

THE 5% SOLUTION

Reversing the Rise in the Teen Birth Rate



Media Spotlights Teen Pregnancy in May

The National Day to Prevent Teen Pregnancy Quiz challenges teens to decide what they would do in the heat of the moment, and then helps them understand how at-risk they really are. Throughout May, more than 200 national partners and state and local organizations are raising awareness and taking action.

Thanks to the Campaign's media partners, May will also be full of teen pregnancy-related stories on TV, in magazines, and online. Their work really matters: 8 in 10 teens and adults believe the decade-plus decline in teen pregnancy was due in part to increased media attention to the issue, and three-quarters of teens say that when a TV show or character they like deals with teen pregnancy, it makes them think more about the consequences of sex. So tune in and log on:

Some highlights:

- **Seventeen looks at "The Secret Life of Pregnant Teenagers"** Be sure to pick up a copy of the June issue of *Seventeen*, on newstands now, for a great piece about teen pregnancy. "The Secret Life of Pregnant Teenagers" is an honest look at some of the difficult roads ahead for pregnant teens and brings the issue to life in a relatable, straight-forward way. Interviews include first person accounts of what it's like to be pregnant, to make an adoption plan, to be a young parent and more. Visit www.seventeen.com for links to the National Day Quiz and more info on teen pregnancy.
- **Maury Povich takes on teen pregnancy.** In his May 6th episode, Maury talks about teen pregnancy and the National Day. His show's website, www.mauryshow.com, is full of Stay Teen material and Maury himself is moderating the media panel at The National Campaign's May 5 event. Special thanks to everyone at *Maury* and NBC Universal.
- **NBC's "Law & Order: SVU"** Tune in Tuesday, May 5th at 10pm ET/PT when SVU tackles sexting, teen dating violence, and how those trends shape the context in which teens make decisions about sex. A teen girl is found brutally beaten after she sends out nude photos of herself via text message. Detectives Olivia Benson (Mariska Hargitay) and Elliot Stabler (Christopher Meloni) pay a visit to the girl's boyfriend, but eventually learn that he is not the only recipient of the nude photos. Look for parent tips, helpful information, and links on the SVU page at www.nbc.com.
- **The N packs its May 6 schedule with teen pregnancy-themed shows.** Tune in to The N on the National Day and see favorite past episodes of "Degrassi," "South of Nowhere," and others – all with a teen pregnancy theme. The N also plans to run the Campaign's StayTeen PSAs between shows. Find out more at www.the-n.com.

- **“Tom Joyner Morning Show” May 6th, 5-9am CST.** Join the 10 million listeners who wake up every day with Tom Joyner as he interviews the Campaign’s own Paula Parker-Sawyers, Director of Outreach and Partnerships. She’ll talk about the National Day and what parents can do to help their teens avoid pregnancy. Check out articles, links, and more throughout May at www.blackamericaweb.com.
- **Reader’s Digest May cover story: “Is Your Child Sexting?”** *Reader’s Digest* takes an in-depth look at the troubling new “sexting” trend, examines the reasons behind the numbers in the Campaign’s recent Sex and Tech survey, and offers advice for parents on how to make sure their teens don’t get into trouble. Find out more at www.rd.com.
- **CWTV.com spreads the word.** Throughout May, look for the National Day quiz links and promotions throughout the site, and check out teen pregnancy stats and info in the CW’s “bonus boxes,” which appear alongside relevant episodes of CW shows like “Gossip Girl,” “90210,” “One Tree Hill,” and more when you watch them online. Follow The CW on Twitter for the latest info on teen pregnancy prevention month, and see what’s happening on the “Gossip Girl” Facebook page. Go to www.cwtv.com for more.
- **E! True Hollywood Story: “THS Investigates: Teen Pregnancy Nightmares”** This new episode premiered Wednesday April 29th. It’s a look at the dark side of mistaking young motherhood for a cool fad. This powerful episode features teen moms, family members, friends, journalists, police, prosecutors, and experts (including The National Campaign). Also featured is a teen mom from Gloucester, MA, who weighs in on the surge of pregnancies in her hometown and the media firestorm that followed. Looks for clips and more at www.eonline.com.
- **Thanks also to “Secret Life of the American Teenager” on ABCFamily.com** for creating a supportive and vibrant online community where teens can exchange ideas and information about their favorite show as well as sex, love, relationships, and pregnancy. Get in on the action at www.abcfamily.com.
- **Thanks also to ABC Daytime’s “One Life to Live”** for tackling the issue of teen pregnancy in an honest and thoughtful way. Kudos to actress Kristen Alderson for all she has done to get teens and parents talking. Find out more at www.onelifetolive.com.
- **Check out MTV and The Kaiser Family Foundation’s newly-revamped ItsYourSexLife.com** for articles, StayTeen PSAs, links to the quiz, and lots of really great content on sex, health, preventing pregnancy and HIV, as well as a new campaign called Get Yourself Tested. www.itsyoursexlife.com and www.gyt.com. Get involved and start your own profile on www.thinkmtv.com.
- **Lifetime Television will be running the Campaign’s Stay Teen PSA’s** throughout May, reaching 80 million homes. Learn more at www.mylifetime.com
- **The Candie’s Foundation is hosting a Town Hall Meeting in New York City on May 6th** to continue their efforts to raise awareness about the importance of education when it comes to preventing teen pregnancy. National Campaign CEO Sarah Brown joins Candie’s Foundation founder Neil Cole, along with celebrities and hundreds of local teens. For details visit www.thecandiesfoundation.com.