

THE
NATIONAL
CAMPAIGN TO
PREVENT TEEN PREGNANCY



Campaign *Update*

FALL 2001

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Keeping the Faith

Religion, faith, and faith communities can play important roles in preventing teen pregnancy, according to new National Campaign reports unveiled at a press conference and public forum in Washington, DC, in September. Three publications were released at the event:

- *Keeping the Faith: The Role of Religion and Faith Communities in Teen Pregnancy Prevention*, a two-chapter report by Barbara Dafoe Whitehead, Ph.D., Brian Wilcox, Ph.D., and Sharon Scales Rostosky, Ph.D.
- *Snapshots from the Front Line III: Lessons from Faith-Based Efforts to Prevent Teen Pregnancy*, a reader-friendly pamphlet highlighting a variety of faith-based programs.
- *Faithful Nation: What American Adults Think About Faith, Morals, Religion, and Teen Pregnancy*, the results of a nationally-representative survey of adults and teens (ages 12-17).

The polling results confirmed that American teens are religious: eight of ten teens (83%) say that religion is an important part of their lives, and about one-half of teens say they attend religious services weekly. Among the survey's other findings:

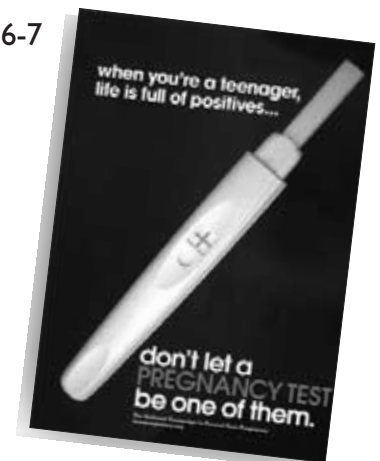
- By a wide margin, teens say morals, values, and/or religious beliefs affect their decisions to have sex more than concerns about STDs or pregnancy, education and information about sex, or attachment to their partners.

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INSIDE:

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Find Us On The Internet—
www.teenpregnancy.org

Katharine Graham (1917-2001)

The National Campaign notes with great sadness the passing of Katharine Graham, Chairman of the Executive Committee, the Washington Post Company. Mrs. Graham, a founding member of the National Campaign's Board of Directors, died on July 17, 2001. In expressing her regret over this sudden loss, Isabel Sawhill, the Campaign's President, noted that "Mrs. Graham always set high standards for our efforts and challenged us to do better. Without question, her support for the organization was a critical element in the Campaign's founding and early success. We will very much miss her good company and good counsel."



The late Katharine Graham, a member of the National Campaign's Board of Directors, at a Campaign event in 1998.

Resource Bureau Now Open

Need information on media strategies? Looking for an exciting, dynamic speaker for your next event? Want to find the latest research on effective programs to prevent teen pregnancy?

Look no further than the National Campaign to Prevent Teen Pregnancy's Resource Bureau, debuting this month. Created to respond to technical assistance inquiries from the field, the Resource Bureau is an extensive collection of individuals, organizations, websites, and other materials focused on preventing teen pregnancy. It allows those working in states and communities to access valuable, up-to-date information quickly and easily.

The Resource Bureau also keeps you current with what your colleagues are doing

around the nation. For example, if you need to find an expert in another state, ask about our current "key contacts" list of more than 500 important researchers, practitioners, and leaders in every community.

If you would like to make a technical assistance request, please contact the Resource Bureau at resourcebureau@teenpregnancy.org, call 202-478-8568, or visit the Campaign website at www.teenpregnancy.org/resourcebureau.htm.

If you or your organization would like to be included as part of the Resource Bureau (i.e., join the database from which we will draw when making referrals in response to requests), please visit the Campaign's website for further information. ★

Inside the Campaign

The National Campaign welcomes Karen Troccoli, M.P.H., who becomes the new Director of State and Local Action on November 7. In this role, Troccoli will act as the principal liaison with members of the Campaign's Task Force on State and Local Action and will direct the full array of activities that the Campaign offers for individuals in states and communities. Specifically, Troccoli will oversee the Campaign's new Resource Bureau, a new and ongoing series of articles on funding sources for teen pregnancy prevention, and

the Campaign's teleconference series, among other duties.

Troccoli has an extensive background in the health field, most recently as Project Director at the American College of Obstetricians and Gynecologists. She also authored a chapter of *Get Organized: A Guide to Preventing Teen Pregnancy*, the Campaign's tool kit for communities, and is co-author of *Like It Is: A Teen Guide to Sex*.

We also note that Campaign staffer Ellen Fern takes over the

newly-created position of Director of National Partnerships. "If the Campaign, and the nation as a whole, is to make lasting progress in reducing teen pregnancy, we cannot work in isolation," said Fern. "As a result, the Campaign is placing a high premium on forming partnerships with large and effective groups at the national level in order to help convey a strong prevention message that reaches teens, parents, educators, civic leaders, elected officials, business leaders, and communities of faith." ★

Channel One and National Campaign Offer New Teen Pregnancy Videos

In coordination with the Channel One Network, the National Campaign has developed two teen pregnancy educational videos based on a series originally created by and aired on Channel One. The videos — *Mothers Too Soon* and *Fathers Too Soon* — explore the lives of several teen parents.

The Channel One Network is the leading provider of television news and educational programs to America's secondary schools. Each day, the network is sent via satellite directly to 12,000 public, private, and parochial schools across the United States — reaching an estimat-

ed 400,000 educators and more than 8 million teenage viewers every school day.

Each 15-minute video — one provides an in-depth look at a teen mother, the other a teen father — provides a first-hand look at how teen pregnancy impacts the teens' lives and the lives of their children and families. The National Campaign has developed companion discussion guides created specifically to help program leaders, teachers, parents, and young people explore in greater depth the issues raised in the videos. To order, visit www.teenpregnancy.org. ✨



How You Can Help

National Campaign Is Now Part of Combined Federal Campaign

The National Campaign is pleased to announce that we were recently admitted to this year's list of approved organizations that receive funds through the Combined Federal Campaign. This means that federal employees will be able to make tax-deductible contributions to us by designating us on a simple form (the National Campaign is group #1099). The Campaign considers this a major vote of confidence in the organization and encourages federal workers to consider designating the Campaign for their contributions.

If you are not a federal worker, there are many other ways that you can support the work of the National Campaign to Prevent Teen Pregnancy.

- Send your tax-deductible donation directly to the National Campaign, Department #6021, Washington, DC 20042-6021.
- Online donations are also accepted on the Campaign's website — www.teenpregnancy.org. Just click on the yellow "Contribute to the Campaign" box at the bottom of the homepage and follow the simple directions.
- You can also contribute to the National Campaign by shopping at some of your favorite online stores. When you shop through IGIVE.com, a portion of the proceeds are donated to the National Campaign. IGIVE features hundreds of stores, including JCrew, Amazon.com, and L.L. Bean. To shop and give, just click on the IGIVE icon at the bottom of the National Campaign's homepage — www.teenpregnancy.org — and follow the directions provided. ✨

In the Spotlight:

Joint Work Group on Teen Pregnancy Prevention

Comprised of eight national non-governmental organizations, the Joint Work Group on Teen Pregnancy Prevention (JWG) is dedicated to exploring and strengthening the role that state and local education and health policymakers can play in preventing teen pregnancy. Supported by the Centers for Disease Control and Prevention, Division of Adolescent and School Health (CDC/DASH), members of the JWG include:

- American School Health Association (ASHA)
- Association of Maternal and Child Health Programs (AMCHP)
- Association of State and Territorial Health Officials (ASTHO)
- Council of Chief State School Officers (CCSSO)
- National Association of State Boards of Education (NASBE)
- National Conference of State Legislatures (NCSL)
- National Education Association (NEA)
- National School Boards Association (NSBA)

In addition to assisting their constituents in developing and implementing school-based teen pregnancy prevention policies and programs, the JWG also provides on-site, customized technical assistance through two-day training sessions. Six states have been selected through a compet-

itive bid process for the sessions. In 2000-2001, the JWG provided assistance to three states: Maryland, Hawaii, and California. In 2001-2002, three additional states will receive training: Oklahoma, Delaware, and Georgia. States gather teams composed of state and local education and health policymakers, administrators, and other school personnel.

The technical assistance activities include the development, implementation, or expansion of state action plans to address school-based teen pregnancy prevention policies and programs and to develop partnerships with local communities. The sessions include training on such topics as evaluation; funding and resources; partnerships between schools, communities, and families; and collaboration between state and local organizations.

The JWG uses *A Blueprint for Education Policymakers' Involvement in Prevention Efforts*, which emphasizes the importance of education and youth development in the prevention of teen pregnancy, as a guide for their training sessions. The *Blueprint* was developed by the National Association of State Boards of Education. *A Call to Action: What Schools Can Do to Prevent Teen Pregnancy and Promote Student Achievement* was recently released by the National School Boards

Association and the National Association of State Boards of Education and is available at: <http://www.nsba.org/schoolhealth/articles/teenpregrpt.pdf>

For more information about the JWG, please contact Carmen Head, National School Boards Association, 703-838-6169. ★

Are You on the List?

If you want the latest:

- facts and stats
- pertinent information geared toward teens and parents
- research on teen pregnancy prevention
- examples of responsible media portrayals of teen pregnancy and related issues
- information on Campaign activities and publication

Then please sign-up for the National Campaign's free electronic newsletter (e-gram). Just enter your email address on the National Campaign's home page (www.teenpregnancy.org), and you will receive our news digest twice a month.

Teen Pregnancy and Birth Rates Down Again

Teen pregnancy and birth rates have declined to record lows, according to data released over the past several months by the Centers for Disease Control and Prevention (CDC) and the National Center for Health Statistics (NCHS). Teen pregnancy rates declined to a record low in 1997. Overall, the teen pregnancy rate has fallen 19 percent from its all-time high in 1991 to 94.3 pregnancies per 1,000 women aged 15-19 years in 1997 — the lowest level since the federal government began collecting data. The teen birth rate declined again in 2000, a decline of 22 percent since 1991, according to preliminary NCHS data.

In response to the new data, National Campaign Director Sarah

Brown said, “The credit for this record-setting decline in teen pregnancy rates goes to teens themselves who are increasingly making smart decisions about delaying sex and using contraception. At the same time that we welcome these declines, we must face the sober reality that we still have a long way to go — nearly four out of ten girls get pregnant at least once by age 20. We celebrate these encouraging declines, and then we get back to work convincing teens that they are not ready to be parents.”

In a press release announcing the new teen birth figures, the U.S. Department of Health and Human Services noted, “CDC studies have shown that several factors have contributed to the decline in the teen

birth rate. Sexual activity for teens has leveled off, reversing the steady increases over the past two decades. Many initiatives have focused on the prevention of pregnancy through abstinence and many teenagers have heard this message. For teenagers who are sexually active, more are using contraception, including the more effective newer forms.”

An informative new report from NCHS details teen birth rates from 1940-2000. The report, authored by Stephanie Ventura and colleagues, and fact sheet summarizing the report is available at www.cdc.gov/nchs/releases/01facts/teenbirths.htm. ✨

What Can Be Done?

What Can Be Done to Reduce Teen Pregnancy and Out-of-Wedlock Births, a new policy brief by National Campaign President Isabel Sawhill, Ph.D., has just been published by the Brookings Institution. Sawhill notes that Congress placed great emphasis on reducing out-of-wedlock births and encouraging the formation of two-parent families in the federal welfare reform act of 1996. While acknowledging that these goals remain controversial, she argues that one of the least controversial and most effective ways of achieving these goals is by focusing on preventing teen pregnancy. One important reason, according to the brief, is that,

although a large proportion of non-marital births are to adult women, half of *first* nonmarital births are to teens. Therefore, if the goal is to prevent out-of-wedlock childbearing and the growth of single-parent families, “the teenage years are a good place to start,” contends Sawhill.

Sawhill makes the following recommendations for welfare reform reauthorization, now scheduled for late 2002:

- Maintain the emphasis in the current law on time limits, work, and child support.
- Fund a national resource center to collect and disseminate informa-

tion about what works to prevent teen pregnancy.

- Send a strong abstinence message coupled with education about contraception.
- Provide states with adequate resources to prevent teen pregnancy.
- Support a national teen pregnancy prevention media campaign through federal funds.

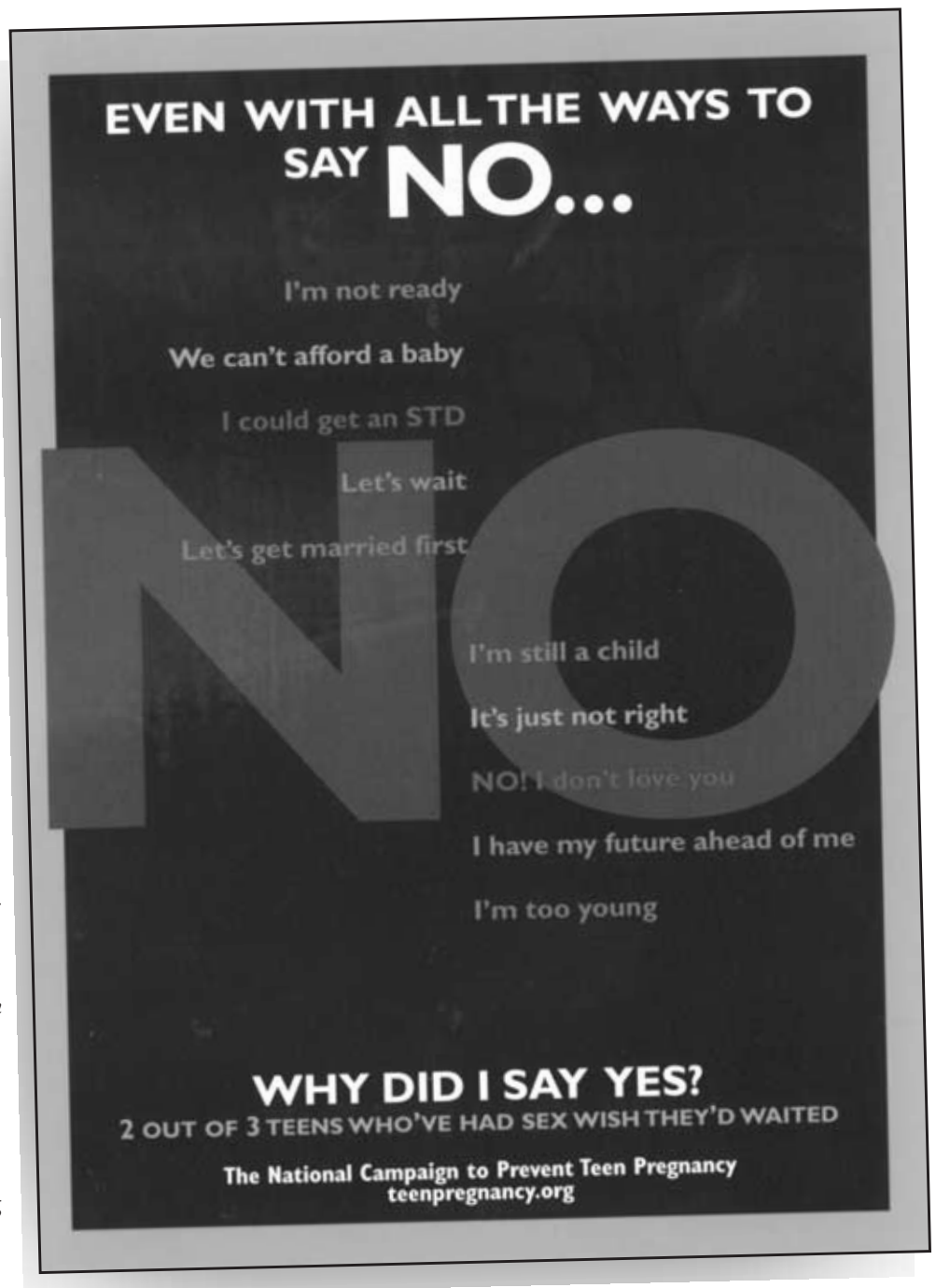
To view the policy brief, please visit www.brookings.edu.wrb. The article can also be accessed through the Campaign’s webpage at www.teenpregnancy.org. ✨

Do Your Part With Art — The Teen People Contest

Winners in the third annual “Do Your Part With Art — Take a Stand Against Teen Pregnancy” Contest are featured in October’s *Teen People* magazine. The contest, cosponsored by *Teen People* and the National Campaign, challenges teens to create their own public service ads about teen pregnancy prevention. It has drawn more than 2,000 entries from 40 states and four Canadian provinces since 1998.

The top four design concepts are entitled “Positives,” “Ways to Say No,” “Aftermath,” and “You’re Only Young Once.” Stephanie Travis, 21, first-place winner, will receive \$1,500, and her concept (Positives) was produced as a full-page ad in *Teen People*. Donta Sanders, 14, Whitney Bennett, 13, and Holly Urkevich, 17, all second-place winners, will receive \$500 each, and their ideas are highlighted in the magazine. Six third-place winners will receive \$200 each. There were five honorable mentions who will receive free subscriptions to *Teen People*, and the first 25 entries received free Origins hair products.

Three winning designs will be distributed nationwide by the National Campaign, including being featured as free postcards in Max Racks displays in Tower Records stores nationwide in October. These





postcards are available for purchase on the Campaign's website, www.teenpregnancy.org, and can be sent for free electronically as e-postcards from the Campaign's online postcard center, www.teenpregnancy.org/postcards/cardcenter.htm.

Next year's contest will be announced in the November, 2001, issue of *Teen People*, on newsstands October 5, and on the Campaign's website: www.teenpregnancy.org ★



Looking for a way to browse and buy National Campaign publications and materials easily? Check out the Campaign's new online store at www.resourcecatalog.org



Online Resources

or by going to the National Campaign's website at www.teenpregnancy.org and clicking on "Publications."

The new online store not only allows customers to get a better look at the materials they're interested in, it also makes purchasing easier. The publications are categorized into groups, including "New and Featured," "Consumer Brochures," "Postcards/Posters," "En Español," and "Resources for the Front Line."

The online store features pictures of publications, as well as detailed descriptions and cost

information. In the "Frequently Asked Questions" section, customers can find out how to place orders, search for publications, and get information about shipping costs and procedures.

The Campaign's online store accepts Visa and MasterCard and also allows users to print an order form and send it with a check via regular mail. The Campaign continues to accept purchase orders via fax and mail, but does not accept any orders over the phone. Questions about publications should be sent to campaign@teenpregnancy.org.

Keeping the Faith

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- Seven in ten adults (70 percent) and teens (73 percent) believe that churches and other houses of worship should be doing more to help prevent teen pregnancy.
- When asked *who* most influences their decisions about sex, only six percent of teens cited religious leaders.

“This connection between faith and sexuality is at the center of the public consciousness,” said William Galston, Ph.D., about the survey results. Galston, a founding board member of the National Campaign, chairs the Campaign’s Task Force on Religion and Public Values. “We hope that these new reports contribute to the public dialogue on these issues.”

Three panels were featured at the press conference and forum, which was cosponsored by the Pew Forum on Religion and Public Life. In the first panel, Barbara Dafoe Whitehead, author of the first chapter of *Keeping the Faith*, described the challenges of bridging “the health/faith divide” and the fundamental differences in the languages of faith and public health



Barbara Dafoe Whitehead and Brian Wilcox (left), authors of Keeping the Faith, along with National Campaign Board Member Bill Galston (right) at a public forum releasing new religion materials.

on sexuality — that is, the contrast between “God talk” and “health talk.” She also described some of the particular strengths that faith communities bring to prevention efforts, including being able to place sex in a moral context, offering positive youth development activities, and serving hard-to-reach populations, particularly males and new immigrants.

Brian Wilcox, lead author of the review of research on religiosity and teen sexual behavior in *Keeping the Faith*, summarized some of his findings, including:

- Religious teens hold more conservative views regarding sex and are more likely to delay having sex.
- Some religious teens may be less likely to use contraception if they become sexually active, however.
- Girls with no religious affiliation have higher rates of sexual activity and lower rates of condom use.
- Unfortunately, no rigorous evaluations of the effectiveness of faith-based programs to prevent teen pregnancy have been conducted.

A second panel featured leaders from innovative faith-based programs highlighted in *Snapshots from the Front Line III*: Brenda Rhodes Miller, the DC Campaign to Prevent Teen Pregnancy’s “Have Faith in Youth Initiative”; Reverend Anthony Motley, founder of Redemption Ministry in Washington, DC; Jennifer Hirsch, who



LaWanda Rowe and Bobbie Williams, from the “For You I Will” program in Richmond, Virginia.

developed a comprehensive sex ed curriculum for her synagogue in Atlanta; and Stafford Armstead, founder of “For You I Will,” an abstinence-until-marriage program sponsored by the Salvation Army/Boys and Girls Club of Richmond, Virginia.

In the final panel, three experts offered thoughts on the implications of these new reports for faith leaders, local communities, and policymakers. They were Melissa Rogers, Pew Forum on Religion and Public Life, Pat Funderburk Ware, Preserving Family Well-Being Foundation, and Rev. Tom Davis, Planned Parenthood Clergy Advisory Council.

The new survey results, *Faithful Nation*, can be downloaded for free from the Campaign’s website. The two-chapter *Keeping the Faith* and *Snapshots from the Front Line III* may be purchased from the National Campaign for \$10 and \$5, respectively (plus shipping and handling). For more information, see page 10. ✨

News Bites

- **The Surgeon General's Call to Action.** In a new report, *The Surgeon General's Call to Action to Promote Sexual Health and Responsible Sexual Behavior*, released in June, U.S. Surgeon General David Satcher, M.D., Ph.D., wrote, "We face a serious public health challenge regarding the sexual health of our nation. Doing nothing is unacceptable." National Campaign Director Sarah Brown praised the "forthright and courageous" report in a letter to Satcher: "I particularly commend you for your commitment to grounding your findings and recommendations in the best research available, while at the same time being sensitive to the diversity of opinion in this nation about these issues. At the National Campaign, we have come to learn that people of good faith can disagree very strongly about the best ways to prevent teen pregnancy, but that does not mean they cannot come together with mutual respect to discuss their differences and find areas of agreement. Therefore, we wholeheartedly support your call for a national dialogue on sexual health and sexual responsibility and stand ready to assist you in any way we can." To view the complete report, please visit: <http://www.surgeongeneral.gov/library/sexualhealth>.
- **Wade Horn Appointed to Federal Post.** The National Campaign congratulates Wade Horn, Ph.D., former President of the National Fatherhood Initiative, on his confirmation as the new Assistant Secretary for Children and Families at the U.S. Department of Health and Human Services. As Assistant Secretary, he oversees the nation's federal welfare program, child support enforcement system, and the Head Start program, among other programs serving needy children and families. Until his appointment, Horn served on the Campaign's Task Force on Religion and Public Values.
- **Families Matter.** At former Vice President Al Gore's invitation, Campaign Director Sarah Brown recently co-taught two classes with him on issues related to teen pregnancy prevention at Fisk University and Middle Tennessee State University. Gore is teaching a semester-long course, "Family Formation and Community Connections," which is designed to introduce graduate and advanced undergraduate students, as well as community practitioners, to a range of topics, issues, and frameworks to help build stronger, more cohesive, and family-centered communities.
- **Relationships Matter.** The most important risk factor associated with sexual intercourse among teens is having been in a romantic relationship over the past 18 months, according to a new study published by the Alan Guttmacher Institute. The study reviews published reports and peer-reviewed journal articles based on the National Longitudinal Study of Adolescent Health (Add Health). The study also notes that teens who feel a close relationship to their parents and who report that their parents are warm, caring, and supportive are far more likely to delay sexual activity than their peers. The article can be found at: <http://www.agi-usa.org/pubs/journals/gr040401.html>.
- **Teens Turn to Web for Info on Sex.** More teens are turning to the internet for answers to questions on sex, pregnancy, and contraception, according to a study published in the recent issue of the *Archives of Pediatrics & Adolescent Medicine*. Teens said that they considered information on the internet "relevant, useful, and trustworthy." Among teen internet users, sex was the most-researched health topic, followed by "fitness and exercise" and STDs. To read an abstract of the study, go to: <http://archpedi.ama-assn.org/>.
- **It's Up to Me.** The California Department of Health Services' teen pregnancy prevention program has a brand new website geared for teens and adults. Go to itsuptome.org for a host of interactive features and information.
- **Teen Pregnancy a Problem for Youth Employment Programs.** *Leveraging Youth Employment Systems to Prevent Unintended Pregnancy*, a new report from the Center for Law and Social Policy, presents the results of a nationwide survey of youth employment programs and interviews with local and national youth employment program staff. Unplanned pregnancy and childbearing among program participants are significant barriers for program completion and transition to the labor force, according to the study. The study also reviews some innovative and promising pregnancy prevention programs that have been set up by youth employment programs, including referral arrangements, educational workshops, and counseling sessions. You may download a PDF file of the full report at: <http://www.clasp.org/>. ✨

Resources Available from the National Campaign

For a complete listing of Campaign resources, please visit www.resourcecatalog.org.

NEW!

Keeping the Faith: The Role of Religion and Faith

Communities in Preventing Teen Pregnancy,

a two-chapter report by Barbara Dafoe Whitehead, Ph.D., Brian L. Wilcox, Ph.D., and Sharon Scales Rostosky, Ph.D., explores some of the barriers between the faith and secular communities around issues of adolescent sexuality and examines what research says about the role religion plays in teens' sexual attitudes and behavior. \$10.00



NEW!

Postcards

Winners in the third annual National Campaign/Teen People magazine "Do Your Part With Art — Take a Stand Against Teen Pregnancy" Contest.



Snapshots from the Front Line III: Lessons From Faith-Based Efforts to Prevent Teen Pregnancy

provides information on innovative faith-based programs working to prevent teen pregnancy. \$5.00



Mothers Too Soon and Fathers Too Soon,

two new educational videos produced by the National Campaign based on a series originally created by and aired on the Channel One. Each 15-minute video provides a first-hand look at how teen pregnancy impacts the lives of teen fathers and mothers, their children, and their families. \$19.95 each.



Research Findings

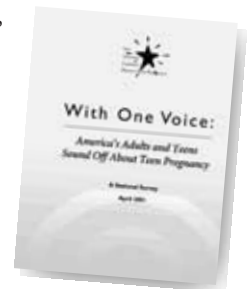
Halfway There: A Prescription for Continued Progress in Preventing Teen Pregnancy



challenges the nation to move beyond traditional disagreements and think about this issue in new ways. It also offers specific recommendations about what the Campaign thinks it will take to further reduce rates of teen pregnancy. Also included are the results of a large survey of adults and teens. \$15.00

With One Voice: America's Adults and Teens Sound Off About Teen Pregnancy Prevention

presents the findings from a nationally representative survey of adults and teens. The largest survey work ever done by the National Campaign, *With One Voice* provides intriguing results to questions about abstinence, contraception, "mixed messages," and parental influence. \$10.00



is a nonprofit, nonpartisan organization supported almost entirely by private donations. The Campaign's mission is to improve the well-being of children, youth, and families by reducing teen pregnancy. Our goal is to reduce the rate of teen pregnancy by one-third between 1996 and 2005.

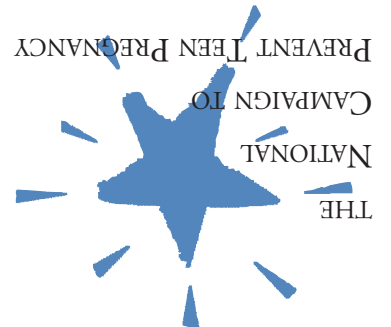
THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

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www.teenpregnancy.org

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