

THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

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Ms. Lyn Hogan
White House Domestic Policy Council
Room 217, Old Executive Office Building
Washington, D.C. 10500

August 13, 1996

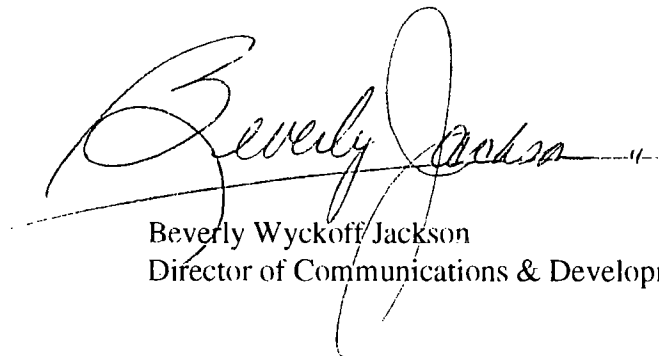
Dear Lyn:

Thanks for your call last week about the new Congressional Advisory Panel to the National Campaign to Prevent Teen Pregnancy. I am sending you copies of all the materials we collected at Nita Lowey's press briefing on August 1. If you need any further information about the group, please don't hesitate to call me at any time. At this point I don't have any clips from the press coverage but Sharon Levine in Ms. Lowey's office is checking for us.

Also, I would like to set up a meeting in the next week or two if possible. I don't know if you will be in Chicago or not, but perhaps we can get together before you go.

Looking forward to meeting in person.

Sincerely,

A handwritten signature in cursive script, reading "Beverly Wyckoff Jackson". The signature is written in dark ink and is positioned above the printed name and title.

Beverly Wyckoff Jackson
Director of Communications & Development

SIGN IN SHEET FROM NITA LOWEY PRESS CONFERENCE, AUGUST 1, 1996

PRESS:

Gannett Newspapers	Carl Weiser and Photographer
Youth Today	Heather Szerlag and Photographer David Halloway 202-785-0764
Catholic Campaign for America	Eric Kingsepp & Michael O'Connor 202-547-8570
Medicine & Health	Stephanie Stapleton 822-1251
CBS	Al Colby, Cameraman 457-4444

OTHERS:

TVC-Traditional Values Colation	Pamela Groover 202-547-8570
Senator Thurmond's Office	Steven Cohen
Congressman Castle's Office	Kristine Nolt
Congresswoman's Johnson's staff	Rebekkah Young (on a Congressional fellowship)

(Note: Approximately 25 people attended the press briefing, including Members and their staffs)

AGENDA

CONGRESSSIONAL ADVISORY PANEL TO THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

PRESS CONFERENCE

AUGUST 1, 1996, 11:00 A.M.

- I. Rep. Lowey welcomes everyone - 1 minute
- II. Rep. Castle welcomes everyone and introduces Belle - 1 minute
- III. Belle speaks and then turns it over to Rep. Lowey
- IV. Rep. Lowey
- V. Rep. Castle
- VI. Rep. Eva Clayton
- VII. Rep. Nancy Johnson
- VII. Other members

DRAFT



U.S. REPRESENTATIVE

Nita Lowey



1424 LONGWORTH BUILDING • WASHINGTON, DC. 20515 • (202) 225-6506

FOR IMMEDIATE RELEASE
JULY 30, 1996

CONTACT: HOWARD WOLFSON
(202) 225-6506

PRESS ADVISORY

REPS. LOWEY AND CASTLE LEAD BIPARTISAN COALITION
TO ANNOUNCE FORMATION OF

THE CONGRESSIONAL ADVISORY PANEL TO THE NATIONAL CAMPAIGN TO
REDUCE TEEN PREGNANCY

WILL INTRODUCE LEGISLATION TO EVALUATE TEEN PREGNANCY PREVENTION PROGRAMS

WHEN: Thursday, Aug. 1 at 11 a.m.

WHERE: House Triangle

WHY: Reps. Nita Lowey (D-NY) and Mike Castle (R-DE) will announce the formation of the bipartisan Congressional Advisory Panel to the National Campaign to ~~Reduce~~ Teen Pregnancy.

Lowey and Castle will be joined at the press conference by other members of the Advisory Panel and by Isabel Sawhill, President of the National Campaign to ~~Reduce~~ Teen Pregnancy.

The Congressional Advisory Panel will work as a conduit between the Congress and the private National Campaign. The Panel will hold forums and town meetings around the country to discuss local community response to teen pregnancy. In addition, the Panel will arrange for a briefing by the National Campaign for Members of Congress, and will brief the National Campaign on pending Congressional action addressing teen pregnancy.

Westchester: 222 Mamaroneck Avenue, Suite 310 • White Plains, NY 10605 • (914) 428-1707 • (914) 328-1505 fax
Queens: 97-45 Queens Blvd., Suite 505 • Rego Park, NY 11374 • (718) 897-3602 • (718) 897-3804 fax
Bronx: SUNY Maritime Academy at Fort Schuyler • Bronx, NY 10465 • (718) 829-8027

MEMBERS OF THE CONGRESSIONAL ADVISORY PANEL
to the
NATIONAL CAMPAIGN
TO REDUCE TEENAGE PREGNANCY

Thomas M. Barrett
Michael N. Castle *
Eva M. Clayton **
Richard J. Durbin
James C. Greenwood
W.G. Hefner
Stephen Horn
Sheila Jackson-Lee
Nancy L. Johnson **
Jim Kolbe
James A. Leach
John Lewis
Nita M. Lowey *
Susan Molinari
James P. Moran
Constance A. Morella
John Edward Porter
Deborah Pryce
Tim Roemer
Peter G. Torkildsen
Lucille Roybal-Allard
Christopher Shays
Karen L. Thurman
Edolphus Towns

* Co-Chairs
** Vice Chairs

*Remarks by
Belle Sawhill
8.1.96*

Thank you Representative Lowey and Representative Castle. On behalf of The National Campaign to Prevent Teen Pregnancy, I want to congratulate members of Congress for taking a leadership role in this issue. By forming the Congressional Advisory Panel to the National Campaign these members have stood up and taken a stand against teen pregnancy. I would also like to especially thank Reps. Lowey and Castle for their roles as the Co-Chairs to this panel. And Reps. Clayton and Johnson for acting as the Vice-Chairs.

America is unlike any other industrialized country -- we have by far the highest teen pregnancy rate. More than 4 out of 10 young women become pregnant before they reach the age of 20 -- that is one million a year. More than 8 out of 10 of these pregnancies are unplanned and 75 percent of births to teens are outside of marriage. This not only costs taxpayers money -- an estimated \$7 billion annually -- but it also is a huge cost to our society. Teen sons of adolescent moms are up to 2.7 times more likely to find themselves in prison and teen moms are twice as likely

to be dependent on welfare.

The National Campaign to Prevent Teen Pregnancy was founded in February as a nonprofit, nonpartisan initiative grounded in the private sector. We have set the goal of reducing the teenage pregnancy rate by one-third by the year 2005. The Campaign will use a five pronged strategy to achieve this goal:

- take a strong leadership stand against teen pregnancy;
- enlist the help of the media;
- support and stimulate state and local action;
- lead a national discussion on the role of religion, culture and public values in order to build common ground; and,
- ensure that community efforts are based on research on what works.

These last four efforts will be led by four Task Forces.

The first strategy -- take a strong leadership stand against teen

pregnancy -- is taking place here today by these members of Congress who have established the Congressional Advisory Panel to The National Campaign to Prevent Teen Pregnancy. These members have taken the necessary leadership role to make this issue a top priority for all policymakers. The panel has also given the members of the community -- who are working hard on this issue -- the needed national support to continue their quests for answers.

It is important that all of us including: business leaders, the media, religious leaders, parents, community members and teens themselves stand up and take an active role in preventing teen pregnancy because as our Chairman of the Board Tom Kean has said, “adolescence is a time for education and aspiration, not pregnancy and child-bearing.”

Thank you.

Statement of Representative Nita Lowey
To Introduce the Congressional Advisory Panel to
the National Campaign to Prevent Teenage Pregnancy

I would like to thank all of you for joining my co-chair, Rep. Mike Castle, and I for the introduction of the Congressional Advisory Panel to the National Campaign to Prevent Teenage Pregnancy. Working together, the Members of this bi-partisan panel will focus together on steps that our communities -- and this Congress -- can take to prevent teen pregnancy.

Before I go any further, there are a number of people that I would like to thank for their work in organizing this Panel. First, I would like to thank Isabelle Sawhill and the wonderful people at the National Campaign to Prevent Teenage Pregnancy for all of their assistance. Also, I would like to thank my co-chair, Rep. Castle, and our Vice-Chairs, Rep. Nancy Johnson and Rep. Eva Clayton, for helping to make this bi-partisan panel a reality.

Teen pregnancy is one of the most critical issues facing America today. The explosion of out-of-wedlock teen births in the United States is a moral crisis that threatens to undermine our nation.

Each year, one million American teenagers become pregnant and approximately 175,00 teens give birth to their first child. The number of teen mothers in the United States has risen by 21% in the last decade. As a result, the United States now has the highest teen pregnancy rate in the Western World.

The odds are stacked against the children of teen mothers from the minute they are born. These children are more likely to be born prematurely and have lower birth weights than other children. As they grow older, the children of teen mothers are more likely to drop out of high school, wind up in jail, or end up on welfare.

Teen mothers also face serious problems. They are more likely to drop out of high school and end up on welfare. In fact, a new report just released by the non-partisan Robin Hood foundation revealed that the teen pregnancy crisis costs our nation an estimated \$29 billion a year in increased education, welfare and prison expenses.

As a nation, we can no longer afford the consequences of teen pregnancy.

We must provide teen with positive options to pregnancy. We must expand employment and educational opportunities for teens so that they have realistic alternatives to pregnancy. Public policy must help our children learn and help them to get jobs.

Community leaders must also speak out and use their influence. Our nation's culture must change. We must encourage America's teens to remain abstinent and responsible before marriage. We must restore the stigma that used to accompany teen pregnancy and make it very clear to America's teens that pregnancy is just not an option.

Yesterday, Congress took a dramatic step in reforming our welfare system. Some of us here voted for the bill, others against. All of us are committed to monitoring its implementation and its results very carefully. We all hope that it will reduce the number of teen pregnancies in this nation by providing opportunity and changing behavior.

This bill will have a profound impact on teen mothers. Our nation's welfare crisis is rooted in the crisis of teen pregnancy. Teen pregnancy is one of the leading indicators that a young woman will end up on welfare -- and one of the leading indicators that she will stay on welfare. So it is very simple. If we decrease the number of teens who get pregnant, we will decrease the number of Americans who need welfare.

We already have a number of activities planned for the Congressional Advisory Panel for the remainder of this Congress. First, we plan to hold a briefing for Members and their staff on the National Campaign and its goals. In addition, we encourage all of the Members of the Advisory Panel to hold events in their districts to raise awareness in their communities about teen pregnancy prevention. I will be holding hearings in New York and I hope to join my colleagues to hold hearings in their districts as well.

Finally, today Reps. Castle, Johnson, Clayton and I are introducing the "Teen Pregnancy Reduction Act," a bill that will provide for in-depth evaluation of teen pregnancy prevention programs nationwide. Before we invest more money in new programs, we think that it is critical that we truly understand which programs work and how they work.

Teen pregnancy robs teens of both their childhood and their futures. It also robs their children, and their children's children. As leaders in our communities, we must speak out on this issue. It is our responsibility to break this tragic cycle.

Congress of the United States

Washington, DC 20515

FOR IMMEDIATE RELEASE
JULY 31, 1996

CONTACT: ADAM SOLOMON
(202) 225-6506
KRISTIN NOLT
(202) 225-4165

REP. NITA LOWEY AND REP. MICHAEL CASTLE ANNOUNCE THE FORMATION OF A CONGRESSIONAL ADVISORY PANEL TO THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

WASHINGTON, D.C. --- Rep. Nita Lowey (D-NY) and Rep. Michael Castle (R-DE) joined today with twenty-two House colleagues and Isabel Sawhill, President of the National Campaign to Prevent Teen Pregnancy, in announcing the formation of the bipartisan Congressional Advisory Panel to the National Campaign to Prevent Teen Pregnancy.

The Congressional Advisory Panel will help create the public-private partnership necessary to reduce the number of teen pregnancies in this country. Members of the Panel will work on creating comprehensive bi-partisan legislation to address the problems of teen pregnancy. The Panel will also hold forums and town meetings around the country to discuss local community responses to teen pregnancy. In addition, the Panel will arrange briefings for Members of Congress on the issue. The Panel will also act as a conduit between Congress and the private National Campaign. This effort will help craft an appropriate public response to this growing epidemic.

In announcing the panel, Rep. Lowey stated, "The explosion of out-of-wedlock teen births in the United States is a moral crisis that threatens to undermine our nation. Teen pregnancy has serious consequences for teen mothers, their children and society as a whole. It is time to take real action to deal with this crisis."

"Unmarried teens who become pregnant face severe emotional, physical and financial difficulties. And the kids born to these young moms will struggle to fulfill the promise given to all human life, and many of them will simply not succeed--they will remain trapped in a cycle of poverty, and unfortunately may become part of our criminal justice system. The time has come for all of us to work together and take swift and serious action so our kids stop having kids," Rep. Castle said.

Today, Reps. Lowey, Castle, Johnson, and Clayton also introduced the "Teen Pregnancy Reduction Act," a bill that will provide for in-depth evaluation of teen pregnancy programs for the first time. Rep. Lowey said of the bill, "It is critical that we truly understand which programs work, and how they work."

Approximately 175,000 American teenagers give birth to their first child each year. The number of teen mothers in the U.S. has risen 21% in the last decade, giving the United States the highest teen pregnancy rate in the world. Children born to teenage mothers are more likely to be born prematurely and have lower birth rates than other children. These children are more likely to drop out of high school and end up on welfare, as are their mothers. This social crisis costs the nation approximately \$29 billion a year in increased education, welfare and prison expenses.

Statement of Representative Nita Lowey
To Introduce the Congressional Advisory Panel to
the National Campaign to Prevent Teenage Pregnancy

I would like to thank all of you for joining my co-chair, Rep. Mike Castle, and I for the introduction of the Congressional Advisory Panel to the National Campaign to Prevent Teenage Pregnancy. Working together, the Members of this bi-partisan panel will focus together on steps that our communities -- and this Congress -- can take to prevent teen pregnancy.

Before I go any further, there are a number of people that I would like to thank for their work in organizing this Panel. First, I would like to thank Isabelle Sawhill and the wonderful people at the National Campaign to Prevent Teenage Pregnancy for all of their assistance. Also, I would like to thank my co-chair, Rep. Castle, and our Vice-Chairs, Rep. Nancy Johnson and Rep. Eva Clayton, for helping to make this bi-partisan panel a reality.

Teen pregnancy is one of the most critical issues facing America today. The explosion of out-of-wedlock teen births in the United States is a moral crisis that threatens to undermine our nation.

Each year, one million American teenagers become pregnant and approximately 175,00 teens give birth to their first child. The number of teen mothers in the United States has risen by 21% in the last decade. As a result, the United States now has the highest teen pregnancy rate in the Western World.

The odds are stacked against the children of teen mothers from the minute they are born. These children are more likely to be born prematurely and have lower birth weights than other children. As they grow older, the children of teen mothers are more likely to drop out of high school, wind up in jail, or end up on welfare.

Teen mothers also face serious problems. They are more likely to drop out of high school and end up on welfare. In fact, a new report just released by the non-partisan Robin Hood foundation revealed that the teen pregnancy crisis costs our nation an estimated \$29 billion a year in increased education, welfare and prison expenses.

As a nation, we can no longer afford the consequences of teen pregnancy.

We must provide teen with positive options to pregnancy. We must expand employment and educational opportunities for teens so that they have realistic alternatives to pregnancy. Public policy must help our children learn and help them to get jobs.

Community leaders must also speak out and use their influence. Our nation's culture must change. We must encourage America's teens to remain abstinent and responsible before marriage. We must restore the stigma that used to accompany teen pregnancy and make it very clear to America's teens that pregnancy is just not an option.

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Finally, today Reps. Castle, Johnson, Clayton and I are introducing the "Teen Pregnancy Reduction Act," a bill that will provide for in-depth evaluation of teen pregnancy prevention programs nationwide. Before we invest more money in new programs, we think that it is critical that we truly understand which programs work and how they work.

Teen pregnancy robs teens of both their childhood and their futures. It also robs their children, and their children's children. As leaders in our communities, we must speak out on this issue. It is our responsibility to break this tragic cycle.



News From
U.S. Rep. James C. Greenwood
Pennsylvania's 8th District

FOR IMMEDIATE RELEASE:
AUGUST 1, 1996

CONTACT: SUSAN COBB
(202)225-4276

**GREENWOOD JOINS CONGRESSIONAL TEEN
PREGNANCY ADVISORY PANEL**

Washington, D.C. -- U.S. Rep. James C. Greenwood (R-Pa.) today announced the formation of the Congressional Advisory Panel on Teen Pregnancy. The Panel is chaired by Reps. Nita Lowey (D-N.Y.) and Michael Castle (R-Del.) and vice-chaired by Nancy Johnson (R-Ct.) and Eva Clayton (D-N.C.). The Panel is being formed to fulfill the public-private partnership goal of The National Campaign to Prevent Teen Pregnancy.

"Preventing teen-aged pregnancies must be a focal point of our welfare reform efforts. It has been estimated that over half the mothers who receive Aid to Families with Dependent Children were teenagers when they had their first child.

"Teen-aged pregnancies trap young women and their families in the cycle of welfare dependency that we have been fighting to end. If we are going to truly reform our welfare system, we must have a comprehensive plan to dramatically reduce out-of-wedlock teen pregnancies," said Greenwood.

The Congressional Advisory Panel and The National Campaign to Prevent Teen Pregnancies' mission is to support values and stimulate actions which are consistent with a pregnancy-free adolescence. The goal is to reduce teen pregnancy by one-third by the year 2005. The chairman of the Campaign is Thomas Kean, former governor of New Jersey and president of Drew University. Its president is Isabel V. Sawhill, senior fellow, Arjay Miller Chair, Urban Institute.

"Our bipartisan Panel will work to reduce teen-age pregnancies, their costs to society, and the medical problems related to children of young mothers. Children should enjoy their childhoods without having to raise their own children.

“Children born to adolescent mothers are more likely to have low birth weight which increases the likelihood of death, blindness, deafness, chronic respiratory problems, mental retardation and illness, and cerebral palsy. On average, an adolescent mother consumes \$3,700 per year in health care for her children, 20 percent more medical care than children born to mothers age 20 or 21. Almost half of these children’s medical bills are paid for by the taxpayers through welfare programs. If girls 17 years old and younger would delay childbearing until age 20 or 21, society would save \$1.5 billion annually.

“Studies have also shown that children of teen-aged mothers are more likely to be abused and neglected. They are more than twice as likely to be victims of abuse than are children of mothers aged 20 or 21. These children are more likely to drop out of high school, become teen-aged parents, and the sons of adolescent mothers are 2.7 times more likely to serve time in prison than children of mothers in their early twenties.

“Adolescents having children cost taxpayers an estimated \$6.9 billion in welfare, food stamps, increased medical expenses, constructing and maintaining prisons, and increased foster care costs. It is vital that we develop a strategy to stop children having children. The Congressional Advisory Panel will work with The National Campaign to Prevent Teen Pregnancy to develop such a strategy and we will reach our goal of reducing teen pregnancies by one-third by the year 2005,” said Greenwood.



NEWS from Delaware Congressman **Michael N. Castle**

FOR IMMEDIATE RELEASE
August 1, 1996

Contact: Kristin Nolt
(202) 225-4165

CASTLE STATEMENT ON FORMATION OF CONGRESSIONAL PANEL TO REDUCE TEEN PREGNANCY

I am so pleased to be a co-chair of the Congressional Advisory Committee to the National Campaign to Reduce Teenage Pregnancy. I can't think of a Campaign with a more important mission. The United States has the highest teenage birth rate of industrialized countries. This has far reaching consequences for our nation's teenager mothers and their children.

Unmarried teens who become pregnant face severe emotional, physical, and financial difficulties. And the kids born to these young moms will struggle to fulfill the promise given to all human life, and many of them simply will not succeed -- they will remain trapped in a cycle of poverty, and unfortunately may become part of our criminal justice system. The time has come for all of us to work together and take swift and serious action so our kids stop having kids.

How bad is the problem? In 1960, 15% of teen births were out-of-wedlock. In 1970, 30% of teen births were out-of-wedlock. In 1980, 48% of teen births were out-of-wedlock. In 1990, 68% of teen births were out-of-wedlock. In 1993, 72% of all teen births were out-of-wedlock.

Why do we care about this? For the simple reason that beyond the statistics, this trend has devastating consequences for the young women who become unwed teen parents, and for the children born to them. A recently released report, "Kids Having Kids", by the robin hood foundation quantified some of these consequences. Compared to those who delay childbearing until they are 20 or 21, adolescent mothers:

- spend 57% more time as single parents in their first 13 years
- are 50% more likely to depend on welfare
- are 50% less likely to complete high school
- are 24% more likely to have more children

Children of adolescents (compared to children of 20 and 21 year olds) are more likely to be born prematurely and 50% more likely to be **low-birth weight babies** of less than five and a half pounds - meaning an increased likelihood of infant death, mental retardation or illness, dyslexia, hyperactivity, among others.

How can we make a difference? By working in partnership with communities. At the national level, we need to take a clear stand against teenage pregnancy and foster a national discussion - involving national leaders, respected organizations, the media, and states about how religion, culture, and public values influence both teen pregnancy and responses to it. At the local level, communities need to develop programs targeted to the characteristics, needs, and values of its families.

The members of the Congressional Advisory Committee are committed to finding positive response to the problem of teenage pregnancy, and I look forward to working with them. Our mandate is challenging and difficult. But if we work together in our families, our neighborhoods, our cities, our churches, our states, and our nation, we can make a difference.

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News from

Stephen Horn

U.S. Representative • 38th District, California
Bellflower, Downey, Lakewood, Long Beach, Paramount, San Pedro, Signal Hill

CONTACT: KELLY YARBROUGH (202) 225-6676

THE NATIONAL CAMPAIGN TO REDUCE TEENAGE PREGNANCY CONGRESSIONAL ADVISORY PANEL

August 1, 1996

“The spiraling rate of teenage pregnancy in the United States is appalling -- too many lives are being burdened at too young an age. Something must be done. That is why I am excited about the National Campaign to Reduce Teenage Pregnancy, and that is why I am honored to play a role in their vital work. The Campaign represents a serious effort to give young women alternatives to becoming pregnant. Congress must give the Campaign the support it needs to turn around young lives and provide hope and opportunity.”

A handwritten signature in black ink that reads "Stephen Horn". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Stephen Horn
U.S. Representative

News from

CONGRESSWOMAN KAREN THURMAN

5th District, Florida



130 Cannon H.O.B.
Washington, D.C. 20515

August 1, 1996

(202) 225-1002
Contact: Steven Cohen

THURMAN NAMED TO TEENAGE PREGNANCY PREVENTION ADVISORY PANEL

Congresswoman Thurman today was named to the Congressional Advisory Panel to the National Campaign To Reduce Teen Pregnancy.

The Congressional Advisory Panel will work as a conduit between the Congress and the private National Campaign, which is headed by former New Jersey Governor Thomas Kean. The Advisory Panel will hold forums and town meetings around the country to discuss local community responses to teen pregnancy.

Thurman said she was honored to be named to the Panel and looked forward to bringing national attention to those local programs that have succeeded in reducing the rate of teenage pregnancy.

"Before coming to Congress, I taught middle-school math in Dunnellon, Florida. I have seen the tragedy of promising young students becoming pregnant and dropping out of school and abandoning their dreams of college and a successful future. I know it makes sense for schools to emphasize pregnancy prevention in their curriculum to prevent this tremendous waste of potential," Thurman said.

Florida ranks 10th in the nation in births to children aged 10 to 14 and 16th for teens between the ages of 15 to 19. Almost one in five of the 17,641 teen pregnancies in 1994 in Florida were repeat pregnancies.

"The figures are alarming, but there is hope," Thurman said. "Some promising programs in my district have demonstrated success in preventing teen pregnancy. Almost every county in my district has established a teen pregnancy task force. Made up of a cross-section of the community-- teachers, public health nurses, parents, teens, and representatives from local civic groups and organizations -- these task forces work together to increase awareness and education."

Thurman said that Citrus County, as one of eleven pilot sites in Florida to receive what is known as an ENABL grant, (Education Now and Babies Later), has been able to participate in "Postpone Sexual Involvement" a multifaceted program designed to get to the heart of the teen pregnancy problem.

"The "Postpone Sexual Involvement" program begins with direct education of 5th and 6th graders, with major emphasis placed on abstinence," Thurman said. "Through the program's curriculum, young people are taught both the consequences of early pregnancy and how to deal with peer pressure to become sexually active; it teaches them confidence so that they can say "no" to sexual involvement and have their "no" accepted. This program also involves parents by creating a curriculum that gives parents the tools necessary to discuss candidly the issue of sex and the need to postpone sexual involvement."

Thurman said that all successful programs share one characteristic; community involvement.

"To permanently bring down the teen pregnancy rate in America will require a long-term commitment from all facets of our community," Thurman said. "Not only must we recognize and honor those programs that seek to prevent pregnancies, but those which also help young mothers finish school and enter the job market. I am looking forward to working closely with the National Campaign To Prevent Teen Pregnancy to dramatically reduce the rate of teenagers becoming pregnant."

COMMITTEES:
AGRICULTURE

SUBCOMMITTEES:
RISK MANAGEMENT AND SPECIALTY CROPS
RESOURCE CONSERVATION, RESEARCH AND FORESTRY

SMALL BUSINESS

SUBCOMMITTEE:
PROCUREMENT, EXPORTS, AND BUSINESS
OPPORTUNITIES

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Statement of
Representative Eva M. Clayton
at the Press Conference to introduce
The Congressional Advisory Panel
to the
National Campaign to Prevent Teen Pregnancy
August 1, 1996

It is indeed a pleasure to be here today with my colleagues to introduce the Congressional Advisory Panel to the National Campaign to Prevent Teen Pregnancy. I am happy to serve as a co-vice chair of this panel and gratified that we are finally beginning to focus the congressional spotlight on teenage pregnancy prevention.

During the 104th Congress, I have devoted more time and energy to teen pregnancy. After attending the White House kick-off for the National Campaign, I developed a letter endorsing the campaign which was signed by ninety-eight Members of the House of Representatives. On two occasions, I presented testimony at House Committee Hearings on the problem of teenage pregnancy. My colleagues on both sides of the aisle joined me in two Special Order Hours; one on the importance of the National Campaign and the second to recognize successful teen pregnancy prevention programs. Most meaningful, however, were the two Teenage Pregnancy Prevention Youth Forum's for the young people in my congressional district.

To effectively reduce teenage childbearing, we must do more to raise the awareness level of our communities and actively engage our youth. As a privately funded, non-partisan effort, the National Campaign to Prevent Teen Pregnancy will be a tremendous boost to this objective. The campaign does not advocate any particular plan or any particular approach to solve the problem of teenage pregnancy. **It advocates community involvement!**

The campaign will work to raise the awareness level and then to encourage and stimulate innovative solutions through local schools, churches and civic groups, as well as local and state officials.

The "Kids Having Kids" report recently released by the Robinhood Foundation gives the alarming costs and consequences of teenage childbearing. It shows that teenage childbearing costs U.S. taxpayers a staggering \$6.9 Billion per year and the cost to the nation in lost productivity rises to as much as \$29 Billion annually. The consequences to the families and the children of

these teen parents in health, social and economic development are devastating.

We are all aware that the debate over welfare reform has accelerated the need to address the issue of out-of-wedlock teen births. Teen pregnancy prevention has become a very high profile public issue. Many in Congress have complained about the problem of teenagers having babies. Demagoguery is easy . . . Meaningful action and deeds are more difficult.

It is indeed appropriate to have our press conference today since the House, just yesterday, passed the welfare reform conference agreement, with the Senate expected to vote on it today. This welfare reform legislation will then be signed into law by the President. However, we should realize that this alone will not prevent or drastically reduce teenage pregnancy. A far more expansive effort will be required to motivate and encourage young people to take positive development options rather than the options that result in teen pregnancy.

We in the House missed an opportunity to make a statement about teen pregnancy prevention and to provide funding for the \$30 million Teen Pregnancy Prevention Initiative requested in the Labor, Health and Human Service and Education Appropriations bill. Thirty million dollars is less than one half of one percent of the \$6.9 Billion tax dollar per year spent on teenagers once they become pregnant and give birth.

Devoting more energy, resources and funding to preventing teen pregnancy will not only save us money in the long run, but it will also improve the health, education and economic opportunities of our nation's youth.

Teenage pregnancy is a condition that can be prevented. It is critical that this nation take a clear stand against teenage pregnancy. Through its activities, the National Campaign will help foster a national discussion about how religion, culture and public values influence both teen pregnancy and the responses to this dilemma.

I whole-heartedly support this campaign and look forward to working with members of both parties and of different ideologies. The National Campaign should not be bound by politics, party or philosophy. The situation is urgent. I encourage other House Members and Senators and all Americans to join our effort.

August 1, 1996

Statement of the Honorable Susan Molinari
The National Campaign to Prevent Teen Pregnancy

I am extremely encouraged today by the efforts of the National Campaign to Prevent Teen Pregnancy and I am honored to be on the Advisory Committee in addressing this crucial, national issue.

While all of us undoubtedly agree that kids should not be having kids, local and state authorities, federal policy makers, and parents must work together to combat this problem. Unfortunately, we have reached a point where children having children has reached record-breaking numbers. Sadly, these numbers are staggering.

Although according to several studies, the teen birth rate is no longer increasing in the U.S., we continue to have the highest teen pregnancy in the industrialized world. According to a Centers for Disease Control study, 1 million teenagers - 12% of all young women between 15 and 19 years old - have become pregnant each year. In my home state of New York, 26,181 babies were born to teenage mothers in 1993 alone, 86% of whom were unmarried. These young women oftentimes, are even younger than we think. Approximately 9 percent of 14-year-olds and 18 percent of 15 to 17 year olds experience a pregnancy each year. These numbers are too high and we cannot continue to simply "talk" about how appalling they are.

This is why the National Campaign to Prevent Teen Pregnancy is so important if our nation is to stop this growing trend. The Advisory Committee will give us the opportunity to put this issue at the forefront of the nation's agenda and allow Congress to help local communities formulate meaningful approaches to bring this trend to an end.

The need to reduce teen pregnancy is undeniable. The best way we can reduce adolescent births is through prevention. But only if people are aware of the serious consequences teen pregnancy has on the health of the young mothers and their babies and on their emotional and economical well-being will we be successful in preventing this epidemic from continuing.

Other studies show a bleak future for these mothers and their babies. A CBO study found that almost half of all adolescent mothers began receiving AFDC within 5 years of the birth of their first child. Furthermore, teenage mothers are much less likely to finish either high school or college than women who do not have children before they turn 20. Teenage mothers represent a very disproportionate portion of the AFDC recipient population, resulting in a tremendous cost to society. For example, public costs for AFDC, Medicaid, and Food Stamps attributable to families begun when parents were teens were \$29.28 billion.

I am honored to be a part of this effort, and trust we will successfully encourage adolescents, parents, and local governments to put an end to children having children.

JIM KOLBE
5TH DISTRICT, ARIZONA

COMMITTEE ON
APPROPRIATIONS

SUBCOMMITTEE ON
INTERIOR

SUBCOMMITTEE ON
COMMERCE, JUSTICE,
STATE, AND JUDICIARY

COMMITTEE ON
THE BUDGET



Congress of the United States
House of Representatives

Washington, DC 20515-0305

August 1, 1996

For Immediate Release

Contact: Brigitte C. Schmidt (202) 225-2542

Kolbe Joins Congressional Advisory Panel to the
National Campaign to Reduce Teenage Pregnancy

(Washington, DC) Congressman Jim Kolbe (R-AZ) joins nineteen Members of Congress, from across the nation, as part of the bi-partisan Congressional Advisory Panel to the National Campaign to Prevent Teenage Pregnancy.

The National Campaign to Prevent Teenage Pregnancy will seek to prevent teenage pregnancy by enlisting the help of the media, stimulating state and local action, and fostering a national discussion about teen pregnancy and responses to it. The group has an ambitious goal to reduce the teenage pregnancy rate by one-third by the year 2005.

The odds are stacked against the adolescent mothers and their offspring the moment the child becomes pregnant." Kolbe stated. "In a recent study conducted by the Robert Hood Foundation children of adolescent mothers are 50% more likely to be born weighing less than five pounds, two or three times more likely to run away from home, and the daughters are 83% more likely to become mothers before the age of 18."

"Additionally, the young mothers deny themselves their childhood, being forced into an adult role the moment they conceive. On average, teenage mothers have received lower levels of educational training, higher rates of single parenthood, larger family sizes, and greater reliance on public assistance," Kolbe said.

"We can no longer ignore the problem of teenage pregnancy throughout the United States," Kolbe stated. "The numbers are staggering, in 1993, for ages 14 and under, 28 thousand pregnancies, and for ages 15-17, 350 thousand pregnancies."

Kolbe added, "I am personally committed to the National Campaign to Prevent Teenage Pregnancy, it is the right thing to do for the young women of Arizona."

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104TH CONGRESS
2D SESSION

H. R. _____

IN THE HOUSE OF REPRESENTATIVES

Mrs. LOWEY (for herself [see attached list of cosponsors]) introduced
the following bill; which was referred to the Committee on

A BILL

To provide for a reduction in the rate of teenage pregnancy
through the evaluation of public and private prevention
programs, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

1 SECTION 1. SHORT TITLE.

2 This Act may be cited as the "Teenage Pregnancy
3 Reduction Act of 1996".

4 SEC. 2. EVALUATION OF EFFECTIVE PROGRAMS FOR PRE-
5 VENTION OF TEENAGE PREGNANCY.

6 (a) IN GENERAL.—The Secretary of Health and
7 Human Services shall (directly or through grants or con-
8 tracts awarded to public or nonprofit private entities) ar-
9 range for the evaluation of a wide variety of promising
10 programs designed in whole or part to prevent pregnancy
11 in teenagers, including programs that do not receive
12 grants from the Federal Government for the operation of
13 the programs. The purpose of the evaluation shall be the
14 determination of—

15 (1) the factors contributing to the effectiveness
16 of the programs; and

17 (2) methods for replicating the programs in
18 other locations.

19 (b) PARTICIPATION OF FEDERAL AGENCIES AND
20 PRIVATE ORGANIZATIONS.—In carrying out the evalua-
21 tion under subsection (a), the Secretary shall as appro-
22 priate—

23 (1) provide for the participation of the Director
24 of the Centers for Disease Control and Prevention,
25 the Director of the Office of Population Affairs, the
26 Assistant Secretary for Children and Families, and

1 the Director of the National Institute of Child
2 Health and Human Development; and

3 (2) provide for the participation of private orga-
4 nizations, including the National Campaign to Pre-
5 vent Teen Pregnancy, a nonpartisan organization.

6 (c) DESIGN OF EVALUATION.—Subject to subsection
7 (d), the Secretary shall select a design for the evaluation
8 under subsection (a) from among proposals that—

9 (1) provide for the evaluation of programs in
10 various geographic regions;

11 (2) with respect to the populations served by
12 the programs, provide for determining factors that
13 are specific to various socioeconomic groups and var-
14 ious racial and ethnic minority groups;

15 (3) provide for recommendations for future pro-
16 grams designed to reduce the rate of teen preg-
17 nancy; and

18 (4) meet such criteria as the Secretary may es-
19 tablish.

20 (d) MEASURES OF EFFECTIVENESS.—The Secretary
21 shall define the measures of effectiveness used in evaluat-
22 ing the programs designed to reduce the rate of teenage
23 pregnancy, and shall include a variety of measures of ef-
24 fectiveness in the definition.

1 (e) SCIENTIFIC PEER REVIEW.—The Secretary may
2 provide funds for a proposal pursuant to subsection (a)
3 only if the proposal has been recommended for approval
4 pursuant to a process of scientific peer review utilizing one
5 or more panels of experts. Such panels shall include ex-
6 perts from public entities and from private entities.

7 (f) SUBMISSION OF REPORT TO CONGRESS AND SEC-
8 RETARY.—Not later than December 1, 1999, the evalua-
9 tion under subsection (a) shall be completed and a report
10 describing the findings made in the evaluation shall be
11 submitted to the Congress and to the Secretary.

12 (g) DISSEMINATION OF INFORMATION.—After the
13 submission of the report under subsection (f), the Sec-
14 retary shall disseminate the findings presented in the re-
15 port. The categories of individuals to whom the informa-
16 tion is disseminated shall include administrators of pre-
17 vention programs, public and private entities that provide
18 financial support to such programs, professional medical
19 associations, entities providing public health services, enti-
20 ties providing social work services, and school administra-
21 tors.

22 (h) AUTHORIZATION OF APPROPRIATIONS.—For the
23 purpose of carrying out this section, there is authorized
24 to be appropriated \$3,500,000 for each of the fiscal years
25 1997 through 1999.

1 SEC. 3. NATIONAL CLEARINGHOUSE ON PREVENTION PRO-
2 GRAMS.

3 (a) IN GENERAL.—Not later than 180 days after the
4 completion of the evaluation under section 2, the Secretary
5 shall (directly or through grants or contracts awarded to
6 public or nonprofit private entities) establish an informa-
7 tion clearinghouse to be known as the National Clearing-
8 house on Teenage Pregnancy Prevention Programs (in
9 this section referred to as the “Clearinghouse”).

10 (b) FUNCTIONS.—The Clearinghouse shall carry out
11 the following activities:

12 (1) Collect, maintain, and disseminate informa-
13 tion on prevention programs, including information
14 on the following:

15 (A) The state of program development.

16 (B) All types of prevention programs.

17 (C) Findings made in the report submitted
18 under section 2(f).

19 (2) Develop networks of prevention programs
20 for the purpose of sharing and disseminating infor-
21 mation.

22 (3) Develop and disseminate materials that pro-
23 vide technical assistance to public and private enti-
24 ties in establishing or improving prevention pro-
25 grams.

1 (4) Participate in activities designed to encour-
2 age and enhance public media campaigns regarding
3 pregnancy in teenagers.

4 (5) Such other activities as will assist in the de-
5 velopment and carrying out of activities to reduce
6 pregnancy in teenagers.

7 (c) DISSEMINATION TO CERTAIN ENTITIES.—The
8 categories of entities to which the Clearinghouse dissemi-
9 nates information shall include administrators of preven-
10 tion programs, public and private entities that provide fi-
11 nancial support to such programs, professional medical as-
12 sociations, entities providing public health services, enti-
13 ties providing social work services, and school administra-
14 tors.

15 (d) AUTHORIZATION OF APPROPRIATIONS.—For the
16 purpose of carrying out this section, there are authorized
17 to be appropriated such sums as may be necessary for
18 each of the fiscal years 2000 through 2003.

19 SEC. 4. ONE-TIME INCENTIVE GRANTS FOR EFFECTIVE
20 PREVENTION PROGRAMS.

21 (a) IN GENERAL.—In the case of a prevention pro-
22 gram that pursuant to the evaluation under section 2 has
23 been found to be effective, the Secretary may under this
24 section make not more than one grant to the entity that
25 operates the program. The purpose of the grant shall be

1 to assist the entity with the expenses of operating the pro-
2 gram.

3 (b) AUTHORIZATION OF APPROPRIATIONS.—For car-
4 rying out subsection (a), there is authorized to be appro-
5 priated \$10,000,000, in the aggregate, for the fiscal years
6 2000 through 2003. Such authorization is in addition to
7 any other authorization of appropriations that is available
8 for making grants for the operational expenses of preven-
9 tion programs.

10 SEC. 5. DEFINITIONS.

11 (a) PREVENTION PROGRAMS.—

12 (1) RULE OF CONSTRUCTION.—The provisions
13 of this Act apply with respect to a prevention pro-
14 gram without regard to which of the various pro-
15 grammatic approaches for the prevention of preg-
16 nancy in teenagers (as defined in paragraph (2)) is
17 the focus of the program.

18 (2) PROGRAMMATIC APPROACHES.—For pur-
19 poses of this Act, the term “programmatic ap-
20 proaches”, with respect to prevention programs, in-
21 cludes advocating abstinence from sexual relations;
22 providing family planning services (including contra-
23 ception); fostering academic achievement; mentoring
24 by adults; providing employment assistance or job
25 training; providing professional counseling or peer

1 counseling; providing for recreational or social
2 events; and any combination thereof.

3 (b) OTHER DEFINITIONS.—For purposes of this Act:

4 (1) The term “prevention program” means a
5 program for the prevention of pregnancy in teen-
6 agers.

7 (2) The term “Secretary” means the Secretary
8 of Health and Human Services.

Original Co-Sponsors of the Lowey "Teenage Pregnancy Reduction
Act of 1996":

1. Rep. Mike Castle
2. Rep. Nancy Johnson
3. Rep. Eva Clayton
4. Rep. John Porter
5. Rep. Karen Thurman

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The National Campaign to Prevent Teen Pregnancy

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The Hon. Andrew J. Young

CAMPAIGN UPDATE

October/November 1996

This brief progress report is designed to bring you up to date on recent developments at the National Campaign to Prevent Teen Pregnancy.

Second Board Meeting Held and New Members Elected

On November 22, the Board of the Campaign held its second meeting with its Chairman, Governor Tom Kean, presiding. In one major action, the Board elected four new members to three-year terms: Ramon C. Cortines, Special Advisor to the Secretary of Education; Sister Mary Rose McGeady, President and Chief Executive Officer of Covenant House; Victoria P. Sant, President of The Summit Foundation; and Isabel C. Stewart, National Executive Director of Girls, Inc.

The activities of the Campaign's first nine months were reviewed and the Task Force Chairs reported on the plans of their groups. Particular attention was given to defining the major messages of the Campaign. The Board also discussed tentative plans for a series of spring events to "launch" the Campaign more formally after its start up year and to continue involving more groups in the teen pregnancy challenge.

Congressional Groups Forming

Senators Joseph I. Lieberman (D-CT) and Olympia J. Snowe (R-ME) have agreed to chair a Senate Advisory Panel to the National Campaign to Prevent Teen Pregnancy. They will recruit a bipartisan panel that will encourage public discussion on teen pregnancy prevention. Senate panel members will be announced in a future issue.

In the August/September issue, we announced the formation of a bi-partisan Congressional Advisory Panel to the National Campaign to Prevent Teen Pregnancy and listed its members. There were some errors and misprints in the earlier list. Please note the corrected version below. We apologize for the errors.

Co-Chairs: Representatives Michael Castle (R-DE) and Nita Lowey (D-NY)
Vice Chairs: Representatives Eva Clayton (D-NC) and Nancy Johnson (R-CT)

Members: Representatives Tom Barrett (D-WI); Dick Durbin (D-IL); Jim Greenwood (R-PA); Bill Hefner (D-NC); Stephen Horn (R-CA); Jim Kolbe (R-AZ); Jim Leach (R-IA); Sheila Jackson Lee (D-TX); John Lewis (D-GA); Susan Molinari (R-NY); Jim Moran (D-VA); Connie Morella (R-MD); John Porter (R-IL); Deborah Pryce (R-OH); Tim Roemer (D-IN); Lucille Roybal-Allard (D-CA); Chris Shays (R-CT); Karen Thurman (D-FL); Peter Torkildsen (R-MA); and Ed Towns (D-NY).

As a result of the recent election, Representatives Durbin and Torkildsen will no longer serve on the House panel after December 31, 1996.

A Prospectus for The National Campaign to Prevent Teen Pregnancy

This proposal lays out the rationale and need for a National Campaign, describes its mission and guiding principles, its proposed activities, and its leadership, organization, and funding.

A. Why The National Campaign to Prevent Teen Pregnancy?

There are at least eight reasons to mount a national campaign:

1. The magnitude of the teenage pregnancy problem is great.

- more than 40 percent of young women in the United States become pregnant before they reach age 20, producing the highest teenage pregnancy rate of any industrialized nation. In 1988, the teenage pregnancy rate in the United States was more than twice that of England and Wales, twice that of Canada, and almost ten times that of Japan.

- the teenage pregnancy rate has increased over the last two decades and by 1991 reached about 115 pregnancies per 1,000 young women ages 15 to 19; in 1976, the comparable rate was about 101 per 1,000.

- half of the almost 1 million pregnancies among teenage women each year end in birth and a third end in abortion; the rest end in miscarriage.

- the *birth rate* among teenagers is also very high compared to other industrialized nations and as of 1993 stands at about 60 births per 1,000 teenaged girls ages 15 to 19.

- the vast majority of pregnancies to teenagers -- about 85 percent -- are not planned or intended. Although many pregnancies to teenagers occur despite use of contraception, an appreciable portion are the result of unprotected intercourse, particularly among younger teenagers.

In the face of these high rates generally, and the poor position of the United States in particular, many have asked what the underlying causes might be. The truth is that no solid evidence is available to answer this question. Listed below are the explanations that have been most often cited and that were carefully considered in developing this proposal:

- less social stigma attached to pregnancy or childbearing by unmarried teenage girls; in fact, some argue that the social supports now available, including welfare payments and special services for teenage parents, work to encourage adolescent pregnancy;

- few consequences for the boys and men who father out-of-wedlock teenage pregnancies and births;

- the absence of clear, forceful messages from all social sectors and leaders that teenagers are too young for pregnancy and child-bearing -- that "parenthood is for adulthood:"

- a media environment that glorifies sexuality generally, and high-risk, non-marital sexual behavior in particular (which typically is portrayed with no serious consequences), and rarely addresses the moral issues, choices, and responsibilities that sexual behavior should entail;

- continuing arguments about whether and when sexual activity by unmarried teenagers is acceptable, and about whether abstinence or contraception is the best remedy for teenage pregnancy -- arguments that are often very divisive and hamper the ability of communities to take action to reduce teenage pregnancy;

- sexual abuse of young girls, which results, among other things, in an increased vulnerability to teenage pregnancy later;

- sexual exploitation of teenage girls by men who are older, sometimes by five years or more;

- a failure of parents and communities to nurture and supervise adolescent children -- to monitor and support them adequately in order to teach and enforce moral standards of behavior; to talk about and model respectful male/female relationships; and, to engage them in constructive after-school activities;

- earlier puberty combined with a later average age of marriage -- a gap that has led to increasing levels of premarital intercourse and a greater number of premarital sexual partners among teenagers;

- a judgment by poor teenage girls that there is little to be gained in postponing pregnancy and parenthood;

- the failure to develop a highly accessible system of family planning services and information for teenagers, or to develop contraceptive methods more suited to them; and,

- insufficient information provided to children and teenagers about human sexuality, how to avoid pregnancy and sexually transmitted diseases (STDs), and related topics in reproductive health -- either by parents, who are often ill-informed and reluctant to discuss these issues with their children, or by schools, which often have inadequate curricula and may also face opposition from community members.

2. The consequences of teenage pregnancy and child-bearing are serious and contribute to many of the nation's enduring social problems.

Teenage pregnancy and childbearing come hand in hand with high levels of risk for all those involved, particularly the teenage mother and her baby. The mothers are more likely to live in poverty and to depend on public assistance. They are much less likely to finish high school or to attend college, and have lower earnings once they finish school. Younger mothers are also quite likely to have a second birth relatively soon, which can further impede their ability to finish school or embark on a steady work life. These burdens on the mothers obviously affect their children who inherit a legacy of poverty and social disadvantage. The children of teenaged mothers, for example, are at greater risk of various health and developmental problems, including low birth weight and infant mortality.

It is important to add, however, that many of these risk factors characterize the lives of young women even *before* they become pregnant: younger mothers are more likely than older ones to be poor to begin with, and to come from socially disadvantaged backgrounds. For example, it is currently estimated that about 60 percent of adolescent girls who bear children are living in poverty at the time they give birth; they are also more likely to come from single parent homes than those who avoid child-bearing during adolescence. But it is also true that becoming pregnant and having a baby early in life exacerbates the disadvantage and makes it harder to build a better life. As The Alan Guttmacher Institute has summarized (1994), "Teenagers who become parents are disadvantaged, economically, educationally and socially, even before they have children....Nevertheless, early childbearing often compounds these early disadvantages and makes it more difficult for young parents to keep pace with their peers who do not become parents in their teenage years." The economic burdens should be noted as well. It is estimated that in 1991, U.S. taxpayers spent about \$30 billion to support families started by teenaged mothers (Advocates for Youth, 1994).

3. The public is deeply concerned about the current state of the family in America, and sees teenage pregnancy as an important part of a larger crisis in values and community well-being. These somewhat diffuse but powerful concerns have not been channeled into useful action.

Although the data and perspectives summarized above should be enough to focus the nation's energies on reducing teenage pregnancy, there is another dynamic that motivates action as well. High levels of teenage pregnancy seem to symbolize our gnawing sense that somehow our families and communities are coming apart -- that we are failing to transmit a sense of values to the next generation, that parents have less influence over their children than they wish, that teenagers are not being helped to understand that pregnancy and child-bearing are among the most important tasks of adult life requiring years of devotion, and that our culture is not speaking clearly about all of these issues either to teenagers or to adults. Think of how often teenage pregnancy appears in the conventional list of social challenges: crime, drug use, school failure, and

-- always -- teenage pregnancy. It has almost become a code word for unresolved social problems, especially those that are closely linked to poverty.

Greater national leadership is needed to give voice to these somewhat diffuse concerns and to channel the worry into effective action at the state and local level to reduce teenage pregnancy.

4. There are too few leaders at the national level willing to state forcefully and repeatedly that teenage pregnancy is wrong and that the nation must take action to address this serious social problem.

Teenage pregnancy will not drop dramatically unless there is persistent, visible leadership to focus the nation's attention on this problem. Unfortunately there is not enough such leadership at present. Few high-profile, national figures speak forcefully and repeatedly about the critical need to reduce teenage pregnancy. Although many local and state groups are active in this area, and numerous expert groups continue to focus on the problem at the national level, their activities are rarely supported by powerful voices cheering them on, giving them visibility, and echoing their messages nationwide.

5. Reducing teenage pregnancy requires the help and power of the media, but forging partnerships with the media is a national task that individual communities cannot be expected to shoulder on their own.

Television, movies, music videos, radio, magazines, and other media have assumed overwhelming importance in the lives of Americans as the media have become ever more pervasive and persuasive. Indeed, interaction with some form of mass media has become the predominant leisure-time activity for all Americans. Teenagers spend more time in front of television than interacting with their parents; many spend up to two hours a day watching music videos; and few parents discuss with their children the messages that the media convey or set rules about media viewing. Moreover, several recent surveys of the sexual content of the media confirm what we all sense -- that there is a great deal of sexual material in the media; that sex between unmarried people without consequences or contraception is the norm in the entertainment media; and that sexual activity is rarely depicted in the context of loving, committed relationships.

Although the precise relationship of media exposure and content to sexual behavior is not known, few doubt that the media is a major socializing influence that affects overall cultural norms. Harnessing the power of the media to the cause of reducing teenage pregnancy is obviously a national task that requires leadership and funding well beyond the capabilities of individual programs or state coalitions. The need for national leadership is especially salient if the hope is to influence the content of programming or to produce and distribute a high-quality set of public service announcements.

6. Although there are some state and community coalitions focused on reducing teenage pregnancy, more are needed, and all require a higher level of support, power, and visibility.

Some states and communities have broad coalitions that address teenage pregnancy prevention. Some of these coalitions are sponsored by the state itself and include heavy representation of state agencies (such as the coalitions in California, Virginia, Alabama, and Florida); others are entirely in the private, voluntary sector (although public officials are often involved), such as the coalitions in North Carolina and Minnesota. These coalitions undertake a wide variety of tasks -- training and technical assistance, information sharing, advocacy, and networking among individual community-level programs.

But it is clear that existing efforts are no match for the challenge of teenage pregnancy nationwide. Moreover, without strong national backing, existing coalitions are often fragile and sometimes ineffective. Few states have well-established coalitions, with local affiliates, that are positioned and funded in a way that predicts longevity, visibility, and influence. Finally, most of the existing groups have few powerful friends and supporters, little access to key state and federal officials, live on shoe-string budgets, and do not see themselves as part of a larger movement that has captured the time and attention of the nation's leaders.

National leadership is required to stimulate new coalitions in states where none exist, to support and give added visibility to those that do, to back them up with adequate technical assistance, and to link them together as a national, coordinated movement.

7. Even though major disagreements about values and behavior impede the ability of communities to take actions to reduce teenage pregnancy, there is at present no national dialogue on these issues, and no systematic efforts to build common ground and to search for ways to move forward.

Many of the struggles over ways to reduce teenage pregnancy have centered more on differences in values, cultural traditions, and religious beliefs, than on such practicalities as cost or data about "what works." Indeed, it is in this domain that the nation seems most stuck -- unable to find common ground, to listen respectfully to differing points of view, or to tolerate diverse opinions about how best to reduce teenage pregnancy. A number of thoughtful people have suggested that these intangibles are as much a part of the problem and solution as is, for example, developing better information on effective programming at the local level.

Accordingly, part of a strategy for reducing teenage pregnancy should be a more overt discussion of religion, culture, and public values in this area, and an open airing of differences of opinion throughout the nation; for example, what do different people and communities mean when they use the term "responsible sexual behavior?" Although no national initiative can answer all enduring questions of morals and values related to teenage pregnancy, it may be possible to clarify some common values and to consider how these values can be expressed in, for example, media campaigns to reduce teenage pregnancy and in community-level programs as well.

8. The knowledge base of how to reduce teenage pregnancy through community-based programs needs to be strengthened, which requires new investments in program evaluation and more efforts to put current knowledge in the hands of states and communities.

There is a solid consensus that more investments need to be made in program evaluation generally, and that knowledge derived from already-completed evaluations needs to be synthesized on an on-going basis and made more accessible. Two groups especially need such information: (a) those who wish to put programs in place at the state or local level and are looking for model programs or "best bets," and (b) public and private funding entities who must make decisions about future investments in both programs and program evaluation.

At present, there are a number of individual investigators and research institutions evaluating specific programs to reduce teenage pregnancy (or conducting other relevant studies, such as basic behavioral research on the antecedents of teenage pregnancy). However, there is at present no leadership organization in place that regularly convenes the investigators, evaluates their results using strong scientific standards, synthesizes and distributes their findings, alerts funding entities to new ideas and findings emerging from the field, and identifies critical gaps.

In sum, we believe The National Campaign to Prevent Teen Pregnancy is well-justified and addresses a serious national problem. Such a campaign can fill an important leadership void, connect powerfully with existing public concerns about the future of American families, support and stimulate action at the state and local levels to reduce teenage pregnancy, harness the power of the media to help, strengthen the knowledge base for community intervention, and open a dialogue on issues of religion, culture and public values as they relate to teenage pregnancy.

B. The National Campaign to Prevent Teen Pregnancy: Mission, Goals, and Guiding Principles

There are many different views about what the specific mission of the national campaign should be -- to reduce the number of teenagers who become parents, to discourage unmarried teenagers from having babies, or to decrease sexual activity among teenagers. There is strong consensus, however, that the focus that can attract the **widest support** is, quite simply, to reduce teenage pregnancy. This is a broad mission and a precursor to achieving other goals, such as a reduction in teenage child-bearing. As such, it can be seen as a unifying theme, particularly if it is packaged in positive terms that stress the importance of providing children with the very best start in life.

In addition, the National Campaign is designed to reshape the thinking and actions of all Americans in ways that support a pregnancy-free adolescence. In essence, the National Campaign is attempting a "cultural sea change" in values, attitudes, and actions.

The mission of the National Campaign is to reduce teenage pregnancy by supporting values and stimulating actions that are consistent with a pregnancy-free adolescence.

The Campaign has set a numerical goal to provide a benchmark against which progress can be measured: to reduce the pregnancy rate among teenage girls 17 and under by one-third by the year 2005¹ -- a decline that would significantly decrease the gap between U.S. rates and those of other industrialized countries.

In addition, because the problem of teenage pregnancy often attracts strong feelings and strident disagreements:

The National Campaign will be based on an explicit set of principles, which can help to guide its work. These should include at least the following:

- The Campaign will be non-partisan and inclusive, respectful of the diversity of values held by different individuals and groups. Almost everyone agrees on the importance of reducing teenage pregnancy. However, no single approach to reducing teenage pregnancy has been shown to be effective in all situations, and tolerance for a variety of reasonable strategies is essential.
- The Campaign will be entirely private (non-governmental) while recognizing that public-private partnerships and the involvement of major political leaders (the President, governors, mayors, and others) will be important to its success.
- The Campaign will be specifically designed to support, not supplement, the efforts of other groups and local communities. Everyone needs to be involved: teachers, religious and community leaders, elected officials, the media, and teenagers themselves. Most importantly, parents and families must be central players, and be supported as the primary caretakers and educators of their adolescent children.
- The Campaign will recognize that social and economic deprivation remain important precursors of teenage pregnancy.
- The Campaign will be built on a solid foundation of knowledge about which approaches work and which ones do not, and seek to learn more about effective interventions.
- The Campaign will focus on boys as well as girls, and emphasize the importance of mutual respect between the sexes; shared responsibility for children; the need for pregnancy to be undertaken with deep commitment by both partners; further, the campaign should send a message that becoming pregnant and bringing a child into the world is an enormous responsibility, and that couples should not have a child until they are able to support, nurture, and care for that child.

¹In 1991, the pregnancy rate for girls age 15 - 17 was 74.6 per 1,000; for girls age 14 and under, it was 3.2 per 1,000.

• The Campaign will target adults as well as teenagers. Young men and women cannot be encouraged to "act responsibly" if the adults around them fail to do so. Parents and adults are role models whether they wish to be or not, and their own behavior must model and back up larger social messages about responsible behavior.

• The Campaign will celebrate success and good news wherever they are found, in order to create greater confidence that the battle against teenage pregnancy can be won.

C. The Campaign's Specific Tasks

What, then, will the National Campaign actually do? In keeping with our understanding of the problem and of the tasks best taken on by a national group, **The National Campaign to Prevent Teen Pregnancy will:**

- **take a clear stand against teenage pregnancy and attract the interest of more national leaders and organizations in this issue;**
- **enlist the help of the media to reduce teenage pregnancy;**
- **support and stimulate state and local action to reduce teenage pregnancy;**
- **lead a national discussion about the role of religion, culture, and public values in reducing teenage pregnancy; and**
- **strengthen the knowledge base for effective programming at the community level.**

Task #1: Taking a Stand Against Teenage Pregnancy

No identifiable set of highly respected and credible national leaders has been willing to state clearly and repeatedly that teenagers ought not to become pregnant or be parents. Leaders may feel it's taboo -- "too hot to handle" -- but they should know that the President's statement in the 1995 State of the Union message that teenage pregnancy is "our most serious social problem" earned the loudest and longest applause of any portion of that speech.

Speaking out clearly against teenage pregnancy would do much to clarify values in this area, and to help those who work at the community level to reduce such pregnancies. As one local leader mused, "So many of the young girls and boys I see just don't think it's such a big deal if the girl gets pregnant." This observation goes to the core of the matter: it is a big deal, and the nation's leaders must say so, forcefully and repeatedly.

We believe that all those associated with the National Campaign must take a public and visible stand against teenage pregnancy and encourage others to do so as well.

Task #2: Enlisting the Help of the Media to Reduce Teenage Pregnancy

One of the strongest points of consensus among all those who have participated in planning the National Campaign is that enlisting the help and power of the media is central to the effort. Indeed, the importance of media leadership on this issue stimulated the most spirited exchange during an October meeting with the President, and has led to significant offers of help from People Magazine, Ogilvy and Mather, MTV, ABC Daytime Programs, CNN, and the Center for Health Communication at the Harvard School of Public Health.

The National Campaign will establish a Media Task Force to oversee an ambitious and multifaceted media campaign to reduce teenage pregnancy by:

- **educating media leaders generally about teenage pregnancy in order to gain their interest and cooperation, and to broaden the varieties of media drawn into the cause of reducing teenage pregnancy;**
- **encouraging the incorporation of messages that support teenage pregnancy prevention into many types of media programming (radio, television, magazines, movies), especially entertainment programming; and,**
- **developing a series of well-researched and targeted public service announcements (PSAs) that are distributed widely over a long period of time.**

Task #3: Supporting and Stimulating State and Local Action

Just as "all politics are local," it is also true that "all programs are local."

The National Campaign will, therefore, establish a Task Force on State and Local Action to:

- **celebrate and enhance existing efforts in states and communities to prevent teenage pregnancy; and,**
- **stimulate more states and major cities to develop well-organized coalitions to reduce teenage pregnancy.**

The National Campaign will accomplish these objectives in a variety of ways including:

- **holding a series of regional hearings around the nation that shine the spotlight on a wide variety of local programs addressed to teenage pregnancy prevention; using these hearings to identify leaders in states without organized efforts, encouraging them to form coalitions, and offering tangible assistance including seed money.**

- making certain that some PSAs allow local tags at the end -- phone numbers or addresses where viewers can learn more about "what is going on in your community;"
- offering a series of awards (at several high-profile, media-attractive events) to state and local activists to celebrate their efforts and urging the President to continue honoring leaders of broad state coalitions at White House ceremonies;
- developing and distributing a manual on forming state coalitions, which includes material on useful activities that state coalitions can conduct;
- developing, in concert with state leaders, numerical goals for reducing rates of teenage pregnancy in each state that are consistent with the overall national goal articulated earlier; and,
- talking to many national organizations with state chapters (e.g., the Urban League, the League of Women Voters, the Junior League, and many others) about ways in which they can help and to state councils on families and children about the need to put teen pregnancy prevention on their agendas.

To measure its progress in this area, the Task Force may want to establish a specific goal: that by the year 2005, at least three-quarters of the states in America will report a vigorous state-wide coalition focused on teenage pregnancy prevention with a parallel set of coalitions at the local level. It may be possible to establish a goal for cities as well.

Task #4: Leading a National Discussion About the Role of Religion, Culture, and Public Values in Reducing Teenage Pregnancy

Individuals who have tried to address teenage pregnancy prevention at the local level often report that their main stumbling block was not financial or organizational, but rather the stormy diversity of views that this issue often attracts. Groups argue over the moral value of abstinence versus contraception for preventing pregnancy, whether or not men are being held sufficiently accountable for impregnating girls and fathering children out-of-wedlock, the proper role of parents versus schools in teaching children about human sexuality, whether or not virginity until marriage is an outmoded concept in the late 20th century, whether or not the easy availability of contraception stimulates sexual activity among adolescents, and so on. Moreover, a wide variety of cultural values and traditions are represented in many areas of the United States -- differences that can make it especially hard for communities to agree on the best approaches to reducing teenage pregnancy.

The National Campaign obviously cannot resolve all of these issues, but it can lead a national discussion about them that attempts to clarify common values, and bring into public view the best research and information available on these topics. By failing to face up to honest differences, to listen respectfully to each other, and to search for common ground, we ensure that the "culture wars" over teenage pregnancy will continue to rage, and forward progress will be thwarted.

The National Campaign will, therefore, establish a Task Force on Religion, Culture, and Public Values to stimulate an explicit discussion of the underlying disagreements

and differences that often impede progress in reducing teenage pregnancy.

The Task Force will need to be creative in these uncharted waters, but obvious activities include convening groups with differing views to discuss their perspectives in a neutral environment and holding a series of "town meetings" around the nation to explore some of these controversial topics. In all such efforts, the perspectives of organized religion must be explored, given that Americans exhibit high levels of religious affiliation, that many religious groups are deeply concerned about the general state of American families, and that many are looking for ways to address the specific problem of teenage pregnancy in their own communities. Others who should be represented on the Task Force include those skilled in public civil discourse, scholars with a strong interest in public values and how they can be changed, and experts in organizing community discussion about hotly contested issues.

Task #5: Strengthening the Knowledge Base for Effective Programs

As noted throughout this proposal, it is critically important that the National Campaign be grounded in the best information and research available, especially on the question of program effectiveness.

The National Campaign will, therefore, establish a Task Force on Effective Programs to:

- **bolster existing efforts to synthesize knowledge about ways to reduce teenage pregnancy at the community level; and,**
- **increase the commitment of public and private funders to program evaluation.**

In the first area especially, the Task Force will work over time in collaboration with experts in program evaluation to assemble and synthesize available information on what is known at present about how to intervene. This synthesis will be packaged primarily for the use of state and local leaders eager to support useful programs to reduce teenage pregnancy. As such, it should become a key document for use by the State and Local Action Group discussed above, and will be widely circulated. This synthesis will also be updated annually in concert with researchers in the field, perhaps through an annual "teenage pregnancy prevention research meeting."

In addition, leaders of the Task Force on Effective Programs will identify areas where more information is needed. Finally, the Task Force will meet with private and public funders to share the results of their work and to emphasize the need for a deeper commitment nationwide to program evaluation in order to strengthen the knowledge base.

D. The Campaign's Leadership and Organization

The National Campaign requires an organization and leadership group that can spearhead a national movement, bring new resources to the field, support the existing groups already active in the area, and coordinate its own activities with those of other organizations. It must also be long-term and well-financed.

The National Campaign to Prevent Teen Pregnancy will have the following organizational structure:

- **a prestigious national board of 25 to 30 members with representatives from business and philanthropy; state and national political leaders (not in office); community, religious, and voluntary sector leaders; well-respected entertainment and sports figures; leaders in medicine and health care; and practitioners and experts in the field (please see attachment for current list of Board members). This group met for the first time in February and established by-laws. It selected a chairman (Thomas Kean), president (Isabel Sawhill), treasurer (Sarah Brown), and executive director (Sarah Brown); board members will serve for three-year, staggered terms;**
- **an Executive Committee that is chaired by the Campaign president and includes the chairs of the task forces set up to conduct most of the substantive work of the Campaign. The Executive Committee meets quarterly, inasmuch as its members represent the "working arm" of the National Campaign;**
- **a Development Committee to help ensure adequate, long-term funding for the Campaign (not yet established);**
- **two advisory panels, one of parents and one of teenagers themselves (not yet established);**
- **a set of affiliated organizations and individuals ("Campaign Affiliates") who support the overall mission of the Campaign (not yet established);**
- **a small staff led by an Executive Director, who also serves on the Campaign's Executive Committee;**
- **an anticipated life span of at least ten years; and,**
- **a corporate identity with a tax-exempt 501(c)(3) status (this is currently pending before the Internal Revenue Service).**

The bulk of the Campaign's substantive work will be accomplished under the leadership of **four task forces**: one on media; one on state and local action; one on religion, culture, and public values; and one on the knowledge base for effective programming at the community level. Each task force would include 10 to 15 individuals, thereby drawing in more perspectives and extending the reach of the Campaign.

* * *

In summary, the National Campaign to Prevent Teen Pregnancy plans to stimulate a wide variety of actions at the national, state, and local level to help all teenagers achieve a pregnancy-free adolescence. Reaching the Campaign's goal of reducing the teen pregnancy rate by one third by the year 2005 will not be easy. It will require a new and more constructive level of civic engagement and dialogue on the part of an increasingly concerned but divided public. It will require a sea change in values and attitudes about the importance of postponing pregnancy until one is ready for parenthood. And it will require finding more effective ways of working with those teenagers who, for now, see few reasons to delay pregnancy and childbearing. At its first Board meeting in late February, the Campaign's leadership pledged to move forward to achieve these goals. The challenge is great, but we believe now is as good a time as any to begin.

A NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

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DATE: 10/17/96

FROM: Sarah S. Brown
Director

TOTAL PAGES: 7
(including this one)

MESSAGE:

Lynn - Here's our latest. Let me know
if you'd like more info. on any item.

Cheers,

Sarah

The National Campaign to Prevent Teen Pregnancy

2100 M STREET, N.W.
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The Hon. Thomas H. Kean,
Chair

Isabel V. Sawhill,
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Sarah S. Brown,
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National Board

Charlotte Beers

William A. Galston

Katharine Graham

Whoopi Goldberg

David A. Hamburg

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Barbara Huberman

The Hon. Nancy Kassebaum

The Hon. C. Everett Koop

Judith McGrath

Judy Greenstone Miller

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August/September 1996

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Rep. Wayne Allard (R-CO), Thomas Barrett (D-WI), Richard Durbin (D-IL), Jim Greenwood (R-PA), W.G. "Bill" Hefner (D-NC), Steve Horn (R-CA), Shelia Jackson-Lee (D-TX), Jim Kolbe (R-AZ), Jim Leach (R-IA), John Lewis (D-GA), Susan Molinari (R-NY), Jim Moran (D-VA), Connie Morella (R-MD), John Porter (R-IL), Deborah Pryce (R-OH), Christopher Shays (R-CT), Tim Roemer (D-IN), Karen Thurman (R-FL), Peter Torkildsen (R-MA) and Edolphus Towns (D-NY)

Site-Visits Take Staff and Volunteers to States and Communities

As the Campaign reaches out into communities to learn more about their teen pregnancy prevention efforts and coalitions, we are receiving many invitations to speak or appear on panels and to meet with a wide variety of groups. We have been using these speaking opportunities as a chance to spend time in several states and communities hard at work to prevent teen pregnancy.

Oregon

For example, Campaign President Isabel Sawhill spent two days in Salem and Tillamook, Oregon early in September at the invitation of Governor John Kitzhaber and other community leaders. She met with the Governor's work group on teen pregnancy prevention and various community groups and leaders from around Oregon who were there to provide feedback on the state's plan. Besides addressing both the morning and afternoon sessions, Ms. Sawhill met with the Governor's wife, Sharon Kitzhaber, who is deeply involved in the state wide effort to prevent teen pregnancy.

The Campaign also spent a day in Tillamook County as the guest of Sue Cameron, Administrator of the County Health Department. Tillamook is a small, rural county on the Oregon coast with a population of 23,000. Meetings were

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held with staff and a wide variety of community residents and leaders to discuss the successes the county has had in reducing teen pregnancy among 10-17 year olds from 24 per 1,000 in 1990 to 7 per 1,000 in 1994, and how to sustain that success.

While in Tillamook, Campaign staff learned many important lessons. In order for pregnancy prevention to succeed, many different approaches are needed and every key sector needs to be involved in the process. Additionally, while bringing various groups together brought some controversies to light, the people in Tillamook "agreed to disagree" on the best way to reduce teen pregnancy, focused on what they could do together, and moved forward with their joint efforts. Furthermore, the county reframed the issue by focusing on teen pregnancy rather than on teen births. This change in perspective broadened community support and allowed for targeting the reduction of abortion and the promotion of abstinence. Campaign members also observed that pregnancy prevention is a process, not a program, and that sustaining progress is difficult.

Many notable actions have been taken in Tillamook. These efforts include teaching teens decision making and communication skills as well as teaching them about healthy relationships. This program was sponsored by an association of ministers in the community. In grades 9 and 12, age-appropriate sex education was introduced in local schools. The health clinic ensures that teens are seen within 48 hours of their initial call. More recreational opportunities have been made available at places such as the YMCA. Additionally, at-risk teens have been provided with more specialized help from various social service agencies.

New York City

Soon thereafter, Campaign Director Sarah Brown spent a day in New York City as the guest of the Comptroller of the City of New York who leads a city-wide coalition of over 50 groups active in some aspect of teen pregnancy. During this visit, as for all other site visits, Campaign staff asked a series of questions designed to help us learn more about how individual communities are working on teen pregnancy -- What groups are involved? What financing is available? How are differences in values and ideas managed? Is the private sector involved and if so, how?

The New York trip included visits to Aviation High School in Long Island City, a vocational school that includes a peer-led sexuality education program, and to Inwood House in the Bronx. The latter is a multi-service center with a long history of serving at-risk youth from the Bronx and other neighborhoods. The center recently started a program which connects young adolescent fathers with even younger boys who are not yet fathers but who might well become so given their environment and family histories. The goal is to help very young boys avoid premature parenthood by forming close relationships with fathers not much older than themselves and with male adult mentors in their 30's.

Staff support for site visit work is supported by Phyllis Wolfe, a consultant to the Campaign, and Beverly Jackson, Director of Communications and Development. Both work in collaboration with Tamara Kreinin who was recently named Director of State and Local Affairs. Before joining the Campaign, Tamara worked at the Southern Regional Project on Infant Mortality and has extensive experience in state and local coalition building.

Other visits...

Other visits have been made to San Mateo and Oakland, California and other areas as well.

Plans are advancing for visits in several other communities where we will continue to learn more about state-level and grassroots efforts. For example, the Campaign is currently scheduled to visit Rutgers, New Jersey, Richmond, Virginia, Chicago, Illinois and Austin, Texas.

The Campaign is planning to produce a written report and video presentation next spring featuring these outreach visits to teen pregnancy prevention coalitions around the nation. The report and presentation will depict how many communities are hard at work to prevent teen pregnancy, and will include frank discussion of the challenges facing parents, teens, teachers, religious and community leaders as well as legislators interested in this serious problem.

Meeting with Secretary Shalala

Secretary of Health and Human Services Donna Shalala met with Campaign task force leaders and senior staff recently to discuss both the Campaign's progress and ramifications of the new welfare reform act for teen pregnancy. DHHS and the Campaign agreed to develop a close working relationship and will be meeting again soon to define collaborative activities.

The Campaign has developed a paper about the recently signed welfare reform bill. This paper examines the teen age pregnancy provisions of the bill and implications for prevention. If you are interested in receiving a copy, please write Jamie Tullman at the Campaign offices.

Two More Campaign Task Forces Hold First Meetings

The Religion and Public Values Task Force met for the first time in Washington at Campaign headquarters on September 16. The role of this group is to find a variety of ways to decrease conflict associated with the subject of teen sexuality and pregnancy prevention. The mission derives from the fact that many communities have become so polarized on the issue that effective action is precluded, and as we have learned, "While the adults are arguing, teens are getting pregnant." With an ambitious agenda and a room full of people from differing ideological, political and theological perspectives, an excellent start was made toward understanding the concept of common ground in the prevention of teen pregnancy and exploring the role of faith and public values in addressing the issue.

The group heard presentations by Kris Moore, Chair of the Effective Programs and Research Task force; Dawn Crossland of Princeton Survey Research Associates; Cathy Melvin of the CDC, and Mary Jacksteit of the Common Ground Network for Life and Choice. The better part of the day-long meeting consisted of a series of dialogues among task force members. There was also detailed discussion of a forthcoming paper from this group which will outline areas of common ground and spell out ways in which religion and public values affect the overall issue of teen pregnancy prevention. Important recommendations were also made to the Media Task Force regarding message development.

The Media Task Force, chaired by Jody Miller, Senior Vice President of Operations for Americast, came together for its initial meeting at the headquarters of *People Magazine* on September 25 in New York City. The three hour meeting included presentations by Dawn Crossland of Princeton Survey Research, Kris Moore from Child Trends, and Jay Winsten from the Harvard School of Public Health. The core of the meeting was the discussion of a draft communications work plan, led by Jody Miller and Sarah Brown, with input from Gwen Lipsky of MTV.

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From these discussions came decisions to develop a multi-level, comprehensive communications program that will incorporate simultaneous consideration of messages, audiences and dissemination vehicles. To accomplish this, Jody Miller appointed four subcommittees for the purposes of message development, fundraising for communications activities, influencing script writers and television producers, and helping create a variety of special projects with MTV, BET and other communications groups. The next meeting of this Task Force will be in April in conjunction with the Spring board meeting.

Celebrating Unique and Innovative Efforts in Your Community

The Campaign is eager to learn about a wide variety of teen pregnancy prevention efforts in communities across the country. Please write and tell us about programs or individuals in your community who are leading important and -- in particular -- innovative efforts to reduce teen pregnancy through community outreach, corporate involvement, news coverage and public education/media campaigns.

As we develop a better sense of these efforts, we are considering establishing an awards program to recognize and thank the individuals involved for their initiative and dedication to teen pregnancy prevention. Please direct correspondence to Amanda Matyjas at the Campaign offices.

Upcoming Events - We are tentatively planning three meetings over the next several months:

- **Youth-Serving Organizations Meeting**
The Campaign is planning a working seminar of representatives from 20 to 25 youth-serving organizations to begin a dialogue on how teen pregnancy prevention intersects with their work. Any organization that reaches out to at-risk youth and helps them to plan for -- and have -- a better future is already part of the solution to the teen pregnancy problem. We want to learn from the work these groups have already done, and to begin working together to promote healthy behavior and to prevent pregnancies.
- **Roundtable Series on Related Issues**
In conjunction with the Family Impact Seminar, the Campaign is planning to host a series of invitational roundtable discussions on issues closely linked to teen pregnancy prevention, including, for example, male involvement in prevention, sexual abuse as a risk factor for early pregnancy, and the stresses that sometimes arise when programs try simultaneously to address pregnancy prevention as well as to provide services for teens who are already pregnant or parenting. Through this series, we hope to bring substantive research to light and to provide useful information to those working on solutions. The first roundtable will focus on male involvement in teen pregnancy prevention and will include key information on male behavior and attitudes, an overview of programs in place to address male involvement, and a brainstorming session to ensure useful follow-up activities.
- **State-based Media Activities: "Exchange Fair"**
We are also planning a conference to bring state and local leaders involved in media-based teen pregnancy prevention activities together for the first time to learn from each other's work, to hear about experiences with past media-based efforts in the social change field (c.g., smoking, seatbelts, drunk driving and others), and to set priorities for future media-based work. The

Campaign will invite representatives from states who have experience with media campaigns or who are planning to develop them. We will showcase videos, posters, and educational tools, discuss evaluation strategies, and consider ways to build media-based teen pregnancy prevention activities into larger initiatives. We hope this will provide a valuable service to local leaders in their work to deliver a clear, cohesive prevention message.

Resources for Parents

The Campaign is deeply committed to increasing parental involvement in teen pregnancy prevention. We have learned of three important resources for parents to help them talk to their children about relationships, values, reproductive health and decision making. These resources are:

- ***"Now What Do I Do? How to Give Your Pre-teens Your Message"***
This is a 44-page booklet offering 15 situations dealing with sexuality issues. \$2.50 each, prepaid. Contact: SIECUS (Sexuality Information and Education Council of the United States), Publications Dept., 130 West 42nd St., Suite 350, NYC, NY 10036-7802 Phone: 212-819-9770. Fax: 212-819-9776.
- ***"Talking About Sex"***
The Planned Parenthood Federation of America, Inc. has available its new kit for parents and kids, which includes a video and activity book. To get copies contact Wendy Lund at 212-261-4736.
- **Plain Talk Classes**
Plain Talk White Center located in Seattle, Washington has developed a series of nightly courses to help adults talk with their children about a variety of topics including dating, sex, pregnancy, health and decision making. Plain talk provides workshops geared towards parents and children, teachers, youth workers and communities. To learn more about this resource, contact Plain Talk at 10041 6th Avenue, SW Seattle, WA, 98146. By phone, call 206-767-9244.

Important Resources in the Field:

- ***Facts in Brief: Teen Sex and Pregnancy***
Contact: The Alan Guttmacher, 1120 Connecticut Avenue, NW, Suite 460
Washington, DC 20036, phone (202) 223-5756

ADDRESS UPDATES

Many readers of **UPDATE** will appear on several mailings lists which have been entered into our database. If you are receiving multiple copies, please pass one on to another interested person and also contact us to remove any duplications in the future. Also, if you know individuals or groups which should be placed into our database please let us know.

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TO: Lynn Hogan

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FROM: Sarah S. Brown
Director

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(including this one)

MESSAGE:

Lynn - Here's our latest. Let me know if you'd like more info. on any item.

Cheers,

Sarah

The National Campaign to Prevent Teen Pregnancy

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The Campaign has developed a paper about the recently signed welfare reform bill. This paper examines the teen age pregnancy provisions of the bill and implications for prevention. If you are interested in receiving a copy, please write Jamie Tullman at the Campaign offices.

Two More Campaign Task Forces Hold First Meetings

The Religion and Public Values Task Force met for the first time in Washington at Campaign headquarters on September 16. The role of this group is to find a variety of ways to decrease conflict associated with the subject of teen sexuality and pregnancy prevention. The mission derives from the fact that many communities have become so polarized on the issue that effective action is precluded, and as we have learned, "While the adults are arguing, teens are getting pregnant." With an ambitious agenda and a room full of people from differing ideological, political and theological perspectives, an excellent start was made toward understanding the concept of common ground in the prevention of teen pregnancy and exploring the role of faith and public values in addressing the issue.

The group heard presentations by Kris Moore, Chair of the Effective Programs and Research Task force; Dawn Crossland of Princeton Survey Research Associates; Cathy Melvin of the CDC, and Mary Jacksteit of the Common Ground Network for Life and Choice. The better part of the day-long meeting consisted of a series of dialogues among task force members. There was also detailed discussion of a forthcoming paper from this group which will outline areas of common ground and spell out ways in which religion and public values affect the overall issue of teen pregnancy prevention. Important recommendations were also made to the Media Task Force regarding message development.

The Media Task Force, chaired by Jody Miller, Senior Vice President of Operations for Americast, came together for its initial meeting at the headquarters of *People* Magazine on September 25 in New York City. The three hour meeting included presentations by Dawn Crossland of Princeton Survey Research, Kris Moore from Child Trends, and Jay Winsten from the Harvard School of Public Health. The core of the meeting was the discussion of a draft communications work plan, led by Jody Miller and Sarah Brown, with input from Gwen Lipsky of MTV.

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From these discussions came decisions to develop a multi-level, comprehensive communications program that will incorporate simultaneous consideration of messages, audiences and dissemination vehicles. To accomplish this, Jody Miller appointed four subcommittees for the purposes of message development, fundraising for communications activities, influencing script writers and television producers, and helping create a variety of special projects with MTV, BET and other communications groups. The next meeting of this Task Force will be in April in conjunction with the Spring board meeting.

Celebrating Unique and Innovative Efforts in Your Community

The Campaign is eager to learn about a wide variety of teen pregnancy prevention efforts in communities across the country. Please write and tell us about programs or individuals in your community who are leading important and -- in particular -- innovative efforts to reduce teen pregnancy through community outreach, corporate involvement, news coverage and public education/media campaigns.

As we develop a better sense of these efforts, we are considering establishing an awards program to recognize and thank the individuals involved for their initiative and dedication to teen pregnancy prevention. Please direct correspondence to Amanda Matyjas at the Campaign offices.

Upcoming Events - We are tentatively planning three meetings over the next several months:

- **Youth-Serving Organizations Meeting**

The Campaign is planning a working seminar of representatives from 20 to 25 youth-serving organizations to begin a dialogue on how teen pregnancy prevention intersects with their work. Any organization that reaches out to at-risk youth and helps them to plan for -- and have -- a better future is already part of the solution to the teen pregnancy problem. We want to learn from the work these groups have already done, and to begin working together to promote healthy behavior and to prevent pregnancies.

- **Roundtable Series on Related Issues**

In conjunction with the Family Impact Seminar, the Campaign is planning to host a series of invitational roundtable discussions on issues closely linked to teen pregnancy prevention, including, for example, male involvement in prevention, sexual abuse as a risk factor for early pregnancy, and the stresses that sometimes arise when programs try simultaneously to address pregnancy prevention as well as to provide services for teens who are already pregnant or parenting. Through this series, we hope to bring substantive research to light and to provide useful information to those working on solutions. The first roundtable will focus on male involvement in teen pregnancy prevention and will include key information on male behavior and attitudes, an overview of programs in place to address male involvement, and a brainstorming session to ensure useful follow-up activities.

- **State-based Media Activities: "Exchange Fair"**

We are also planning a conference to bring state and local leaders involved in media-based teen pregnancy prevention activities together for the first time to learn from each other's work, to hear about experiences with past media-based efforts in the social change field (e.g., smoking, seatbelts, drunk driving and others), and to set priorities for future media-based work. The

Campaign will invite representatives from states who have experience with media campaigns or who are planning to develop them. We will showcase videos, posters, and educational tools, discuss evaluation strategies, and consider ways to build media-based teen pregnancy prevention activities into larger initiatives. We hope this will provide a valuable service to local leaders in their work to deliver a clear, cohesive prevention message.

Resources for Parents

The Campaign is deeply committed to increasing parental involvement in teen pregnancy prevention. We have learned of three important resources for parents to help them talk to their children about relationships, values, reproductive health and decision making. These resources are:

- ***"Now What Do I Do? How to Give Your Pre-teens Your Message"***
This is a 44-page booklet offering 15 situations dealing with sexuality issues. \$2.50 each, prepaid. Contact: SIECUS (Sexuality Information and Education Council of the United States), Publications Dept., 130 West 42nd St., Suite 350, NYC, NY 10036-7802 Phone: 212-819-9770. Fax: 212-819-9776.
- ***"Talking About Sex"***
The Planned Parenthood Federation of America, Inc. has available its new kit for parents and kids, which includes a video and activity book. To get copies contact Wendy Lund at 212-261-4736.
- **Plain Talk Classes**
Plain Talk White Center located in Seattle, Washington has developed a series of nightly courses to help adults talk with their children about a variety of topics including dating, sex, pregnancy, health and decision making. Plain talk provides workshops geared towards parents and children, teachers, youth workers and communities. To learn more about this resource, contact Plain Talk at 10041 6th Avenue, SW Seattle, WA, 98146. By phone, call 206-767-9244.

Important Resources in the Field:

- ***Facts in Brief: Teen Sex and Pregnancy***
Contact: The Alan Guttmacher, 1120 Connecticut Avenue, NW, Suite 460
Washington, DC 20036, phone (202) 223-5756

ADDRESS UPDATES

Many readers of *UPDATE* will appear on several mailings lists which have been entered into our database. If you are receiving multiple copies, please pass one on to another interested person and also contact us to remove any duplications in the future. Also, if you know individuals or groups which should be placed into our database please let us know.

The National Campaign to Prevent Teen Pregnancy
2100 M Street, NW, Suite 500
Washington, DC 20037

The National Campaign to Prevent Teen Pregnancy, founded in February 1996, is a nonprofit, nonpartisan initiative supported entirely by private donations.

Need: Teen pregnancy goes hand in hand with high risk for all involved, particularly the mother and the child, and imposes large costs on taxpayers as a result. If every child in America were born to parents ready and able to nurture and support that child, the next generation would have a far brighter future.

Mission and Goal: The mission of the campaign is to prevent teen pregnancy by supporting values and stimulating actions that are consistent with a pregnancy-free adolescence. The campaign's goal is to reduce the teen pregnancy rate by one-third by the year 2005.

Strategy: The Campaign's strategy has five major prongs: take a strong stand against teen pregnancy; enlist the help of the media; support and stimulate state and local action; lead a national discussion about the role of religion, culture, and public values in an effort to build common ground; make sure that everyone's efforts are based on knowledge about what works.

For more information contact the Campaign directly
Telephone: (202) 857-8655, Fax: (202) 331-7735

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WASHINGTON, D.C. 20037

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The United States has a teen pregnancy rate more than twice as high as that in any other advanced country and almost ten times as high as the rate in Japan or the Netherlands. Teen pregnancy goes hand in hand with high risk for all those involved, particularly the mother and her baby, and imposes large costs on taxpayers.

To be effective in reducing teenage pregnancy, we need a national presence and national leadership to raise awareness of the issue, to attract new voices and new resources to the cause. We need to provide concrete assistance to those already working in the field. We need to face squarely the many disagreements that have plagued both national and local efforts to address this problem. And we need to establish the right of every child to be born to parents who are prepared to nurture and support that child.

THE MISSION AND GOAL

The mission of the Campaign is to prevent teen pregnancy by supporting values and stimulating actions that are consistent with a pregnancy-free adolescence. The Campaign's goal is to reduce the teenage pregnancy rate by one-third by the year 2005.

KEY STATISTICS

- More than 4 out of 10 young women become pregnant before they reach the age of 20—one million a year.
- More than 8 out of 10 of these pregnancies are unplanned.
- Almost 75 percent of births to teens are outside of marriage, up from only 15 percent 30 years ago.
- One of every 3 girls has had sexual intercourse by the age of 15 and 1 out of 2 by the age of 18.
- Three of every 4 boys have had sexual intercourse by the age of 18.
- Teen childbearing costs U.S. taxpayers \$7 billion annually.

LEADERSHIP

The work of the Campaign is being led by four task forces. Task force members have been drawn from many sectors and regions of the country and bring a wide range of experience and points of view to the Campaign. The task forces and their chairs are:

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State and Local Action Task Force

Barbara Huberman, Chair

Effective Programs and Research Task Force

Kristin Moore, Chair

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- Take a strong stand against teen pregnancy
- Enlist the help of the media
- Support and stimulate state and local action
- Lead a national discussion on the role of religion, culture, and public values in an effort to build common ground
- Make sure that local community efforts are based on research about what works

Each of these efforts will inform, or work in tandem with, the others.

GUIDING PRINCIPLES

The work of the Campaign is being guided by six principles:

- Tolerance for the diversity of views that exists about how best to intervene
- Commitment to nonpartisanship
- Desire to work with existing groups
- Recognition that teen pregnancy is a symptom as well as a cause of poverty and other disadvantages
- Commitment to be science-based
- Recognition that the focus must be on boys as well as girls

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The Hon. Andrew J. Young

CAMPAIGN UPDATE

June/July, 1996

This brief progress report is designed to bring you up to date on recent developments in launching the National Campaign to Prevent Teen Pregnancy.

Membership of Leadership Task Forces In Place and First Meetings Scheduled:

The Campaign has appointed members of its four Task Forces and initial meetings of each group have been held or scheduled. Rosters of all four groups appear at the end of this update. Members are appointed for staggered terms to allow new individuals to be added each year. As mentioned in the April/May Update, these groups are the heart of the Campaign as much of our substantive work will be conducted under their leadership. The Task Force on Effective Programs and Research, chaired by Kristin Moore, Executive Director of Child Trends, Inc., held its first meeting in June. Among other things, the group agreed to develop a paper on "what works" in community programming and will conduct new analyses of the 1995 National Survey of Family Growth. The State and Local Action Task Force, chaired by Barbara Huberman, Director of Training at Advocates for Youth, met July 26 and developed early plans for a variety of ways the Campaign can assist states and communities in their own teen pregnancy prevention work.

The Religion and Public Values Task Force, chaired by William Galston, Professor of Public Affairs at the University of Maryland, and the Media Task Force, chaired by Jody Miller, Senior Vice President of Operations of Americast, are scheduled to meet in September. As a part of both meetings, a summary of public opinion on a variety of teen pregnancy issues will be presented by Princeton Survey Research Associates, Inc. The Media group, which will meet at the headquarters of People Magazine (whose president, Ann Moore, is on that task force) will also review several sets of focus group data related to teen pregnancy prevention.

Executive Committee Meeting:

The Executive Committee met in July to discuss the Campaign's first-year projects and to review our progress in setting up administrative and financial systems. Using a detailed work plan developed by the Campaign Director and President, the Committee reviewed preliminary plans from each of the four task forces and also voted formally to add a few new members to each.

Robin Hood Foundation Report, *Kids Having Kids*, Released:

On June 13, 1996, the Robin Hood Foundation formally released its comprehensive report on teen pregnancy, *Kids Having Kids*, which highlights the social and economic costs of adolescent pregnancy in the United States. At the White House event coinciding with the release, President Clinton praised the report and commented on the start up of the National Campaign several times, stating "I think we should all make a personal commitment to support them [The National Campaign to Prevent Teen Pregnancy], each of us in our own communities. They are going to be doing what all of us should be doing. They'll learn what works, spread the word, and work to replicate it throughout the country." Persons interested in obtaining a copy of the Robin Hood *Kids Having Kids* report should contact: Yvette McKenzie, The Robin Hood Foundation, 111 Broadway, New York, NY 10006, phone: (212) 227-6601.

Campaign Activities:

In addition to the activities already noted, we have given presentations about the Campaign to numerous groups representing a wide variety of perspectives, including a consortium of leaders from the mountain states convened by the Colorado Department of Health, the Child Welfare League of America, and U.S. Agency for International Development. The Campaign President and Director have also met with several organizations to discuss possible Campaign activities. For example, the media activities being planned were discussed with Board member Judy McGrath, President of MTV and MTV's Director of Research. Meetings have also been held with the Executive Vice President of Corporate Affairs of Black Entertainment Television (BET); the Executive Director of the Campaign For Our Children; the President of the Video/Action Fund; the head of The American Assembly; and the President of the Planned Parenthood Federation of America.

Specific projects under development include convening an international conference on teen pregnancy prevention that would promote a cross-cultural exchange of promising models and ideas. We are also working with the Family Impact Seminar to develop a series of round tables (to include published summaries) on emerging issues in teen pregnancy, such as the role of sexual abuse in early teen sexual activity and pregnancy; new ideas about how to involve boys and men in pregnancy prevention; and facing up to the conflicts sometimes encountered between those who advocate for preventing teen pregnancy and those whose focus is on providing services to teens who are already pregnant or parenting.

We are also responding to many requests from organizations around the country for presentations about teen pregnancy and the National Campaign. In some instances, we try to use a speaking engagement as an opportunity to conduct a "site visit" of sorts to state and local programs or coalitions in order to gain a better understanding of grass-roots realities. The information gathered during site visits serve as learning tools in developing the Campaign's activities. For example, the President and Director of the Campaign are planning a week-long trip to Oregon and California in September during which time they will meet with the leaders of

several community coalitions as well as with teenagers participating in the programs. Other site visits in the fall are tentatively scheduled for Richmond, Chicago, New York City and Little Rock, Arkansas.

Staff appointed:

We are pleased to announce the following appointments: Beverly Jackson has assumed the role of Director of Communications and Development for the Campaign. She has had extensive experience in communications and media with the Smithsonian Institution, Children's Hospital National Medical Center, and the American Psychological Association. She will be in charge of developing and implementing a strategic communications plan for the Campaign to increase the public's understanding of teen pregnancy and the Campaign's mission and programs; managing the media and public relations programs for the Campaign; and providing support for our fund-raising work. Catherine Bailey began in July as a staff assistant to provide general support to our very busy office. We are still recruiting for a director of state and local affairs and a research director as well.

Important Resources in the Field:

From time to time, the Campaign Update will inform you of important resources in the field of teen pregnancy prevention. In this issue we want to alert you to four fact sheets that summarize useful data on this topic.

- *Adolescent Pregnancy Fact Sheet*
Contact: Jan Chapin, Division of Women's Health Issues, The American College of Obstetricians and Gynecologists, 409 12th Street, SW, Washington, DC 20024-2188, phone: (202) 638-5577
- *Executive Summary: Adolescent Pregnancy and Childbearing in the U.S.*
Contact: Amadie Hart, Population Resource Center, 1725 K Street, NW, Suite 1102, Washington, DC 20006, phone: (202) 467-5030.
- *Facts at a Glance*
Contact: Child Trends, Inc., 4301 Connecticut Avenue, NW, Suite 100, Washington, DC 20008, phone (202) 362-5580.
- *The Facts: Adolescent Sexual Behavior, Pregnancy and Parenthood*
Contact: Advocates for Youth, 1025 Vermont Avenue, NW, Suite 200, Washington, DC 20005, phone (202) 347-5700

Staying in touch:

We welcome your inquiries, materials and suggestions. Our **new** main number is (202) 857-8655; fax (202) 331-7735; and our address is shown on the letterhead. Stay in touch, and please feel free to circulate widely the **new Campaign brochure** enclosed with this update.

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Effective Programs and Research Task Force

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Executive Director
Child Trends, Inc.

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Professor, Graduate School of Education
University of Pennsylvania

Brent Miller

Professor
Department of Family and Human Development
Utah State University

Freya Sonenstein
Director of Population Studies Center
The Urban Institute

Barbara Sugland
Senior Research Associate
Child Trends, Inc.

Marta Tienda
Professor of Sociology
Population Resource Center

Kathleen Toomey, M.D.
Epidemiology and Prevention Branch
of Georgia

Stan Weed
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Brian L. Wilcox
Director
Center on Children, Families, and the Law
University of Nebraska

Members

Robert W. Blum, M.D.
Director of General Pediatric
and Adolescent Health Program
University of Minnesota

J.J. Card
President
Sociometrics Corporation

Jacqueline D. Forrest
Senior Vice President and Vice President
for Research
The Alan Guttmacher Institute

Waldo Johnson
Institute for Social Research
University of Michigan

Douglas Kirby
Director of Research
ETR Association

State and Local Action Task Force

Chair

Barbara Huberman
Director of Training
Advocates for Youth

The Hon. Jay Bradford
The Arkansas Senate

Claire Brindis
Director
Center for Reproductive Health
Policy Research
Institute for Health Policy Studies
University of California

Members

Elayne G. Bennett
President and Founder
Best Friends Foundation

Linda Berne
Professor
Health Promotion and Kinesiology
College of Nursing
University of North Carolina at Charlotte

Donna Butts
Executive Director
The National Organization on Adolescent
Pregnancy, Parenting and Prevention

Michael Carrera
Director
National Adolescent Sexuality
Training Center
Children's Aid Society

Annette Cumming
Executive Director and Vice President
Cumming Foundation
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and Science
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Children's Team
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Bernice Humphrey
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Department of Pediatrics and
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Leslie Kantor
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Chris Nelson
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Bridges/PEER

Theodora Ooms
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Wayne Pawlowski
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Sharon Rodine
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John Schlitt
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Aaron Shirley, M.D.
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Jackson-Hinds Comprehensive Health Center

Mary Vernon, M.D.
Medical Officer
Division of Adolescent and School Health
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Kathleen Walsh
Head of Administration
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Gayle Wilson
Senior Program Officer
California Wellness Foundation

Susan Wilson
Executive Coordinator
Network for Family Life Education
Rutgers, The State University

Religion and Public Values Task Force

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William Galston
Professor
School of Public Affairs
University of Maryland

Members

Brenda Cooper
Director
Sursum Corda Youth Project

Thomas Davis
Chair
Planned Parenthood Clergy Advisory Board

Jean Bethke Elshtain
Laura Spelman Rockefeller Professor of
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Patrick Fagan
Policy Analyst
Heritage Foundation

Martin Marty
Fairfax M. Cone Distinguished
Service Professor
Divinity School, University of Chicago

William Mattox
Vice President for Policy
Family Research Council

Heidi Stirrup (Invited)
Director of Government Relations
Christian Coalition

Sister Mary Rose McGeady
President and Chief Executive Officer
Covenant House

Hilary Shelton (Invited)
Program Director
United Methodist Church

William Potapchuk
Executive Director
Program for Community Solving

Kenneth Smith
President
The Chicago Theological Seminary

Jeannie Rosoff
President
Alan Guttmacher Institute

Pat Funderburk Ware
Director of Educational Services
American for a Sound AIDS/HIV Policy

Dan Yankelovich
Public Agenda Foundation and
DYG, Inc.

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Senior Vice President for Operations
Americast

Pat Fili-Krushel
President
ABC Daytime

Members

Jane Brown
Professor
Department of Journalism and
Mass Communications
University of North Carolina at Chapel Hill

David Mechlin
Senior Partner
World Client Service Director
Ogilvy and Mather Worldwide

Billy Campbell
Executive Vice President
CBS

Ann S. Moore
President
People Magazine

Anne Cohn Donnelly
Executive Director
National Committee to Prevent Child Abuse

Sally Quinn
Author, Journalist

Hal Donofrio
Executive Director
Campaign for Our Children

Bruce Rosenblum
Senior Vice President of Business
and Management
Warner Brothers

Brad Greenberg
Professor
Department of Telecommunications
Michigan State University

Nancy Rubin
Former Official
Corporation for National Service

Sheila Johnson
Executive Vice President of
Corporate Affairs
Black Entertainment Television, Inc.

Jay A. Winsten
Director
Center for Health Communication
Harvard School of Public Health

Ruth Wooden
President
The Advertising Council

NOTE: Task Force Chairs serve as ex officio members of all other task forces.

THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

2100 M STREET, N.W., SUITE 500, WASHINGTON, D.C. 20037

CAMPAIGN UPDATE

April/May, 1996

This brief progress report is designed to bring you up to date on recent developments in launching the National Campaign to Prevent Teen Pregnancy.

First Executive Committee Meeting:

The Executive Committee met for the first time since the Campaign became a separately incorporated entity and focused on establishing the memberships of the four Task Forces. These rosters will be approved formally and individuals invited to serve by the end of May. Our hope is to schedule initial meetings of the four groups by the end of the summer, calendars permitting. These groups are the heart of the Campaign inasmuch as most of the substantive work of the Campaign will be conducted under their leadership. Accordingly, much care is being taken in their development. The chairs of these four groups are Board members Jody Miller, Senior Vice President for Operations of Americast (Task Force on Media); Barbara Huberman, Director of Training at Advocates for Youth (Task Force on State and Local Action); William Galston, Professor of Public Affairs at the University of Maryland (Task Force on Religion, Culture and Public Values); and Kristin Moore, Executive Director of Child Trends (Task Force on Effective Programs and Research). A roster of the full board is on this letterhead; a one page summary of the Campaign is attached.

President Honors Annual Teen Pregnancy Prevention Month:

President Clinton issued a special message highlighting May as Teen Pregnancy Prevention Month; a copy of his statement is appended. It includes mention of the Campaign, which is likely to bring more attention to our efforts and more offers to become involved. Campaign Chairman, Gov. Tom Kean, has written the President to thank him for his leadership in this area. We are considering the possibility of holding a major event next spring coinciding with this annual month-long observance to announce the fully formed, funded and staffed Campaign. More details about that will emerge over the summer and fall.

The Hon. Thomas H. Kean, Chair Isabel V. Sawhill, President Sarah S. Brown, Director

National Board

Charlotte Beers William A. Galston Katharine Graham Whoopi Goldberg David A. Hamburg Irving B. Harris
Barbara Huberman The Hon. Nancy Kassebaum The Hon. C. Everett Koop Judith McGrath Jody Greenstone Miller
Kristin A. Moore Hugh B. Price The Hon. Warren B. Rudman The Hon. Andrew J. Young

Congress to Form Advisory Group on Teen Pregnancy:

Several members of Congress from both sides of the aisle have signaled their interest in forming an advisory group to work with the Campaign in a variety of ways. Representative Nita Lowey (D-NY) and Representative Michael Castle (R-DE) have agreed to co-chair a Congressional Advisory Panel to work with the Campaign. Over time, we may try to form a broader public officials group to include mayors, state representatives and others who can help to keep a steady focus on the need to prevent teen pregnancy.

In this connection, we are delighted that almost 100 members of Congress have signed a letter publicly declaring their support for the Campaign and their interest in helping us with various activities.

Task Force Chair and Campaign Director Offer Congressional Testimony:

On two recent occasions, the National Campaign has been asked to testify before the Congress. One statement was delivered by Board member and Task Force chair, Kristin Moore, before the House Committee on Government Reform and Oversight (Subcommittee on Human Resources and Intergovernmental Relations); the other was provided by Campaign Director, Sarah Brown, to the House Committee on Ways and Means (Subcommittee on Human Resources). On both occasions, the Campaign's mission, goals, board membership and early plans were described, followed by vigorous discussion.

Press Coverage:

Press coverage of the Campaign has been steady, even in the absence of a communications director (as noted below, we expect to fill this key staff position by the end of May). For example, many newsletters have featured the Campaign, and the Atlanta Journal and Constitution carried a nice interview with the Campaign's director. Our data base expands daily, with one of the fastest growing fields being press contacts. If you know of people who should be on our mailing list, please send name, address and affiliation to us at the letterhead address, attention Alexandra Leverich.

Campaign Activities:

Without providing a day-to-day account of our actions, we nonetheless want to give a sense of the activities that have consumed us in recent weeks. In addition to the Congressional testimony noted above, we have also provided briefings about the Campaign to numerous groups representing a wide variety of perspectives, including the Association of Reproductive Health Professionals and the Family Research Council. Speeches about the Campaign have been made in Iowa, Colorado, and Pennsylvania, and interviews have been granted to many magazine, television and radio outlets. We respond daily to requests from the general public for information about preventing teen pregnancy, and are making focussed efforts to reach out to groups not traditionally involved with teen pregnancy issues. In all these activities, we continue to build and manage a database of interested groups and individuals.

Staff appointed:

As noted in previous communications, our top priority this spring is to assemble a strong core staff so that we can more quickly put in place our many plans and respond to the opportunities for collaboration that have been so generously offered us by various groups. These personnel appointments are extremely important in order to provide existing staff -- especially Marti Easton -- some much needed assistance.

Toward that end, we are pleased to announce the following appointments: Alexandra Leverich is the Assistant to the Director and comes to the Campaign from the Cygnus Corporation with a master's degree in education and strong computer and organizational skills. Carmen Ford has accepted our offer to become the Campaign's Senior Administrator in charge of finance and personnel; her most recent job has been with the Children's Defense Fund where she held similar responsibilities. She will be in charge of managing the endless administrative complexities that setting up a new organization invariably involves. William Smith will join the staff in June to support the activities of the Religion, Culture and Public Values Task Force. Bill is completing a doctorate in political philosophy and has been working most recently for columnist Charles Krauthammer on a wide variety of public affairs issues. And finally, Phyllis Wolfe, a long time activist in community issues in the District and nationally, focussed especially on youth development, infant mortality reduction and health care for the homeless, is assisting the work of the State and Local Action Task Force. As noted above, we are in the process of hiring a communications director who will help to staff the Media Task Force, and will next look for a researcher/analyst to support the work of the Effective Programs and Research Task Force.

Fund-raising:

The Campaign has been awarded three major core grants in recent weeks which has given new energy to our work. These include awards from the Carnegie Corporation of New York, The Robert Wood Johnson Foundation; and an anonymous grant from a third foundation. Additional proposals are pending before other foundations; others will be submitted soon.

Future plans:

Immediate plans include a continued focus on fund-raising, staff hiring and setting up administrative systems. In addition, we are arranging for several basic documents to be written that will form the foundation for numerous more visible activities in future months. Specific activities include, for example:

(A) developing a clear, forceful statement from the Campaign about why teen pregnancy is a serious issue requiring focussed attention and action nationwide. In particular, the Campaign must not assume that all Americans appreciate the burdens imposed by teen pregnancy and child-bearing. This statement will be accompanied by a description of the Campaign itself and some basic facts about teen pregnancy.

(B) a review of existing public opinion/polling data about various aspects of teen pregnancy prevention in order to assess the merits of commissioning new public opinion work.

(C) developing a paper (under the guidance of the Religion, Culture and Public Values Task Force) outlining the major value conflicts that the teen pregnancy prevention issue generates, with a sincere effort to understand and characterize the positions that various sectors take. This paper will be widely distributed and will serve as a key document for one, possibly two (depending on the experience with the first) community discussions about teen pregnancy prevention, with the goal being to find and build areas of common ground.

(D) developing a paper on what is known about media influences on adolescent reproductive behavior and on the efficacy of media-based campaigns and social marketing to change high-risk behaviors. This information will be used by the Media Task Force to shape its own work;

(E) surveying states systematically to map the extent to which effective state-level coalitions exist that focus exclusively or primarily on teen pregnancy prevention, and the extent to which they interact successfully with -- or have stimulated the formation of -- local coalitions. This information will be central to the work of the State and Local Action Task Force.

(F) developing a clear summary statement about what the data show regarding effective programming at the local level to reduce teen pregnancy. This activity will be a major focus of the Effective Programs and Research Task Force, and will draw on the plethora of existing reviews published in the past couple of years..

Staying in touch:

Our new FAX number is 202-331-7735. Our address is shown on the letterhead. We welcome your inquiries, materials and suggestions. Stay in touch!

Attachments:

1. Campaign summary
2. Statement by President Clinton

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SUMMARY

Mission: To prevent teen pregnancy by supporting values and stimulating actions that are consistent with a pregnancy-free adolescence.

Goal: To reduce the teenage pregnancy rate by one-third by the year 2005.

What the Campaign will do:

- take a clear stand against teenage pregnancy and attract the interest of more national leaders and organizations in this issue;
- enlist the help of the media to reduce teen pregnancy;
- support and stimulate state and local action to reduce teen pregnancy;
- foster a national discussion about how religion, culture, and public values influence both teen pregnancy and responses to it; and
- strengthen the knowledge base for effective programming

Organization and leadership: This is a totally private (nongovernmental) and nonpartisan effort being led by a distinguished Board; work is conducted through four task forces and a small staff. A new 501(c)(3) organization has been established and funding is being sought to accomplish its objectives. The Board has elected The Hon. Thomas Kean, former governor of New Jersey, as its Founding Chairman. Dr. Isabel Sawhill serves as the Campaign's President and Sarah Brown as its Director.

Origins and history: The initiative was stimulated by President Clinton's challenge issued in his 1995 State of the Union address that "parents and leaders all across the country ... join together in a national campaign against teen pregnancy to make a difference." A follow-up meeting was held at the White House with a group of private citizens in October to discuss what might be done. Following that meeting, a serious private-sector planning effort was initiated around the ideas generated at the meeting. In his 1996 State of the Union address, the President once more talked about the seriousness of the issue and mentioned the current private-sector initiative as one very positive response.

Current status: A detailed prospectus for the overall Campaign was reviewed by the Board at its first meeting in February. The Campaign is now in the process of raising funds, hiring a staff, and working with others to achieve its objectives.

For further information: To get on the mailing list of the new organization, or if you have other questions, please write to Sarah Brown, The National Campaign to Prevent Teen Pregnancy, 2100 M Street, N.W., Suite 500, Washington, D.C. 20037. FAX: 202-331-7735.

THE WHITE HOUSE

WASHINGTON

NATIONAL TEEN PREGNANCY PREVENTION MONTH
MAY 1996

Warm greetings to everyone observing National Teen Pregnancy Prevention Month, 1996.

Teen pregnancy is one of our nation's most serious social problems. Each year, about one million American teenagers become pregnant. While teen birth rates have declined slightly for two years in a row, we anticipate that the rate will rise as our teen population increases. Tragically, high pregnancy rates among adolescents take a great toll not only on young parents but also on their children. Children born to teens are at greater risk of early death and are more likely to perform poorly in school and suffer abuse and neglect.

To address this important social issue, my Administration is working to support local solutions that teach young boys and girls responsibility for their actions and help them plan for the future. I have urged young people not to become parents before they are adults, finish school, and are ready to support their children. I have also fought to advance policies that give young people something to say yes to, providing them with the tools they need to build productive and responsible lives. And I have appointed Dr. Henry Foster as my advisor on teen pregnancy. He has already begun to work as a liaison to community-wide efforts across our nation.

Although the public sector has an important role in this mission, we know that government alone cannot solve the problem. Solutions must be implemented through grassroots efforts like yours in communities all across the country, and I have called on individuals and organizations from every sector of society to take action on behalf of America's youth. As a result, some of these concerned and committed private-sector leaders have organized the bipartisan National Campaign to Prevent Teen Pregnancy, chaired by former Governor Tom Kean, which has set as its goal a one-third reduction in teen pregnancy in America by the year 2005.

During this month, I encourage my fellow Americans to learn how they can help resolve the problem of teen pregnancy and give our teenagers the guidance they need to become good citizens and -- someday -- good parents. Hillary and I commend all of you for the work you are doing and extend best wishes for a memorable month.

Bill Clinton

THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

2100 M STREET, N.W., SUITE 500, WASHINGTON, D.C. 20037
TEL: 202-857-8692; FAX 202-728-0232

CAMPAIGN UPDATE March, 1996

This brief progress report is designed to bring you up to date on recent developments in launching the National Campaign to Prevent Teen Pregnancy. In general, all is going well and enthusiasm is high.

Board established and officers elected:

On February 22, the Campaign's founding board met for the first time. It took the legal steps required to establish the Campaign as a new 501(c)3 organization incorporated in the District of Columbia. By-laws were adopted and basic Board management procedures were established. A press conference was held following this first Board meeting to announce the Campaign's formation and to clarify its status as an independent, non-governmental entity in the private sector.

The Board elected former New Jersey Governor Tom Kean as its founding chairman and Isabel Sawhill as its President, an office that also places her as chair of the Campaign's Executive Committee. A nominating committee was formally established to assist in adding additional Board members in the future. Attached to this memo is a roster of the Board.

Task force chairs elected:

The Board also elected chairs for the four task forces set up as the "working arms" of the Campaign: William Galston to lead the group addressing the role of religion and public values in teen pregnancy; Barbara Huberman to lead the group designed to stimulate more action at the state and local levels to combat teen pregnancy; Jody Greenstone Miller as head of the media task force; and Kristin Moore to lead the task force on effective programs and research.

Staff appointed:

The Board also appointed Sarah Brown as Director of the National Campaign. She in turn is recruiting additional staff to support the Campaign's activities.

Fund-raising:

Raising funds to support at least the first three years of the Campaign's operations is the current top priority. The goal for this first cycle is approximately \$4.5 million over three years; additional funds will be needed to support a full media campaign and to allow the Campaign to offer seed monies to states to form grassroots coalitions. Serious negotiations are underway with several foundations and individual philanthropists and the prospects are encouraging. In particular, the Board of the Carnegie Corporation of New York will receive a strong recommendation at its April 11 meeting that a one year award of \$500,000 be provided to the Campaign with the expectation of renewed support after the start up year. Staff at the Carnegie Corporation have indicated that they are willing to discuss the basis for their confidence in the Campaign with other potential funders on request.

Future plans:

Immediate plans include at least the following:

- o recruiting members for the four task forces noted above, convening each before the summer, and developing a specific calendar of activities for at least the first 18 to 24 months.
- o organizing a Campaign launch event in the late spring or early summer to include a meeting with the President, who remains interested and supportive of our efforts.
- o reaching out aggressively to many groups and individuals with a deep interest in preventing teen pregnancy, with careful attention to including a wide variety of perspectives.
- o continuing to raise needed funds and to recruit key staff.

Staying in touch:

We plan to send out brief progress notes often and, in addition, encourage each of you to be in touch with us with your ideas, names of people to involve, suggested candidates for the staff, or other items of interest. We can be reached through the letterhead address, phone and fax numbers. The key contact is Sarah Brown, the campaign's director (Internet address: ssbrown@ui.urban.org)

Attachments: Board Roster
One page summary of the Campaign

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BOARD MEMBERS

Chairman

Thomas Kean, former Governor of New Jersey and President, Drew University

President

Isabel V. Sawhill, Senior Fellow, Arjay Miller Chair, Urban Institute

Charlotte L. Beers, Chairman and Chief Executive Officer, Ogilvy and Mather

William Galston, School of Public Affairs, University of Maryland

Katharine Graham, Chairman of the Executive Committee, The Washington Post Company

Whoopi Goldberg, actress

Dr. David Hamburg, President, Carnegie Corporation of New York

Irving B. Harris, Chairman, The Harris Foundation

Barbara Huberman, Director of Training, Advocates for Youth

Nancy Kassebaum, U.S. Senator

Dr. C. Everett Koop, former Surgeon General

Judy McGrath, President, MTV

Jody Miller, Senior Vice President for Operations, Americast

Kristin Moore, Executive Director, Child Trends

Hugh Price, President, National Urban League, Incorporated

Warren B. Rudman, former U.S. Senator, Paul, Weiss, Rifkind, Wharton & Garrison

Andrew J. Young, former Ambassador to the U.N. and Co-Chairman, Atlanta Committee for the Olympic Games

Campaign Director

Sarah Brown

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