

The 5% Solution:  
Reversing the Rise in the Teen Birth Rate

**May 5 Event Agenda/Outline**  
**4/3/2009 9:38:47 AM**

**Overview**

**What:** An event sponsored by The National Campaign highlighting the recent increase in the teen birth rate. When it comes to preventing teen pregnancy and childbearing it may be that the early wins have already been won. Media-saturated and media-savvy teens surely will need a steady diet of more innovative messages, interventions, and other efforts if we are to make continued progress.

In particular, the event will focus on innovative community-level approaches to preventing teen pregnancy, using digital technology to reach teens, and the role of popular culture in the lives of young people. In addition, the event will explore what efforts might be highest yield.

**When:** May 5, 2009 (the day before the 8<sup>th</sup> annual National Day to Prevent Teen Pregnancy). 10am – 2pm.

**Why:** After 14 years straight years of decline, the teen birth rate in the United States increased by five percent between 2005 and 2007. Put another way, the *uptick* in the teen birth rate now seems to be a *trend*. We hope that this event will serve as way to highlight the critical need for the nation to invest more fully in proven strategies, to seek out new and innovative solutions, and to use our modest bully pulpit to bring this critical issue before the press, parents, the entertainment media, and others.

**Where:** National Press Club, First Amendment Lounge (14<sup>th</sup> & F Sts. N.W.)

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## Tentative Agenda

**9:30 – 10 am**            **People arrive/check in/breakfast**

**10 – 10:15 am**            **Welcome/Why We Are Here/Where Are the Bathrooms?**

Moderator:                Sarah Brown

Why we are here, scene setting, what to expect. We will note here that the day will *not* be spent treading familiar ground—that is, the ongoing battle between abstinence and contraception and “what works.” Instead, we will posit that there is good research supporting interventions that work (albeit with somewhat modest results) and that the focus of this particular event will be on innovative approaches going forward.

**10:15 – 11:15 am**        **Panel 1: Innovative Community-Level Approaches to Preventing Teen Pregnancy**

This panel will highlight innovative approaches being used at the state and local level.

Moderator:                Kimberly Dawn Wisdom, Surgeon General, Michigan (can discuss MI parent involvement program, clinical guidelines developed for older teens and young adults)

Potential panelists:     Janet Realini, President, Healthy Futures Texas (building successful coalitions amidst ideological and political divides )  
Maria Gomez, Mary’s Center (Latino outreach efforts)  
Bevin Baker, Milwaukee Health Commissioner (quantity and quality of outreach on the local level)  
Sharon Rodine, Youth Initiatives Director, Oklahoma Institute for Child Advocacy (reaching 18-19 year olds)

**11:20 – 12:20 pm**        **Panel 2: Innovative Ways to Reach Teens Using Digital Technology.**

How to use the exploding world of digital media to reach teens

Moderator:                Larry Swiader, Director of Digital Media, National Campaign

Panelists: Rachel Kachur, CDC Digital Services  
Tom Subak, Vice President for Online Services, Planned  
Parenthood.  
Anastasia Goodstein, Ypulse  
Ashley Qualls, Whateverlife.com

**12:20 – 12:30 pm Break to get Box Lunches**

**12:30 — 1 pm Using Innovative Research to Push for Solutions**

Agent-Based Modeling is a computational model for simulating the actions and interactions of individuals in a network with a view to assessing their effects on the system as a whole. Using the innovative research technique of agent-based modeling, National Campaign Board President Belle Sawhill will explore what actions might provide the biggest bang for the buck when it comes to preventing teen pregnancy.

Interrogator: Sarah Brown  
Responder: Belle Sawhill

**1 – 2pm Panel 3: Et tu Pop Culture? Innovative Ways Popular Culture  
Can Be a Force for Good**

What is the role of popular culture in shaping the social script for teens?

Moderator: Maury Povich, Television talk show host  
Panelists: Representative from the soon-to-be-launched MTV show *16  
and Pregnant* reality show  
Kristen Alderson, teen actress from the ABC daytime drama,  
*One Life to Live* ABC One Life to Live  
Ann Shoket, Editor in Chief, *Seventeen*  
Vickie Collier, Vice President of Digital Media, Disney-ABC  
Television Group  
Taylor McLeod, former YLTers

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\*\*\*\*Wild Cards\*\*\*\*

Michelle Obama (invited)  
Bristol Palin (invited)

