

Key Messages and Submission Requirements for the Latino Initiative's Youth-Generated Teen Pregnancy Prevention Digital Media Project

Key Message(s):

Since media outlets prefer messages to be 15 and 30 second in length, we are highly encouraging that submissions adhere to these time restrictions. Therefore, below we have provided key messages that can be used to create 15 and 30 second submissions.

Submissions longer than 30 seconds will still be accepted, utilized, and put to good use. So, if your group's submission does not fit the 15/30 second parameter, please proceed in submitting the footage to us. There are a number of ways the footage submitted that is longer than 30 seconds can be used that is not length of time sensitive.

Please keep in mind that the key messages below are to help ensure the submissions received have substance and structure. The key messages are NOT intended to be used as a script.

Fifteen Second Submissions:

Fifteen second submissions must address a minimum of one of the messages listed below:

- 1) 69% of Latina mothers drop out of high school.
- 2) 49% of Latino teens say parents—not friends, not the media, not any other source—most influence their decisions about sex.
- 3) 84% of all teens report that either graduating from a college or university, or having a promising career as their most important goal for the future.
- 4) 72% of Latino sexually experienced Latino teens say they wish they had waited longer to have sex.
- 5) 53% of Latinas in the United States get pregnant at least once before age 20.
- 6) 81% of Latino teens believe getting pregnant as a teen would delay or prevent them from accomplishing their goals.
- 7) 76% of Latino teens believe it is important for a couple to be married before starting a family or having a child.
- 8) Abstinence is the only foolproof way to prevent pregnancy. But for those teens that are sexually active, you must use contraception carefully and correctly every single time you have sex. The first time, the next time, tomorrow night -- every single time.
- 9) If you're having sex without protection, you have an 85% chance of pregnancy within a year. It takes two to cause a pregnancy, but only one to prevent it. Insist on it: totally protected sex—or no sex at all.

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Thirty Second Submissions:

Thirty second submissions must address at a minimum of one set of the grouped messages listed below.

Set 1:

- 84% of all teens report that either graduating from a college or university, or having a promising career as their most important goal for the future.
- 69% of Latina mothers drop out of high school.

Set 2:

- 53% of Latinas in the United States get pregnant at least once before age 20.
- 49% of Latino teens say parents—not friends, not the media, not any other source—most influence their decisions about sex.

Set 3:

- 84% of all teens report that either graduating from a college or university, or having a promising career as their most important goal for the future.
- 81% of Latino teens believe getting pregnant as a teen would delay or prevent them from accomplishing their goals.

Set 4:

- 49% of Latino teens say parents—not friends, not the media, not any other source—most influence their decisions about sex.
- 72% of Latino sexually experienced Latino teens say they wish they had waited longer to have sex.

Set 5:

- 84% of all teens report that either graduating from a college or university, or having a promising career as their most important goal for the future.
- 53% of Latinas in the United States get pregnant at least once before age 20.

Set 6:

- 76% of Latino teens believe it is important for a couple to be married before starting a family or having a child.
- 53% of Latinas in the United States get pregnant at least once before age 20.

Set 7:

- Abstinence is the only foolproof way to prevent pregnancy. But for those teens that are sexually active, you must use contraception carefully and correctly every single time you have sex. The first time, the next time, tomorrow night -- every single time.
- If you're having sex without protection, you have an 85% chance of pregnancy within a year. It takes two to cause a pregnancy, but only one to prevent it. Insist on it: totally protected sex—or no sex at all.

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Submission Requirements:

1. All submissions, regardless of length, must include NO MUSIC.
2. All videos must be submitted by email or on a DVD in uncompressed QuickTime or AVI file format.
3. All audio submissions must be submitted by email or on a CD in MP3 file format.
4. ALL participants appearing in the video must sign and submit release forms. All participants under the age of 18 will be required to have their release form be signed by an adult or guardian.
5. Submissions may be submitted on an on-going basis beginning in September 2009.
6. Submission deadline(s) will be provided well in advance.
7. Organizations developing content that have a MySpace profile will be asked to be a "friend" of the Latino Initiative.
8. Youths submitting content who have a MySpace profile will be asked to be a "friend" of the Latino Initiative.
9. Submissions must be sent to:

The National Campaign to Prevent Teen and Unplanned Pregnancy
Attn: Carlos Pinto
1776 Massachusetts Avenue, NW
Suite 200
Washington, DC 20036
cpinto@thenc.org

USE YOUR IMAGINATION! BE CREATIVE! MAKE YOUR MESSAGE UNIQUE!