

THE
NATIONAL
CAMPAIGN TO
PREVENT TEEN PREGNANCY



Campaign

Update

FALL 2002

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Welfare Reform Reauthorization – Timing of Congressional Action Remains Uncertain

With very little time left in this Congressional session, other important business pending, and elections fast approaching in November, the timing and content of welfare reform reauthorization — which includes many provisions important to preventing teen pregnancy — remains uncertain at press time. Like many other organizations, we remain hopeful that Congress and the Administration will work together to complete this important legislation this year.

On June 26, 2002, the Senate Finance Committee approved, on a bipartisan vote, a welfare reform reauthorization bill that included four very positive new provisions related to teen pregnancy prevention, including: (1) \$50 million a year for grants to states to implement proven “abstinence-first” strategies, (2) \$5 million a year to support a national teen pregnancy prevention resource center, (3) including teen pregnancy prevention programs among the activities that may be conducted with \$200 million a year in new “healthy marriage promotion” grants, and (4) setting a national goal of reducing teen pregnancies by one-third.

The bill defines abstinence-first as “a strategy that strongly emphasizes abstinence as the best and only certain way to avoid pregnancy and sexually transmitted infections and that discusses the scientifically proven effectiveness, benefits, and limitations of contraception technologies and other prevention approaches in a manner that is medically accurate.” The “abstinence-first” money represents a parallel funding source — in addition to, not instead of — the grants to states for “abstinence-only”

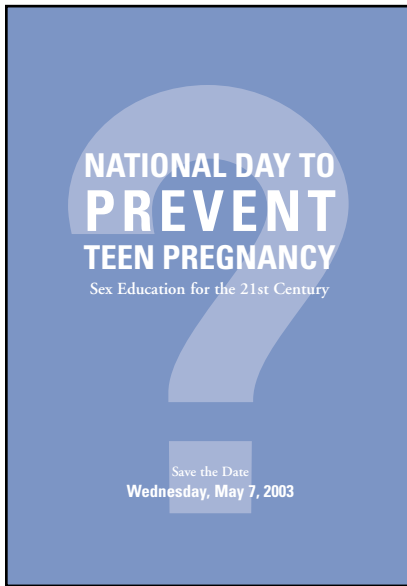
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INSIDE:

New Postcards! see page 6



NATIONAL DAY 2003 ANNOUNCED



Mark your calendars for the second annual National Day to Prevent Teen Pregnancy on Wednesday, May 7, 2003. The goal of the National Day is for teens to stop, think, and take action to prevent teen pregnancy in their lives. More than 75,000 teens participated in the first National Day by taking an interactive, online quiz that presented them with scenarios involving choices about sex and several “real life” courses of action.

You can start planning for the second annual National Day now!

Check www.teenpregnancy.org/national for frequent updates, new publications, and ideas you can use to recognize the National Day in your state or community. To join the National Day listserv, send an email to nationalday@teenpregnancy.org.



Copies of the National Day 2003 promotional brochure (pictured here) are available. To order copies, please visit the Campaign’s online store at www.teenpregnancy.org. To download a free copy, please visit www.teenpregnancy.org/national. ★

Putting What Works to Work

The National Campaign was recently awarded \$402,000 from the federal government’s Centers for Disease Control and Prevention (CDC) to help states and communities improve their teen pregnancy prevention efforts.

“Putting What Works to Work” — the title of the three-year project the Campaign will be launching this fall — is a multi-phased effort that identifies and consolidates science-based practices that prevent teen pregnancy, translates this research into user-friendly materials, and works directly with states and communities to incorporate such practices into their work. The \$402,000 awarded the Campaign by the CDC supports the first year of the project.

“We are delighted to have the opportunity to help those on the front lines put in place additional and more effective programs to prevent teen pregnancy,” said Sarah Brown, Director of the National Campaign. “We are grateful to the CDC for their leadership on this issue and their confidence in the Campaign.”

“Putting What Works to Work” will be led by the Washington, DC-based National Campaign to Prevent Teen Pregnancy with assistance from Child Trends, Philliber Research Associates, and Dr. Josefina J. Card of Sociometrics, well-respected leaders in the field of adolescent well-being, research, and evaluation. ★

“Effective prevention is built on strong science. The National Campaign has an excellent track record in using science to improve understanding of teen pregnancy and to promote effective prevention... Helping local communities understand and use research findings is critical if we hope to see continued progress in preventing teen pregnancy.”

—Dr. John Santelli, Medical Officer
CDC’s Reproductive Health Program

Welfare Reform Reauthorization

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education, which are also continued in the Senate Finance bill at the current level of \$50 million per year. (For more information, see the public policy section of www.teenpregnancy.org.)

Taken together, we believe that these provisions will make major contributions to improving the life prospects of young people and the well-being of their children. These provisions will also provide valuable new resources to help organizations around the nation make additional progress in reducing teen pregnancy.

The welfare reform bill passed by the House in May did not include many of the provisions contained in

the Senate Finance bill. Before any welfare reform reauthorization bill becomes law, it must pass the Senate Floor, be reconciled with the House-passed bill in conference committee, and be signed by President Bush. There are many compelling reasons to complete these steps this year, not least of which is to provide some certainty to states that are facing severe budget shortfalls. At the very least, Congress will need to take action to extend the funds that will otherwise expire on September 30th. It is increasingly likely that Congress will return for a “lame duck” session after the November elections, providing one other window of opportunity to enact the bill this year. ★

Mothers Matter

What is it about mothers' relationships with their children that make a difference in whether teens start having sex — and for which teenagers? Do kids respond to their moms' values and beliefs on sex? These are just some of the questions answered in a new monograph by Robert Blum, MD, PhD, University of Minnesota, published in the *Journal of Adolescent Health*, and recently released at a press conference in Washington, DC.

Teenagers are more likely to delay having sex when their mothers are

“Kids will pay attention to their parents' values on sex. But talk alone does not get the message through.”

— Robert Blum



Robert Blum, MD, PhD, releases a study on the importance of mothers at a Washington, DC, press conference.

involved in their lives, have a close relationship with them, and successfully communicate their values on sex to them, according to the report.

When teens believe that their mothers oppose them having sex, they are less likely to do so. However, teens frequently don't get the message — even when mothers strongly disapprove of their kids having sex, 30 percent of girls and nearly 45 percent of boys do not believe they do. At the same time, when teens report that they are having sex, only 51 percent of their mothers think they are.

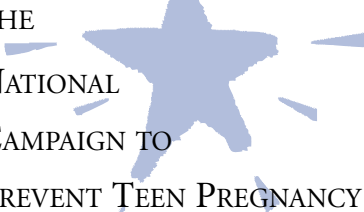
America in Focus

New Web-Based 50 State Survey Available

Beginning November 15, accessing state-specific information on teen pregnancy and related issues will get a whole lot easier. On that date the Campaign will unveil a new, user-friendly 50-state survey offering a myriad of state statistics and information. The interactive survey will allow users to customize the data and information they want. The survey will also provide in-depth case studies of three states' efforts to prevent teen pregnancy.

Look for the Campaign's newly updated “Across America” section starting November 15 at: www.teenpregnancy.org/america. The Campaign thanks the U.S. Department of Health and Human Services for their financial support of this project.

The National Campaign is proud to have been part of the release of these important new findings. To read a copy of the report, view the Campaign's statement on the report, or to download a copy of the Campaign's Ten Tips for Parents, please visit teenpregnancy.org. ★



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Dear Campaign friends:

This *Update* and others before it show so well how the National Campaign to Prevent Teen Pregnancy has grown in just six short years and how much it has achieved. I am immensely proud of our accomplishments.

At present, the Campaign is distributing hundreds of thousands of publications and other materials annually. Our website, www.teenpregnancy.org, now averages over 100,000 visits monthly; we interact with teen pregnancy prevention leaders and coalitions in all 50 states; and our database of individuals who receive regular updates from the Campaign now exceeds 33,000 records. Our numerous media partners represent some of the most influential forces in entertainment programming, and, with their help, we have reached audiences totaling nearly 275 million people with various messages about preventing teen pregnancy. And finally, our first ever National Day to Prevent Teen Pregnancy on May 8, 2002, led to over 75,000 teens logging onto our website to take the National Day quiz. Many of you have been integral to the Campaign achieving these successes and for that I am most grateful.

Though there is much good news to be proud of, we must remember to stay the course. Despite all the progress that has been made, the teen pregnancy and birth rates in the United States are still the highest of any fully industrialized nation, and will remain so even if we reach our Campaign goal of a one-third reduction in the teen pregnancy rate.

To keep the momentum going, I would like to ask that you consider making a year-end gift to the National Campaign. The support of individuals like you is critical to our success. This is the first appeal of its kind the Campaign has issued and I am confident you will be up to the challenge. As you consider a gift, note that generous donors have agreed to match contributions to the Campaign (up to \$25,000) between now and the end of the year. To support the Campaign and to participate in this wonderful matching program, please use the enclosed pre-paid envelope or go online to www.teenpregnancy.org, click on "Support the Campaign," and follow the easy directions.

With much appreciation,

Thomas H. Kean
Chairman

Support the National Campaign

Matching Gift Now in Effect!

There are many ways you can help support the National Campaign as we work to help improve overall child and family well-being. Campaign Chairman Tom Kean's letter clarifies the ways that **your support will help us reach our goal** of reducing the nation's teen pregnancy rate by one-third over a ten year period.

Here's how you can help:



Between now and the end of the year, your contribution to the Campaign will be **matched** (up to \$25,000). This is an ideal way to make your generous contribution twice as large. Please write "match" on the memo section of your check.



Federal workers, please designate the National Campaign for your Combined Federal Campaign (CFC) donation. **The Campaign's CFC number is #1099.** Each year federal employees and military personnel raise millions of dollars through the CFC to benefit thousands of non-profit charities.



Make an **online donation.** The Campaign's website — www.teenpregnancy.org — is a quick and easy way for you to make your contribution to the Campaign. Simply go to our homepage, click on "Support the Campaign" to access our secure site and follow the easy directions.



Use the **attached pre-paid envelope** to make a contribution.

Again, your support is critical to our effort.

Resources Available from the National Campaign

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

New Postcards Now Available!

Winning entries in the fourth annual “Do Your Part With Art, Take a Stand Against Teen Pregnancy” contest — cosponsored by *Teen People* magazine and the National Campaign — were announced recently. The contest, which challenges teens to create their own public service ads about teen pregnancy prevention, has drawn more than 2,000 entries since 1998.

The top three design concepts — “Brain,” “Receipts,” and “Nonsense” — were featured in the September issue of *Teen People*. The winners’ designs were also made into postcards for nationwide distribution by the National Campaign. Christy Studer, 18, the first-place winner, received \$1,500 and her idea was produced as a full-page ad in *Teen People*. Kyle English, 17, and Anette Rotella, 21, both second-place winners, received \$500 each and their ideas were highlighted in the magazine. Six third-place winners received \$200 each.

“Brain” and “Nonsense” were also featured as free postcards in Max Racks displays in Tower Records stores nationwide in August. These postcards are also available for purchase on the Campaign’s website, www.teenpregnancy.org, and can be sent electronically as e-postcards from the Campaign’s online postcard center, www.teenpregnancy.org/support/postcard.



The “Do Your Part With Art” contest is part of a long-term partnership between *Teen People* and the National Campaign, which has also resulted in a variety of articles on teen pregnancy-related issues as well as launching the first ever National Day to Prevent Teen Pregnancy on May 8, 2002. Check teenpregnancy.org and the pages of *Teen People* for more information about the fifth annual contest. ✨

—\$5.00 for 50 postcards.

Videos

The National Campaign has four videos to choose from:

- **Imagine** — Suitable for adults and teens alike, this video is perfect for providing an overview of the teen pregnancy problem to an audience who may be unfamiliar with the topic and is an excellent motivational tool for those already working on the issue. — \$19.95
- **Mothers Too Soon and Fathers Too Soon**, two educational videos produced by the National Campaign and based on a series originally created by and aired on *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 families. A study guide is included in each video. — \$19.95 each.
- **Jessica’s Story** — Produced by ABC Daytime and the National Campaign, this video is a compilation of scenes from a major story line on *One Life to Live*, one of ABC’s most popular daytime dramas. The video examines the many ways that teen pregnancy affected the life of 18-year-old Jessica Buchanan (a character on the show), her parents, her boyfriend, and others in her life. A study guide is included. — \$10.95.

New! Survey Slices

The National Campaign has been conducting and releasing survey data since our inception in 1996. These periodic surveys have provided valuable insight into how adults and teens view a wide range of issues related to preventing teen pregnancy. In an effort to make these important findings even more accessible to those

involved with preventing teen pregnancy, we are delighted to announce the release of *Survey Slices* — a series of one-page snapshots of Campaign polling on a particular topic.



The first *Survey Slices* focus on “abstinence-first” messages, parental influence, and advice to policy-makers. To download the *Survey Slices* visit, <http://www.teenpregnancy.org/resources/data/slices.asp>

Publications Order Form

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PUBLICATION TITLE	QUANTITY	PRICE	SUBTOTAL

To order a publication, return the completed form and a check to the National Campaign to Prevent Teen Pregnancy, Department #6021, Washington, DC 20042-6021. Make checks payable to the National Campaign to Prevent Teen Pregnancy. Credit card orders accepted on the Campaign's website: www.teenpregnancy.org

Please be certain to specify publication title(s) on your check.

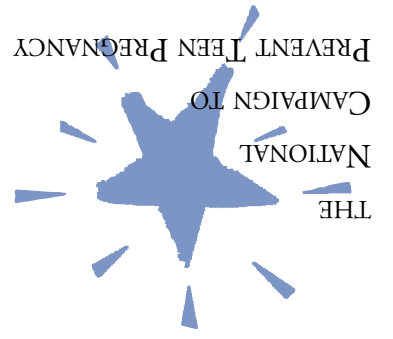
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Please help us maintain the accuracy of our mailing list
If you're receiving more than one copy, or if there's an
error in your name or address, please let us know.
Thanks.

Attention: Teen Nominations Needed!

The National Campaign is currently looking for energetic teens to participate in our Youth Leadership Team (YLT). The YLT helps shape Campaign policies, programs, and messages; works with organizations to raise awareness about teen pregnancy; and gives voice to the unique perspectives about teen pregnancy.

YLT members and opinions of teens. YLT members serve an eighteen month term and participate in three meetings (primarily in Washington, DC) during their tenure. Additional information on the YLT and the nomination process is available at www.teenpregnancy.org/teen. Please complete all three sections

of the nomination form (found online in PDF format) and return it to Susan Johnson by no later than **November 1, 2002**. If you have any questions, contact Susan Johnson at (202/478-8507) or e-mail (sjohnson@teenpregnancy.org).

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