

THE
NATIONAL
CAMPAIGN TO
PREVENT TEEN PREGNANCY



Campaign Update

FALL 2003

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Parent Power

Whether they believe it or not, parents have a very important influence on whether their teenagers become pregnant or cause a pregnancy. Although teen culture may often seem to be little more than a blur of bare midribs and over-the-top sexual innuendo, parents need to know that when it comes to young people's decisions about sex, their influence has not been lost to peers and popular culture. They are powerful and they can use this power in sound, helpful ways.

This is the theme of a brand-new National Campaign publication, *Parent Power: What Parents Need to Know and Do to Help Prevent Teen Pregnancy*.



INSIDE:

- New "Science Says" research briefs. p.2
- The National Campaign assesses its impact and strategy. p.4
- Caitlin Shetter's *Time Out* program shows teen boys that teen pregnancy is their problem too. p.5
- A letter from Chairman Tom Kean. p.6

As the title suggests, *Parent Power* offers good news for parents and those who work with, care for, and write about, young people. *Parent Power* compiles much of what is known about parental influence and offers parents practical things they can do to help their children delay sexual activity and avoid teen pregnancy. The simple and compelling message of *Parent Power* is that families matter. A lot.

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Putting What Works to Work

New “Science Says” Research Briefs Available

As part of the National Campaign’s continuing efforts to help states and communities improve their teen pregnancy prevention efforts, the National Campaign is pleased to make available three additional research briefs, developed as part of the ongoing Putting What Works to Work (PWWTW) project.



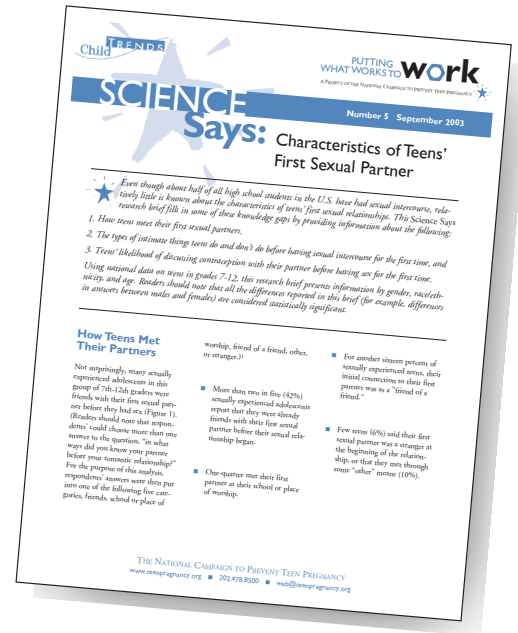
Published under the banner “Science Says,” the new research briefs examine:

- the ten characteristics of effective curriculum-based programs,
- the sexual behavior of young adolescents, and
- characteristics of teens’ first sexual partner (developed by and based

on research conducted by Child Trends).

The hallmark of these “Science Says” briefs — like all products developed as part of the PWWTW project — is that they provide the latest research in straightforward, easy-to-understand language and provide clear implications for policy, programs, and parents. Over the next few weeks, the Campaign will release two more lengthy publications developed in conjunction with Child Trends that examine after-school programs and programs designed for middle school age youth.

For more information, or to download PWWTW materials, please visit, www.teenpregnancy.org/works. PWWTW is funded by the Centers for Disease Control and Prevention and is supported by grant



number U88/CCU322139-01. Materials developed as part of this project are solely the responsibility of the authors and do not necessarily represent the official views of CDC.

Across America

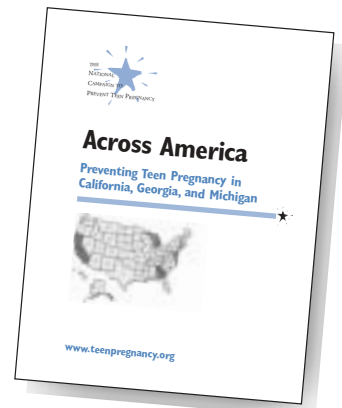
Case Studies in Teen Pregnancy Prevention

The National Campaign recently released a new report detailing the teen pregnancy efforts of three states. Entitled, *Across America: Preventing Teen Pregnancy in California, Georgia, and Michigan*, the 40-page publication also highlights common themes that emerged from the profiles of the three states. In selecting California, Georgia and Michigan, the Campaign considered geographic, programmatic, and ideological diversity; state size and population; and recent trends in teen pregnancy and birth rates. The stud-

ies were written based on interviews with public and private sector state leaders, as well as programmatic materials provided by state leaders. To download the report in PDF format, please go to <http://www.teenpregnancy.org/america/pdf/casestudies.pdf>. To order a print copy, go to <http://www.teenpregnancy.org/store>.

The new case study publication is part of the National Campaign’s larger “Across America” online database (www.teenpregnancy.org/america).

“Across America” contains a wealth of national and state-level data on teen pregnancy, births, sexual activity, and contraceptive use. This extensive online database provides one-stop access to the latest state data and ranking on teen pregnancy and births as well as additional information, resources, and links.



In the Spotlight

Sister Mary Rose McGeady

Sister Mary Rose McGeady, a member of the Daughters of Charity of St. Vincent de Paul and a founding member of the National Campaign's Board of Directors, recently retired her post as President and Chief Executive Officer of Covenant House. In her thirteen years at Covenant House, a worldwide childcare agency providing shelter and service to 60,000 homeless and runaway youths, Sister Mary Rose expanded its reach throughout the United States and opened seven new centers in Canada and Latin America.

The National Campaign has been fortunate to have Sister Mary Rose as a member of its Religion and Public Values Task Force, in addition to her Board duties. During her official "retirement," Sister Mary Rose plans

to continue her lifelong work on child-related issues, albeit at a somewhat slower pace. When asked in a recent *New York Times* profile to reflect on her life, Sister Mary Rose said, "I look back on my life and wish I had been holier. I wish I hadn't fallen asleep at prayers. I wish I had kept all my promises to people. I make more promises than I keep. I wish I could wave a wand and mend a child's broken heart."

The National Campaign would like to congratulate Sister Mary Rose for her years of service to Covenant



Sister Mary Rose McGeady, "I wish I could wave a wand and mend a child's broken heart."

House and for her profound dedication to the well-being of children everywhere. ✨

Welcome Rosanna Westmoreland!

The National Campaign is delighted to welcome Rosanna Westmoreland as our new Senior Manager of State and Local Action. Rosanna will be responsible for the day-to-day management of a broad

array of Campaign activities, including working with organizations and individuals in states and communities, and assisting with many of the activities associated with the CDC-funded initiative, "Putting What

Works to Work" (see page 2 for additional details).

Rosanna joins the Campaign after nearly three years as the Teen Pregnancy Prevention Program Media Campaign Manager at the California Department of Health Services Office of Family Planning (www.itsuptome.org). There she served as the operations manager of California's \$36 million statewide teen pregnancy prevention and reproductive health outreach, advertising, and social marketing campaign. ✨



Local Teen Birth Data

Looking for county- and city-level teen birth data? We are now pleased to provide online county-level teen birth data and links to city-level teen birth data at www.teenpregnancy.org/resources/data/countycitydata.asp.

Assessing Our Impact and Strategy

Results From Four Studies

From the beginning, the National Campaign has placed a high value on critical self-assessment and evaluation. In that spirit, several complex studies of the Campaign were completed during the past year. These studies gauged the merits of our basic strategy and program. Highlights of the findings are presented here. Although these studies were not able to determine the independent contribution of the Campaign to the remarkable declines in teen pregnancy since 1990 (an important but perhaps “unknowable” fact), they did reach some important conclusions about the Campaign’s impact on several of the sectors and constituencies with whom we have worked most intensely.

“Do you feel that there has been more focus on preventing teen pregnancy in the past five years?”

	Adults	Teens
Yes:	82%	85%

*From a nationally representative Campaign survey, 2001.

Customer Impact

In 2002, McKinsey & Company, along with Alliance Research, conducted independent interviews with representative samples of five of the National Campaign’s most important sets of “customers:” print and television entertainment media executives, state and community leaders, those who purchase Campaign materials,

public policy leaders, and journalists. This survey of nearly 300 individuals yielded the following:

- The Campaign is the primary resource on teen pregnancy for all five customer groups — all of whom are highly likely to recommend the Campaign to a colleague; they also agree strongly that the Campaign offers very high quality products and services.
- Traditional teen pregnancy prevention customers — state and local leaders and those who buy our materials — assert overwhelmingly that the Campaign has made them more effective in their work.
- Less traditional players in this field — entertainment media executives, journalists, and public policy leaders — have been persuaded that they can have an impact on teen pregnancy and have taken action to help in many ways.
- The Campaign is considered by most to be an objective source of information on a topic that is often both politically and ideologically controversial.

Work With the Entertainment Media

In 2002, the Consumer Insights Division of General Mills, Inc. completed an innovative study designed to learn more about the effect on teens of the Campaign’s work with the entertainment media. Specifically, the project’s goal was to assess how a set of pregnancy prevention messages embedded in the storyline of the popular television show, *Dawson’s*

Teen pregnancy rates declined **27%** between 1990 and 1999.

Teen birth rates declined **31%** between 1991 and 2001.

Creek, affected the attitudes and behavioral intent of regular viewers. Findings from the study include:

- A large majority (68%) of viewers (aged 13-17) said that the show made them more aware of the risks and consequences of sex.
- Six out of ten (62%) of this age group said it helped them decide to be more cautious about sex.
- Nearly half (49%) of viewers (aged 13-21) said the show taught them positive messages about teen relationships.

Strategic Inquiry

Early in 2003, senior Campaign staff interviewed more than 60 leaders, including Campaign Board members, funders, senior staff, friends outside the Campaign, and experts in the non-profit world. All were asked about the Campaign’s basic mission, goals, program and performance. Overall conclusions from this inquiry include:

- There is enormous support for the Campaign’s mission, strategy, and program, and substantial belief that we have contributed to recent declines in the teen pregnancy rate.
- Despite the fact that the Campaign set a goal whose end date is

2005, no one made a case that the Campaign should cease if the goal is reached. Rather, there was overwhelming support to continue the Campaign's efforts beyond 2005 — to “declare victory *and* go on.”

- The Campaign should maintain its centrist, “common sense” approach to teen pregnancy, highlighting the value of both abstinence and contraception, and trying to reduce ideological tensions.

Performance Measures

From the beginning, the Campaign has collected information about all that we do. Highlights from

The National Campaign was formed in 1996. If teen birth rates had remained unchanged at their 1996 level, there would have been **797,601** additional teens births between 1996 and 2001.

these quarterly performance measures include:

- In 2002 alone, Campaign messages appeared in media outlets with a combined circulation and viewership of more than 57 million people. That same year the Campaign received more than 1,000 requests for technical assistance and held nearly 40 briefings with Congressional staff.

- Traffic to the Campaign's website has increased from 2.8 million hits in 1998 to 56 million in 2002; we now have more than 150,000 visits to our website monthly.
- The number of publications distributed increased from 161,000 in 1999 to 955,000 in 2002. ✨

In the Spotlight: Caitlin Shetter

When it comes to teen pregnancy prevention, Youth Leadership Team (YLT) member Caitlin Shetter, 18, is no shrinking violet. She has long been involved in preventing teen pregnancy through her church in her hometown of Marietta, Georgia. When she became a member of the YLT in November 2002, Caitlin was particularly captivated by the following statistic: “Two out of five boys think teen pregnancy isn't their problem.” In response, Caitlin decided to focus her efforts on raising awareness among teen boys, specifically those involved in athletic programs. She created a program called *Time Out* and worked with athletic coaches in her high school to put the program in place.

She provided the coaches in her school with a binder she created con-



Campaign Board Member and CNN Anchor Judy Woodruff and Youth Leadership Team Member Caitlin Shetter.


taining teen pregnancy statistics, resources from the National Campaign, and a copy of a *Channel One* documentary on boys and teen pregnancy (see teenpregnancy.org/store for more information). Caitlin asked the coaches to use this binder and take a “time out”

to talk to their teams about teen pregnancy prevention.

The program was such a success in her school that her principal wrote to other principals in the school district, encouraging them to start their own *Time Out* program. Programs in other schools, such as ROTC and several health classes, reached out to Caitlin to request copies of *Time Out*. Over the course of several months, other schools in the county began to use *Time Out*, and Caitlin and her principal began working with the Georgia health department to put the program in place statewide.

Caitlin contacted Georgia Governor Sonny Purdue about *Time Out*, requesting his help in bringing the program to the entire state. The Governor endorsed Caitlin's program,

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THE
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PREVENT TEEN PREGNANCY

Dear Campaign friends:

We all know that rates of teen pregnancy have been declining steadily since 1990, and as you might expect, those of us closely connected to the National Campaign to Prevent Teen Pregnancy have long wondered what our independent contribution to this good news is. So, over the last year, we have looked hard at what we do, how we do it, and what we have accomplished. In this issue of the *Update*, some of our key findings are presented. As you will see, McKinsey & Company and General Mills' market research division took the leading role in assessing our impact. They asked a lot of hard questions and reported directly to our Board what they learned.

Happily for me as the Board chair, we were told that the Campaign is having a major, measurable impact on practitioners in the field, entertainment media executives, those who use our materials, policy makers, and teens themselves, most importantly. In particular, the independent study found that the Campaign is now viewed as the nation's leading source of research-based, non-partisan advice and activism on how to prevent teen pregnancy — a great achievement in just over seven years!

We also learned a lot about how to be leaner and even more strategic. Although we will probably never know the precise role that the Campaign has played in the overall decline in teen pregnancy — too much is going on simultaneously to tease out our unique contribution — all of us and *all of you* should take tremendous pride in the simple fact that, collectively, we are finally getting the serious problem of teen pregnancy in the United States under control.

This assessment also noted, somewhat paradoxically, that sustaining the Campaign going forward may be more difficult. The good news that we celebrate — declining teen pregnancy rates — comes with the risk of complacency. Every day, our fund-raising messages must address a prevailing impression that the teen pregnancy problem is “solved.” We find ourselves constantly reminding friends and funders alike that *even with all the recent progress*, 35 percent of teen girls still get pregnant before turning 20, and that the U.S. still has the highest rate of teen pregnancy among fully developed countries. Remember too that each year, a new group of children become teenagers. We can't automatically assume that they will be as responsible as their older brothers and sisters.

The Campaign's Board, advisers, and staff are determined to stay the course and to keep working on this deeply serious problem. To do this, we need your help. Like many of our colleague organizations, the Campaign has not been immune to the economic downturn and now more than ever we rely on the support of our friends. Many of you have been part of our effort over the years in various ways, for which I am very grateful. For example, in 2001 and 2002 alone, some of the nation's leading corporations contributed over \$1.3 million in pro bono services to the Campaign which was a terrific supplement to gifts from individuals, foundations and businesses.

Today I ask you to join me in signaling your continued commitment to preventing teen pregnancy and sustaining the Campaign by making a financial contribution to this terrific organization. With your support, here are some of the things that the Campaign can do:

- \$12,000 allows the Campaign to train over 250 leaders from communities nationwide to run top-notch programs that are effective in reducing teen pregnancy.
- \$6,000 enables the Campaign to create and distribute thousands of educational videos and discussion guides drawn from popular television shows that reveal the consequences of teen sex and what it's really like to be a teen parent. These materials are provided for free or at very low cost to community centers, after-school programs, schools, churches and others.
- \$3,000 allows Campaign experts to give tailored, hands-on assistance and advice in at least three communities to program leaders, elected officials and others who want help in tackling their local teenpregnancy challenges.
- \$1,500 allows 2 teens to be trained as powerful advocates and to become part of our nationally recruited Youth Leadership Team, which meets regularly with press, policy makers and media leaders to help them all understand what it's like to be a teen today and what they need from the adults in their lives to avoid teen pregnancy.

On behalf of the Campaign's Board and staff, I appreciate your considering this request and thank you in advance for your support. Please know that by contributing to the Campaign, you are helping a new generation of teens avoid early pregnancy and parenthood. Because of you, we are able to make a critical difference in their lives.

Sincerely,

Thomas H. Kean
Chairman

How can I make a contribution to the Campaign?



There are many ways you can make a gift:

- Use the attached remittance envelope to send your check.
- Have your company match your gift. Ask your personnel/human resources office for more details.
- Visit our website, teenpregnancy.org, and go to "Support the Campaign" to make an online donation with your credit card.
- Add a donation to your online order when purchasing Campaign materials.
- If you are a federal employee and participate in the Combined Federal Campaign (CFC), you can direct a gift to the National Campaign to Prevent Teen Pregnancy by entering our number — 1976 — on your pledge card. You can also look us up in the CFC brochure under "National Federations and Agencies;" we are part of the affinity group called "Women, Children, and Family Service Charities of America."
- Shopping online? Make your purchases through igive.com — that way, a percentage of your purchases benefit the Campaign.

Parent Power

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About Parent Power

Parent Power is divided into three sections. Section One brings together all of the latest research and polling data on parental influence. Section Two is an adaptation of the Campaign's *Talking Back* pamphlet, synthesizing the ten things teen most want parents to know about preventing teen pregnancy. Section Three updates the Campaign's popular *Ten Tips for Parents* pamphlet, offering parents practical advice on how to help their children avoid too-early pregnancy and parenthood.

Parent Power on Capitol Hill

As this issue of *Campaign Update* goes to press, *Parent Power* is scheduled to be released at a Capitol Hill briefing with members of Congress, media and business leaders, advocates, researchers, and teens. Among those expected to participate in a

discussion of parental influence and the formal release of the publication are: Senator Hillary Clinton (D-NY); Representative Barbara Boxer (D-CA); Representative Nancy Johnson (R-CT); National Campaign Board Members Sheila Johnson (CEO, Salmander Farms) and Robert Blum (Director, Center for Adolescent Health and Development, University of Minnesota); Tom Ascheim, General Manger, Noggin/The N (owned by Nickelodeon and part

of the Viacom company which currently reaches 34 million households via cable, digital cable and satellite); Ken Canfield, President, the National Center for Fathering; Wendy Ardagna, Director, Government and Community Relations, Save-A-Lot, a Division of SuperValu; Judy Lichtman, President, National Partnership for Women and Families; and Caitlin Shetter, member of the National Campaign's Youth Leadership Team. ✦

Minding the "Parent Gap"

There continues to be a "parent-gap" when it comes to teens' decisions about sex. Consider the following nationally-representative polling data just released by the National Campaign: Parents say teens' friends are the most influential while teens themselves say parents are the most influential.

"When it comes to teens' decisions about sex, who is most influential?"

	Adults	Teens
Parents	32%	45%
Friends	48%	31%

"Among the following, when it comes to healthy, responsible relationships, who is your role model?"

	Teens
Your parents	59%
Your friend's parents	4%
Your friends	12%
Celebrities	2%
I don't have any relationship role models	11%
Other family members/relatives	5%
Sibling	3%
Religious leaders	1%
Myself	1%
Someone else	1%



Got a Question?

The National Campaign has added a new page to our website that provides answers to questions we are often asked about the Campaign itself, our resources, and events. Check it out at <http://www.teenpregnancy.org/about/faq.asp>.

Talking Back on Capitol Hill

Teens get advice on all kinds of issues from their parents, teachers, and other adults, but they don't often get asked to offer it. This summer, at a Capitol Hill forum sponsored by the National Campaign to Prevent Teen Pregnancy, teens from across the country provided Congressional leaders, representatives from national organizations, and others with ideas on how to continue making progress in preventing teen pregnancy.

The forum showcased some of the innovative ways teens are working to address issues such as parent-child communication, male responsibility, lack of constructive activities, and indifference to the problem of teen pregnancy. Judy Woodruff, CNN Prime Anchor, host of the network's "Inside Politics" program, and Board Member of the National Campaign, moderated the forum.

Senator Thomas Carper (D-DE), and Representatives Lois Capps (D-CA), Mike Castle (R-DE), and Nita Lowey (D-NY) participated in the forum. The new Campaign pamphlet, *Talking Back: What Teens Want Adults to Know About Teen Pregnancy*, was formally released at the event. The publication reflects the ideas and

opinions of members of the National Campaign's Youth Leadership Team and thousands of teens nationwide.

The young people at the forum made clear that they really do want to hear from their parents, in particular, about sex, love, relationships and values, even if they don't always act like it. They said that they truly appreciate adult advice and support, and welcome closeness and real communication with grown ups. They say, however, that they often get lectures rather than conversations. They also expressed bewilderment at the disagreements adults often have that pits abstinence versus contraception. These disagreements frequently hamper efforts to help young people. Teens say both are important.

The teens at the forum also outlined more of their advice from the *Talking Back* document, including:

- Show us what good, responsible relationships look like. We're as



(from left to right) Rep. Nita Lowey (D-NY), Campaign Director Sarah Brown, Senator Tom Carper (D-DE), and Youth Leadership Team Member Eric Reyes.

influenced by what you do as by what you say.

- Telling us not to have sex is not enough. Explain why you feel that way (if you do) and ask us what we think. Discuss emotions, not just health and safety.
- Even if we don't ask, we still have questions.
- We hate "The Talk" as much as you do. Please, don't sit us down for a "sex talk." Instead, start talking with us about sex, love, and relationships when we're young, and keep the conversation going as we grow older. ✨

Caitlin Shetter

continued from page 5

as did Georgia Senator Zel Miller and several state health department officials. Caitlin is currently working with the Georgia state health department to put *Time Out* into every high school in the state, as well as some middle schools.

This fall Caitlin enrolled as a freshman at American University in Washington, DC. She continues to work on *Time Out* and is currently working on a *Time Out* website. ✨

National Day 2004

Don't forget, the next National Day to Prevent Teen Pregnancy takes place on Wednesday, May 5, 2004. For all the latest information about the National Day please visit www.teenpregnancy.org/national.

How do you
Score 

sex has consequences
www.teenpregnancy.org

Resources Available from the National Campaign

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

New and Featured Materials

Parent Power

This accessible publication brings together all of the latest research and polling data on parental influence; the ten things teens most want parents to know about preventing teen pregnancy; and practical advice for parents on how to help their children avoid too-early pregnancy and parenthood. Details on page 1. 1-100 copies, \$1.00 each; 101 or more copies, 70 cents each.

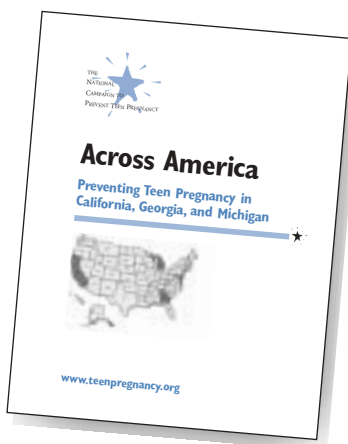


Across America: Preventing Teen Pregnancy in California, Georgia, and Michigan.

Please see page 2 for details. \$5.00.

Talking Back: What Teens Want Adults to Know About Teen Pregnancy.

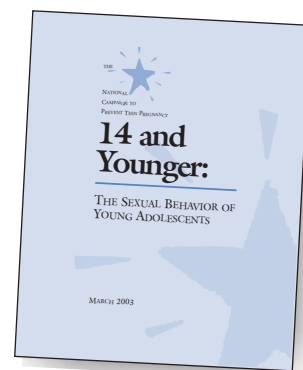
Revised in 2003, this pamphlet makes clear that young people really do want to hear from their parents about sex, love, relationships and values, even if they don't always act like it. They say they appreciate adult advice and support, and welcome closeness and communication with them. They say, however, they often get lectures rather than conversations. 1-100 copies, \$1.00 each; 101 or more copies, 70 cents each.



Research

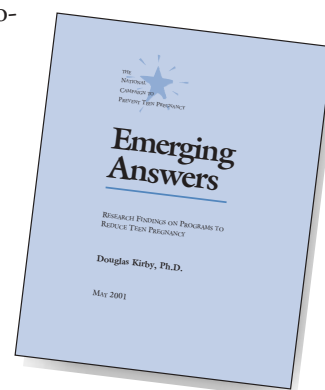
14 and Younger: The Sexual Behavior of Young Adolescents

111 pages, seven chapters. A separately-bound 22-page summary is also available. Full report, including summary, \$15.00/Summary \$5.00.



Emerging Answers: Research Findings on Programs to Reduce Teen Pregnancy

By Douglas Kirby, Ph.D., provides a comprehensive review of evaluation research offering the latest information on “what works” to prevent teen pregnancy. A separately-bound 20-page summary is also available. Full report, including summary, \$15.00/Summary \$5.00.



Communities

Get Organized: A Guide to Preventing Teen Pregnancy

A practical and comprehensive manual for those who are interested in taking action to prevent teen pregnancy in their communities. The three-volume, 17-chapter publication covers a lot of ground — from strategies for involving boys and men and for reaching out to religious leaders, to practical advice about how to raise money and to conduct program evaluation. \$24.95.

Videos

A Walk in Your Shoes

This 25-minute video examines what happens when a teen couple switches roles with teen parents. \$19.95, includes a study and teacher guide.

Mothers Too Soon and Fathers too Soon

Based on a series aired on Channel One, these videos provide a first-hand look at how teen pregnancy affects the lives of teens, their children, and families. \$19.95 each, includes a study guide. ✨

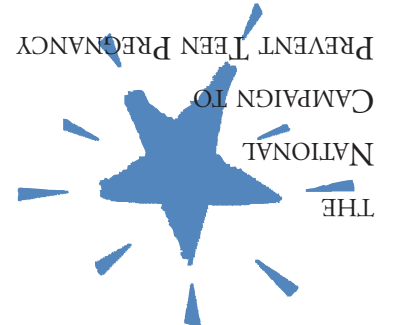
THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

is a nonprofit, nonpartisan organization supported largely 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.

For more information, contact the Campaign at:
Telephone: (202) 478-8500
Fax: (202) 478-8588
email: campaign@teenpregnancy.org
www.teenpregnancy.org

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