

THE  
NATIONAL  
CAMPAIGN TO  
PREVENT TEEN PREGNANCY

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# Campaign Update

**National Day  
Special Edition**

Spring 2002

## May 8, 2002: The First National Day to Prevent Teen Pregnancy

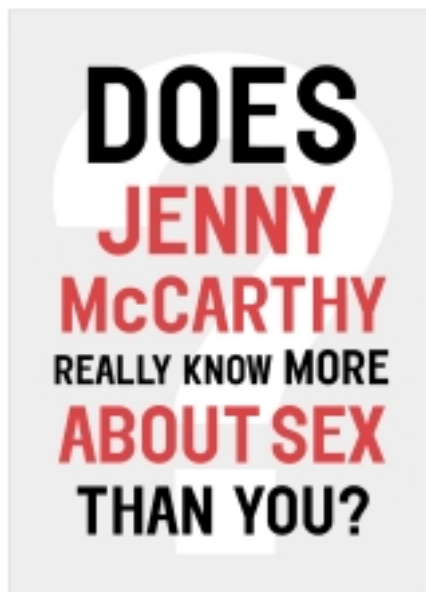
On the first National Day to Prevent Teen Pregnancy — May 8, 2002 — teens around the country will be asked to stop, think, and take action in a very *personal way* to avoid pregnancy.

The primary activity for the National Day to Prevent Teen Pregnancy is a fun, interactive, confidential, online “quiz.” Unlike most quizzes teens have to take, this one includes a series of scenarios, fun facts, and storylines that will prompt teens to decide how *they* would act in various challenging situations involving relationships and sex.

The National Day is sponsored by the National Campaign to Prevent Teen Pregnancy and the National Day’s founding partners, *Teen People* magazine and Teen People Online.

Taking the quiz is easy — simply log

on to [www.teenpregnancy.org](http://www.teenpregnancy.org) (AOL keyword Campaign to Prevent Teen Pregnancy).



Find out inside how you can get free National Day postcards on page 4.

Why a National Day to Prevent Teen Pregnancy? Despite recent declines in teen pregnancy, four out of 10 girls in the United States get pregnant at least once by age 20. Too many teens still think “it can’t happen to me.” The National Day quiz provides a concrete activity to help young people understand that it *can* happen to them and that the teen years should be for education and growing-up, not pregnancy and parenthood.

In addition to the National Campaign to Prevent Teen Pregnancy, *Teen People* and

Continued on Page 6

**INSIDE:**

Free materials to help you observe the National Day see page 4

# National Day Founding Partners: *Teen People* Magazine and Teen People Online

The National Campaign wishes to thank the leadership and staff of *Teen People* magazine and Teen People Online for their founding partnership of the first annual National Day to Prevent Teen Pregnancy. Their immediate support of the idea and desire to be among the first to help young people across the country find a concrete way to get involved in preventing teen pregnancy is inspiring. In addition to covering the National Day in the magazine, their editors and staff writers, and their nationwide network of teen “trendspotters” have helped with every aspect of the online quiz including how to make it real, thought-provoking, and fun to take. Teen People Online has been extremely generous in sharing their expertise about online activities, and the Online staff has helped write, re-write, and produce the online quiz. They have also kindly agreed to prominently feature the National Day quiz on their own very popular site — [teenpeople.com](http://teenpeople.com).



This help in making the National Day to Prevent Teen Pregnancy a success is only the latest activity in an ongoing and very productive partnership between the National Campaign and *Teen People*. Over the course of the past several years *Teen People* has featured informative and engaging articles about adolescent sex, pregnancy, and consequences. The magazine also co-sponsors the annual “Do Your Part With Art” contest with the Campaign, which challenges teens to create their own teen pregnancy prevention public service announcements. Once again, *Teen People* is motivating its readers — and teens across the nation — to make preventing teen pregnancy a top priority, and to get involved and make a difference.

In particular, the National Campaign would like to thank *Teen People* Managing Editor Barbara O’Dair, Executive Editor Tina Johnson, Staff Writer Michelle Hainer, and Teen People Online Vice President John Vaccarro and Executive Editor Molly About.

## National Day to Prevent Teen Pregnancy partner organizations:

### *Teen People* and Teen People Online (founding partners)

Advocates for Youth  
American Academy of Pediatrics  
American College of Obstetricians and Gynecologists  
American Medical Association  
American Public Health Association  
American School Health Association  
ASPIRA Association  
Association of Maternal & Child Health Programs  
Association of Reproductive Health Professionals  
Big Brothers Big Sisters of America  
*Black Celebrity Hairstyles & Trends*  
Candie’s Foundation  
Center for Law and Social Policy  
Child Welfare League of America  
City Year  
Columbia TriStar Domestic Television  
Congressional Hispanic Caucus Institute  
Covenant House  
*Cristina la Revista* and [cristinaonline.com](http://cristinaonline.com)  
Family Life Council (“Wise Guys”)  
Girls Incorporated  
Goodwill Industries  
[gURL.com](http://gURL.com)  
[hairweb.com](http://hairweb.com)  
Jack and Jill of America, Inc.  
Jacksonville Jaguars Foundation/Straight Talk  
Katrillion Media  
[Kiwibox.com](http://Kiwibox.com)  
March of Dimes  
MEE Productions, Inc.  
Mexican-American Community Services Agency, Inc.  
Mexican-American Women’s National Association (MANA)  
National 4-H Council  
National Association of Commissions for Women  
National Association of School Nurses

National Campaign Against Youth Violence  
National Conference of State Legislatures  
National Congress of American Indians  
National Council of La Raza  
National Education Association  
National Family Planning and Reproductive Health Association  
National Fatherhood Initiative  
National Healthy Mothers, Healthy Babies Coalition  
National League of Cities  
National Organization of Concerned Black Men, Inc.  
National Organization on Adolescent Pregnancy, Parenting and Prevention  
National Practitioners Network for Fathers and Families  
National School Boards Association  
Network for Family Life Education  
New York Times Learning Network  
Oklahoma Institute for Child Advocacy  
Ogilvy & Mather  
[Opendiary.com](http://Opendiary.com)  
Planned Parenthood Federation of America, Inc.  
Procter & Gamble  
Radio Unica  
Religious Coalition for Reproductive Choice  
[Ricki Lake and ricki.com](http://Ricki Lake and ricki.com)  
Save the Children Federation  
Sex, Etc.  
[Smartgirl.org](http://Smartgirl.org)  
Society for Adolescent Medicine  
Students Against Destructive Decisions  
[Teenopendiary.com](http://Teenopendiary.com)  
[TeenLearningNetwork.com](http://TeenLearningNetwork.com)  
The WB Network  
[thewb.com](http://thewb.com)  
The Welfare to Work Partnership  
Youth Build USA  
[YouthNOISE.com](http://YouthNOISE.com)  
Youth Venture  
YWCA of the U.S.A.

# Get involved: Ideas for involving teens

Encourage teens to go to [www.teenpregnancy.org](http://www.teenpregnancy.org) to take the National Day quiz on May 8, 2002. The success of the National Day depends largely on the help of national, state, and local organizations in spreading the word about the National Day quiz. Here are just a few ideas on how to involve teens:

- Have a contest for teens to see who can get the most friends to go online and take the quiz
- Make computers accessible so teens can take the quiz as a group
- Ask your local radio and television stations to publicize the National Day
- Place National Day public service ads in school newspapers
- Invite a speaker to talk about teen pregnancy prevention and the importance of going online to take the quiz
- Get teens to distribute National Day promotional postcards at malls, clubs, and restaurants
- Create and disseminate bookmarks throughout the community promoting the National Day and [www.teenpregnancy.org](http://www.teenpregnancy.org)
- Involve parents — the quiz is a fun way for parents to start a conversation about the risks and consequences of sex with their children
- Host an event on May 8 at a school computer lab so lots of young people can take the quiz together
- Contact local businesses in your community and ask them to donate items that would be appealing to teens (coupons, for instance) that you can use as incentives to get teens to attend a National Day event and take the quiz. Make sure to tell them you'll acknowledge their donations in your materials!

## Ricki Lake adds star power to the National Day

Talk show host and actress Ricki Lake continues to be at the forefront of media leaders dedicated to preventing teen pregnancy. Ricki, her website [ricki.com](http://ricki.com), and Columbia TriStar Domestic Television have all signed on as National Day partners. Lake has also agreed to be the featured speaker at the National Campaign's annual Honoree reception in April. This year, the Campaign will be honoring all of the organizations who have generously supported the first National Day to Prevent Teen Pregnancy by becoming official partners. In addition, Lake is planning a wide variety of activities on and around May 8, which include:

- The launch of a new teen pregnancy prevention public service announcement, based on a concept from the Campaign's own Youth Leadership Team — on the National Day.
- A special episode of *The Ricki Lake Show*, which will air on May 8, will focus on the challenge of teen pregnancy and parenthood.
- A guest appearance on ABC's *The View* on May 8 to discuss the importance of preventing teen pregnancy.
- A link to the National Day quiz from her popular website, [ricki.com](http://ricki.com).

To find out more, including airtimes and affiliates, visit [ricki.com](http://ricki.com).

## Need More Information?

### Visit:

[www.teenpregnancy.org](http://www.teenpregnancy.org) for more information about the National Day to Prevent Teen Pregnancy. Resources include:

- simple suggestions for getting teens involved
- information about National Day activities underway across the country
- and free downloads of National Day materials (e.g. ads, newsletter articles, community proclamation)

### Email:

[nationalday@teenpregnancy.org](mailto:nationalday@teenpregnancy.org) with questions or comments about the National Day.

### Call:

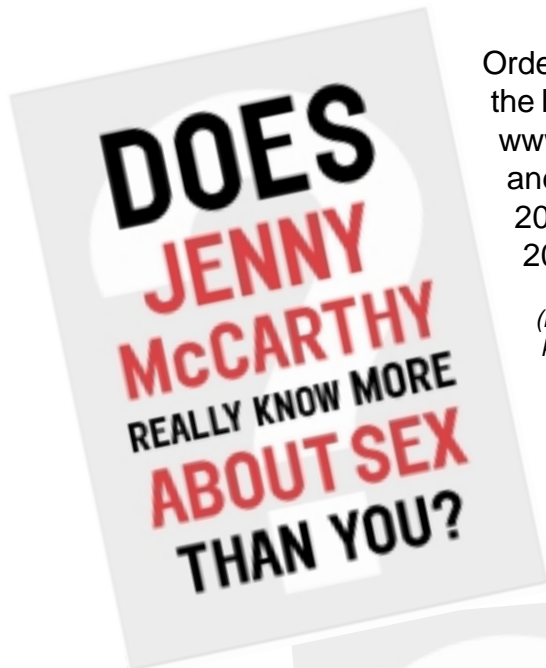
202-478-8500 and ask for Megan Robb.

# National Day resources:

The National Campaign has developed a series of materials to help *you* get the word out about the National Day to Prevent Teen Pregnancy, May 8, 2002. We have several postcards (free of charge) that you can distribute directly to teens, alerting them to the National Day. We have created a generic press release, public service advertisements, and articles about the National Day for you to distribute to the news media or to use in your own communication outlets. We also have an informational pamphlet that includes ideas on celebrating the National Day in your community. All of these materials are available on the National Campaign's website — [www.teenpregnancy.org](http://www.teenpregnancy.org).

## Postcards

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Order postcards to help your organization promote the National Day. Check them out online at [www.teenpregnancy.org](http://www.teenpregnancy.org), download the order form and fax it to the National Campaign at: 202.478.8580, or call Megan Robb at: 202.478.8500.

*(back text on "Jenny": Find out what she knows. See what you know. Log on to [teenpregnancy.org](http://teenpregnancy.org). Take the quiz May 8.; back text on "Right?": What are you going to do in the moment? Log on and decide starting May 8, 2002; back text on "Now What?": You decide. Log on and take the quiz starting May 8, 2002)*



## Print and banner ads

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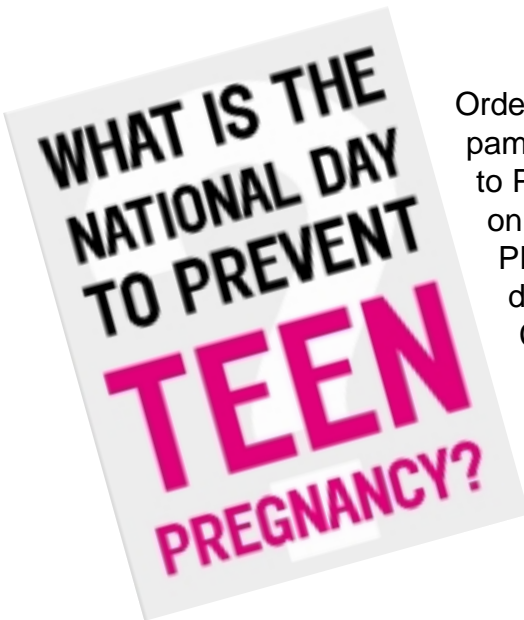
Place this print ad in your local newspaper or in your organization's newsletter. Download the PDF file at [teenpregnancy.org](http://teenpregnancy.org), or email [nationalday@teenpregnancy.org](mailto:nationalday@teenpregnancy.org) to have the Adobe Illustrator EPS file emailed to you. The ad can be customized to include your organization's name. Contact us to find out how.

The National Campaign will also have banner ads available for website use beginning April 22, 2002. Please email the Campaign at: [nationalday@teenpregnancy.org](mailto:nationalday@teenpregnancy.org) to have banner codes sent to you for placement after April 30, 2002.



## Pamphlet

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Order or download our National Day informational pamphlet for ideas on celebrating the National Day to Prevent Teen Pregnancy in your community. Go online to [www.teenpregnancy.org](http://www.teenpregnancy.org) to download the PDF version of the pamphlet. For printed copies, download the order form and fax it to the National Campaign at: 202-478-8580, or call Megan Robb at: 202-478-8500.

## Other downloads

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At [www.teenpregnancy.org](http://www.teenpregnancy.org), users can download factsheets about the National Day, a generic press release, as well as a list of what others are doing to observe the National Day, and much more. Visit the website daily to find out the latest about the National Day. To sign up for our National Day listserv (which is sent via email each week), please send an email to: [nationalday@teenpregnancy.org](mailto:nationalday@teenpregnancy.org)

## New York Times Learning Network: The National Day to Prevent Teen Pregnancy Journalism Contest

The New York Times Learning Network — [www.nytimes.com/learning](http://www.nytimes.com/learning) — a popular, free online service for students in grades 3-12, their teachers and parents, will sponsor a writing contest for students with the Campaign, focused on teen pregnancy prevention issues.

Between March 15 and April 15, students in grades 6-12 can enter the contest by writing either an op-ed, a feature story, or a news story on teen pregnancy. One winner will be chosen from each category and announced on May 8, 2002. The winning stories will run on the New York Times Learning Network website, the National Campaign's website, and in the Campaign's quarterly newsletter. Winners will also receive gift certificates or merchandise from the New York Times store (which has such items as books and vintage photographs). Full contest rules can be found at [teenpregnancy.org](http://teenpregnancy.org)

In addition to the contest, the New York Times Learning Network will link to the National Day quiz, place National Day web banners on their site, and provide links to past *New York Times* stories about teen pregnancy.

The New York Times Learning Network is a terrific source of news and information:

- **Students** can read the day's top stories, take a news quiz, play special crossword puzzles and take a "web exploration" on a variety of topics.
- **Teachers** can access a daily lesson plan for grades 6-12 that can be printed for classroom use.
- **Parents** can help their children understand current events by using the Learning Network's "conversation starters."

## National Day to Prevent Teen Pregnancy

*continued from page 1*

Teen People Online, more than 70 prominent national organizations, media outlets, businesses, membership associations, and youth groups have signed on as National Day partners (for complete list see page 2).

### Why Use the Internet?

Surfing the web for health information and interactive games are two of the most popular online activities for teens. In fact, a recent national survey reported that young people use the internet to search for health information more than to shop, chat, or download music. The National Day to Prevent Teen Pregnancy combines the appeal of both activities — searching for health information and playing games — by informing teens about one major consequence of sex — pregnancy — through an entertaining online challenge. The online nature of this activity also allows widespread dissemination of the quiz because teens can pass it on to their friends through instant messaging and e-mails.

Teens themselves helped create the quiz to help ensure that it would appeal to young people. Ideas for the quiz were gathered from *Teen People* "trendspotters," the National Campaign's own Youth Leadership Team, and other teens across the country. In addition to teens, a diverse group of media experts and researchers, as well as a host of state and local teen pregnancy prevention professionals, collaborated in developing the quiz.

### Incentives to Participate

Teens who take the National Day quiz on May 8 and provide their email address will be eligible to win prizes — from autographed CDs and t-shirts to cosmetics. Prize-winners will be chosen at random and contacted by the National Campaign. When you alert teens to the National Day quiz, please let them know about the prizes that will be available!

Once teens complete the National Day quiz, they will be invited to visit the National Campaign's website for further information on preventing pregnancy. Teens will also be asked if they would like to voluntarily work with the National Campaign by joining a new online teen community.

# The National Day Nationwide

## Examples of what others are doing to support the National Day to Prevent Teen Pregnancy

### States and Communities

#### **Arizona**

Child & Family Resources, Inc. in Sierra Vista, AZ, is observing the National Day to Prevent Teen Pregnancy in conjunction with their events promoting abstinence. They are creating an Abstinence Only display at a local high school that will include:

- Information regarding the National Day to Prevent Teen Pregnancy
- Various abstinence incentives they have given out through the past 3 years
- Abstinence/STD brochures and posters
- STD Unwanted Posters (created by 7th grade students)
- Quote of the Day (obtained from [www.teenpregnancy.org](http://www.teenpregnancy.org) web site)
- Girl Power information
- Preventing Teen Pregnancy Posters (created locally by teens for teens)
- Posters of the Ads for the National Campaign to Prevent Teen Pregnancy
- A “Question of the Day” Contest with a prize drawing for correct answers

#### **New York**

On May 8, Planned Parenthood of New York City will host two sites with computers where teens will be encouraged to take the National Day quiz.

#### **Ohio**

The Postponing Sexual Involvement (PSI) program of the Cincinnati Children’s Hospital’s is conducting several activities in recognition of the National Day, including issuing a press release on adults family members’ role in sex education, teaching PSI classes at middle school, and sponsoring a roundtable discussion with adults on teen sexuality.

#### **Nebraska**

The Lincoln-Lancaster Teenage Pregnancy Prevention Coalition (TPPC) is planning a wide variety of activities for the National Day, including

- Design and production of a bookmark listing the website for the interactive quiz, along with information on teen pregnancy
- “Lunch & Learns” at local businesses on how to communicate with adolescents

- A mailing of one postcard per week for the entire month of May to more than 85 elected officials, school administrators and business leaders. Each postcard holds information on county teen pregnancy statistics, hints on how to communicate with adolescents or other information. One is planned that will promote the National Day.
- Displays at the State Capitol and local mall of the Coalition’s “Remember Me” dolls and advertising the National Day.

### Government

#### **House of Representatives**

The office of Representative Eva Clayton (D-NC), a co-chair of the National Campaign’s House Advisory Panel, is sponsoring a House resolution in support of the National Day. In addition, Rep. Clayton is hosting a Town Hall meeting on teen pregnancy prevention and the National Day on April 27th.

#### **National Conference of State Legislatures (NCSL)**

At the February 2002 meeting, the Executive Committee of the NCSL adopted the recommendation of their Task Force on Welfare Reform Reauthorization, and endorsed efforts to highlight the issue of teen pregnancy prevention, especially in the popular media, including a National Day to Prevent Teen Pregnancy.

### Media

#### **Sex, Etc.**


The award-winning website for teens by teens — [www.sxetc.org](http://www.sxetc.org) — is linking to the National Day quiz and is offering related stories to its readers, including a cover story in their spring issue entitled, “A Teen Mom’s Story: First Nikki, Then Heather, Then Me.” Sex Etc. is also hosting an online discussion about teen pregnancy.

#### **Katrillion Media**

The popular website for teens — [katrillion.com](http://katrillion.com) — is highlighting the National Day through editorial content on the site, including daily news stories and feature stories throughout the week of May 6, 2002.

#### **YouthNOISE**

An initiative of the Save the Children Foundation, YouthNOISE — [www.youthnoise.com](http://www.youthnoise.com) — seeks to connect, inform, and empower youth via the Internet to improve their own lives and the lives of other young people through philanthropy, service and policy. YouthNoise.com is running editorial content throughout the month of May to promote the National Day.



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## The National Campaign to Prevent Teen Pregnancy

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.

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

**AOL keyword:** Campaign to Prevent Teen Pregnancy