 77% said the Quiz made them think about what they might do in such situations;
- 66% 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;
- 60% said the Quiz made the risks of sex and teen pregnancy seem more real to them;
- 57% said they'd encourage others to take the Quiz;
- 55% said the Quiz made them think about things they hadn't thought about before;
- 54% said they'd learned something new from the Quiz about the consequences of sex; and
- 42% said they'd talk to their parents or other adults about the situations described in the Quiz.

## HOW CAN YOU HELP?

### WEBSITES

Prominently promote the National Day on your site. Provide related content about teen pregnancy prevention. Run a National Day banner ad.

### NATIONAL ORGANIZATIONS

Become an official National Day Partner. Spread the word through your listserv, newsletter or website. Distribute materials promoting the National Day to your local affiliates.

### LOCAL ORGANIZATIONS

Make computers accessible so teens can participate. Make the National Day a local event or release new information about teen pregnancy in your community. Send out a press release to your local media outlets about your efforts. Get teens to distribute promotional materials at malls.

### BUSINESSES

Consider helping sponsor a National Day event in your area or provide incentives (coupons, products, etc) for teens to participate.

### POLICYMAKERS

Issue a proclamation in support of the National Day. Sponsor a teen pregnancy prevention event. Use the National Day to introduce a new initiative or highlight a current effort.

### PARENTS

Encourage your children to take the Quiz. Use the Quiz as a conversation-starter with your children about sex, love, and values. Alert other parents about the National Day. The National Campaign offers downloadable discussion guide to help you get the conversation started.

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

*"This quiz made me think about the seriousness of sex. I know so many girls who might find themselves in similar situations and now I can give them smart advice. Thank you." ~ 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 it was fun to read the situations and really think about what you would do in each of them. It's good to think about the stuff before you find yourself in these kinds of situations." ~ Guy, age 16*

*"I thought the quiz was great. I really learned a lot from it. Even though I am waiting to have sex until after I am married, I still have to face these issues and pressures on a daily basis." ~ Girl, age 17*

*"I thought it was a good quiz. It seems like a good way to teach teens about sex if they are too afraid to ask their parents and are afraid of what they might say or do." ~ 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*

*"I thought the quiz was a very good eye-opener. Most teens don't think about how much getting pregnant could screw up their lives. I think this quiz will help people start thinking about sex and teen pregnancy and help them realize that they might not be as smart as they think."*

*~ Girl, age 15*

## **NATIONAL DAY PARTNERSHIPS**

National Day partners are critical to the success of the National Day. Each year, hundreds of national-level organizations team up with the National Campaign to promote the National Day to their members, affiliates, customers, audiences, and contacts in ways that the National Campaign could never accomplish on its own. Please visit [www.thenationalcampaign.org/national](http://www.thenationalcampaign.org/national) for a complete list of National Day partners.

To become an official National Day partner, please complete the National Day Partnership Request form on the following page. Thank you so much for your interest in the 2011 National Day to Prevent Teen Pregnancy!

# NATIONAL DAY PARTNERSHIP REQUEST FORM

Becoming an official partner of the 2011 National Day to Prevent Teen Pregnancy is easy. Simply fill out the information below and fax this form back to Michael Rosst at 202.478.8588. After we receive your form, a member of the National Campaign's staff will be in touch to confirm your status as a National Day partner. If you have any questions or concerns, please do not hesitate to contact Michael Rosst at 202.478.8507 or [mrosst@thenc.org](mailto:mrosst@thenc.org).

Organization (please print): \_\_\_\_\_

Website: \_\_\_\_\_

Executive Director or President/CEO: \_\_\_\_\_

Who is the primary National Day contact for your organization?:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

As an official partner in the National Campaign to Prevent Teen and Unplanned Pregnancy's 2011 National Day to Prevent Teen Pregnancy, \_\_\_\_\_ agrees to:

(name of organization)

- promote the National Day throughout our organizational network including our members, chapters, clients, and colleagues;
- promote the National Day on our website and if applicable, provide a link from our website to the National Day Quiz; and
- lend our name to promotional materials created by The National Campaign for the National Day.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

