



The National Campaign

to Prevent Teen and Unplanned Pregnancy

For immediate release, May 1, 2009

Contact: Bill Albert, 202-478-8510

Forum Explores Solutions to the Rise in the Teen Birth Rate Event Takes Place on the Eve of the 8th Annual National Day to Prevent Teen Pregnancy

(Washington, DC) — After declining for 14 straight years, the teen birth rate in the United States increased 5% between 2005 and 2007. A forum in Washington, DC sponsored by The National Campaign to Prevent Teen and Unplanned Pregnancy will examine why the teen birth rate is increasing and will explore ways to try to reverse the trend.

The forum will take place on Tuesday, May 5 between 10am and 2pm at the National Press Club (529 14th Street NW) in Washington, DC in the First Amendment Lounge.

The event will feature state and local leaders from across the country, experts in digital technology, as well as those involved in entertainment media, including nationally syndicated talks show host **Maury Povich** and teen actress **Kristen Alderson from ABC's daytime drama *One Life to Live***.

In particular, the forum will explore (1) why the teen birth rate is increasing and what might be done to reverse the rise, (2) innovative approaches to preventing teen pregnancy at the state and local level, (3) how digital media can and is used to reach teens, and (4) what popular media can, are, and should be doing about teen pregnancy.

The forum takes place the day before the 8th annual National Day to Prevent Teen Pregnancy. On the National Day, teens nationwide are asked to go to www.StayTeen.org to take a short, scenario-based quiz that challenges young people to consider what they would do in a number of sexual situations. Hundreds of thousands of teens nationwide participate annually in the National Day.

Thanks to the National Campaign's media partners, May will be full of teen pregnancy-related stories on TV, in magazines, and online. Some of the media highlights include:

- *Seventeen* magazine (www.seventeen.com) takes an in-depth, honest look at the challenges of being a pregnant and parenting teen in the article, "The Secret Life of Pregnant Teenagers." *Seventeen* Editor-in-Chief Ann Shoket will appear at the forum.
- In addition to moderating a forum panel, Maury Povich will focus on preventing teen pregnancy on his TV show *Maury* and his website (www.mauryshow.com).
- ABC daytime's *One Life to Live* and ABC Family's *Secret Life of the American Teenager* have both developed compelling story lines about teen pregnancy as well as extensive, thought-provoking online content.

"Given the recent increase in the teen birth rate, a renewed focus on preventing teen pregnancy is urgently needed," said Sarah Brown, CEO of The National Campaign. "We hope our forum will help policymakers, practitioners, and parents realize that complacency is not an option just as we hope the National Day Quiz will help teens think carefully about sex and contraception, the possibility of pregnancy, and the lifelong challenges of being a parent."

Please visit www.TheNationalCampaign.org/media/events/5percent_solution for more **information**, including a forum agenda and full list of participants as well as a complete list of media commitments for May.

About The National Campaign: The National Campaign to Prevent Teen and Unplanned Pregnancy is a private, non-profit, non-partisan organization that seeks 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.