

TEEN PREGNANCY INITIATIVE

ISSUE 1: How to move forward with the creation of the National Campaign Against Teen Pregnancy called for by the President in the State of the Union?

Objective: Creation of an independent, private-sector organization dedicated to reducing the incidence of teenage pregnancy. The organization would be bi-partisan, with a board made up of prominent individuals from the business, religious, media, entertainment, civic, health care, education, and foundation communities.

What the Organization would do: The new organization would work to focus national attention on the problem of teen pregnancy and support community prevention efforts across the nation. Likely activities would include:

- spearheading a grassroots campaign to make teen pregnancy prevention a priority in communities throughout the U.S.
- establishing a clearinghouse of information on prevention efforts (There is now no central source of data on who's doing what in teen pregnancy.)
- supporting the evaluation of promising prevention strategies (A lot is going on in the field, but very few programs have been rigorously evaluated.)
- providing technical assistance to communities seeking to start programs
- conducting communications outreach on the issue

RECOMMENDED PLAN OF ACTION:

- (1) The President convenes a meeting with 10-15 individuals who have been identified as potential founders of the envisioned organization, plus several experts in the field. (early August or early September -- Please see attached scheduling request.)
- (2) One of the participants (ideally, the head of a major foundation) agrees (in advance) to host a follow-up the next month for attendees and others interested in starting such an organization. (Late September)
- (3) New organization launched by end of year. Foundations and/or private individuals provide start-up funding. Belle Sawhill and Sarah Brown have agreed to take lead on staff work (i.e., to be Executive Director).

Next Steps

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| By July 14 | Provide President with list of invitees, draft invitation letter, draft agenda for meeting, and brief outline of organization's mission. |
| | Secure commitment from foundation to host September follow-up. |
| By July 21 | Presidential sign-off on concept, letter, invites; time scheduled on President's calendar |
| July 24 | Mail out invitations/background materials to invitees. |

ISSUE 2: The Role of Dr. Henry Foster

RECOMMENDATION

- o Title: Senior Advisor to the President on Teen Pregnancy and Youth
- o Position: Part-time consultant, paid by HHS. It is legal for the President to confer a title and for another agency to pay the person's expenses. HHS is confident it has the funds for FY95. They are looking at their FY96 budget in light of the mark-up yesterday. Funding could be an issue.
- o Staff: There would be no staff reporting to Dr. Foster
- o Reports to: Through the Domestic Policy Council and the Secretary of HHS to the President.
- o Responsibilities: The President would charge Dr. Foster with leading on his behalf the administration's efforts to catalyze national action to combat teen pregnancy and provide positive opportunities for youth. He would be a visible spokesperson on the issue. He would work closely with national leaders urging them, on behalf of the President, to take an active role in these issues.
- o Role with Private Initiative: Dr. Foster would be the President's liaison to the Private Sector Initiative. He may eventually serve on its Board. He would not be either the Chair or the day-to-day Director.
- o Other: Dr. Foster would not move to DC, but would remain in Nashville and keep his tenured position at Meharry. Dr. Foster would be subject to Hatch on the days he is being paid, and would be subject to all ethics and conflict of interest rules.

Next Steps

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|---------|---|
| ASAP | Sign-off on above recommendation or alternative. |
| July 19 | Final negotiation with Dr. Foster. Ethics/Hatch briefing for Dr. Foster. |
| | Announcement of Dr. Foster's position possible as soon after July 19 as desirable |

ISSUE 3: Presidential Public Service Announcement on Teen Pregnancy

Background: Plans have been underway for several months to produce a Presidential PSA on teen pregnancy with the Ad Council and Ogilvy & Mather/NYC. The PSA would have the President urging parents and other concerned adults to take action in their communities to help teens choose not to become pregnant. HHS would pay for production costs and the cost of operating an 800-number, which the audience would call to receive an informational brochure.

There have been significant delays in securing funding through HHS. Secretary Shalala has recently expressed reservations about the project. First, she is concerned about negative reaction from the Hill. Several weeks ago, HHS staff informed House and Senate Appropriations Subcommittees about their intention to fund the ad campaign, and initial reception was not enthusiastic. Second, the Secretary wants to make sure that the PSA campaign is not the Administration's only public action on teen pregnancy; she believes it should complement more substantive initiatives, such as creation of the proposed private-sector organization.

If we cannot get a clear commitment for the funds soon, we will be put in a situation where we will either have to cancel the campaign altogether or delay airing of the ads until well into the fall. As each day passes and we move into the campaign season, it becomes less and less likely that media outlets will give the Presidential PSA the exposure it needs to be effective.

RECOMMENDED ACTION

Jeremy Ben-Ami, Janet Abrams, and Debbie Both (First Lady's Office) will meet with Secretary Shalala next week to discuss her concerns. Belle Sawhill and teen pregnancy expert Sarah Brown will also attend.

If, as recommended under Issues 1 & 2 above, a decision is made to plan a Presidential meeting to lay the groundwork for the private-sector campaign and to appoint Dr. Foster as a Senior Advisor to the President, Secretary Shalala may be convinced that sufficient progress is being made on the teen pregnancy front for us to move ahead with the PSA.

A call from the Chief of Staff or other senior White House official to the Secretary is needed to emphasize the importance of prompt action.

SCHEDULE PROPOSAL

Date: 7/12/95

___ACCEPT

___REGRET

___PENDING

TO: Billy Webster
Deputy Assistant to the President
and Director of Scheduling and Advance

FROM: Carol Rasco
Assistant to the President for Domestic Policy

REQUEST: That President Clinton hold a meeting on the issue of teen pregnancy with prominent individuals from the private sector and experts on adolescent health

PURPOSE: To demonstrate the Administration's commitment to addressing this serious problem; to follow up on the call made in the State of the Union Address for a national campaign against teen pregnancy.

BACKGROUND: In the State of the Union, President Clinton called on "parents and leaders across this country to join together" to help solve "our most serious social problem." Senior Administration staff, working in consultation with experts on teen pregnancy, have proposed the creation of an independent, private-sector organization to conduct a sustained national effort to help stem the tide of children having children.

Likely candidates to be founders of the envisioned organization have been identified. The target list includes prominent individuals from the business, religious, entertainment, media, sports, health care, education, civic, and foundation communities.

The President can help secure the commitment of these individuals by inviting them to the White House for a discussion about teen pregnancy. They will talk about the nature and scope of the problem, prevention efforts currently underway, and opportunities for public-private partnership on the national level.

One of the meeting participants will have agreed in advance to host a larger follow-on meeting a few weeks after the White House visit. The new organization would hopefully be launched by the end of the year.

DATE AND TIME: early August or second week of September

DURATION: 1 hour

LOCATION: White House

PARTICIPANTS: The President
Andrew Young
Sharon Buffett
Belle Sawhill, Urban Institute
Sarah Brown, Institute of Medicine
C. Everett Koop
Sen. Jack Danforth
Oprah Winfrey
Henry Foster
David Hamburg, Carnegie Foundation
Doug Nelson, Annie Casey Foundation
Susan Beresford, Ford Foundation
Elaine Bennett
1-2 corporate CEOs
Kris Moore, ChildTrends, Inc.
Marion Howard, Emory University
Genie Rosoff, Guttmacher Institute
Doug Besharov, American Enterprise Institute
Others, to be determined

OUTLINE OF EVENT: Teen pregnancy experts would brief President Clinton and the other guests. The group would then discuss the need for sustained leadership on the issue from both the public and private sectors. The President would offer his thoughts on what an independent, private-sector entity could do to support local communities in combatting teen pregnancy.

REMARKS: Yes

MEDIA: To be determined by Press Secretary. (Very low-key)

FIRST LADY'S ATTENDANCE: If available

VICE PRESIDENT'S ATTENDANCE: If available

SECOND LADY'S ATTENDANCE: No

RECOMMENDED BY: Leon Panetta, Erskine Bowles, Maggie Williams, Alexis Herman, and Jeremy Ben-Ami

CONTACT: Janet Abrams, 6-2857

DRAFT LETTER OF INVITATION

The White House

July 21, 1995

Dear _____:

This year in the United States, over 1 million girls will become pregnant before their 20th birthday. Teenage pregnancy -- so often linked to a debilitating cycle of poverty and welfare dependency -- is one of the most serious problems facing our nation.

The federal government can only do so much in addressing this complicated issue. All sectors of our society must come together to help stem the epidemic of children having children.

I would like to invite you to take part in a discussion of opportunities for waging a national campaign against teenage pregnancy. We are calling on a small group of leaders from the business, media, religious, health care, and education communities to contribute their ideas and experience in a meeting at the White House on ____, 1995.

Please join me and key members of the Administration from 2:00pm-4:00pm in the Roosevelt Room. A reception will follow.

I am enclosing for your review the results of a study just completed by the Department of Health and Human Services on adolescent pregnancy. I hope the report will provide useful background for our discussion.

I look forward to working with you to address this serious challenge facing America's youth.

Sincerely,

Bill Clinton

Enclosures

THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

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

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 establishing a new organization, 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.

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BOARD MEMBERS

(As of February 22, 1996)

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, former Senior Study Director, Institute of Medicine

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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.

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. Bylaws 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 will lead the group addressing the role of religion and public values in teen pregnancy; Barbara Huberman will lead the group responsible for stimulating more action at the state and local levels to prevent teen pregnancy; Jody Greenstone Miller will head the media task force; and Kristin Moore will 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 discussions are underway with several foundations and individual philanthropists. Based on those discussions, we expect to have about 70 percent of our initial funding goal achieved by May 1.

Future plans:

Immediate plans include at least the following:

- 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.
- 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.
- 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.
- 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

THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

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

SUMMARY

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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, COO 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 State and Local Action). 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.

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

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For further information: To get on the mailing list of the new organization, or if you have other questions, please write to Ms. Alexandra Leverich, National Campaign to Prevent Teen Pregnancy, 2100 M Street, N.W., Suite 500, Washington, D.C. 20037.

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

PRESIDENT CLINTON'S REMARKS TO MEMBERS OF THE NATIONAL CAMPAIGN TO
REDUCE TEEN PREGNANCY THE ROOSEVELT ROOM THE WHITE HOUSE
WASHINGTON, DC 11:54 A.M. EST MONDAY, JANUARY 29, 1996

PRESIDENT CLINTON: (Applause.) Thank you. Thank you.

Thank you, Secretary Shalala, Dr. Foster, to the distinguished American citizens who are here behind me and all of you who are out here with them. I thank the members of Congress who are here; Senator Pell, Senator Murray, Senator Chafee, Congresswoman Clayton and Congressman Stokes; thank you all for being here and for your interest in this important issue.

In the State of the Union Address, I said that I felt our country was facing seven great challenges that we had to meet together as a community; challenges that we could not solve if our people were simply left to fend for themselves. I do believe that we are moving into a period of enormous possibility for our people. I honestly believe that, for Americans who are positioned to take advantage of the world that we're living in and the one toward which we are going, there will be more opportunities to fulfill their dreams, than ever before in our history.

But I also know that many, many Americans -- indeed millions of Americans -- will be blocked from that age of possibility, unless we succeed in meeting all these challenges. And the very first one that I started with, in the State of the Union, is the one I want to talk about today; our obligation to cherish our children and strengthen our families.

Secretary Shalala talked about the efforts we're making in welfare reform and how it relates to this. And we've talked elsewhere about what we're trying to do to discourage young people from smoking, because that presents, by far, the greatest health damage that they face today.

This morning we want to talk about teen pregnancy because it is a moral problem and a personal problem, and a challenge that individual young people should face, and because it has reached such proportions that it is a very significant economic and social problem for the United States. The rates here, of course, are mirrored in many other countries in the world. But they're also causing the same kind of problems elsewhere, and that doesn't make it right.

Teen parents often don't have the education they need, don't have the self-awareness they need, don't have the self-confidence they need to make the most of their own lives in the workforce or to succeed themselves as parents.

We know too that almost all the poor children in this country are living with one parent, that there are very, very few poor children -- without regard to race, region, or income -- living in two-parent, married households.

We know that there are an awful lot of good single parents out there doing their best, but we also know it would be better if no teenager ever had a child out of wedlock, that it is not the right thing to do and it is not a good thing for the children's future and for the future of our country.

We also know, finally, that we all have to work together to solve this problem and that the people who deserve the lion's share of credit are people like those who are behind me today -- people who are giving their lives to try to give our young people things to say yes to, to try to give our young people a sense of self-confidence, a sense of identity, and a sense of the future, so that they can make good personal decisions about their own lives.

Members of our administration have been meeting with citizens like these folks, from all sectors of our society and from all over the country, to determine whether we could help to support the establishment of a new national organization that would expand upon and reinforce and elevate these community-based efforts.

This is not a problem which can be solved in Washington. This is not a problem that can be dealt with by politicians' speech, no matter how statesmanlike. This is a challenge that has to be dealt with one on one on one throughout this country.

But there are things, as these people have told me today, for political leaders to do, there are things for business leaders to do, there are things for people in the media to do, there are things for the health care system to do. And I am very pleased that from the grass roots, we have gotten input about how you ought to design the right kind of national campaign against teen pregnancy.

And today I am pleased to announce that a group of very prominent Americans will agree to become the first leaders of a national campaign to reduce teen pregnancy. A dozen are ready to begin the effort, including leaders in the field of helping our young people, like former surgeon general Dr. Koop and David Hamburg of the Carnegie Corporations. Others who have agreed to play a role include the

president of Drew University and the former governor of New Jersey, Tom Keane; former New Hampshire Senator Warren Rudman; Ogilvy and Mather Chair Charlotte Beers (sp); Whoopi Goldberg; former mayor of Atlanta, congressman, and U.N. Ambassador Andrew Young, who's now the co-chair of the Olympics in Atlanta; and the president of MTV, Judy McGrath (sp).

I'd like also especially to thank Dr. Isabel Sawhill, who's here with me now, now with the Urban Institute, and used to be part of this administration, for her serious efforts and leadership in spearheading this and getting all these folks together and trying to make sure that this effort will be rooted in America's communities.

This will be a serious bipartisan effort to address this issue. We all know it ought to be an effort that goes on year in and year out. It ought to be completely beyond partisan politics.

Many of the people who have agreed to meet -- to serve will be meeting tomorrow in New York, and within the next month, this group will be up and running. When it holds its first board meeting, the National Campaign to Reduce Teen Pregnancy, I hope, will be coming to the White House to discuss how we can work together and how we can all do our part to advance this important work.

Because government does have to do its part, again, as I said in the State of the Union, we -- we don't have a big government anymore -- it's much smaller than it was when I took office -- but we don't want a weak government and we don't want to go back to the time when the American people were left to fend for themselves. We need to go forward in a sense of spirit of partnership. And I have asked Dr. Henry Foster to serve as my senior advisor on this issue and to be my liaison to this national campaign, to make absolutely sure that we have done everything we can do to support this effort.

In his career as a doctor and through his I Have a Future program in Nashville, Dr. Foster has dedicated his energies to dealing with this complex, profoundly human problem of teen pregnancy. And he's had a remarkable amount of success. In this new role, he will work in partnership with community-based organizations all across America to help give our young people the strength and the tools they need to lead responsible and successful lives.

Ultimately, I believe what is needed on this issue is a revolution of the heart. We have to work to instill, within every young man and woman, a sense of personal responsibility, a sense of self-respect and a sense of possibility. Having a child is the greatest responsibility anybody can assume, and it's still every American parent's most important job. I don't care what else they're

doing. And it is not the right choice for a teen-ager to make, before she or he is ready. This message has to be constantly enforced and reinforced by community organizations, and by other groups, who are in a position to help our children made good choices.

And the last point I want to make is that everybody can play a role. And those of us who are older and no longer subject to the drama that these children live with every day, find it easier to make these speeches, perhaps, than young people do. But young people are more likely to be more effective in doing it.

And so, I want to say a special word of thanks to one of the people who met with me today, the young gentleman here to my left, Colin (sp) Sears. He is demonstrating the kind of contribution one person can make. He has worked at Baltimore's Young People Health Connection since he was in middle school, teaching other young people to make the right decisions and to take responsibilities for their lives.

You know, he said -- and when we were in the meeting, he was asked what were his -- what was his most effective argument, and he said, "Well, I really have three strategies that I use," and he laid out his strategies. And afterward, I couldn't help thinking if he'd been here helping me to lobby Congress on the budget, it might all be solved. (Laughter. Applause.) I was -- I was -- I was absolutely carried away that a -- that he had sort of thought through how he ought to get inside the mind and heart of each young person with whom he was dealing.

And we need to lift people like him up. We need to lift programs up, like the Best Friends program here in Washington, DC. And I know we have some participants here. We need to lift these comprehensive efforts up, where these people are actually out there now, literally, giving their lives to help young people secure a better future for themselves. And we need to do it together.

Let me say that there are a lot of things I'd like to see done in this country, over the next four or five years.

But you just imagine what a difference America could make, and what a different America we would have, if we could cut the teen pregnancy rate in half. Just imagine how it would change the whole face of the country, and the whole future of America and how our young people think about that future. That is really what this is about. It is an effort worth making.

It ought to be completely bipartisan. We ought to commit ourselves to do it for as long as it takes, year in and year out. And we ought to root it in our communities, and recognize that every one of us has a role to play and a responsibility to play it.

Thank you very much. (Applause.)

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REMARKS BY PRESIDENT BILL CLINTON AT EVENT ON PREVENTING TEEN
PREGNANCY ROOM 450, OLD EXECUTIVE OFFICE BUILDING WASHINGTON, DC
3:08 P.M. EDT THURSDAY, JUNE 13, 1996

EXCERPT:

PRESIDENT CLINTON: This is one of those moments when I have the feeling if I would stop now I'd be way ahead! (Laughter.)

Thank Blessing Tate (sp) for that wonderful statement. Thank you, Blessing, and Salvador (sp), both of you, for the powerful example of your lives. Thank you, Michael Carrera (sp), for the work you've done and for sticking with it over so many years. I want to thank Rebecca Maynard (sp) for this remarkable study, which I believe will have a significant impact on our United States.

I thank my friend, Paul Tudor Jones (sp) and the Robin Hood Foundation for funding it, and also for being a personal evangelist for the cause of reducing the problem of teen pregnancy in America. The first time I ever met him it was about the second sentence out of his mouth, "We've got to do something about this. What are you doing about it?" (Laughter.)

I thank Bill Sawhill (sp), and my long-time friend Governor Tom Kean for being willing to organize and lead this national campaign against teen pregnancy. I thank you especially, Governor Kean, for being concerned about this over so many years. Ten years ago, we were on a Carnegie Commission on middle schools, and Tom Kean was asking questions about this problem then, worrying about our young people. And I thank you for that.

Thank you, Senator Kassebaum, for your leadership and your willingness to serve. We'll miss you in the Senate, but I'm glad you're going to do this. I thank you. And thank you, Congresswoman Lowey, for always being there. Congressman Barrett was here a moment ago and had to leave. But I thank you all very, very much.

There's one other person I would like to thank who's not here today, Dr. Henry Foster, who is in Hartford meeting with local officials about their teen pregnancy programs, but who has been willing to work very hard on endeavor for so many years.

We are here today because of what you've already heard. We know that strong families are the building block of our society. We know that millions of children that are born to mothers who aren't ready to be parents are robbed of their full potential. When you see these two young people up here and you imagine what their lives are now going to be like, what their children will be like, what their contributions will be 10, 20, 30, 40 years from now, they say more than I ever could about what is truly at stake in dealing with this problem of teen pregnancy.

I appreciate the fact that Governor Kean said that this is a uniquely American dilemma. It is really true. There is no advanced country in the world that has anything like the teen-pregnancy problem that we do, the out-of-wedlock pregnancy problem that we do. And we have got to do something about it. We have to give these young people opportunity. We have to insist that they take more responsibility. But we must also come together as a community to help them to make the most of their own lives and to make good choices.

You heard Dr. Maynard (sp) talk about the costs of teen pregnancy. There's no point in my reiterating them now. But if you just think about all the bad things that can happen to kids, they're more likely for teen mothers. And if you think about all the good things that can happen to kids, they're less likely for teen mothers. And sure, some of them make it, and we have to do the best we can to make sure more of them do very well. But the most important thing we can do is to dramatically, dramatically reduce the incidence of premature pregnancy and childbirth in this country.

Let me thank again the Robin Hood Foundation for what they have done and Paul Tudor Jones (sp), especially. But let me ask you again to think about this:

If a million teen-agers become pregnant each year, we face the prospect of dramatic social decay. If, next year, we will begin a period of several years when the classes of schoolchildren starting in grade school are going to be bigger than the classes of the baby-boom generation, for the first time since I became the oldest of the baby-boomers and people about 18 years younger than me were the youngest, we are now going to have schoolchildren in numbers bigger than the baby-boom generation. If we have not done something about this critical matter by the time they are biologically capable of bearing children, even though they should not do so, we will pay an even greater price than Dr. Maynard's (sp) study calculates that we are paying today. And it will involve far more than money.

So, I say to you I believe there is a community responsibility. As Hillary said in her book, this is one of those problems that it really does take a village to deal with.

No one has a right to say we're not responsible for these children. And all of us will be better off if there are more children like Blessing and Sal. We all have a responsibility to do that.

I do want to compliment Secretary Shalala for her work on these subjects, not just as the secretary of HHS but, as you heard, going back for years and years and years, before she ever came to this post. I want to thank her and the governors who have worked together on the cause of welfare reform.

We have put in place about 62 welfare reform experiments now with 39 states, many of them designed to help young people come to grips with this issue. Ohio's LEAP Program, for example, is having a significant impact on helping teen mothers stay in school and get jobs and get off welfare. And I was so impressed with the consequences of it that we issued an executive order ruling that that should be the policy in every state in the country: stay in school, stay at home or in an appropriate supervised setting, follow a personal responsibility contract, turn your life around. That is what we expect from people who receive these benefits.

The other thing we have to do is to take seriously the role in this problem of older men. It's a sad fact that half of all the under-age mothers in this country were made pregnant by a man who was in his 20s or even older, someone who has no business taking advantage of an under-age girl. Statutory rape is still a crime in this country. The young women are victims. Yet these laws are almost never enforced, even in the most egregious of circumstances. It is time for them to be enforced so that older men who prey on under-age women and bring children into the world they have no intention of taking responsibility for, are held accountable.

There are other things we have to do, too. We've come a long way in the area of child support enforcement. Child support enforcement collections have increased by 40 percent in the last three years, from roughly \$8 billion to just a little over \$11 billion. The federal government, working with the states, has played a role in that. But we can do more.

One of the things that there is, as far as I know, absolutely, totally, unanimous agreement on in the Congress among all Republicans and all Democrats are the provisions that are now in every welfare reform bill to strengthen child support enforcement. If for some reason we cannot reach agreement on welfare reform this year, and I still hope we can, I believe we ought to pass these provisions that 100 percent of us agree on so that we can do more to hold people accountable for the children they bring in the world and help these kids get the money they need, and help their parents get the money they need to do a good job in raising the children.

These are things that the government can do. But we all know that the government cannot solve this problem. The more I dealt with these issues as a governor, the more I became convinced that the only way to deal with them was in a comprehensive way, the way that the New York Childrens Aid Society has dealt with them; the way that the national campaign is attempting to deal with them. That's why I asked leaders from our society, from every walk of life, to pull together and form a national campaign to prevent teen pregnancy.

Now, Tom Kean said they have an audacious goal to reduce teen pregnancy by a third in the next 10 years. But I believe that's an achievable goal. I believe if every child in America had access to the kind of guidance and support that these two children did, we would achieve that goal and perhaps better it. The work of the National Campaign to Prevent Teen Pregnancy is just beginning. I think we should all make a personal commitment to support them, each of us in our own communities. They're 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.

Today, the Department of Health and Human Services is taking a step in that direction by releasing a guidebook called "Promoting Promising Strategies." It describes successful programs and outlines five important principles that are embodied in every single successful teen pregnancy program that we have evaluated, including, obviously, the ones supported by the Childrens Aid Society that produced these two fine young people here today.

First and foremost, community programs must stress abstinence and personal responsibility. A program cannot be successful unless it gives our children the moral leadership they need to say no to the wrong choices and yes to the right ones.

Second, the programs must help teenagers establish clear strategies about how they are going to move their lives forward. Both these young people have strategies for what they're going to with their tomorrows. They have dreams, they have a reason to work and (look ?) for the long run.

Third -- and let me just say one other thing. Saying that it's necessary to have strategies, let me just follow this through. That means that we have an obligation to help all these kids go to college, among other things. Now, one of the most important proposals that I have made, from my point of view, is giving families a tax deduction for up to \$10,000 for the cost of college tuition and guaranteeing a credit of up to \$1,500 for two years of education after high school. But that may not be enough for some of these kids that in trouble and don't have enough money to get from one week to the next.

So it's one thing to say they should have a strategy for the future; the rest of us have obligations to help them live up to their dreams. If they're doing the right things, if they're being responsible, if they're making the right choices, we've got to see to it that these children can go to college or go to training school or otherwise pursue their dreams. And all of us have responsibilities to make sure that their decisions have a chance of being carried out.

The third thing we have to do is make sure that parents and other adult mentors are constantly involved in children's lives.

And fourth, the program has to bring together many parts of the community -- schools, businesses, religious organizations. The chances of success dramatically increase when not just one group is left to carry the whole load.

Finally, the programs have to maintain a commitment to the young people over an extended period of time. You heard that Blessing said, about four years. We can't expect young people to hear a sermon a time or two and turn their lives around. They need action and support and consistency over a long period of time.

Now, these five principles we know work: abstinence, adult and community involvement, a clear strategy to a good education and a good job, a long-term commitment. Government should support these things because they work. And we should not be supporting that do not work. That's why I want to announce today that the \$30 million that I included in next year's budget to fund local teen pregnancy prevention programs will go only to programs that inculcate these five principles.

I want programs like that in every community in the country. That's what the government can do to help the national commission meet their goal of reducing teen pregnancy by a third over the next decade. We know that we can do it.

Again, let me say that this is really about Blessing Tate, Salvador Ayawa (sp). It's about all the kids like them all across America. It's about people in the New York Children's Aid Society and people like them all across America, who were out here working on this when they never could get a headline and nobody ever noticed them, and they did it just because they thought it was right -- the humane, the decent thing to do.

We know that we have to create new culture, a new mind-set in our country. In which young people take greater responsibility for themselves, but they understand that, in so doing, they have more opportunities for themselves, and in which the rest of us take responsibility for the welfare of all of our children, doing that together. No one is too young to be told that the decision to bring a child into the world is the gravest choice they'll ever make. No one is too young to be told that there are consequences to decisions and that, one way or the other, people always wind up being held accountable.

The basic bargain of our country should be, however, that if you are responsible, there will be opportunity for you. You will be part of a community of people who care about you, who believe that we must go forward together.

Pearl Buck once said, "If the American way of life fails a child, it fails us all." For too many children every year, the American way of life fails the child, and one of the ways we see it most gravely is in the epidemic of teen pregnancy. We now have people all over America that are working to turn it around. We have a national campaign committed to it, and we will do everything we can to support all of you good people who are trying to make this country a better place for these two young people on this stage and all the young people in America they represent.

Thank you, and God bless you. (Applause.)

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END

A NATIONAL TEEN PREGNANCY PREVENTION COUNCIL

Purpose: To catalyze a sustained national effort, involving all sectors of society, to reduce teen pregnancy in the United States.

A National Council. An independent national council would be formed to lead the effort. The council would be private, bipartisan, and broad based, including prominent leaders from the entertainment, business, religious, civic, education, and foundation communities. The full council would have between 20 and 25 members; however, a smaller "core group" could come together initially to launch the initiative and then recruit other members.

A National Problem. Teen pregnancy is one of our most serious social problems.

- In 1990, more than one million girls between the ages of 15 and 19 -- 12 percent of all teenage girls -- became pregnant. The teen birth rate rose 24 percent between 1986 and 1991.
- The U.S. teen birth rate is now twice as high as in the U.K. and six times as high as in France, Italy, and Denmark.
- In 1960, only 15 percent of teenage mothers were unmarried. By 1992, that percentage had increased to 71 percent.
- Teen parents are much more likely than older parents to drop out of school and to be poor and dependent on welfare. Their children are more likely to have poor health and to do poorly in school. In 1991, taxpayers spent about \$34 billion to assist families begun by teenagers.

A National Response. The Teen Pregnancy Prevention Council would discover, disseminate, and celebrate what is ^{showing promise} working. The Council would *not* impose a "top down" solution to the problem -- local communities would be urged to forge their own approaches consistent with their values and experience. Moreover, it would *not* reinvent the wheel. Many communities and programs are already making a difference. But there is no one central place where communities and individuals can turn for information about effective approaches and assistance in starting their own efforts. There is no existing mechanism capable of leading, organizing, and supporting the sustained focus this complex issue demands. And there is no entity speaking out on the broader cultural and moral issues that must be addressed. The Teen Pregnancy Prevention Council would fill this gap.

Agenda. The Council would set its own agenda of activities but would likely want to:

- Encourage a wider dialogue on the need for more responsible parenting, the right of every child to be wanted, and the importance of marriage and long-term commitments to the well-being of children;
- Maintain a national data base of teen pregnancy prevention programs;

- Provide opportunities for those already engaged in the field to more effectively learn from one another;
- Encourage new efforts in as many states and communities as possible;
- Support the serious evaluation of promising programs and other research as needed;
- Seek to be the most credible, independent resource available to anyone interested in teen pregnancy prevention, providing training, conferences, newsletters, briefings, and speakers.

Organization and Funding. The Council will be a 501c(3) organization and seek funding from foundations, businesses, individuals, and the government.

THE NATIONAL TEEN PREGNANCY PREVENTION COUNCIL

An Overview

A National Council

A national, private, bipartisan Council is being formed to catalyze and support a sustained effort to reduce teen pregnancy in the United States. The National Teen Pregnancy Prevention Council will be made up of prominent leaders from all sectors of society, including the entertainment, business, religious, civic, education, and foundation communities.

A National Problem

Teen pregnancy is one of our most serious social problems.

- In 1990, more than 1 million girls between the ages of 15 and 19 -- 12% of all teenage girls -- became pregnant. The teen birth rate rose 24% between 1986 and 1991.
- The U.S. teen birth rate is now twice as high as in the U.K. and six times as high as in France, Italy and Denmark.
- In 1960, only 15% of teenage mothers were unmarried. By 1992, that percentage had increased to 71%.
- Out-of-wedlock childbearing has increased greatly among both black and white teens. The rate of births outside marriage among black teenagers rose from 64% in 1970 to 93% in 1992. For white teens, the percentage of births out of wedlock more than tripled in the same period, from 18% to 61%.
- Teen parents are much more likely than older parents to drop out of high school and to be poor and dependent on welfare. Their children are more likely to have poor health and to do poorly in school. In 1991, taxpayers spent about \$34 billion to assist families begun by teenagers.

A Reason for Hope

The government is involved in a range of policies that contribute to reducing teen pregnancy, including service and research programs within HHS, youth development initiatives and proposed welfare reform measures. But, government alone can not solve this problem -- the private sector must also play a big part. As President Clinton said in the State of the Union, it will take all of us, "parents and leaders across the country [joining] together in a national campaign against teen pregnancy -- to make a difference."

Many communities have been making a difference. Initiatives like Marion Howard's "Postponing Sexual Involvement" in Atlanta, the pregnancy prevention efforts of Girls Inc. and the Junior League and Michael Carrera's youth development programs show promise. But, much more must be done. Currently, although there are a number of organizations that have been actively working on teen pregnancy prevention, there remains a need for a more visible national effort which can energize and assist communities and individuals in the fight against teen pregnancy. This new effort must be capable of leading, organizing and supporting the sustained, substantive focus this complex issue demands. The National Teen Pregnancy Prevention Council will fill this role.

A National Response

The National Teen Pregnancy Prevention Council will discover, disseminate and celebrate what is working.

The Council will set its own agenda but would likely want to:

- spearhead a national grass roots campaign to make teen pregnancy prevention a priority in every community;
- launch a long-term, multi-dimensional media campaign to encourage and reinforce local efforts and instill a new ethic of responsible parenting;
- maintain an accessible national database of teen pregnancy prevention programs and provide opportunities for those already engaged in the field to more effectively learn from one another;
- support the serious evaluation of promising programs and other research as needed; and
- seek to be the most credible, independent resource available to anyone interested in teen pregnancy prevention, providing training, conferences, newsletters, briefings and speakers.

The Council will *not* impose a “top down” solution to the problem -- local communities will be urged to forge their own approaches consistent with their values and experience.

Organization and Funding

The Council will be a 501c(3) organization and seek funding from foundations, businesses, individuals and the government.

Draft June 21, 1995

A NATIONAL CAMPAIGN AGAINST TEEN PREGNANCY

Core Group Options

June 21, 1995

Core Group

1) High Visibility/Entertainer

- Bill Cosby (declined)
- Denzel Washington (*decline*)
- Oprah
- Carole Simpson (declined)

2) Visible Republican

- * - Jack Danforth - *any to follow up? yes*
- Jack Kemp
- Elayne Bennett
- Carla Hills
- Anne McLaughlin (approached; positive)
- Barbara Bush (may be honorary)

3) Spiritual Voice

- * - Andy Young (accepted)
- Bill Raspberry (may be a conflict with the Post)
- Barbara Jordan

4) Business Leader

- Warren Buffet (Berkshire Hathaway, NE) (approached?)
- Frank Biondi (Viacom, NY)
- Neil Goldsmith (Nike, OR)
- John Bryan (Sara Lee, IL)
- Robert Haas (Levi Strauss, CA)
- Jim Ranier (former Honeywell, MN)
- John Pepper (Proctor and Gamble) — *Dim?*
- John Clendenin (Bell South)
- Bob Erburu (former Times Mirror, CA)
- Les Wexner (The Limited, OH)
- Roberto Goizueta (Coca Cola, GA)
- Ted Turner (Turner Broadcasting, GA)
- Bob Iger (ABC, NY)
- Sandy Weill (Travelers/Smith Barney, NY)
- Woman who runs Mattel (NY)
- Hugh McColl (NationsBank, NC)
- Thomas Donahue (Nike, retired, MA)
- Irving Harris (retired, IL) (declined)

*Bill Gates (Microsoft, WA)
Craig McCaw (former
McCaw Comm)*

5) Substantive Keeper of the Flame

- Belle Sawhill (accepted)

6) Community Leader

- Isabel Stewart (Girls Inc., NY)
- Angela Blackwell (Rockefeller Foundation)(approached;positive)
- Hugh Price (Urban League, NY)
- Head of the Junior League or parent organization

7) Advertising Leader

- Charlotte Beres (Ogilvy & Mather)

8) Public Health Leader?

- Dr. C. Evertt Koop
- Dr. Bill Roper (former head of CDC)

9) Foundation Leader?

- Susan Beresford (Ford Foundation incoming)
- Frank Thomas (Ford Foundation, retired)
- David Hamburg (Carnegie Foundation, retiring)
- Adele Simmons (MacArthur Foundation)
- David Gardner (Hewlett Foundation)

10) Academia?

- Ray Cortines (Former Chancellor of NYC Schools)
- Judith Rodine (sp?) (U of Penn)

11) Initial Teen Representative?

- Ask Micheal Carrera or other program head to select a successful participant

Notes

Ideally, each member of the core group would agree to serve a 3 year term to facilitate 3 year funding commitments. In addition, the core group must be able to contribute/raise enough "quick money" to get the organization rolling.

It would also make sense to announce Honorary Chairs at the same time the core group is announced. The obvious candidates would be the former Presidents and their wives, the congressional leadership and perhaps the chairmen of the National Governors Assosiation and the U.S. Conference of Mayors.

Once the core group is established, the council would be expanded to tap into all relevent fields in a geographically balanced way. A teen advisory panal would be created, with a representative

serving on the council.

President's Initiative
STOP TEEN PREGNANCY

Program Objectives, Strategies

Overall Initiative Objective: To reduce over time the number of teen age pregnancies in this country.

Current Program Objectives:

1. To communicate that teen pregnancy is one of most serious problems facing America today.
2. To inspire the target to take personal action and to participate now in the program of their choice in their own community.

Current Program Strategy: Utilize a personal message from the President (PSA) to activate personal action broadscale. For those who want to get involved but do not know how to get involved, offer a directly mailed brochure. The brochure will provide:

- information about what individuals can do, and
- ways to contact a range of organizations that take different approaches to addressing teen pregnancy.
- the brochure will provide information on the scope of the problem

Message Target: Both communications will be aimed primarily at community members, inclusive of community leaders, involved in the issue. People whose commitment and participation can make a difference. People who are willing to help shape the direction of the community as a whole as well as the personal lives of today's teenagers.

*use also
specify in communication*
Key Message: The President must convince community members and leaders on all sides of the issue to get involved in the lives of local teenagers – helping and encouraging these young men and women to choose not to become pregnant.

Reason Why: Today's teens are a generation at risk (statistic to come). Unless community members take action we can lose them.

End Benefit: The target can personally help save a generation of teenagers – child by child, community by community.

For those who wish to act but do not know how, Health and Human Services and the Ad Council will provide a brochure listing:

- the facts on teenage pregnancy in the US today
- the major organizations addressing the issues from all sides, including a short summary of what each does and how to contact them

An 800 number will be provided in the PSA to obtain the brochure. Within the advertising, the announcement of the 800 number will be handled in such a way as to communicate how easy it is to take action now. A memorable 800 would be helpful.

Tonality

The message must be inspiring, motivating and Presidential. It should not lecture and point fingers.

Media

- Television - :30/:10
- Additionally, community based media will be considered:
 - Radio
 - Outdoor

TEN POSSIBLE PRINCIPLES TO GUIDE THE TEENAGE PREGNANCY COUNCIL'S WORK

- The effort must be long-term. Only sustained effort will enable us to make progress on this difficult problem.
- The effort must be bipartisan and respectful of the diversity of values held by different individuals and groups.
- The effort must have strong credible leadership from a group of people who are committed to reducing teen pregnancy and who are willing to use their own influence to educate others about the seriousness of the problem.
- The effort must be entirely private (nongovernmental) while recognizing that public-private partnerships will be essential to success.
- The effort must work to instill a new ethic of responsible sexual and parenting behavior among the nation's young people while recognizing that hope may still be the best contraceptive. The message is simple: bringing a child into the world is an enormous responsibility; you should not have a child until you are ready to nurture and care for that child.
- The effort must be built on a solid foundation of knowledge about what works and what doesn't and seek to learn more about effective approaches.
- The effort must encourage innovation but not reinvent the wheel. Instead, it needs to leverage the efforts of other groups and local communities. Everyone needs to be involved: parents, teachers, religious and community leaders, elected officials, the media, and teens themselves.
- The effort must focus on boys as well as girls. It must seek to instill healthier attitudes about the need for mutual respect between the sexes, shared responsibility for children, the importance of marriage, good parenting, and long-term commitments.
- The effort must recognize the contradictory messages that young people receive from parents, teachers, the media, and peer groups and seek to build new voluntary efforts to quiet or counteract the negative messages.
- The effort must celebrate success and good news wherever it is found, building on successful efforts to create greater confidence that the battle against children having children can be won.

TEEN PREGNANCY PREVENTION COUNCIL
Suggested Talking Points for Core Group Calls
May 9, 1995

- I'm calling about an effort that's underway to form a national, private, bipartisan council devoted to reducing teen pregnancy.
- In the State of the Union, the President called teen pregnancy "our most serious social problem." The government is involved in a range of policies that contribute to reducing teen pregnancy, including service and research programs within HHS, a variety of youth development initiatives and proposed welfare reform measures. But, government alone can not solve this problem -- the private sector must play a big role. As the president said, it will take all of us, "parents and leaders across the country [joining] together in a national campaign against teen pregnancy -- to make a difference."
- ^{Special Council} Currently, there is no one group (private or public) to whom those interested in teen pregnancy prevention can easily turn to for information and assistance. And, there is no existing mechanism capable of organizing and supporting a national campaign or keeping a sustained focus on this complex problem.
- ^{That is why} The Council will fill this gap. Its mission will be to catalyze a sustained national effort, involving all sectors of society, to reduce teen pregnancy in the U.S. The Council will seek to discover and disseminate what works, maintain a national database of teen pregnancy programs, celebrate and support local efforts and instill a new ethic of responsible parenting. There will be no attempt to impose a "top down" solution to the problem. Local communities will be urged to forge their own approaches to the problem consistent with their values and experience.
- The Council will be independent, private and bipartisan and will include prominent leaders from the entertainment, business, religious, civic, education, and foundation communities. [We are talking to people like Bill Cosby, Warren Buffet, Jack Danforth, C. Everett Koop, Anne McLaughlin, Jackie Joyner-Kersey and Andy Young.] Belle Sawhill, the holder of the Arjay Miller Chair at the Urban Institute and an expert on children and families, has agreed to serve on the Council and play a leading role in overseeing its activities. Your name has come up many, many times, and I know the President would be pleased if you would consider serving on the Council.
- Your involvement would mean participating in an event launching the Council, including the possibility of a private meeting with the President and an announcement at the White House, attending 3 to 4 board meetings a year, helping with fundraising, speaking out on the importance of this effort and urging others in your field to get involved. [Ideally, we would like a 3 year commitment to make sure we create a solid, lasting organization.]
- ^{J. S. for chair} To take advantage of the momentum sparked by the President's interest, I'd like to be able to tell the President by [1 week from call] whether this is something that would interest you. If you need additional information, I would be happy to have Belle Sawhill and Jody Greenstone (a former Special Assistant to the President who has been spearheading the organization of the Council) call you.

Stopping Teen Pregnancy

**A Presidential Initiative
in association with
The Ad Council**

Draft April 4, 1995

Background - some key facts on Teen Pregnancy

- **In 1990, more than 1 million women between the ages of 15 and 19 -- 12% of all teenage girls -- became pregnant.**
- **From the 1950s through the early 1980s, the rate of births to teens declined steadily. Beginning in 1986, however, the situation took a turn for the worse. Between 1986 and 1991, the teen birth rate rose 24%.**
- **The U.S. rate of births to teens is now twice as high as in the United Kingdom and six times as high as in France, Italy, and Denmark.**
- **In 1960, only 15% of teenage mother were unmarried. By 1992, that percentage had increased to 71%.**
- **Out-of-wedlock childbearing has increased greatly among both black and white teens. The rate of births outside marriage among black teenagers rose from 64% in 1970 to 93% in 1992. For white teens, the percentage of births out of wedlock more than tripled over the same period, from 18% to 61%.**

Background continued

Behind the Statistics: Children suffer . . .

- **80% of children born to unwed teenage mothers who have not completed high school live in poverty. In contrast, of those children born to married parents who are at least 20 years old and have graduated from high school, only 8% live in poverty.**
- **Children of teenage parents are more likely to die in their first years, have lower cognitive achievement, repeat a grade in school, be victims of abuse and neglect, and become teen parents than children of older parents.**

And Society pays

- **In 1991, taxpayers spent about \$34 billion to assist families begun by teenagers.**
- **42% of families who receive AFDC benefits were started by teen mothers, age 15-19.**
- **More than three-fourths of all unmarried teen mothers will be on AFDC at some point during the 5 years following the birth of their child.**

The President's Philosophy

I'm kicking off our national campaign against teen pregnancy with a clear, simple message: It's wrong to have a child outside marriage. If you aren't prepared to love the child, raise the child, and take responsibility for its future, you shouldn't get pregnant or become a father.

Times are changing. No longer can you bear a child outside marriage and expect to set up a home at public expense. No longer can you father a child and evade financial responsibility. Our nation offers you a great deal to say "Yes" to. But opportunity isn't free; it comes linked to responsibility. The choice is yours.

Consider the facts. If you wait to have children until you graduate from high school, get married, and become an adult, the odds are excellent that you'll be able to provide opportunity for your family. But if you don't—if you drop out of high school and have a baby as a teenager outside marriage—the chances are 80 percent that your children will live in poverty.

This stunts their lives. And it stunts yours as well. The issue isn't just responsibility for others; it's respect for yourself. You want something to look forward to and work for: opportunity and a real future; a chance to make a better life. But in this new economy, you can't hope to move forward without education and skills, or without the drive and determination to use them.

Our country must offer you a fair chance to succeed. But only you can choose to seize it. That is what's at stake in the decisions you are making today.

The President's Call for Action

As “government can only do so much” in addressing the complex issue to teen pregnancy, the President is inviting leaders of all fields -- business, sports, entertainment, education, churches, foundations -- to contribute their energy and resources to addressing the problem.

A private sector campaign waged from boardrooms, t.v. stations, pulpits, and community centers across the country would promote individual responsibility, as well as hope and opportunity, for America's youth.

House focuses on problem of teen pregnancy

By Leslie Phillips 1/20/95
USA TODAY

MILWAUKEE — Kimberly Brown is explaining postpartum depression and why babies cry to her Tuesday night group of five new and soon-to-be young moms.

None are married. All are on welfare. All are teen-agers. "If you got to the point where you couldn't deal anymore, who would you turn to?" asks Brown, a "teen parent educator."

They chime: "My mama." She coaxes them to think of someone else.

Three name their sisters. Not one names the father of her child.

Rising teen pregnancies and out-of-wedlock births are an alarming trend.

The new Republican majority in Congress intends to target them in welfare reform. Democrats echo the call.

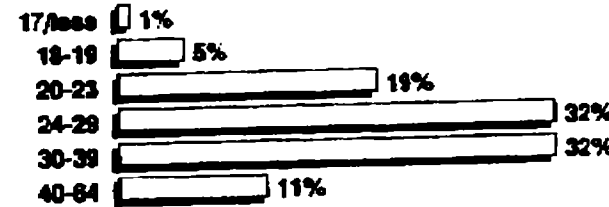
As a House panel opens hearings on these issues today, the question is how far will Washington go to change young people's behavior?

"We want to discourage teen-age pregnancy," says Rep. Clay Shaw, R-Fla., a leader on welfare reform. "But we're not going to forget the babies brought into this world through no fault of their own."

Although some experts dispute whether welfare contrib-

Teen-age mothers on welfare

Six percent of women getting Aid to Families with Dependent Children are teen-agers. Ages of all recipients:



AFDC recipients became mothers earlier

AFDC recipients are far more likely to have been teen-agers when they first became mothers. Ages when AFDC recipients became mothers, compared with all mothers:

Age	AFDC mothers	All mothers
Under 18	30%	12%
18-19	29%	16%
20-23	28%	34%
24-29	9%	29%
30+older	4%	7%

Source: Child Trends Inc. 1 — 1991 statistics, most recent available

utes to the high rate of unwed teen pregnancy, teen births have soared in the last 30 years from 92,000 in 1960 to 368,000 in 1991. Almost 80% of teen moms are on welfare within five years of giving birth.

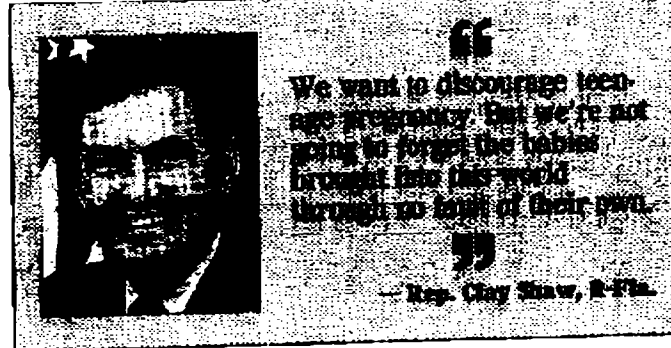
Here in Wisconsin, and in other states, governors are experimenting with policies to encourage teen mothers and fathers to marry, reducing their welfare dependency.

In four test counties, benefit penalties for married couples no longer apply.

Mothers must stay in high school in order to receive government benefits and enroll in sex education, parenting and job training classes.

Absent fathers must pay child support or enroll in job training or community service.

Benefits decrease for additional children out of wedlock.



In Washington, Republicans want to get even tougher.

"We're just not going to provide cash payments that basically lie to (young mothers), tell them you can set up a household, the government will provide for you, and everything will be hunky-dory," says Rep. James Talent, R-Mo.

The GOP would like to eliminate welfare payments to:

► Unwed mothers under 18 and their children.

► Additional children born to unmarried recipients.

► Children whose paternity is not established.

President Clinton's approach emphasizes prevention.

Mothers under 24 will be targeted first for job training — no more free rides. Also:

► Unmarried teen mothers would have to live with their parents to collect benefits.

► Child-support enforcement would be strengthened.

Wages could be deducted from the paychecks of lax fathers.

► \$300 million in grants would go to schools in poor neighborhoods for teen pregnancy prevention.

Ramona Duckworth, 19, one of Brown's students, says she didn't think of her baby's father as someone she could call in time of stress because he's afraid to hold his 4-month old daughter Tierra.

She says she and the baby's father planned her pregnancy, but she doesn't want to marry.

A former cashier at Walgreen's drugstore, Duckworth says she paid taxes. It doesn't bother her that that tax money supports welfare mothers.

"That's what I feel welfare is, a charity, to help out," Duckworth says.

But she adds, "I don't plan on making a long-term relationship between me and the welfare office."

have that happen to people you know and families you know . . . it hits you," she says.

"Women nurture children," Rep. Kelly continues. "That's a lot of what we do. We've got to help them do that. We've got to save the nation's children by helping them do that."

Washington Times **Welfare reform** 2/14/95

House Republicans, writing a welfare reform bill that would reverse six decades of social policy, refused last night to back away from their plan to abolish cash aid to unmarried teen-age mothers.

On a straight party-line vote, a House Ways and Means subcommittee rejected a Democratic amendment to let states continue supporting young, single women as long as they live at home, attend school and cooperate with child-support enforcement.

The GOP's blueprint for welfare reform bars states from using federal dollars to provide single mothers under age 18 a monthly check. It is on a fast track and is expected to go to the full House for a vote before Easter.

Rep. Jim McCrery, Louisiana Republican, said the issue is the most important question Congress faces as it begins reforming a welfare system that both sides agree is badly broken. He said everyone from the late Martin Luther King to former Vice President Dan Quayle, and from Sen. Daniel Patrick Moynihan, New York Democrat, to conservative social theorist Charles Murray, has argued that "we must do everything in our power to prevent illegitimacy."

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House GOP Won't Revise Plan to Deny Aid to Teenage Mothers, Legal Aliens

By HILARY STOLT

Staff Reporter of THE WALL STREET JOURNAL

WASHINGTON — House Republicans outlined their welfare-reform bill, announcing they will stick with their original plan to deny teenage mothers and legal aliens aid under many federal antipoverty programs.

Earlier this week, Speaker Newt Gingrich indicated at a news conference that the GOP was rethinking some of the more contentious elements in its welfare bill, particularly a provision that barred legal aliens from receiving such assistance as food stamps, Medicaid, disability payments and cash assistance. But yesterday, House Ways and Means Committee Chairman Bill Archer made it clear the GOP now plans no such revisions: "Welfare for most non-Americans will be terminated."

"People should not expect to come to this country with their hands out to receive benefits paid for by taxpaying Americans," the Texas Republican said. The Ways and Means Committee plans to take up a welfare bill later this month.

The chief reason for the legal-alien measure appears to be money. Limiting welfare benefits to U.S. citizens will save about \$22 billion over five years, Republican lawmakers say. "This provision is very important because of the revenue stream," said Rep. Clay Shaw (R., Fla.), who heads the Ways and Means subcommittee with jurisdiction over welfare legislation.

Mr. Archer and Mr. Shaw outlined the GOP's welfare bill for reporters and newspaper columnists. The legislation is being drafted following negotiations with a group of Republican governors. It is intended to supplant the welfare-reform proposal within the House Republicans' "Contract With America," but will retain many of the contract's elements.

Rocky Road in Senate

Much of the GOP leadership's bill has a good chance of clearing the House before spring, but the legislation will face a far tougher time in the Senate, where Republicans tend to have more moderate views on welfare. Meanwhile, the Clinton administration remains strongly opposed to many of the measures the Republicans are discussing. The president is planning a day-long work session with members of Congress and governors from both parties Jan. 26 in an attempt to find some common ground on welfare reform.

The House GOP bill will strip the nation's two chief welfare programs — food stamps and Aid to Families with Dependent Children, or AFDC, the government's main cash assistance program — of their entitlement status. That means the government no longer will be required to provide assistance for anyone who qualifies, but rather will allot a fixed pot of money each year for the programs.

The money for those two programs and for an array of others would be lumped into several "block grants" to be distributed to states to spend generally as they see fit. Three grants are all but certain: one for cash welfare, which includes AFDC; another for child care; and the third for child welfare, which includes foster care and adoption programs. Also under serious consideration is a nutrition block grant that would include the existing food-stamp and school-lunch programs. Mr. Shaw said he thought the legislation would divide more than 300 poverty programs into eight block grants.

Some Governors Resist

To receive the money, however, states would have to adhere to a set of federal guidelines that includes the legal-alien provision, the lawmakers said. That's something most Republican governors have been resisting.

In addition, the federal government would insist that states:

- Adopt nothing longer than a two-year limit on the amount of time able people can receive AFDC benefits without working for them. (Exceptions could be made for parents of disabled children and others.) An overall five-year limit would be placed on AFDC participation.

- Deny federal AFDC benefits to any mother under 18 years old. "We're not trying to be cruel to anybody or punish anybody," Mr. Archer said. "But for some of these teenage moms, the cash was actually an inducement for them to get

pregnant. It was their ticket to independence, their ticket out of the house."

- Deny AFDC benefits to mothers who don't cooperate in helping states establish the identity of their child's father.

- Deny additional AFDC benefits to mothers in the program who have additional children.

Still undecided is the level of funding for the block grants. The governors have said they will accept a five-year funding freeze for the various programs at the levels for fiscal 1995, which ends Sept. 30. But yesterday, Mr. Shaw said a freeze wouldn't be sufficient to reach the GOP goal of saving \$40 billion over the first five years of the welfare-overhaul plan.

While many members of both parties support the concept of giving states more flexibility through block grants, the specifics of the GOP plan are highly controversial. "Most of our forebears were legal aliens," said Gov. Howard Dean, the Vermont Democrat who heads the National Governors Association. "I don't believe we ought to break the entitlement" on AFDC and food stamps, he said, contending that in a recession many needy children would be denied benefits.

In an effort to strike back at the Republican proposal, the administration re-

leased a Department of Health and Human Services analysis of the effect of an AFDC block grant on states.

At the same time, the Agriculture Department released its analysis of a related proposal by House Republicans to combine all food and nutrition assistance programs into a single block grant. The program promises states broad discretion, but the department's analysis argues that as many as six million food-stamp recipients could be terminated by the end of next year and there would be a relative decline in federal funding of nearly \$31 billion over five years.

If a block grant had been established in fiscal 1987 and funded at 103% of that year's spending levels, by 1993 every state would have lost money, according to the analysis. Federal AFDC payments to California would have fallen more than \$1 billion, or 33%, for example, and dropped \$12 million, or 61%, for New Hampshire.

As Republicans were mapping welfare reform, Health and Human Services Secretary Donna Shalala fielded questions about potential cuts from this year's social-service budget in an appearance before the House Appropriations Committee. The new Republican leadership has vowed to rescind billions from prior appropriations. But as the executive branch obligates money, there is less for the GOP to save in the remaining eight months of the fiscal year.

For example, the fuel-assistance program for low-income people is almost certainly a target. Ms. Shalala indicated that all but about \$300 million of a \$1.4 billion appropriation had already been obligated. Cutting the remainder could impose a hardship on some states, such as Texas, which typically receive their share later than others. And Rep. John Porter (R., Ill.), chairman of the subcommittee overseeing the program, was reduced to talking about cutting advance appropriations for next year — something that will produce little short-term savings.

While reluctant to discuss the president's forthcoming budget, Secretary Shalala vowed that the administration will "eliminate unnecessary government programs and . . . cut back others."

Consolidation of Functions

In several exchanges with members, she signaled a willingness to consider broad consolidation of functions in her department. "You'll see even stronger recommendations over the next year," she said.

Also on Capitol Hill yesterday, the administration reiterated its support for a line-item veto, and then went a step further.

White House Budget Director Alice Rivlin told the Senate Government Affairs Committee that the president favored "the strongest version" of a line-item veto. Several versions of the bill have been proposed in recent weeks; the toughest would allow the president to kill not only individual items in spending bills but also some special-interest tax breaks.

—David Rogers contributed to this article.

Ref. 1/2/95

File PP1

Washington
Post
12/01/94

Democratic Group Offers Plan to Curb Teen Pregnancies

By Barbara Vobejda
Washington Post Staff Writer

A centrist Democratic group yesterday offered a strategy for reducing teenage pregnancy that would "resurrect social sanctions" against out-of-wedlock births, but not cut off young mothers from federal welfare payments, as some House Republicans have suggested.

Laying out a counterproposal to the Republican "Contract With America" welfare reform bill, officials at the Progressive Policy Institute presented recommendations they described as a middle road between traditional liberal and conservative approaches to lowering births to teenagers.

The group suggested several steps, including a redirection of welfare policy to "discourage, rather than support" teenage births and a national campaign to "unequivocally assert" it is wrong for unwed teenagers to have babies.

"We have to replace moral relativism with moral clarity," said Will Marshall, president of the institute, the think tank associated with the Democratic Leadership Council, which President Clinton formerly headed. "We're not going to stop teen pregnancy if we're not going to agree it's a problem. . . . Out-of-wedlock births are wrong because of the impact on children."

While only 30 percent of out-of-wedlock births are to teenagers, the group said it was focusing on teenage mothers because they are the most likely to become long-term welfare recipients. But Marshall was critical of the proposal offered by House Republicans, known as the "Personal Responsibility Act," and called his group's recommendation a "progressive counter to the conservative orthodoxy that says the simple solution is to cut off from any public support the most vulnerable families."

The Republican proposal also came under fire yesterday from First Lady Hillary Rodham Clinton. She said in a speech in New York that the Republican plan to end welfare payments to young unmarried mothers and allow states to use the money instead to build orphanages was "absurd," according to news service reports.

Welfare reform must include training, child care and health care, she said, "unless we want to see literally thousands and thousands of people on our streets and face the unbelievable and absurd idea of putting children into orphanages." The institute called on President Clinton to launch a national campaign, to be carried out by communities, churches, schools and the media, aimed at reducing births to unmarried teenagers by 5 percent a year.

The group recommended teenage mothers be given welfare benefits only if they agree to stay in school or participate in job training, the report said.

The group also called for "second-chance homes," where teenage mothers could live with an older couple who could act as a role model and where day care would be available so the mothers could attend school or job training.

Kathleen Sylvester, a vice president at PPI and author of the report, also recommended every welfare family receive a "passport" out of welfare in the form of a bank card to record "credits" earned by working toward independence. They could do so by working part time, volunteering or participating in training. But they would be required to do so immediately, rather than after two years of receiving welfare, as the administration proposal recommends.

She recommended programs to create incentives for young people at of becoming to stay in school and avoid pregnancy.

A NATIONAL CAMPAIGN AGAINST TEEN PREGNANCY

JAG Consultation List

April 21, 1995

After agreeing to help organize a private sector group responsive to the President's call for a national campaign against teen pregnancy I meet extensively with Bill Galston, Paul Dimond and others at the White House to understand their vision of the campaign. Bill had conducted an extensive review of the literature on the prevention of teen pregnancy and, with other members of the White house staff, had spent time with people active in the field to develop a model for a private sector entity which would spearhead the campaign. I also met with Secretary Shalala and her senior staff several times.

Building on the work of the administration, I independently met with a representative sampling of the people and organizations who have been leaders in the area of teen pregnancy. I wanted to understand -- from the perspective of those who deal with this issue every day -- how a national teen pregnancy initiative could effectively contribute to addressing this problem. I deliberately kept my meetings limited so those not consulted would not feel left out of a "comprehensive" process (a broader consultation will be necessary -- and more appropriate -- once a core group is announced and a staff is in place). I also touched base with a number of people both inside and outside the administration to gather suggestions for the council.

The following is a list of some of the people I have talked to in the last two months.

JAG Consultations

Jim Burke (Partnership for a Drug Free America)
Belle Sawhill (Urban Institute; former OMB)
Marion Wright Edelman (Children's Defense Fund)
Jeannie Rosoff (Alan Guttmacher)
Sister Mary Rose (Covenant House)
Doug Besharov (AEI) ➔
David Saltzman (Robin Hood Foundation)
Michael Carrera (Children's Aid Society)
Peter Goldmark (Rockefeller Foundation)
Joe Califano (CASA)
Karen Pittman (WH; former CDF)
Linda Lader (WH religious community liason)
Bill Miliken (Cities in the Schools)
Dick Munro (former head of Time Inc.; chairman of Points of Light Foundation)
Barbara Huberman (heads a NC teen pregnancy initiative)
John Robson (former Dep Sec of Treasury under Bush)
Dennis Bakke (AES)
Gloria Primm Brown (Carnegie Foundation) (contacted by Belle Sawhill)
David Gardner (Hewlett Foundation) (contacted by Belle Sawhill)
Angela Blackwell (Rockefeller Foundation) (contacted by Belle Sawhill)

Additional JAG Consultations in Next Few Weeks

Elayne Bennett (Best Friends)

Melissa Ludtke

Paul Offner (Sen Moynihan has not agreed to meet)

Marion Howard (Teen Services Program in Atlanta)

Faye Wattelton (sp?) (California Wellness Teen Pregnancy Program; former Planned Parenthood)

Alice Radosh (NY Teen Pregnancy Campaign)

OBGYN's and groups supportive of Foster nomination

Congress? (e.g. Schroder, Hatch)

More Republicans/Conservatives?

THE NATIONAL TEEN PREGNANCY PREVENTION COUNCIL

An Overview

A National Council

A national, private, bipartisan Council is being formed to catalyze and support a sustained effort to reduce teen pregnancy in the United States. The National Teen Pregnancy Prevention Council will be made up of prominent leaders from all sectors of society, including the entertainment, business, religious, civic, education, and foundation communities.

A National Problem

Teen pregnancy is our most serious social problem.

- In 1990, more than 1 million girls between the ages of 15 and 19 – 12% of all teenage girls – became pregnant. The teen birth rate rose 24% between 1986 and 1991.
- The U.S. teen birth rate is now twice as high as in the U.K. and six times as high as in France, Italy and Denmark.

Out-of-wedlock childbearing is increasing dramatically.

- In 1960, only 15% of teenage mothers were unmarried. By 1992, that percentage had increased to 71%.
- Out-of-wedlock childbearing has increased greatly among both black and white teens. The rate of births outside marriage among black teenagers rose from 64% in 1970 to 93% in 1992. For white teens, the percentage of births out of wedlock more than tripled in the same period, from 18% to 61%.

Behind the statistics, children and families suffer...

- 80% of children born to unwed teenage mothers who have not completed high school live in poverty. In contrast, less than 8% of the children born to married parents who are at least 20 years old and have graduated from high school live in poverty.
- Children of teenage parents are more likely to die in their first years, have lower cognitive achievement, repeat a grade in school, be victims of abuse and neglect, and become teen parents than children of older parents.

And, society pays.

- In 1991, taxpayers spent about \$34 billion to assist families begun by teenagers.
- 42% of families who receive AFDC benefits were started by teen mothers, age 15 to 19. And, cases headed by unwed mothers accounted for about four-fifths of the growth of 1.1 million families in the welfare rolls over the past ten years.
- More than three-fourths of all unmarried teen mothers will be on AFDC at some point during the 5 years following the birth of their child.

A Reason for Hope

The government is involved in a range of policies that contribute to reducing teen pregnancy, including service and research programs within HHS, youth development initiatives and proposed welfare reform measures. But, government alone can not solve this problem -- the private sector must also play a big part. As the President said in the State of the Union, it will take all of us, "parents and leaders across the country [joining] together in a national campaign against teen pregnancy -- to make a difference."

Many communities have been making a difference. Initiatives like Marion Howard's "Postponing Sexual Involvement" in Atlanta, the pregnancy prevention efforts of Girls Inc. and the Junior League and Michael Carrera's youth development programs show promise. But, much more must be done. Currently, there is no one central place or any one national organization where communities and individuals can turn for teen pregnancy prevention information and assistance. And, there is no existing mechanism capable of leading, organizing and supporting the sustained focus this complex issue demands. The National Teen Pregnancy Prevention Council will fill this gap.

A National Response

The National Teen Pregnancy Prevention Council will discover, disseminate and celebrate what is working.

The Council will:

- maintain a national database of teen pregnancy prevention programs;
- spearhead a national grass roots campaign to make teen pregnancy prevention a priority in every community;
- launch a long-term, multi-dimensional media campaign to encourage and reinforce local efforts;
- support the serious evaluation of successful programs and research where important gaps have been identified; and
- seek to be the most credible, independent resource available to anyone interested in teen pregnancy prevention, providing training, conferences, newsletters, briefings and speakers.

The Council will *not* impose a "top down" solution to the problem -- local communities will be urged to forge their own approaches consistent with their values and experience.

Organization and Funding

The Council will be a 501c(3) organization and seek funding from foundations, businesses, individuals and the government.

Draft May 12, 1995

4

THE WHITE HOUSE

WASHINGTON

April 6, 1995

MEMORANDUM FOR BILL GALSTON
 ALEXIS HERMAN ✓
 KAREN PITTMAN
 MAGGIE WILLIAMS

FROM: Janet Abrams *you*
RE: Teen Pregnancy Campaign

As you know, the Ad Council (through Ogilvy & Mather in NYC) is producing an ad in which the President will exhort community leaders across America to take positive action against teen pregnancy. Citizens who see/hear the ad will be invited to call an 800-number. A brochure will be mailed to all callers providing information on the problem and a list of organizations they can contact to "get involved."

I need your help in putting together the list of organizations. (Once we decide on a list, we'll then have to see which of the groups want to participate.) Please review the attached document, which I prepared with HHS, and return your comments to me as soon as possible. A few notes:

- "Top Candidates" are organizations with national reach which offer community-based programs for teens that either address teen pregnancy directly or promote general youth development.
- Within the "Top Candidates," the only group likely to be politically charged is the National Family Planning and Reproductive Health Association -- Planned Parenthood is the leading member. There doesn't seem to be an organization on the other side of the spectrum (e.g. one which espouses abstinence only) that is both national in scope and provides service directly to youth.
- Under "Possibles," I've listed other service-providers, as well as research & advocacy groups, foundations, and professional associations. I would appreciate knowing if you feel some of these groups should be included.

Many thanks for your assistance. I can be reached at 6-2857 (ph) or 6-7028 (fax).

Attachment

LEADING ORGANIZATIONS IN TEEN PREGNANCY PREVENTION

TOP CANDIDATES

- **Association of Junior Leagues** -- now moving away from targeted teen pregnancy work; do have general youth development programs
- **Big Brothers/Big Sisters**
- **Boy Scouts of America**
- **Council of Spanish Speaking Mental Health Organizations (COSSMHO)**
- **Four H Clubs of America** -- no teen pregnancy programs, *per se*; general youth development
- **Girl Scouts of America**
- **Girls Incorporated**
- **National Family Planning and Reproductive Health Association** -- Planned Parenthood is key member.
- **National Parent-Teachers Association**
- **National Urban League**
- **YMCA** -- general youth development
- **YWCA** -- general youth development

OTHER POSSIBILITIES

Service Programs

- Alpha Kappa Alpha or other Black Fraternities/Sororities
- American Red Cross
- Best Friends -- Elaine Bennett's program; multiple-site; not very well known
- Florence Crittendon Association -- provides services to already parenting teens
- Kiwanis
- Lions
- New York Home Society -- Carrera's program; multi-site in NYC; operating in several other cities

- Postponing Sexual Involvement/Emory University -- approach being replicated in many cities

Research/Advocacy Groups

- Alan Guttmacher Institute -- formerly part of Planned Parenthood; limited in focus
- American Enterprise Institute -- conservative research group; general focus
- The Bridge -- NYC
- Child Trends -- respected research group with focus on children & adolescents
- Children's Defense Fund
- The Door -- NYC
- Family Research Council -- very conservative; analysis & advocacy
- Focus on the Family -- very conservative; uses media; parent to Family Research Council
- National Abortion and Reproductive Rights Action League
- National Association for the Advancement of Colored People
- National Black Women's Health Association
- National Council of Negro Women
- National Organization of Adolescent Pregnancy Prevention Programs
- National Right to Life Coalition
- Sex Information and Education Council of the U.S. -- very liberal
- United Negro College Fund

Foundations

- Carnegie
- Annie B. Casey
- Ford
- Charles Stewart Mott
- Robert Wood Johnson

Professional Organizations

- American Academy of Pediatrics
- American College of Obstetricians and Gynecologists
- American Medical Association
- American Public Health Association
- American School Health Association
- Society for Adolescent Medicine

Religious Groups -- many! may be difficult to name a few without naming all...

TEEN PREGNANCY INITIATIVE

ISSUE 1: How to move forward with the creation of the National Campaign Against Teen Pregnancy called for by the President in the State of the Union?

Objective: Creation of an independent, private-sector organization dedicated to reducing the incidence of teenage pregnancy. The organization would be bi-partisan, with a board made up of prominent individuals from the business, religious, media, entertainment, civic, health care, education, and foundation communities.

What the Organization would do: The new organization would work to focus national attention on the problem of teen pregnancy and support community prevention efforts across the nation. Likely activities would include:

- spearheading a grassroots campaign to make teen pregnancy prevention a priority in communities throughout the U.S.
- establishing a clearinghouse of information on prevention efforts (There is now no central source of data on who's doing what in teen pregnancy.)
- supporting the evaluation of promising prevention strategies (A lot is going on in the field, but very few programs have been rigorously evaluated.)
- providing technical assistance to communities seeking to start programs
- conducting communications outreach on the issue

RECOMMENDED PLAN OF ACTION:

- 7/17
- campaign
- (1) The President convenes a meeting with 10-15 individuals who have been identified as potential founders of the envisioned organization, plus several experts in the field. (early August or early September -- Please see attached scheduling request.)
 - (2) One of the participants (ideally, the head of a major foundation) agrees (in advance) to host a follow-up the next month for attendees and others interested in starting such an organization. (Late September)
 - (3) New organization launched by end of year. Foundations and/or private individuals provide start-up funding. Belle Sawhill and Sarah Brown have agreed to take lead on staff work (i.e., to be Executive Director).

Next Steps

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|------------|--|
| By July 14 | Provide President with list of invitees, draft invitation letter, draft agenda for meeting, and brief outline of organization's mission. |
| | Secure commitment from foundation to host September follow-up. |
| By July 21 | Presidential sign-off on concept, letter, invites; time scheduled on President's calendar |
| July 24 | Mail out invitations/background materials to invitees. |

ISSUE 2: The Role of Dr. Henry Foster

RECOMMENDATION

- o Title: Senior Advisor to the President on Teen Pregnancy and Youth
- o Position: Part-time consultant, paid by HHS. It is legal for the President to confer a title and for another agency to pay the person's expenses. HHS is confident it has the funds for FY95. They are looking at their FY96 budget in light of the mark-up yesterday. Funding could be an issue.
- o Staff: There would be no staff reporting to Dr. Foster
- o Reports to: Through the Domestic Policy Council and the Secretary of HHS to the President.
- o Responsibilities: The President would charge Dr. Foster with leading on his behalf the administration's efforts to catalyze national action to combat teen pregnancy and provide positive opportunities for youth. He would be a visible spokesperson on the issue. He would work closely with national leaders urging them, on behalf of the President, to take an active role in these issues.
- o Role with Private Initiative: Dr. Foster would be the President's liaison to the Private Sector Initiative. He may eventually serve on its Board. He would not be either the Chair or the day-to-day Director.
- o Other: Dr. Foster would not move to DC, but would remain in Nashville and keep his tenured position at Meharry. Dr. Foster would be subject to Hatch on the days he is being paid, and would be subject to all ethics and conflict of interest rules.

Next Steps

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|---------|---|
| ASAP | Sign-off on above recommendation or alternative. |
| July 19 | Final negotiation with Dr. Foster. Ethics/Hatch briefing for Dr. Foster. |
| | Announcement of Dr. Foster's position possible as soon after July 19 as desirable |

ISSUE 3: Presidential Public Service Announcement on Teen Pregnancy

Background: Plans have been underway for several months to produce a Presidential PSA on teen pregnancy with the Ad Council and Ogilvy & Mather/NYC. The PSA would have the President urging parents and other concerned adults to take action in their communities to help teens choose not to become pregnant. HHS would pay for production costs and the cost of operating an 800-number, which the audience would call to receive an informational brochure.

There have been significant delays in securing funding through HHS. Secretary Shalala has recently expressed reservations about the project. First, she is concerned about negative reaction from the Hill. Several weeks ago, HHS staff informed House and Senate Appropriations Subcommittees about their intention to fund the ad campaign, and initial reception was not enthusiastic. Second, the Secretary wants to make sure that the PSA campaign is not the Administration's only public action on teen pregnancy; she believes it should complement more substantive initiatives, such as creation of the proposed private-sector organization.

If we cannot get a clear commitment for the funds soon, we will be put in a situation where we will either have to cancel the campaign altogether or delay airing of the ads until well into the fall. As each day passes and we move into the campaign season, it becomes less and less likely that media outlets will give the Presidential PSA the exposure it needs to be effective.

RECOMMENDED ACTION

Jeremy Ben-Ami, Janet Abrams, and Debbie Both (First Lady's Office) will meet with Secretary Shalala next week to discuss her concerns. Belle Sawhill and teen pregnancy expert Sarah Brown will also attend.

If, as recommended under Issues 1 & 2 above, a decision is made to plan a Presidential meeting to lay the groundwork for the private-sector campaign and to appoint Dr. Foster as a Senior Advisor to the President, Secretary Shalala may be convinced that sufficient progress is being made on the teen pregnancy front for us to move ahead with the PSA.

A call from the Chief of Staff or other senior White House official to the Secretary is needed to emphasize the importance of prompt action.

SCHEDULE PROPOSAL

Date: 7/12/95

☐ ACCEPT	☐ REGRET	☐ PENDING
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TO: Billy Webster
Deputy Assistant to the President
and Director of Scheduling and Advance

FROM:

REQUEST: That President Clinton hold a meeting on the issue of teen pregnancy with prominent individuals from the private sector and experts on adolescent health

PURPOSE: To demonstrate the Administration's commitment to addressing this serious problem; to follow up on the call made in the State of the Union Address for a national campaign against teen pregnancy.

BACKGROUND: In the State of the Union, President Clinton called on "parents and leaders across this country to join together" to help solve "our most serious social problem." Senior Administration staff, working in consultation with experts on teen pregnancy, have proposed the creation of an independent, private-sector organization to conduct a sustained national effort to help stem the tide of children having children.

Likely candidates to be founders of the envisioned organization have been identified. The target list includes prominent individuals from the business, religious, entertainment, media, sports, health care, education, civic, and foundation communities.

The President can help secure the commitment of these individuals by inviting them to the White House for a discussion about teen pregnancy. They will talk about the nature and scope of the problem, prevention efforts currently underway, and opportunities for public-private partnership on the national level.

One of the meeting participants will have agreed in advance to host a larger follow-on meeting a few weeks after the White House visit. The new organization would hopefully be launched this fall.

DATE AND TIME: ASAP

DURATION: 2 hours

LOCATION: White House

PARTICIPANTS: The President
Secretary Donna Shalala
Andrew Young
Sharon Buffett
Belle Sawhill, Urban Institute
Sarah Brown, Institute of Medicine
C. Everett Koop
Sen. Jack Danforth
Oprah Winfrey
Henry Foster
David Hamburg, Carnegie Foundation
Doug Nelson, Annie Casey Foundation
Susan Beresford, Ford Foundation
Elaine Bennett
1-2 corporate CEOs
Kris Moore, ChildTrends, Inc.
Marion Howard, Emory University
Genie Rosoff, Guttmacher Institute
Doug Besharov, American Enterprise Institute

OUTLINE OF
EVENT: Teen pregnancy experts would brief President Clinton and the other guests. The group would then discuss the need for sustained leadership on the issue from both the public and private sectors. The President would offer his thoughts on what an independent, private-sector entity could do to support local communities in combatting teen pregnancy.

REMARKS: Yes

MEDIA: To be determined. (Very low-key)

FIRST LADY'S
ATTENDANCE: If available

VICE PRESIDENT'S
ATTENDANCE: If available

SECOND LADY'S
ATTENDANCE: No

RECOMMENDED BY: Maggie Williams, Alexis Herman, and Jeremy Ben-Ami

CONTACT: Janet Abrams, 6-2857

DRAFT LETTER OF INVITATION

The White House

July 21, 1995

Dear _____:

This year in the United States, over 1 million girls will become pregnant before their 20th birthday. Teenage pregnancy -- so often linked to a debilitating cycle of poverty and welfare dependency -- is one of the most serious problems facing our nation.

The federal government can only do so much in addressing this complicated issue. All sectors of our society must come together to help stem the epidemic of children having children.

I would like to invite you to take part in a discussion of opportunities for waging a national campaign against teenage pregnancy. We are calling on a small group of leaders from the business, media, religious, health care, and education communities to contribute their ideas and experience in a meeting at the White House on _____, 1995.

Please join me and key members of the Administration from 2:00pm-4:00pm in the Roosevelt Room. A reception will follow.

I am enclosing for your review the results of a study just completed by the Department of Health and Human Services on adolescent pregnancy. I hope the report will provide useful background for our discussion.

I look forward to working with you to address this serious challenge facing America's youth.

Sincerely,

Bill Clinton

Enclosures