

THE
NATIONAL
CAMPAIGN TO
PREVENT TEEN PREGNANCY



Campaign

Update

SPRING 2003

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Second Annual National Day to Prevent Teen Pregnancy to Take Place May 7, 2003

Thousands of teens nationwide are expected to participate in the second annual National Day to Prevent Teen Pregnancy, which will take place on May 7, 2003. Sponsored by the National Campaign and National Day founding partners *Teen People* magazine and Teen People online, the National Day is designed to focus the attention of teens on the importance of avoiding teen pregnancy and other consequences of sex. The National Day aims to get teens to stop, think, and take action on this key issue.

The National Day is organized to reach teens directly through an innovative, online quiz. On May 7, 2003 (and for a few weeks thereafter), teens will be encouraged to go online to the National Campaign's website — www.teenpregnancy.org — to take a fun, short, informative, and engaging quiz that asks teens to

One of several National Day promotional materials (see page 6).



reflect on the best course of action in a number of tough and realistic sexual situations that include peer pressure, drinking, and gossip.

More than 130 prominent national organizations, media outlets, businesses, membership associations, and youth groups have signed on as official National Day partners. To name just a few, these leaders include: the American Medical Association, Procter & Gamble, Boys and Girls Clubs of America, the Centers for Disease Control and Prevention, National 4-H Council, National Association of Police Athletic Leagues, National Governors Association, National Conference of State Legislatures, National Education Association, National Urban League, National Council of La Raza, United Church of Christ, Justice and Witness Ministries, and YWCA of the USA.

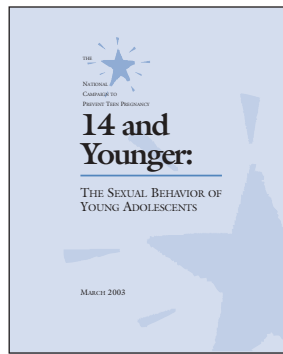
INSIDE:

- More National Day information pp. 5-7
- Campaign Chairman Tom Kean appointed to chair panel investigating September 11, 2001 terrorist attacks p.3

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New Campaign Publication Examines the Sexual Behavior of Young Adolescents

The sexual behavior of young adolescents has been widely reported on by the news media over the past several years. But what do we really know about those age 14 and younger? A comprehensive new report from the National Campaign — *Fourteen and Younger: The Sexual Behavior of Young Adolescents* — answers some lingering questions concerning this age group’s sexual activity, pregnancy rate, contraceptive use, dating patterns, and communication with their parents about sex and related issues.



Although most adults prefer that teens under age 18 not have sex, consensus is even stronger for “middle school” youth — those age 14 and younger. Recent research suggests there is good reason to be concerned about sexual activity among these very young adolescents. For example, though the proportion of unmarried teen girls age 15-19 who have had sexual intercourse decreased between 1988 and 1995, the proportion of unmarried teen girls who have had sexual intercourse before age 15 increased appreciably during the same time period. And, compared to delayed

sexual activity, early sexual activity has been linked to a greater number of sexual partners over time and an increased risk of both teen pregnancy and sexually transmitted diseases.

The full report and stand-alone summary of *Fourteen and Younger* present findings from three nationally-representative data sets and four small-area data sets. These findings have clear implications for parents, school officials, community leaders, and practitioners.

Both the report and the summary will be available to order from the Campaign’s website — www.teenpregnancy.org — beginning in late March. ★

Not Just Another Single Issue

Preventing teen pregnancy is not only an important goal in its own right, it is also a powerful way to make progress on other key social issues. In November 2002, the National Campaign to Prevent Teen Pregnancy brought together distinguished experts from a variety of sectors to discuss the compelling connections between teen pregnancy and other issues, such as child well-being, workforce development, child welfare, and crime. Participants also discussed the costs of early childbearing and the benefits of investing in teen pregnancy prevention.

Moderated by National Campaign Board member and CNN Prime Anchor Judy Woodruff, the panel included the Hon. Donald Beyer, Jr., former Lieutenant

Governor of Virginia; Stephen Goldsmith, Kennedy School of Government; Ron Haskins, The Brookings Institution; Brenda Rhodes Miller, Director, DC Campaign to Prevent Teen Pregnancy; Kristin Moore, Child Trends; and National Campaign President Isabel Sawhill. The event was held at the National Press Club in Washington, DC, and broadcast live through a web-cast.

The panel focused on the premise that reducing teen pregnancy is one of the most direct and effective ways to reduce a host of social problems in this country. Panelists agreed that the key role of teen pregnancy in the areas of

poverty, particularly child poverty, welfare dependence, poor educational attainment, single parenthood, father absence, and poor quality work force, should be a powerful incentive for influential leaders from all sectors to become involved in teen pregnancy prevention.



Campaign Board member and CNN Prime Anchor and Senior Correspondent Judy Woodruff moderates a panel discussion linking teen pregnancy to other social issues.

More information on this topic can be found in the National Campaign publication, *Not Just Another Single Issue: Teen Pregnancy Prevention’s Link to Other Critical Social Issues*. This

publication, as well as a written and audio transcript of the event, is available at the Campaign’s website, www.teenpregnancy.org. ★

Campaign Chairman to Chair Terrorism Panel

Calling him a “leader respected for integrity, fairness, and good judgment,” President Bush named National Campaign Chairman Thomas Kean to head a panel investigating the September 11, 2001 terror attacks. Kean will remain as Chairman of the National Campaign.



Campaign Chairman Tom Kean, chosen by President Bush to head panel investigating 9/11 attacks.

Jersey from 1982 to 1990, where he was widely recognized as one of the nation’s most effective state leaders. Kean holds more than 25 honorary degrees and has won numerous awards from environmental and educational organizations. He has also headed several national committees and commissions,

including the American delegation to the UN Conference on Youth. In addition, he is chair of the Newark Alliance and former chair of the

Carnegie Corporation of New York, Educate America, and the National Environmental Education and Training Foundation.

“Tom Kean has provided exemplary leadership in our 7-year effort to reduce teen pregnancy in this country,” said Isabel Sawhill, President of the National Campaign. “His steadfast commitment and ongoing involvement as chairman of our board has helped to convince people across the political spectrum that reducing teen pregnancy is an effective way to improve the well-being of children, youth, and families and that the Campaign is a serious effort deserving of their support.” ✨

Kean has served as the National Campaign’s Chairman since the organization’s inception in 1996. He is currently president of Drew University and served as governor of New

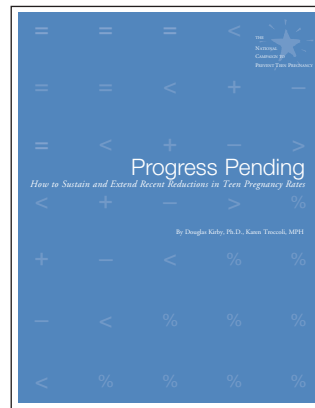
Progress Pending: How to Sustain and Extend Reductions in Teen Pregnancy Rates

Although this nation as a whole has made significant progress in reducing rates of teen pregnancy and birth, a close examination of selected states, cities, and groups shows instances where teen pregnancy and birth rates are stagnant or even increasing. *Progress Pending: How to Sustain and Extend Recent Reductions in Teen Pregnancy Rates* explores why certain areas and groups continue to have high rates and what can be done to extend successes to these areas.

To better understand why “progress is pending” in too many communities, the National Campaign and Covenant House — the largest privately-funded childcare agency in the United States providing shelter

and services to homeless and runaway youth — convened a roundtable in 2002 of teen pregnancy experts to discuss the issue. The first chapter of *Progress Pending*, by former Campaign staffer Karen Troccoli, presents highlights from the compelling points offered during the meeting and describes other supporting research. Douglas Kirby, author of the influential report, *Emerging Answers*, uses the report’s second chapter to explore what we know about the effectiveness of teen pregnancy prevention programs for various groups of teens and

what role these programs might have in bringing down stubbornly high rates of teen pregnancy.



The National Campaign wishes to thank Campaign Board member and Covenant House President Sister Mary Rose McGeady for her inspiration to examine this issue. We also acknowledge the Charles Stewart Mott Foundation for its generous support of our research activities, including convening the roundtable and the resulting *Progress Pending* publication. ✨

Public Policy Update

In February, the House of Representatives passed welfare reform legislation that, among other things, continued \$50 million a year in abstinence education grants to states and provided \$200 million a year (plus state match) to promote healthy marriages. Teen pregnancy prevention was not explicitly mentioned as an allowable use of the marriage funds.

As we go to press, the outlook for welfare legislation is less certain in the Senate. A summary of the teen pregnancy prevention provisions in last year's Senate finance welfare reform bill follows:

- In June, the Senate Finance Committee approved a bipartisan bill that also continued the abstinence education grants to states

and provided \$200 million a year (plus match) to promote healthy marriages. However, this bill included four important new items: \$50 million a year for grants to states to implement proven "abstinence-first" strategies, \$5 million a year to support a national teen pregnancy prevention resource center, a provision to include teen pregnancy prevention programs among the activities that may be conducted with the "healthy marriage promotion" grants, and a statement setting a national goal of reducing teen pregnancies by one-third.

The Campaign remains hopeful that some or all of the provisions in last year's Senate Finance bill will end up in a final welfare reform package. These additional resources would go a long way to help states and com-

munities make further progress on reducing teen pregnancy, particularly when such efforts are being threatened by state budget constraints.

In addition to focusing on welfare reform reauthorization, the Campaign will work to expand partnerships between effective teen pregnancy prevention efforts and after-school programs, despite proposed cuts to the program. Finally, based on strong evidence that service learning is among the most effective teen pregnancy prevention strategies, we hope that upcoming legislation on national service will generate additional resources and foster partnerships in this area. Please visit the policymaker section of the Campaign's website for frequent public policy updates. ✨

Update: Putting What Works to Work

As noted in the last issue of this newsletter, the Centers for Disease Control and Prevention awarded a grant late last year to the National Campaign to help states and communities improve their teen pregnancy prevention efforts. The project — "Putting What Works to Work" — 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 state and communities to incorporate such practices into their work.



As of press time, we are happy to report that several critical parts of the project are taking shape:

- A scientific advisory committee has been established and a program review board is being formed.
- Topics for the project's first materials have been identified and are in the production pipeline.
- Progress has been made in developing an evaluation instrument for the project.

Visit the Campaign's website, www.teenpregnancy.org, for all the latest developments in this project. ✨

National Day Partners 2003

In addition to National Day co-sponsors *Teen People* and Teen People Online, more than 125 prominent national organizations, media outlets, businesses, membership associations, and youth groups have signed on as official National Day partners. For a complete list, visit www.teenpregnancy.org. National Day 2003 partners include:

- **media powerhouses** (New York Times Digital, Ricki Lake and ricki.com, the WB Network and thewb.com, *People en Español*)
- **major U.S. corporations** (Procter & Gamble, the Candie's Foundation)
- **health sector leaders** (Centers for Disease Control and Prevention, American Medical Association, American Academy of Pediatrics, Society for Adolescent Medicine)
- **education leaders** (National Education Association, National School Boards Association, American School Health Association)
- **service and youth groups** (National Urban League, City Year, Goodwill Industries, YWCA of the USA, Boys & Girls Clubs of America, National 4-H, Big Brothers, Big Sisters of America)
- **organizations representing state, local, and tribal officials** (National Governors Association, National League of Cities, National Conference of State Legislatures, National Association of Attorneys General, National Congress of American Indians)
- **top teen websites** (Bolt, Inc., gURL.com, Katrillion Media, freevibe.com, teenpendiary.com)
- **faith-based groups** (Covenant House, United Church of Christ, Justice and Witness Ministries, Call to Renewal, and International Association of Jewish Vocational Services)
- **parent organizations** (National Parenting Association, The Parenting Project: Preparing Tomorrow's Parents Today)
- **organizations working with youth of color** (National Council of La Raza, United Negro College Fund Special Programs Corp., National Council of Negro Women)
- **fatherhood and male involvement groups** (National Fatherhood Initiative, National Organization of Concerned Black Men)

We Need You! The National Day State and Local Network

Response and participation in the first-ever 2002 National Day to Prevent Teen Pregnancy was overwhelming. Hundreds of events and activities were organized in communities nationwide, resulting in more than 75,000 teens taking the National Day quiz, and more than 400 television, radio, and newspaper stories featuring the National Day.

This year, we'd like to better highlight the efforts of state and local groups through a new National Day State and Local Network. Members

of the network will be posted on the National Day portal of the Campaign's website, www.teenpregnancy.org, and also in other printed materials, such as the *Campaign Update*.

To sign onto the Network, your organization simply needs to commit to organizing an event in your state or community on or around May 7th in support of the National Day. These events, along with your organization's contact information and web links (if available) will be featured on our website so that others logging on

to the site can learn more about these fantastic events.


If you're interested in helping us promote the National Day 2003 through events in your own community, go to www.teenpregnancy.org/national/slnetwork.asp and complete the sign-up form. Once we have received and reviewed your information, we will post your organization and contact information on our website-based list of National Day State and Local Network members. We look forward to hearing from you and promoting your efforts! ✨

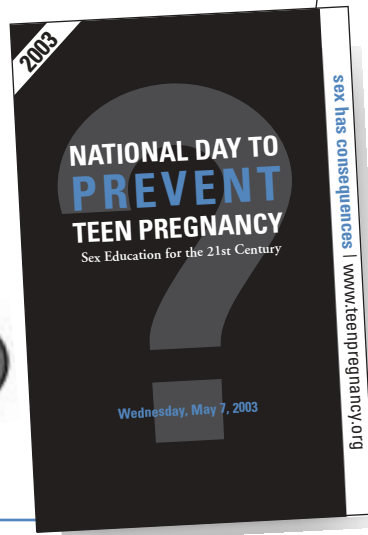
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Materials

The National Campaign is pleased to provide a range of materials — postcards, posters, pens, stickers, and brochures — to help individuals and organizations spread the word about the National Day.

These materials are available in a variety of low-cost packages. Visit the Campaign's website, www.teenpregnancy.org, to review the materials and place an order. National Day materials include:

- National Day 2003 brochure
- Postcard: Score Big Tonight
- Poster: Score Big Tonight (13.75" x 10.75")
- Postcard: All the Fun
- National Day pen
- National Day sticker (4" oval) 



Media Partners

The National Campaign is pleased to have the support of the following key media partners for the second annual National Day to Prevent Teen Pregnancy.

Teen People

National Day founding partners *Teen People* and Teen People Online have taken the lead again this year in putting teen pregnancy prevention front and center. They have provided their expertise to help create and design the the National Day 2003 quiz. They are also encouraging their thousands of “Trendspotters” to participate in National Day activities. Don't forget to check out the May and June issues of *Teen People* to find more information about the National Day along with eye-opening stories about teen pregnancy and related issues. To learn more about

Teen People magazine, go to www.teenpeople.com.

Ricki Lake

Talk show host and actress Ricki Lake continues to be at the forefront of media leaders dedicated to preventing teen pregnancy. On May 7, tune in to a special episode of her television show dedicated to the topic of teen pregnancy. Ricki Lake will also be producing teen pregnancy PSAs and speaking out in media interviews. For more information on the upcoming show, and on Ricki Lake's partnership with the National Campaign, visit www.ricki.com, and click on “Ricki Cares.”

Noggin/The N

The N, the nighttime programming on the Noggin network, is designed to help young people make

decisions by presenting programs that deal with real-life situations. On the National Day, *The N* will air a special episode of “A Walk in Your Shoes.” This program documents what happens when two teens from completely different backgrounds switch places for a day. Tune in on May 7th for this special “Walk in Your Shoes,” and find out what happens when a young teen couple switches roles with teen parents. If you don't get Noggin and *The N*, call your local digital cable or satellite provider. To learn more about *The N*, check out www.the-n.com.

Mosaica

The multicultural communications agency Mosaica is helping the Campaign reach out to Hispanic parents nationwide by translating the National Day quiz and supporting

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Ways to Celebrate

Below are just some of the ways that local communities can participate in the National Day. For more ideas on how to celebrate the Day and to see what other communities have planned, please visit www.teenpregnancy.org.

- Teens, take the quiz and encourage your friends to do so by email, instant messaging, and word-of-mouth.
- Parents, encourage your children to take the quiz and discuss it with them afterwards.
- Businesses, consider providing incentives for teens to take the quiz.
- Prominently place a link to the National Day quiz on your website.
- Hold a press conference or send out a press release about the National Day.
- Encourage policymakers to issue a proclamation in support of the National Day.
- Organize an event at a cyber-café or make computers accessible at a mall, teen youth center, or after school program so teens can participate en masse.
- Sponsor a teen pregnancy journalism, art or poetry contest for teens.
- Create a teen pregnancy PSA for your local newspaper.
- Sponsor an event at a local mall.
- Distribute National Day postcards and other materials throughout your community.
- Place National Day reminders on pizza boxes, grocery bags, and movie theatre popcorn bags. ✨

Second Annual National Day, May 7, 2003

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More than 75,000 teens participated in the first National Day to Prevent Teen Pregnancy in 2002 thanks, in large part, to the many national organizations that were official National Day partners. Partner organizations promoted the National Day in a variety of ways, including prominent placement of the National Day on their websites, alerting constituents through listservs, newsletters, and press releases.

Why a National Day? Despite recent and encouraging declines in teen pregnancy and birth rates, four out of ten girls still become pregnant by age 20. Quite simply, too many teens think: "It can't happen to me." The National Day helps young people understand that it can happen to

them and that they need to make a plan for avoiding too-early pregnancy and parenthood.

For more information. The National Day quiz and supporting materials will be available in both English and Spanish. Visit the extensive National Day section of www.teenpregnancy.org for more information about the National Day, ideas on how others are recognizing the National Day, and answers to frequently asked questions. You can also order National Day materials from the website. Information is also available by sending an email to NationalDay@teenpregnancy.org. ✨



Media Partners

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materials into Spanish. Spanish language materials will be available on the Campaign's website beginning in late March.

Other media partners for the National Day include Better Homes

and Gardens Online (BHG.com), Channel One News and **ChannelOne.com**, Ladies Home Journal Online (LHJ.com), MEE Productions, New York Times Digital, *People en Español*, Radio Unica, Scenarios USA, Sony Pictures

Television, the WB Network and thewb.com, and *Zuri Magazine*.

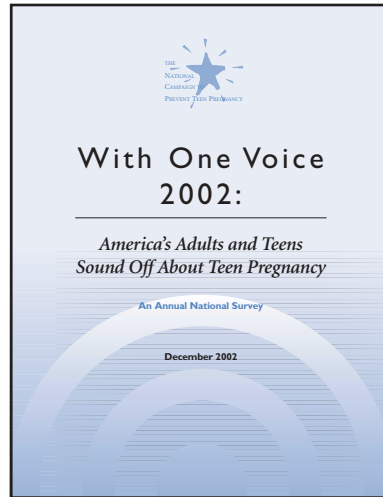
Visit www.teenpregnancy.org to learn more about our media partners and their activities for the National Day. ✨

With One Voice 2002: Annual Campaign Survey Released

Almost two-thirds of teens who have had sex (63%) wish they had waited longer. This is just one of many findings from the National Campaign's annual survey of adults and teens released in December 2002. Findings from the nationally-representative survey, *With One Voice 2002: America's Adults and Teens Sound Off About Teen Pregnancy*, suggest three major themes: (1) teens have more cautious attitudes toward early and casual sex than may be generally believed, (2) adults and teens share a common sense, "abstinence-first" view, and (3) parents continue to underestimate the influence they have over their children's decisions about sex. Highlights from the survey include:

- Most adults (94%) and teens (93%) believe it is important for teens to be given a strong message from society that they should not have sex until they are at least out of high school.
- Teens say morals, values, and/or religious beliefs influence their decisions about sex far more than anything else.
- Fully 79% of teens do not think it is embarrassing for teens to admit they are virgins.
- Nearly seven out of ten teens (69%) agree it would be much easier for them to postpone sexual activity and avoid teen pregnancy if they were able to have more open, honest conversations about these topics with their parents.

- Most Americans support a practical, "abstinence-first" strategy — 66% of adults and 56% of teens believe teens should not be sexually active, but teens who are should have access to contraception.
- When asked what advice they would offer policymakers regarding teen pregnancy, two-thirds of adults (66%) and teens (68%) say they would place greater emphasis on encouraging teens not to have sex *and* greater emphasis on contraception.
- Adults (66%) and teens (72%) also reject the argument that stressing abstinence to teens while also providing them with information about contraception sends teens a confusing and mixed message.



"This survey makes clear that Americans — adults and teens — steer clear of the unproductive debate that pits abstinence versus contraception," said Sarah Brown, Director of the National Campaign. "Both have contributed to recent declines in teen pregnancy and clearly Americans want more of both. They subscribe to the simple, common sense view that, for teens, abstinence is better than contraception but contraception is better than pregnancy."

The complete survey can be viewed and ordered on the Campaign's website, www.teenpregnancy.org.



To stay current with the latest developments in teen pregnancy prevention and related issues, visit us often on the internet at www.teenpregnancy.org

Find Us On The Internet—
www.teenpregnancy.org

Campaign Welcomes Cindy Costello

The National Campaign recently welcomed Cindy Costello as our new Director of State and Local Action. In this position, Costello is responsible for providing leadership to the full array of programs, activities, and materials that the Campaign offers for organizations and individuals in states and communities — from broad-based initiatives such as teleconferences, to hands-on events such as workshops for state and local leaders. Costello will also lead “Putting What Works to Work,” a

new project funded by the Centers for Disease Control and Prevention (see page 4 for details).

“We are honored that Cindy has joined the Campaign staff,” said Sally Sachar, the National Campaign’s Deputy Director. “She brings an impressive arsenal of research, writing, and managerial experience and a high degree of understanding of how state and community programs operate and fit into a larger national network. Frankly, we think it is a tribute to the quality of the Campaign that

we can attract someone of Cindy’s caliber to our efforts.”

Before joining the National Campaign, Costello had her own consulting business and worked with such organizations as the American Sociological Association, the Women’s Research and Education Institute, and Families, USA. Costello is also senior editor of the recently-published volume, *The American Woman 2003-2004: Daughters of a Revolution – Young Women Today*. ✨

While the Adults Are Arguing, Teens Are Seeking Solutions

The first meeting of the 2003-2004 class of the National Campaign’s Youth Leadership Team (YLT) took place in Washington, DC, March 1-3. This dynamic group of 24 teens (12 girls and 12 boys), representing 18 states and the District of Columbia, will meet a total of three times over the course of their 18-month tenure, sharing insights and offering advice about Campaign activities and goals.

This class of the YLT will have a particular emphasis on increasing and enhancing the engagement of young people in mediation, consensus building, and conflict reduction related to teen pregnancy prevention. Toward that end, the YLT played a critical role in updating one of the Campaign’s most popular publications — *Talking Back: Ten Things Teens Want Adults to Know About Teen Pregnancy* — providing emphasis on common ground and conflict reduction to the pamphlet. The National Campaign wishes to acknowledge the

Compton Foundation for its generous support of this YLT class of “solution seekers.”

During their first meeting, YLT members also participated in sessions on peer and media influence, ways to support the National Day to Prevent Teen Pregnancy, strategies for organizing local teen pregnancy prevention efforts, and advocacy training.

Youth Leadership Team members were selected by the National Campaign following an extensive outreach to national, state, and local organizations such as the Girls Scouts, YWCA, and Campfire Boys and Girls. These organizations were asked to nominate teenagers for possible placement on the YLT. The National Campaign then chose — from more than 100 nominees — the 24 members of the YLT. To learn more about the YLT, visit www.teenpregnancy.org/about/staff/taskforces/youth.asp ✨

This class of the YLT will have a particular focus on consensus building and conflict reduction related to teen pregnancy prevention.

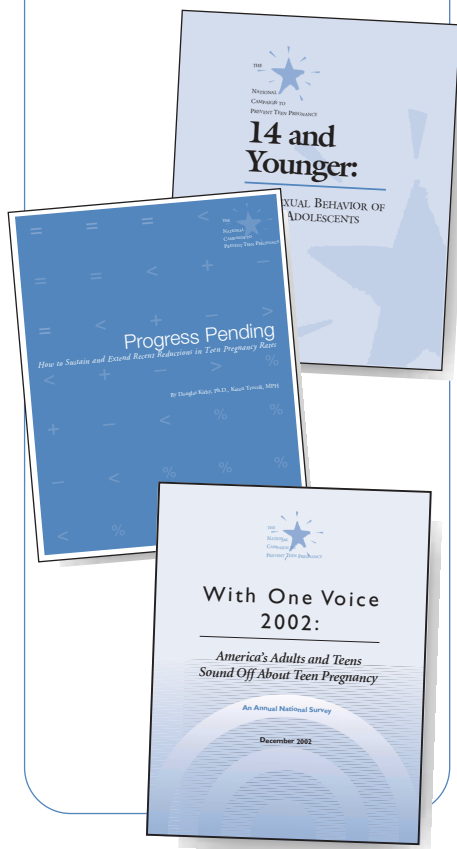
Resources Available from the National Campaign

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

New and Featured Publications

Offering the latest teen pregnancy prevention research:

- *Fourteen and Younger: The Sexual Behavior of Young Adolescents* (see page 2) — Full report, including summary, \$15.00/Summary \$5.00
- *Progress Pending: How to Sustain and Extend Recent Reductions in Teen Pregnancy Rates* (see page 3) — \$10.00
- *With One Voice 2002: America's Adults and Teens Sound Off About Teen Pregnancy* — \$10.00



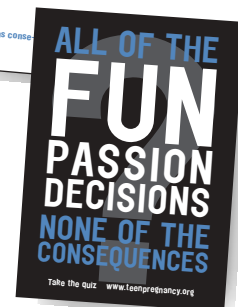
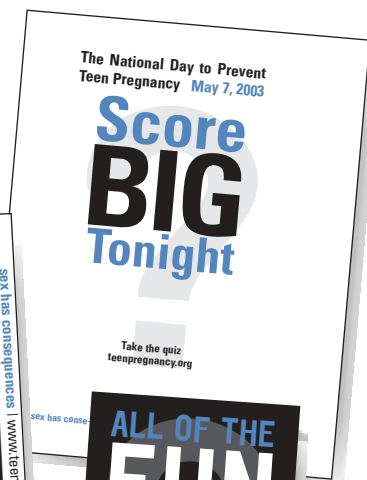
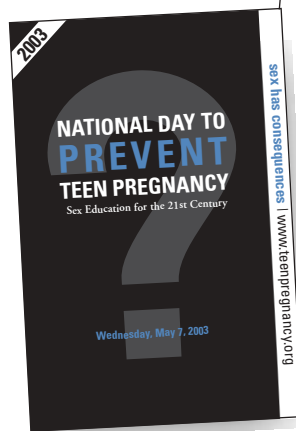
Why Care About Teen Pregnancy?

Teen pregnancy is not just another single issue. Early pregnancy and childbearing is clearly linked to a host of other critical social issues, including overall child well-being, out-of-wedlock births, responsible fatherhood, and workforce readiness. The facts presented in *Not Just Another Single Issue* provide compelling evidence that progress on all of these issues is materially advanced by reducing teen pregnancy. — 1-100 copies, \$1.00 each; 101 or more reports, 70 cents each.

National Day to Prevent Teen Pregnancy 2003 materials

See page 6 for details. National Day materials are offered in 10 different packaging options and can be ordered online. Materials include:

- National Day 2003 Brochure
- Postcard: Score Big Tonight
- Postcard: All the Fun, None of the Consequences
- Poster: Score Big Tonight
- Pens: Take the Quiz
- Stickers: Take the Quiz



Videos

Preview the videos at www.teenpregnancy.org. All videos are \$19.95

- *Imagine*: An overview of teen pregnancy problems as told by teen mothers and fathers.
- *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. Includes a study guide.
- *Jessica's Story*: Based on the characters and story line from ABC's *One Life to Live*, this video examines the consequences of 18-year-old Jessica Buchanan's pregnancy. Includes a study guide. ✨

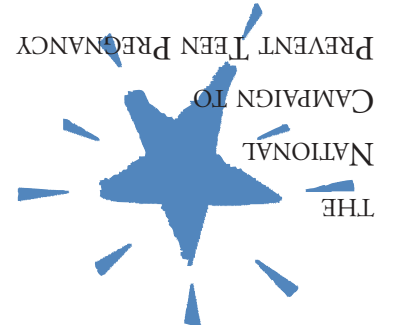
THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

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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