

# CAMPAIGN

## UPDATE

### TABLE OF CONTENTS

Community Colleges.....	2
Getting to Outcomes.....	2
Laura Stepp.....	2
What Policymakers Can do.....	3
National Campaign Fund.....	4
Sex & Tech.....	4
Relationship Postcards.....	4
The "R" Word.....	5
Blog.....	5
Too Young.....	6
TV and Teen Pregnancy.....	6
Twitter.....	7
Boys and Girls Club.....	7
Tom Joyner.....	7
New Publication.....	7
ARHP.....	8
Del corazón de los jóvenes.....	8
Board List.....	10

#### About The National Campaign to Prevent Teen and Unplanned Pregnancy:

The National Campaign's goal is to improve the lives and future prospects of children and families and, in particular, to help ensure that children are born into stable, two-parent families who are committed to and ready for the demanding task of raising the next generation. Our specific strategy is to prevent teen pregnancy and unplanned pregnancy among single, young adults. We support a combination of responsible values and behavior by both men and women and responsible policies in both the public and private sectors.

If we are successful, child and family well-being will improve. There will be less poverty, more opportunities for young men and women to complete their education or achieve other life goals, fewer abortions, and a stronger nation.

For more information, contact The National Campaign at:  
 1776 Massachusetts Avenue, NW Suite 200  
 Washington, DC 20036  
 (202) 478-8500 Telephone  
 (202) 478-8588 Fax

Or look us up online at:  
[TheNationalCampaign.org](http://TheNationalCampaign.org)  
[StayTeen.org](http://StayTeen.org)  
[TeenPregnancy.org](http://TeenPregnancy.org)  
[blog.TheNationalCampaign.org](http://blog.TheNationalCampaign.org)

### Dear Campaign Friends:

These days, it seems that teen pregnancy—and unplanned pregnancy generally—is on everyone's mind. Everyone, that is, who watches television, reads the newspaper, listens to the radio, surfs the Internet, or regularly spends time with young people.

Here at The National Campaign, we have been simply overwhelmed by the intense interest in a series of events probably well known to you: the possibility that a group of teens in Gloucester, MA made a "pact" to get pregnant at the same time so that they could raise their children together, the blockbuster movies *Juno* and *Knocked Up*, "baby bumps" being celebrated among numerous starlets who are neither married nor through school, and then the announcement that Bristol Palin, daughter of former Vice Presidential candidate Sarah Palin, is pregnant at 17. In addition, the CDC announced several months ago that the teen birth rate in the United States increased three percent between 2005 and 2006—the first such increase in 15 years.

I am not surprised that these stories keep showing up on the front page. Through our efforts and those of others nationwide, we are fostering a growing understanding that getting pregnant, having babies, and raising children are among the most important things any of us do, and that they are to be approached seriously and thought about carefully. A pregnancy is only the beginning, a fact that many young couples fail to prepare for or even recognize.

When parents are unprepared or unwilling to take on the task of raising the next generation, the reality for child, mom, and dad can be tough and overwhelming. More than three-quarters of teen mothers never complete high school, thereby significantly limiting their earning potential and making it almost certain that they and their children will spend years in poverty. In addition, their children are often raised with no father in the home and are at increased risk of low birth weight, child abuse and neglect, and difficulties in school. Research shows that the reality for unmarried couples in their twenties who experience an unplanned pregnancy is not much better: about one-quarter of young adults who are living together but are not married break up after experiencing an unplanned pregnancy, leading to an unstable home-life and all the well-known risks to children of being raised in single-parent homes—poverty most of all.

We recognize that these are challenging economic times. Still, in this coming year, we hope that you will join us in our efforts to continue tackling the very real issues behind the attention-grabbing headlines. Our work rests on powerful data and a deep understanding that by preventing teen pregnancy and

**CLICK HERE TO MAKE AN  
 ONLINE DONATION  
 TO THE NATIONAL  
 CAMPAIGN**

(Continued from page 1)

unplanned pregnancy—especially to single young adults—we can significantly strengthen American families and improve the lives of children in particular. Upcoming Campaign efforts include providing intense support to programs working with Latino communities; partnering with “unusual suspects,” such as the National Council of Juvenile and Family Court Judges and the nation’s vast network of community colleges; taking on the challenge of drawing boys and young men into pregnancy planning and prevention; encouraging policymakers to include our issues in their own work; and basing each of these efforts and more on sound science.

As the media and press reports this year have shown us, this is no time for complacency. Every year brings with it a new group of teenagers and young adults in need of guidance, care, and information. They and we need your involvement and support. I hope that we can count on you.

Sincerely,



Sarah S. Brown  
CEO ★★

## National Campaign to Prevent Teen and Unplanned Pregnancy Grants to Community Colleges

The National Campaign has awarded three grants to community colleges to prevent unplanned pregnancy among students. The two-year grants were awarded to Delaware Technical and Community College, Montgomery College in Maryland, and the University of Wisconsin Colleges.



At present, half of all pregnancies in the United States are unplanned. Fully seven in ten pregnancies among single women in their twenties, and eight in ten pregnancies to teens are unplanned. Unplanned pregnancies increase the risk of dropping out of college—61% of community college students who have children after enrolling don’t finish their education, a rate 65% higher than those who didn’t have children.

“More than one million unplanned pregnancies occur to single women in their 20s—a group that includes many in community colleges,” said Sarah Brown, CEO of The National Campaign. “From the standpoint of community colleges, the consequences of unplanned pregnancy are especially compelling because unplanned pregnancy so often distracts, delays, or derails students from reaching their educational goals.”

Visit [www.thenationalcampaign.org/resources/cc.aspx](http://www.thenationalcampaign.org/resources/cc.aspx) to learn more about these awards or about our work with community colleges. Visit [www.thenationalcampaign.org/fund](http://www.thenationalcampaign.org/fund) to learn more about The National Campaign Fund. The Fund provides a limited number of grants to support activities that advance the mission of The National Campaign. ★★

## Welcome Laura Sessions-Stepp

The National Campaign is pleased to welcome Pulitzer Prize winning journalist and former Washington Post columnist and writer Laura Sessions-Stepp to our family. Laura joins us as a Senior Media Fellow, and will spend the bulk of her time doing what she does best—writing about teens and young adults and how they handle sex, love, and relationships. For more information on Laura, please visit her [website](#) or email [The National Campaign](#). ★★

## Getting to Outcomes

Funded by the Centers for Disease Control and Prevention (CDC), the Promoting Science Based Approaches-Getting to Outcomes (PSBA-GTO) program helps state and local organizations such as schools, health clinics, community based organizations, and other youth-serving organizations to use a science-based approach to prevent teen pregnancy.

The National Campaign has created PSBA-GTO Case Studies to showcase real-life narratives of CDC grantees’ successes and challenges in working through the PSBA-GTO steps with local partners. The case studies provide concrete examples of how the PSBA-GTO process can be successfully used. Our hope is that these examples also provide ideas to other groups working to prevent teen pregnancy.

Download the newest case studies here:

- [Colorado Organization on Adolescent Pregnancy, Parenting and Prevention \(COAPPP\)](#)
- [Hawaii Youth Services Network \(HYSN\)](#)

Learn more about the [Putting What Works to Work project](#). ★★

PUTTING WHAT WORKS TO **work** ★★  
A PROJECT OF THE NATIONAL CAMPAIGN TO PREVENT TEEN AND UNPLANNED PREGNANCY

# AS NEWLY-ELECTED OFFICIALS PREPARE TO TAKE OFFICE, THE NATIONAL CAMPAIGN OFFERS THE FOLLOWING THOUGHTS AND POSSIBLE TO-DOS FOR POLICYMAKERS AT THE FEDERAL, STATE, AND LOCAL LEVEL.

## What Policymakers Can Do

There are many different solutions to the widespread problems of teen and unplanned pregnancy, at the individual and societal level, and public policy certainly plays a key role. The following public policy actions would help ensure that teens and young adults have the necessary tools to make wise choices regarding pregnancy and childbearing:

- **Include pregnancy prevention as an essential element in health care reform.** While chronic disease prevention has become a key element in the discussion of health care reform, more attention should also be paid to pregnancy prevention, which has both health and fiscal implications for consumers and tax payers alike.
- **Help change social norms by using various media.** Teens and young adults are voracious media consumers—for entertainment, information, and communicating with peers. Lawmakers have harnessed the power of the media for other important public health goals by funding various public service and communication campaigns.
- **Invest in preventing teen pregnancy among vulnerable populations.** Despite substantial progress in reducing teen pregnancy in all states and among all ethnic and racial groups, there are disparities in that progress. For example, 53% of Latina teens become pregnant at least once before age 20. Additionally, by age 19, nearly half of all teen girls in foster care have been pregnant at least once.
- **Support parents and other caring adults in communicating their values to the teens in their lives.** Teens consistently say

that parents most influence their decisions about sex. However, the vast majority of parents (82%) agree that when it comes to talking about sex, they often don't know what to say, how to say it, or when to start the conversation.

- **Increase the focus on the responsibilities of men in preventing teen and unplanned pregnancy.** More than half of pregnancies reported by unmarried men in their 20s are unplanned. More must be done to involve men in a meaningful way to prevent unplanned pregnancy—both primary prevention and prevention of subsequent pregnancies by men who already have a least one child.
- **Ensure greater access to affordable services and information that help prevent unplanned pregnancy, including subsequent pregnancies, for the uninsured and underinsured.** Medicaid, Title X, and SCHIP all play a vital role in providing family planning to lower-income families, but are not able to meet the need. In 2002, 16.8 million women were in need of publicly subsidized family planning services, yet public funding was able to serve only 6.7 million women. Also, investing in evidence-based programs that help reduce subsequent unplanned pregnancies—which make up 72% of all unplanned pregnancies among unmarried 20-somethings—could improve maternal and child health and well-being.
- **Eliminate barriers to affordable family planning.** A key element of preventing unplanned pregnancy is ensuring that sexually active individuals have access to affordable family planning, whether through private insurance or safety-net clinics including college health centers. ★★

## Thoughts for Elected Officials

- What should be done to help young adults be more successful in pregnancy planning and prevention? Please note that seven in ten pregnancies among single women in their 20s are unplanned.
- Do you agree that helping women avoid unplanned pregnancy will lead to fewer abortions?
- Do you believe that providing access to good family planning services is an important aspect of basic health care?
- Do you support federal funding for family planning? Would you support increased investments in programs to help reduce unplanned pregnancy and provide individuals access to a full range of effective contraceptive services that meet their needs?
- Do you support steps to improve private health insurance coverage so more individuals have access to a full range of effective contraceptive services?
- Do you believe that any effort to revise or strengthen the health care system should protect and enhance family planning services?
- Do you believe men should play an increased role in preventing unplanned pregnancy?
- Beyond government programs, what else can be done by various groups to reduce the high levels of unplanned pregnancy in our nation? What should be the role of individuals? Faith communities? Community organizations? The media? Employers? The private sector? ★★

# The National Campaign Fund

The National Campaign is pleased to report that the first grants have been made through the newly-launched *National Campaign Fund*. The National Campaign Fund provides a limited number of grants to support activities that advance the mission of The National Campaign to Prevent Teen and Unplanned Pregnancy.

The National Campaign Fund has three areas of emphasis:

- **Research:** Building the knowledge base for action in many areas—public policy, media, community programs, clinical services, and more;
- **Innovation:** Encouraging the development of new ideas and better ways to reduce both teen pregnancy and unplanned pregnancy, especially among single young adults; and
- **Action:** Supporting policies and partnerships with powerful sectors (including states) that can advance our mission in clear and deliberate ways.

To date, the Fund has provided grants for qualitative and quantitative research on contraceptive knowledge, attitudes, and behavior, preventing unplanned pregnancy in Community Colleges, and for new state and local efforts to prevent teen pregnancy.

All proposals, both past and current, are available to read on *The National Campaign Fund* homepage. Check the website frequently for the most current requests for proposal. ★



## Sex and Tech: Available December 10

In an effort to better understand the intersection between sex and cyberspace, The National Campaign to Prevent Teen and Unplanned Pregnancy and CosmoGirl.com commissioned a survey of teens and young adults to explore online activity and cell phone behavior. This is the first public study of its kind to quantify the proportion of teens that are sending or posting sexually suggestive text and images.

Visit <http://www.thenationalcampaign.org/sextech> beginning on December 10 to read the results. ★

## What's Your Relationship Reality?

Now available—a set of three postcards based on the two winning video entries in the StayTeen “What’s Your Relationship Reality?” video mash-up contest. The two videos were chosen as grand prize winners in a contest sponsored by The National Campaign to Prevent Teen and Unplanned Pregnancy and The Dibble Institute for Marriage Education. The contest challenged young people to create their own video mash-up that described their vision of a healthy relationship.

The winning entries were chosen from over 200 submissions and both of the winning videos—and others—are viewable on StayTeen.org. Although the relationship contest is over, teens are still welcome to submit their own video mash-ups for posting on StayTeen.org.

To request copies of the postcard set, please email us at [communications@thenc.org](mailto:communications@thenc.org). ★



## Using the “R” Word

In conversations with young people about sex, pregnancy, and family formation—aka, the dreaded “Talk”—we parents too often leave out one of the most important topics of all: healthy relationships. Simply put, young people often get the textbook definitions on how to reduce the risk of pregnancy and STDs—by waiting to have sex or by using contraception—but they’re rarely given guidance on how to successfully navigate the minefield of relationships. Remember that the lessons they learn from their relationships as teenagers will be the foundation of the relationships they form as adults.

The National Campaign has developed some specific **suggestions** that might be helpful in conversations parents have with their sons and daughters. Read the relationship tips and other helpful information at our newly-revamped **parents portal**. ★★



## Pregnant Pause

Have you become a regular reader and contributor to The National Campaign's new blog, Pregnant Pause? If not, what are you waiting for? We want to hear from you!

The blog features topical entries from National Campaign staff and guest writers as well as contributions from people like you—practitioners, policymakers, and others—concerned about teen and unplanned pregnancy and related issues. Recent topics of discussion have included Sarah Palin, Miley Cyrus, and the election of Barack Obama.

Getting involved is easy—just click and contribute.

Visit us at **blog.TheNationalCampaign.org** or simply visit us at **TheNationalCampaign.org** and click on the box labeled Blog. Let us know what you think, early and often. ★★



## Too Young Educational Video Now Available Online

Due to overwhelming demand, The National Campaign's award-winning *Too Young* educational film is now available in its entirety on our website. Please visit the **Too Young section of our website** to watch the short film and download our companion discussion guide and fact sheet. To order copies of *Too Young* on DVD, visit **The National Campaign Online Store**.

In *Too Young*, teen parents from a variety of backgrounds share their stories and in their own words offer their candid views about the difficulties they have faced. Their compelling stories make clear that teen pregnancy is closely linked to a host of other problems for teens and their babies including welfare dependency, health problems, absent fathers, educational failure, and more.

Winner of the **2008 Freddie Award for Adolescent Health**, this educational video is intended to help educators, community leaders, policymakers, parents, and teens better understand the challenges of teen pregnancy directly from a group of courageous teen parents who know what it means to be too young for pregnancy and parenthood. ★★





## Here a Tweet, There a Tweet...

The National Campaign is on Twitter. Don't miss any of our Tweets—[sign up to follow us today!](#)

No idea what we're talking about here? Twitter is a free social networking service that allows its users to send and read other users' updates (otherwise known as tweets), which are text-based posts of up to 140 characters in length. Updates are displayed on the user's profile page and delivered to other users who have signed up to "follow" them. Now go get your [Twitter](#) on! ★

## Boys and Girls Clubs of America Features The National Campaign

The Boys and Girls Clubs of America has joined with The National Campaign to Prevent Teen and Unplanned Pregnancy to help young people avoid teen pregnancy and too-early parenthood. In their most recent newsletter, Smart Girls Quarterly Update, they ran a feature on The National Campaign and this exciting new partnership.

[Read the newsletter here.](#) ★



**BOYS & GIRLS CLUBS**

## TV and Teen Pregnancy

An important new study from the *Rand Corporation* is the first to directly link sexual content on TV to the likelihood of teens getting pregnant or causing a pregnancy. Primary finding from the study published in the journal *Pediatrics*. Teens who are drowning in sex-saturated TV are twice as likely as their peers who watch little sexy stuff on TV to get pregnant or cause a pregnancy by age 16. So, will turning off the TV prevent teen pregnancy? A few modest thoughts to consider and discuss:

- Research once again has caught up with common sense. Of course TV helps shape the social script for teenagers. We take it as a given, for example, that Hollywood fashion influences what people outside of Hollywood wear, why would it be any different when it comes to teen sexual behavior?
- Don't assume TV is the whole story. The RAND study and others have noted that sexual content on TV has grown over the past 10-15 years. If the influence of TV on teen sexual behavior is so profound and so direct, why might it be that teen sexual behavior has become more responsible over the past 10-15 years, the same time period that sexual content on TV has gotten raunchier and more prevalent? Put another way, teen sexual activity, pregnancy, and birth rates have all declined dramatically during the Lohan, Spears administration.
- Media influence versus other influences. Ponder this... the influence of media probably grows as other important influences in a teens' life wanes. On the job parents, for example, can do much to help teens interpret what teens see, read, and hear.
- Turn that crap off is not an effective parenting strategy. The National Campaign has long encouraged parents to use what is on television—both good and bad—as a conversation-starter. Parents should...gasp...sit down with their teens, watch shows that their children want to watch, and discuss what they have seen. "Do you think that was a responsible decision Dick?" "Do you think she was really ready to have sex Jane?" "Is that what a respectful relationship looks like Sue?" "Why didn't that character discuss contraception Tom?"
- Show us more consequences. *National Campaign public opinion polls* make clear that teens (76%) and adults (72%) want the media to focus more on the consequences of sex.
- TV isn't the only influence. For those alarmed by the findings of this report, here is something else to fret about. The RAND report only studied the influence of TV, not other mediums that teens consume in vast quantities... think text messaging, social networks, music, etc. ★

# ARHP Editorial on Contraceptive Barriers for Young Adults

National Campaign CEO Sarah Brown, Linda Burdette, and Pablo Rodriguez recently co-authored an editorial on contraceptive barriers for teens and young adults that appeared in the November issue of the magazine of the Association of Reproductive Health Professionals.

The editorial provides concrete strategies for change, from training and continuing education to reimbursement and social marketing.

Read the editorial, *Looking Inward: Provider-Based Barriers to Contraception Among Teens and Young Adults*, [here](#). ★★



## New Publication Examines Increase in the Teen Birth Rate

After steady declines for the past 15 years, the teen birth rate rose between 2005 and 2006. The teen birth rate in the United States declined 34% between 1991 and 2005, but.....

- The teen birth rate increased 3% between 2005 and 2006 (from 40.5 to 41.9 births per 1,000 teen girls age 15 to 19), the first increase in 15 years. The overall decrease in the teen birth rate between 1991 and 2006 now stands at 32%.
- The birth rate increased between 2005 and 2006 for teens of almost every age and racial/ethnic group. For example, the rate increased by 3% for non-Hispanic white teens, by 5% for non-Hispanic black teens, and by 2% for Hispanic teens. The only racial/ethnic group that did not experience an increase was Asian/Pacific Islanders.
- Sometime in the next few months, the National Center for Health Statistics will likely release 2007 teen birth data. A *publication* written by Kristin Moore, Ph.D. of Child Trends, and published by The National Campaign, examines available data on teen sexual activity and contraceptive use and offers some thoughts on what may have contributed to the increase in the teen birth rate. ★★

## Tom Joyner, Stephanie Robinson, and BlackAmericaWeb

Hearty congratulations to Stephanie Robinson, founding President and CEO of *The Jamestown Project* a national think tank focusing on democracy, and a member of the *National Campaign's Public Policy advisory group*, in her new role as regular commentator on the widely-popular and influential *Tom Joyner Morning Show*.

Robinson's terrific first commentary focused on teen pregnancy. Robinson's new role as commentator on the TJMS coincidentally takes place at a time when The National Campaign has been partnering with the show and its website, BlackAmericaWeb.com. Read all about it [here](#). ★

## Del corazón de los jóvenes:

*What Latino teens are saying about love and relationships*

Rarely are teens themselves asked to share their thoughts and beliefs about issues that affect them. *Del corazón de los jóvenes*—which in English translates to “youth speak from the heart”—gives both teens and parents a snapshot of what Latino teens themselves say about relationships. This *brochure*, which is written primarily in English, is based on findings from a nationally-representative survey of Latino teens and adults, focus groups with Latino teens, and research previously published by The National Campaign. ★★



# The National Campaign to Prevent Teen and Unplanned Pregnancy

## Board of Directors

### Chairman

**The Honorable Thomas H. Kean**

Chairman, The Robert Wood Johnson Foundation  
CEO, THK Consulting  
Chairman, The Carnegie Corporation of New York  
Former Governor of New Jersey

### President

**Isabel V. Sawhill, Ph.D.**

Senior Fellow, Economic Studies  
The Brookings Institution

### Chief Executive Officer and Treasurer

**Sarah S. Brown**

---

## MEMBERS

**Robert Wm. Blum, M.D., Ph.D.**

William H. Gates Sr. Professor and Chair  
Department of Population and Family  
Health Sciences  
Johns Hopkins University

**Thomas S. Chappell**

Manager  
UHY Advisors FLVS, Inc.

**Linda Chavez**

Chairman  
Center for Equal Opportunity

**Vanessa Cullins, M.D., M.P.H., M.B.A.**

Vice President for Medical Affairs  
Planned Parenthood Federation of America, Inc.

**Susanne Daniels**

President  
Lifetime Entertainment Services

**Maria Echaveste**

Senior Fellow  
Center for American Progress

**Daisy Expósito-Ulla**

Chairman and CEO  
d'expósito & partners

**William Galston, Ph.D.**

Senior Fellow, Governance Studies  
The Brookings Institution

**David R. Gergen**

Editor-at-Large  
U.S. News & World Report

**Ron Haskins, Ph.D.**

Senior Fellow, Economic Studies  
Co-Director, Center for Children and Families  
The Brookings Institution  
Senior Consultant, The Annie E. Casey Foundation

**Nancy L. Johnson**

Senior Public Policy Advisor  
Federal Public Policy and Healthcare Group  
Baker, Donelson, Bearman, Caldwell & Berkowitz, PC

**Judith E. Jones**

Clinical Professor  
Mailman School of Public Health  
Columbia University

**Jody Greenstone Miller**

President and CEO  
The Business Talent Group

**Reverend Father Michael D. Place, STD**

Senior Vice President  
Social Mission & Ministerial Development  
Resurrection Health Care

**Bruce Rosenblum**

President  
Warner Bros. Television Group

**Diane Rowland**

Executive Director  
Kaiser Commission on Medicaid  
and the Uninsured

**Victoria P. Sant**

President  
The Summit Foundation

**Sara Seims, Ph.D.**

Director, Population Program  
The William and Flora Hewlett Foundation

**Matthew Stagner, Ph.D.**

Executive Director  
Chapin Hall Center for Children  
University of Chicago

**Mary C. Tydings**

Managing Director  
Russell Reynolds Associates

**Roland C. Warren**

President  
National Fatherhood Initiative

**Stephen A. Weiswasser**

Partner  
Covington & Burling

**Gail R. Wilensky, Ph.D.**

Senior Fellow  
Project HOPE

**Kimberlydawn Wisdom, M.D.**

Surgeon General, State of Michigan  
Vice President, Community Health,  
Education & Wellness  
Henry Ford Health System

---

The National Campaign to Prevent Teen and Unplanned Pregnancy is a nonprofit, nonpartisan organization supported largely by private donations. To contribute to our efforts, visit [TheNationalCampaign.org](http://TheNationalCampaign.org).

The National Campaign

TELEPHONE (202) 478-8500

FAX (202) 478-8588

EMAIL [campaign@thenc.org](mailto:campaign@thenc.org)

ONLINE [TheNationalCampaign.org](http://TheNationalCampaign.org)

[StayTeen.org](http://StayTeen.org)

[TeenPregnancy.org](http://TeenPregnancy.org)

[blog.TheNationalCampaign.org](http://blog.TheNationalCampaign.org)