

The National Day to Prevent Teen Pregnancy

May 7, 2008

What is the National Day to Prevent Teen Pregnancy?

The seventh annual National Day to Prevent Teen Pregnancy will take place on May 7, 2008. The purpose of the National Day is to focus the attention of teens on the importance of avoiding teen pregnancy and other serious consequences of sex. On the National Day, teens nationwide are asked to take short, online quiz that asks them to reflect on the best course of action in a number of tough sexual situations.

The message of the National Day is straightforward: *Sex has consequences*. The online quiz (available in English and Spanish) delivers this message directly to teens and challenges them to think carefully about what they might do "in the moment."

Organized by the National Campaign to Prevent Teen and Unplanned Pregnancy, the National Day has widespread support from more than 200 national organizations and media outlets who serve as official National Day partners.

Why a National Day to Prevent Teen Pregnancy?

Despite hitting the lowest level in 30 years, one in three teen girls gets pregnant at least once before they reach age 20. Many teens say they are concerned about pregnancy, but too many teens still think: "It won't happen to me." The National Day Quiz helps young people understand that it can happen to them.

How Do Teens Participate?

By simply logging onto our new teen website at www.StayTeen.org and taking the National Day Quiz. The online Quiz will be posted on May 7, 2008 (and will be available in English and Spanish). A hard copy version of the Quiz text will also be available so that teens without internet access can still participate. The National Day Quiz is appropriate for teens ages 13 and up.



5 EASY WAYS TO RECOGNIZE THE NATIONAL DAY

1. Provide a link to the National Day Quiz or run a web banner on your website.
2. Host a National Day event in your community and allow teens access to computers to take the quiz.
3. Alert others about the National Day through listservs and online profiles.
4. Distribute National Day promotional materials to teens.
5. Make a financial contribution to the National Campaign to Prevent Teen and Unplanned Pregnancy.

HOW CAN YOU HELP?

websites

Prominently promote the National Day on your site. Provide related content about teen pregnancy prevention. Run a National Day banner ad.

national organizations

Become an official National Day Partner. Spread the word through your listserv, newsletter or website. Distribute materials promoting the National Day to your local affiliates.

local organizations

Make computers accessible so teens can participate. Make the National Day a local event or release new information about teen pregnancy in your community. Send out a press release to your local media outlets about your efforts. Get teens to distribute promotional materials at malls.

businesses

Consider helping sponsor the National Day or provide incentives (coupons, products, etc) for teens to participate.

policymakers

Issue a proclamation in support of the National Day. Sponsor a teen pregnancy prevention event. Use the National Day to introduce a new initiative or highlight a current effort.

parents

Encourage your children to take the Quiz. Use the Quiz as a conversation-starter with your children about sex, love, and values. Alert other parents about the National Day. The National Campaign offers downloadable discussion guide to help you get the conversation started.

MAKING A DIFFERENCE

Thousands of teens participated in a survey evaluating the 2007 National Day. Of these teens:

- 83% said the Quiz made them think about what they might do in such situations;
- 73% said the Quiz made the risks of sex and teen pregnancy seem more real to them;
- 63% said they'd learned something new from the Quiz about the consequences of sex;
- 62% said they'd talk to their friends about the situations described in the Quiz;
- 62% said the Quiz made them think about things they hadn't thought about before;
- 61% said they'd encourage others to take the Quiz;
- 60% said some of the situations in the Quiz were things that they or their friends had faced; and
- 36% said they'd talk to their parents or other adults about the situations described in the Quiz.

HOW CAN WE HELP YOU?

The following resources are available at our website to help you promote the National Day in your community:

- National Day promotional materials (bracelets, temporary tattoos, and more)
- Sample newsletter and listserv notices
- National Day web banners
- Sample press releases
- Generic and customizable print public service announcements (PSAs)
- Sample PSA radio scripts
- One-pager of ideas to help teens promote the National Day
- Quiz discussion guides

BECOME A 2008 NATIONAL DAY PARTNER

In 2007, over 200 national organizations served as official National Day Partners. Being an official partner of the National Day is easy. National organizations, media outlets, and websites simply grant the National Campaign to Prevent Teen and Unplanned Pregnancy permission to use their name and logo on National Day materials and agree to promote the National Day. That's it. The National Campaign, in turn, makes promoting the National Day easy by providing user-friendly materials to help spread the word. The National Day is organized to be non-controversial, non-partisan, and deeply respectful to the many sensitivities that the teen pregnancy issue engenders.

If you represent a national organization and are interested in becoming a National Day Partner, please email nationalday@thenc.org.

EXAMPLES OF 2007 NATIONAL DAY PARTNERS

Media Leaders

MySpace	NBC
FOX	Cosmogirl
The N	Bolt.com
Lifetime Television	Opendiary.com
The CW	Bebo.com
YouTube	Seventeen

Health Sector Leaders

American Academy of Child and Adolescent Psychiatry
Association of Reproductive Health Professionals
American College of Obstetricians and Gynecologists
American Medical Association
Society for Adolescent Medicine
American Academy of Pediatrics

Faith-Based Groups

National Council of Churches, Justice and Witness Ministries
B'nai B'rith Youth Organization
Call to Renewal
Covenant House
Presbyterian Church, USA
United Church of Christ

Youth-Serving Groups

Boys & Girls Clubs of America
America's Promise
National 4-H Council
YWCA of the USA
Students Against Destructive Decisions
Jack and Jill of America

Elected Officials

National Governors Association
National Association of Counties
National Conference of State Legislatures
Congressional Black Caucus Foundation
Congressional Hispanic Caucus Institute
U.S. Conference of Mayors

Education Leaders

National School Boards Association
National Education Association
National Association of School Nurses
Afterschool Alliance
American School Health Association
Academy for Educational Development