



The National Campaign
to Prevent Teen and Unplanned Pregnancy

Responsible Behavior.
Responsible Policies.

TeenPregnancy.org

StayTeen.org

TheNationalCampaign.org

[Blog:TheNationalCampaign.org](http://Blog.TheNationalCampaign.org)



About Us

The National Campaign to Prevent Teen and Unplanned Pregnancy is a private, nonprofit, nonpartisan organization.

Our mission is to improve the lives and future prospects of children and families and, in particular, to help ensure that children are born into stable, two-parent families who are committed to and ready for the demanding task of raising the next generation.

Our strategy is to prevent teen pregnancy and unplanned pregnancy, especially among single, young adults.

We support a combination of responsible behavior by both men and women and responsible policies in both the public and private sectors.

When we are successful, child and family well-being will improve. There will be less poverty, more opportunities for young men and women to complete their education or achieve other life goals, fewer abortions, and a stronger nation.



Decreasing teen pregnancy and unplanned pregnancy (especially among single, young adults) and increasing the proportion of pregnancies that are wanted and welcomed by both parents will:

- Reduce child poverty and income disparities;
- Reduce out-of-wedlock births;
- Improve overall family well-being;
- Reduce taxpayers' burdens;
- Reduce the need for abortion;
- Help women and men better plan their futures;
- Increase educational attainment and improve the workforce;
- Reduce family turmoil and relationship conflict; and
- Help ensure healthier pregnancies, healthier babies, enhanced child development, and healthier future generations.

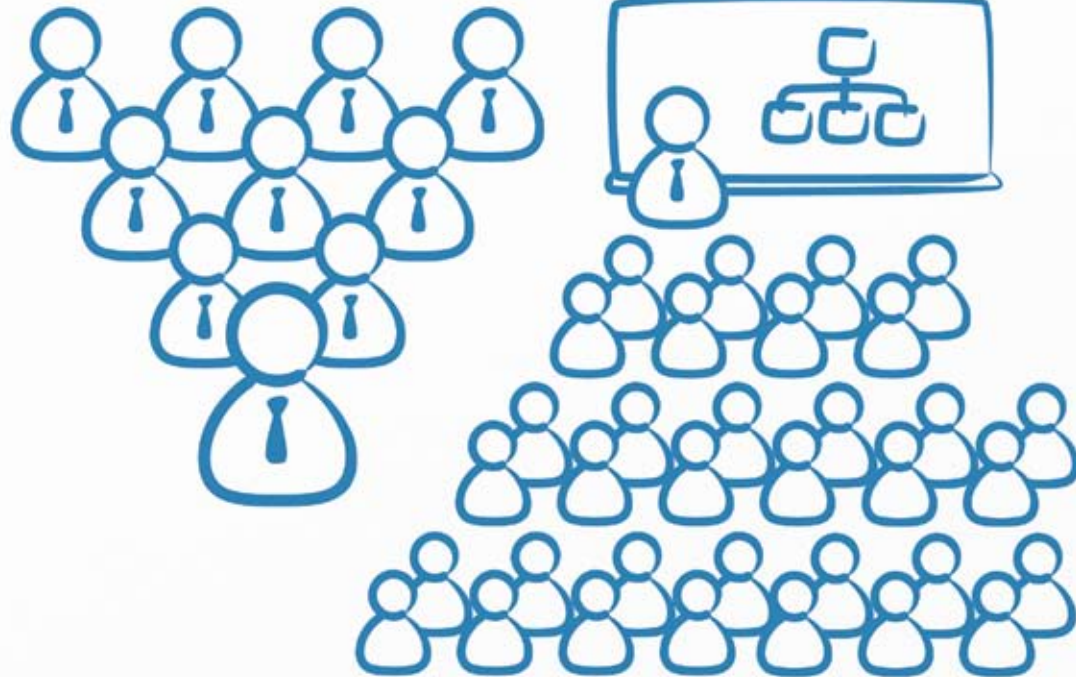


We support a combination of responsible values and behavior by both men and women and responsible policies in both the public and private sectors. In particular, we:

- Raise awareness of the teen and unplanned pregnancy problem by working with opinion leaders, the press, popular media, policymakers, influential organizations, and program leaders at the national and state levels;
- Engage parents, faith communities, young adults, teens, and others;
- Encourage increased discussion about the role that responsible behavior can play in reducing both teen and unplanned pregnancy;
- Conduct action-oriented research, public information, and education;
- Emphasize the role of men in pregnancy prevention and planning;
- Provide intense support to communities with especially high rates, including Latino teens and families;
- Develop, produce, and disseminate a wide range of materials, videos, and online products;
- Support practical, evidence-based policies that advance our mission;
- Work with entertainment media leaders to include prevention messages in the content of their work; and
- Employ creative and innovative uses of digital media to advance our mission.



Leadership



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A distinguished **Board of Directors** led by Chairman Tom Kean (former Governor of New Jersey and Chairman of the Robert Wood Johnson Foundation) and President Isabel Sawhill (Senior Fellow of Economic Studies at The Brookings Institution) provides overall direction to the organization.

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In addition, the organization benefits from the counsel of **eight advisory groups**, made up of experts in their respective fields:

- Bipartisan Congressional Advisory Panels in the House and Senate
- Latino Initiative Advisory Group
- Media Advisory Group
- Personal Responsibility, Religion, and Values Advisory Group
- Public Policy Advisory Group
- Research Advisory Panel
- State and Local Action Advisory Group

A national Youth Leadership Team and a large online community of teens and young adults also provide important guidance.

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Executive Director

Utah Department of Health

Laurie Weaver, M.D.

Chief, Office of Family Planning

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The Honorable Diane Winston

State Representative of Louisiana

Louisiana House of Representatives

Results



- ✓ 38% reduction in teen pregnancy
- ✓ 14 million web visits
- ✓ 7.6 million videos and materials distributed
- ✓ 6,000 newspaper mentions
- ✓ 100 media partnerships
- ✓ 3 million National Day to Prevent Teen Pregnancy participants

On The National Campaign's watch, the nation has made stunning progress in reducing the teen pregnancy rate. It has declined almost 40 percent since the early 1990s. In fact, few pressing social problems have improved quite so dramatically. The organization is also now working on reducing stubbornly high rates of unplanned pregnancy among single, young adults. In support of these twin goals, over the past decade-plus, The National Campaign has:

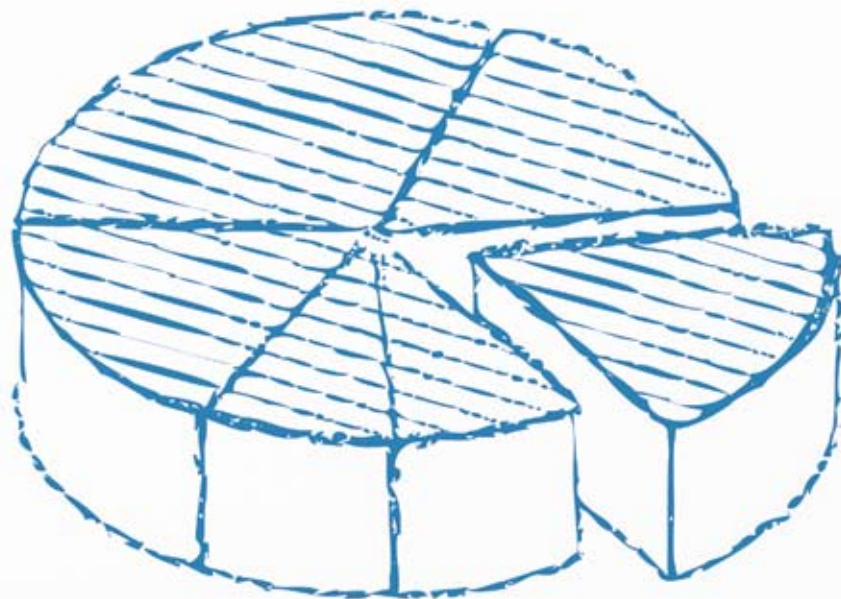
- Welcomed **14 million visits** to our award-winning websites.
- Distributed **7.6 million educational videos and materials**.
- Appeared in more than **6,000 newspapers** nationwide.
- Developed the nation's definitive assessment of which community programs help to reduce teen pregnancy.
- Encouraged **3 million** teens—along with over **200** prominent organizations and websites—to participate in our annual online National Day to Prevent Teen Pregnancy.

- Developed more than **100 partnerships** with major entertainment media outlets who in turn have reached approximately **300 million people** with our prevention messages.
- Benefited from the advice of **bi-partisan Senate and House advisory panels**, hosted numerous Congressional briefings on a range of topics, worked closely with key Congressional committees, provided information to hundreds of legislative and executive branch officials; and helped with dozens of legislative proposals at both the federal and state levels.
- Succeeded in engaging leaders on both the left and the right, as well as in many faith communities, in actions to reduce both teen and unplanned pregnancy. We are, in fact, a **big tent**.
- Launched **new initiatives** focused on preventing teen and unplanned pregnancy in the Latino community, for youth in foster care, and among students at community colleges.
- Provided **direct assistance**, advice, and encouragement to those on the front lines in every state.

From the beginning, the National Campaign has placed a high value on self-assessment and evaluation. We track dozens of performance measures on a quarterly basis and are a case study at Harvard Business School in their course on effective non-profit management. In addition, an independent evaluation of The National Campaign's efforts conducted by McKinsey and Company indicated that:

- The National Campaign is seen as the nation's number one resource on preventing teen pregnancy.
- State and local leaders and those who use our materials say The National Campaign has made them more effective in their work.
- The National Campaign is widely admired and seen as an objective source of information on an issue that is often both politically and ideologically complex.

Funding



The National Campaign is a private, nonprofit organization funded largely by private donations. Major support for our activities comes from **The William and Flora Hewlett Foundation**. In addition, we recognize the generous current and past support of other individuals, organizations, and foundations, including:

Abbott Fund	Irving Harris Foundation
The Achelis Foundation	The John D. and Catherine T. MacArthur Foundation
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The Annie E. Casey Foundation	Mary Wohlford Foundation
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Carnegie Corporation of New York	The Robert Wood Johnson Foundation
The Centers for Disease Control and Prevention and other agencies of the U.S. Department of Health & Human Services	The Spark Fund
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The Dibble Institute for Marriage Education	Turner Foundation, Inc.
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Henry J. Kaiser Family Foundation	William T. Grant Foundation
	W.K. Kellogg Foundation
	Wyeth Pharmaceuticals

The **National Campaign Fund** also provides a limited amount of support to promote research, innovation, and action that advance The National Campaign's mission. The Fund has three primary emphases:

- **Research:** Building the knowledge base for action in many areas—public policy, media, community programs, clinical services, and more;
- **Innovation:** Encouraging the development of new ideas and better ways to reduce both teen pregnancy and unplanned pregnancy, especially among single young adults; and
- **Action:** Supporting policies and partnerships with powerful sectors (including states) that can advance our mission in clear and deliberate ways.

Visit us at www.TheNationalCampaign.org/fund for more information.

The National Campaign to Prevent Teen and Unplanned Pregnancy

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TeenPregnancy.org

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Blog.TheNationalCampaign.org

Half of all pregnancies are unplanned. Three in 10 girls get pregnant by age 20.