

Withdrawal/Redaction Sheet

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. memo	Nancy Hernreich and Mildred Alston to The President re: Recent Correspondence (1 page)	02/09/1996	P5
002. note	Note re: phone numbers [partial] (1 page)	n.d.	P6/b(6)
003. memo	Janet Abrams to Carol Rasco and Jeremy Ben-Ami re: POTUS Briefing on Teen Pregnancy Campaign [partial, page 2 closed in full] (1 page)	12/13/1995	P5, P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Lyn Hogan
OA/Box Number: 11027

FOLDER TITLE:

Teen Pregnancy: National Campaign I [3]

2010-1083-S

rc125

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

Freedom of Information Act - [5 U.S.C. 552(b)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
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P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

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b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
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b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
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RR. Document will be reviewed upon request.

E X E C U T I V E O F F I C E O F T H E P R E S I D E N T

31-Jan-1996 06:36pm

TO: (See Below)

FROM: Angus S. King
 Office of the Chief of Staff

SUBJECT: Tomorrow's Talking Points on Family

AMERICA'S CHALLENGE IN AN AGE OF POSSIBILITY:
CHERISH OUR CHILDREN AND STRENGTHEN OUR FAMILIES
February 1, 1996

A Prayer for American Families. Today, in a follow-up to the challenge on American families he presented in his State of the Union address last week, President Clinton will address the National Prayer Breakfast. He will discuss the value of strong families for our children, our communities and for America. He will emphasize that all of us, not just as parents, but in our other roles -- our media, our schools, our teachers, our communities, our churches and synagogues, our businesses, our governments -- have a responsibility to help our children make the most of their lives and realize our American dream.

" Our first challenge is to cherish our children and strengthen America's families. Family is the foundation of American life. If we have stronger families, we will have a stronger America"
-President Clinton, State of the Union Address,
January 23, 1996

We are moving forward.

- * The poverty rate, food stamps, welfare rolls and teen pregnancies are all down.
- * A dozen prominent Americans have announced they are ready to answer the President's call to join together in a national campaign against teen pregnancy.
- * That organization will support grass-roots community efforts that have already begun to take hold across the country.

We still have challenges.

- * Television violence. Have the media create CDs and shows they would have their own children and grandchildren enjoy. Challenge the broadcast industry to identify programming in ways that help parents to protect their children.
- * V-chip. A part of the important telecommunications bill now pending in the Congress, the V-Chip would allow parents to screen out programs they believe are inappropriate for their children.
- * Tobacco. Tell the cigarette companies to market their

products to adults, if they wish, but draw the line on children.

- * Welfare reform. The President has called for a bipartisan bill that will really move people from welfare to work and do the right thing by our children.
- * End domestic violence, and encourage American men and women in families to give greater respect to one another.
- * Fathers care for children. It is the most basic human duty of every American to do that job to the best of his ability. A check will not substitute for a parent's love and guidance.
- * Child support enforcement. We're doing more than ever to make sure you pay your child support, and we're going to do more.

We live in an age of possibility, but also a time of challenge and change. We must face those challenges together. The President believes our new, smaller government must work in an old-fashioned American way, together with all our citizens through state and local governments, in the workplace, and in religious, charitable and civic associations. Our goal must be to enable all our people to make the most of their own lives -- with stronger families, more educational opportunity, economic security, safer streets, and a cleaner environment in a safer world.

Distribution:

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TO: Barry J. Toiv
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TO: Virginia M. Terzano
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TO: Joshua Silverman

*File
WH/Adm
on Teen
Pregnancy*

April 28, 1996

MEMORANDUM FOR CAROL RASCO
JEREMY BEN-AMI
JANET ABRAMS

FROM: Debbie Fine

SUBJECT: FYI: Teen Pregnancy Prevention Month Message

Attached is the final version of a special message from the President thanking and encouraging those who are celebrating National Teen Pregnancy Prevention Month. The message was requested by Advocates for Youth, which is working to organize states and local communities to proclaim and celebrate May as National Teen Pregnancy Prevention Month. The request came too late for us to proclaim the month or to organize our own activities, but we did want to get a message out supporting their efforts.

Advocates for Youth and the National Campaign both plan to send it out across the country to several thousand groups and individuals. I will update you as to how many states proclaim or celebrate the month.

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

NATIONAL CAMPAIGN AGAINST TEEN PREGNANCY

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

For Immediate Release
February 22, 1996

Contacts: Vincent Russo
Brian Faith
202-667-0901

NATIONAL CAMPAIGN AGAINST TEEN PREGNANCY BOARD CONVENES

Thomas H. Kean, Former Governor of N.J., is Named Chairman

National Initiative Seeks To Significantly Reduce Teen Pregnancy Over the Next Decade

WASHINGTON - - The National Campaign Against Teen Pregnancy held its first board meeting on Thursday and promised to launch a national effort to combat the continuing problem of high teen pregnancy rates, which contribute substantially to numerous societal problems. The board chose Thomas H. Kean, former Governor of New Jersey and current President of Drew University, as its chairman.

The National Campaign Against Teen Pregnancy was prompted by a challenge from President Clinton in both his 1995 and 1996 State of the Union Addresses. The President called on parents and leaders in government, education, entertainment, medicine, and youth advocacy to join forces to curb the alarmingly high rate of teenage pregnancies in the nation. The campaign's goal is to reduce the pregnancy rate among teenage girls 17 and under by one-third by the year 2005.

"The National Campaign Against Teen Pregnancy has one overriding mission, which is to marshal every available resource in our society to reduce teen pregnancy," said Governor Kean. "This is a totally private, non-governmental, and non-partisan effort to aggressively attack this problem over the next decade."

In the 1990s, the United States has marked a disturbing milestone in its history by posting the highest teen pregnancy rate among all industrialized nations -- claiming nearly one million teen pregnancies a year. The statistics concerning teen pregnancy tell a troubling story. Eighty-five percent of all teenage pregnancies are unplanned, 60 percent of adolescent girls who bear children are living in poverty when they give birth, and the estimated cost to U.S. taxpayers of supporting families started by teen mothers is nearly \$30 billion a year. The related problems of youth crime, unemployment, and the breakdown of family structures only heighten this national crisis.

The board identified the absence of a forceful social message, the saturation and glorification of sexual images by the media, insufficient action at the state and local level, and the highly emotional and politicized nature of the debate as key ingredients in the ongoing crisis. The campaign will seek to harness the public's deep concerns about the current state of the American family and will seek to unify the disparate factions that are currently working to address the problem of teen pregnancy.

Governor Kean compared The National Campaign Against Teen Pregnancy with the decades- long public awareness campaign to curtail smoking. "In much the same way that our nation addressed smoking as a health hazard and pollution as an environmental hazard, we will tackle teenage pregnancy as a personal and national burden." Kean said.

Today's gathering was the board's inaugural meeting and focused on organizational issues. The campaign is currently staffing its organization and is developing its strategic plan. The campaign will have a formal roll-out to discuss specific components of the campaign later this year.

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THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

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

CAMPAIGN UPDATE

March 1996

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

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

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.

THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

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

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

COMMITTEE ON
APPROPRIATIONS

SUBCOMMITTEES:

LABOR, HEALTH AND HUMAN SERVICES,
AND EDUCATION

AGRICULTURE, RURAL DEVELOPMENT,
FOOD AND DRUG ADMINISTRATION,
AND RELATED AGENCIES

CO-CHAIR, CONGRESSIONAL CAUCUS
FOR WOMEN'S ISSUES

WASHINGTON OFFICE:
2421 RAYBURN BUILDING
WASHINGTON, DC 20515
(202) 225-6506
FAX (202) 225-0546



Handwritten signature: Jerry

Nita M. Lowey
Congress of the United States
18th District, New York

February 29, 1996

Dr. Isabel Sawhill
Coordinator
A National Campaign to Reduce Teenage Pregnancy
2100 M Street, N.W.
Suite 500
Washington, D.C. 20037

Handwritten signature: Isabel
Dear Dr. Sawhill,

I am writing to congratulate you on the creation of the National Campaign to Reduce Teenage Pregnancy. As co-chair of the bi-partisan Congressional Caucus for Women's Issues and a member of the House Appropriations Committee that funds teen pregnancy prevention programs, I have a long standing involvement with this issue.

I would like to work with you to organize an Advisory Panel of elected officials to assist the work of the National Campaign to Reduce Teenage Pregnancy. I envision that the Advisory Panel will consist of elected officials from both parties representing all levels of government from around the nation.

The Advisory Panel will help facilitate the "public-private partnership" that you discuss in your materials. By enlisting the help of public officials from around the nation, we will establish a conduit that will allow you to coordinate with federal, state and local governments during your campaign.

I believe that we should begin the process of organizing the Advisory Panel in the coming weeks. The President brought national attention to the issue of teen pregnancy by including it in the State of the Union Address. As a result, many elected officials are looking for ways to address the issue of teen pregnancy. Joining the Advisory Panel is a perfect way for concerned elected officials to join this cause.

The Advisory Panel can assist the National Campaign to raise the level of attention that the media brings to the issue of teen pregnancy. For example, I believe that the announcement of an Advisory Panel of elected officials from around the country will

MAR 4 1996

DISTRICT OFFICES:
222 MAMARONECK AVENUE
SUITE 310
WHITE PLAINS, NY 10605
(914) 428-1707
FAX (914) 328-1505

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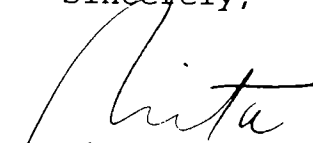
SUNY MARITIME ACADEMY
AT FORT SCHUYLER
BRONX, NY 10465
(718) 829-8027
(BY APPOINTMENT)

receive a great deal of national and local press. This would aid your strategy of creating a steady stream of press attention to the issue of teen pregnancy.

Currently, as my staff has discussed with Sarah Brown, I am working on legislation to authorize a study of promising teen pregnancy prevention efforts. The legislation will also establish model methods to allow local communities to evaluate the effectiveness of their own teen pregnancy programs. In the future, the Advisory Panel will be able to shape the role that the public sector plays in the effort to reduce teen pregnancy.

Once again, I look forward to working with you in your efforts to combat teenage pregnancy. I would like to arrange a meeting with you and your staff so that we can begin the work of organizing the Advisory Panel. I believe that the Advisory Panel of elected officials will add an important element to the Campaign to Reduce Teenage Pregnancy.

Sincerely,



Nita M. Lowey
Member of Congress

cc: Carol H. Rasco
Sarah Brown

*I hope we can get together
for breakfast or lunch one
day soon!*
Best

THE WHITE HOUSE
WASHINGTON

February 21, 1996

MEMORANDUM FOR BOB NASH

From: Janet Abrams *ja*

cc: Jeremy Ben-Ami

RE: Arkansas State Senator Jay Bradford

Senator Jay Bradford of Pine Bluff recently wrote the President to express interest in participating in the National Campaign to Reduce Teenage Pregnancy which is now being organized in the private sector.

I have taken the following steps in response to Sen. Bradford's letter:

- I spoke with him today and explained that the President was unable to make appointments to the board of the new group (because it is independent) but that POTUS was very eager to have him involved.
- I phoned Belle Sawhill, who is the lead organizer of the Campaign, and told her of Bradford's interest. I asked that Belle give him a call. I will be faxing Belle information Bradford is sending me on his record of involvement in the field of teen pregnancy prevention.
- I also phoned Kathleen Sylvester at the Progressive Policy Institute. Kathy is now working to shape a plan for state-level action as part of the National Campaign. Sen. Bradford has considerable experience working on the problem in the Arkansas State Legislature. I have asked Kathy to call Bradford.
- Finally, I have sent Sen. Bradford information on how to reach Sawhill, Sylvester, and Dr. Foster, plus some recent articles on grassroots prevention programs that I thought might be of interest.

I will follow up with Sawhill and Sylvester at the end of the week to make sure they have contacted Bradford. Please let me know if you have additional ideas for how I might help. I can be reached at 6-2857

Thanks.

JAY BRADFORD

SENATOR
9TH DISTRICT

P.O. BOX 8367
PINE BLUFF, ARKANSAS 71611



THE SENATE
STATE OF ARKANSAS

COMMITTEES
CHAIRMAN:
STATE AGENCIES & GOVERNMENTAL AFFAIRS
VICE-CHAIRMAN:
JOINT COMMITTEE ON CHILDREN & YOUTH
MEMBER:
PUBLIC HEALTH, WELFARE & LABOR
EFFICIENCY
JOINT BUDGET
JOINT LEGISLATIVE FACILITIES
ARKANSAS HEALTH RESOURCES COMMISSION

*will
let
a
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January 31, 1996

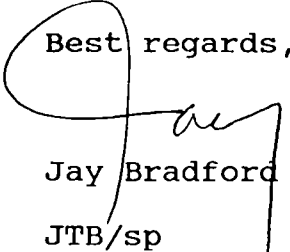
Ms. Nancy Hernreich
Assistant to the President
The White House
1600 Pennsylvania Avenue
Washington, DC 20500

Dear Nancy:

I noticed that there is going to be a National Task Force on Teenage Pregnancy. I've not asked the President for any appointments, however, I do have a keen interest in this epidemic. 1

The President knows my long time history in combatting teenage pregnancy. I wonder if there is a place for me on the commission?

Best regards,


Jay Bradford

JTB/sp

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THE NATIONAL CAMPAIGN TO REDUCE TEENAGE PREGNANCY

Summary

Mission: To reduce teenage 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. It will be led by a distinguished Board, have four task forces as its working arms, and a small staff. A new 501(c)(3) organization is being established and funding sought to accomplish its objectives. An initial group of distinguished leaders from many different sectors has already agreed to serve on the Board. The Board will be chaired by one of these private sector leaders.

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 is now being reviewed by Board members. They will hold their first meeting toward the end of February. Once the plans have been approved by the Board, the Campaign will begin the process of establishing a new organization, hiring a staff, and working with others to achieve its objectives.

For further information: Because the Campaign is not yet operational, it is not in a position to respond to numerous inquiries. However, if you would like to get on the mailing list of the new organization, or if you have other questions, please write to Ms. Marti Easton, c/o the Urban Institute, 2100 M Street, N.W., Suite 500, Washington, D.C. 20037.

THE WHITE HOUSE
WASHINGTON

JBA

February 7, 1996

MEMORANDUM FOR DISTRIBUTION

FROM: Debbie Fine

SUBJECT: Teen Pregnancy Prevention Briefing

Date: Thursday, February 8, 1996

Time: 2:00pm to 3:30pm (NOTE: We will be meeting in Room 218 at 1:45pm)

Location: Room 450 OEOB

Background

This is the first time we have invited such a diverse and large group of organizations to discuss Administration activity in the area of teen pregnancy prevention. We thought it would be a great opportunity to reach out to these groups, demonstrate our commitment to the issue, and let them know that we want to include them in our work. It is also a good opportunity to ensure that everyone is aware of Dr. Foster's appointment, as well as the pending formation of National Campaign.

Agenda

Following is a breakdown of the agenda for the briefing, along with some suggested points to touch on based on the conference call this morning. Each of you should try to keep remarks to about 5 minutes if possible.

- Jeremy opens the briefing, welcoming participants.
 - * talks briefly about the recent announcements -- on Dr. Foster and the National Campaign -- clarifying what the announcements were.
 - * gives a brief update on the status of the Campaign.
- JBA introduces Peter Edelman.

- Peter gives brief overview on administration approach to teen pregnancy prevention and youth issues:
 - * underscores that reducing the incidence of teen pregnancy has been a key goal of this administration's policy for young people, and that we are starting to see movement in the right direction.
 - * provides some of the recent data to demonstrate progress in this area, as well as the need for continued work.
 - * discusses how we target our resources in support of local initiatives built on the values of opportunity and personal responsibility.
- JBA introduces Felicia Stewart
- Felicia gives an overview on teen pregnancy and family planning programs that serve as resources for state and local communities:
 - * highlights specific programs, such as Title X, Adolescent and Family Life grants and others.
 - * introduces the new 'program in a box' project currently underway.
- JBA introduces Dr. Foster
- Dr. Foster describes his role with the administration and what his plans are in that capacity:
 - * discusses the importance of capitalizing the momentum in local communities today for involvement in these issues.
 - * includes ideas about encouraging development of statewide coalitions
 - * mentions the role of the CDC grant program.
- Jeremy opens for questions and answers, closing the briefing by 3:30pm.

Audience

Attached is a list of the organizations attending the briefing. (Please note that this does not represent the list of groups that were invited.) There will be approximately 130 individuals attending, representing approximately 100 organizations. We reached out to groups that were particularly supportive of Dr. Foster's nomination to Surgeon General, as well as those that have an interest in teen pregnancy and youth issues.

Handouts

Each participant will receive an agenda for this briefing, a copy of the press release announcing Dr. Foster, a sheet that details how he can be reached, a summary of Administration activity focusing on teen pregnancy prevention, and an information sheet from the National Campaign to Reduce Teen Pregnancy that includes an address where they can be reached.

Thanks. Please let me know if you have any questions.

DISTRIBUTION:

Dr. Foster
Jeremy Ben-Ami
Peter Edelman
Felicia Stewart
Angela Duran
Tom Kring
Lisa Gilmore

CONFIRMED ATTENDEES FOR TEEN PREGNANCY PREVENTION BRIEFING

As of 2/7/96

Academy for Educational Development
Advocates for Youth
AFSCME
The Alan Guttmacher Institute
Alpha Kappa Alpha
Alpha Phi Alpha
American Academy of Pediatrics
American Academy of Child and Adolescent Psychiatry
American College of Obstetricians and Gynecologists
American Counseling Association
American Jewish Congress
American Medical Woman's Association
American Medical Association
American Nurses Association
American Psychological Association
American School Health Association
American Society for Reproductive Medicine
Americans for Democratic Action
Annie E. Casey Foundation
Association of Black Psychologists
Association of Junior Leagues
Association of Maternal and Child Health Programs
Association of Reproductive Health Professionals
Association of Woman's Health, Obstetric and Neonatal Nurses
Best Friends
Catholic Charities USA
Center for Reproductive Law and Policy
Center for Law and Social Policy
Charles Stewart Mott Foundation
Child Trends
Child Welfare League of America
Church Women United
Clara Bell Duvall Education Fund
Coalition of Labor Union Women
Community of Caring
Congress of National Black Churches
Girl Scouts USA

Girls, Inc.
MANA: A National Latina Organization
Ministry of God's Human Community
National Abortion Federation
National Abortion and Reproductive Rights Action League
National Adolescent Reproductive Health Partnership
National Assembly of National Voluntary Health and Social Welfare Organizations
National Association for Public Health Policy
National Association of Child Advocates
National Association of County and City Health Officials
National Association of Equal Opportunity in Higher Education
National Association of Nurse Practitioners in Reproductive Health
National Association of People With AIDS
National Association of Public Hospitals
National Association of School Nurses
National Association of Social Workers
National Black Caucus of State Legislators
National Black Chamber of Commerce
National Black Woman's Health Project
National Black Nurses Association
National Campaign to Reduce Teen Pregnancy
National Council of Jewish Women
National Council of Negro Women
National Education Association Health Information Network
National Family Planning And Reproductive Health Association
National Hispanic Leadership Institute
National Medical Association
National Network for Youth
National Puerto Rican Coalition
National Urban League, Inc.
National Women's Law Center
NOAPPP
NOW Legal Defense Fund
People for the American Way
Phi Beta Sigma Fraternity
Planned Parenthood
Progressive Policy Institute
Religious Action Center
Religious Coalition for Reproductive Choice
The Robin Hood Foundation
The Robert Wood Johnson Foundation
Rutgers University Network for Family Life Education
Sexuality Information & Education Council of the U.S.

Society for Pediatric Research
Society for Adolescent Medicine
Wider Opportunities for Woman
Women of All Red Nations
Women's Legal Defense Fund
Zero Population Growth
Zeta Phi Beta Sorority Inc.

Other:

Nancy Rubin
Derrick Lindsey (unconfirmed)
Ralph Nelson

Representatives from HUD, HHS, Education, AID, Labor, Agriculture

Additional Potential Questions and Answers

QUESTION:

I want to make sure you know how we opposed we are to the provision in the Senate welfare reform bill that cuts \$75 million from the maternal and child health programs, and puts it into an abstinence-only, school-based sex education curriculum.

We all know from current research and evaluation that abstinence-only programs do not work. I want to know what your position is on this.

ANSWER:

First let me say that as you know, there is no welfare reform legislation that has passed and is currently pending for him to consider -- so I can't talk much about specifics.

But, I think it is important to add that:

(1) The President believes strongly in the need for bipartisan welfare reform legislation that promotes work and protects children. And when he is presented with a bill, we will have to consider the whole bill -- not just one provision -- and whether or not it promotes the key goals of work, family and responsibility while providing fundamental protections for children.

(2) The Administration does support abstinence education as one of many ways to teach young people to be responsible. Although in general we believe that the content and structure of education programs dealing with issues related to sex and family planning must be determined by individual communities -- in light of their values and beliefs -- we are not opposed to abstinence-only education as one of several approaches.

(3) I would also note that we are opposed to cuts to maternal and child health programs, and would do whatever we could to discourage those cuts.

QUESTION

If asked to take a position on which approaches to prevention work better:

ANSWER:

We believe that the federal government can play an important role in supporting the development and evaluation of various types of teen pregnancy prevention programs: including sexuality education programs, abstinence education programs, and programs focused on the prevention of adolescent pregnancy and sexually transmitted diseases. One way we can be supportive is by making available information on approaches that have proven to be promising -- so that communities can craft what works best for that community.

QUESTION:

Will you be putting any new money into prevention programs?

ANSWER:

As you know, teen pregnancy prevention and youth development are priorities for this President. Given that we have not yet resolved the 96 budget, it is difficult to say exactly what to expect from the 97 budget. As you know, we are in an environment of shrinking resources, but because this is a priority we will fight hard to preserve resources that invest in young people and their communities.

QUESTION:

I think it is important to include adoption in these discussions. What has the Administration been doing to promote that as an option?

ANSWER:

The President has taken important actions to encourage adoption, to recruit families, to reduce unnecessary delays in moving children from foster care to adoption, and to support families that choose to open their hearts and homes to waiting children.

We will continue to champion programs that break down barriers to adoption through aggressive recruitment of adoptive and foster care parents; support for placement of special needs children; and technical assistance to agencies committed to special needs adoption. We are shifting the Federal focus from paperwork to a focus on outcomes for children. By increasing flexibility for states and communities and by working with them, we will find better ways to guarantee safety and stability for these vulnerable children. Finally, we are developing a national strategic plan to promote the adoption of special needs children.

- o The Multiethnic Placement Act, which the President signed into law in October 1994, removes barriers to adoption based on race or ethnic origin.
- o During this Administration, the number of children with special needs who have been adopted with Federal adoption assistance has increased by about 30%.
- o The President has stood firm during the budget debate to protect funds for adoption, foster care, child abuse and neglect, Medicaid, and SSI -- programs that are critical to many adoptive families and children.

FOSTER Question and Answers

What will Dr. Foster really be doing?

He will be the President's ambassador to the private sector and to community organizations to stimulate their involvement in the prevention of teen pregnancy and other related problems.

[The President has consistently said that teen pregnancy and other problems cannot be solved by government alone. The country as a whole, and all the sectors of society such as business, religious institutions, schools, and communities will have to work together in a true partnership to address these issues. Dr. Foster will be reaching out on the President's behalf outside of government to help stimulate this partnership.]

Dr. Foster will also be the President's liaison to efforts to establish a national campaign on teen pregnancy in the private sector.

Dr. Foster will be travelling and speaking throughout the country to national and local groups, working to bring attention to the issue and to galvanize activity at the local level.

He will be advising the Administration on issues related to teen pregnancy.

Why has it taken so long to make this announcement regarding Dr. Foster?

We began discussing possible roles with Dr. Foster right after the Senate vote. He has had an active speaking schedule and has been involved in some of the planning discussions for the private sector campaign. His announcement now is related to the impending launch of the National Campaign.

What will be done about the Surgeon General position?

There is an acting Surgeon General, Audrey Manley, and she has been serving in that capacity now for over a year. She will continue to act in that capacity, and we have no announcement to make at this time regarding another nominee for the position.

NATIONAL CAMPAIGN Question and Answers

What is the National Campaign the President talked about in the State of the Union?

In this year's State of the Union Address, the President called on leaders of all sectors of society to join in a national campaign to prevent teen pregnancy.

This year, the President announced that that call has been answered: a diverse and bipartisan group of prominent Americans are about to form a new national organization: A National Campaign to Reduce Teenage Pregnancy.

The organization will be completely independent of government, funded by private entities such as foundations and businesses. It is modelled on efforts such as the Partnership for a Drug Free America which marshalls private sector resources to address another pressing social problem: drug use.

The organization will be formalized this coming month, and the President is looking forward to meeting with its Board of Directors around the time of their first meeting.

What was the Administration's role in the creation of this organization?

This is truly a private sector organization. Administration officials and the President himself provided assistance to the group's organizers when it was helpful, but the groundwork has been laid by experts in the field who will be staffing and managing the effort once it is fully underway.

The President has felt strongly that the best way to catalyze and support a sustained effort to reduce the incidence of teen pregnancy in the U.S., the effort must be non-partisan and non-ideological.

What will this new private-sector organization do?

The specific agenda of the organization will, of course, be determined by its leadership. Activities of the new group are likely to include:

- spearheading a national grassroots campaign to make teen pregnancy prevention a priority in every community;
- launching a long-term, multi-dimensional media campaign to encourage and reinforce local efforts and instill a new ethic of responsible parenting;
- maintaining an accessible national database of teen pregnancy prevention programs and providing better opportunities for those active in the field to learn from one another;
- supporting the comprehensive evaluation of promising programs and other research as needed;

- seeking to be the most credible, independent resource available to anyone interested in preventing teen pregnancy and providing training, conferences, newsletters, briefings, and speakers.

Why did it take a year for this campaign to get off the ground?

A lot of work has gone into making sure this is a serious and successful effort. Planning funding was obtained from foundations, dozens of meetings have been held, a draft prospectus was developed, and significant outreach was conducted to find out what was happening throughout the country on this issue.

The bottom line is: Within one year of the President first calling for a new national effort, the planning group is on the verge of launching the Campaign. This has taken enormous work on the part of a lot of people around the country, and the President is pleased and grateful for their effort.

What else has the Administration done to address the problem of teen pregnancy?

The administration is releasing today a summary of its activities in the teen pregnancy area. This is a complex and multidimensional social problem without a simple solution. Our strategy emphasizes the importance of two basic values in addressing this problem: opportunity and responsibility.

Promoting Responsible Behavior -- The President has made personal responsibility a central part of his message to young people, urging that they must not become parents before they are adults, have finished school, and are ready to support their children. He has supported welfare reform legislation that embodies this principle and tough new child support enforcement provisions that drive home the responsibility of parenthood to young men.

Promoting Opportunities for Youth -- Teen pregnancy cannot be addressed in isolation from the wide range of other problems confronting youth, their families, their communities and their schools. Much of the administration's social and economic agenda ranging from education reform to empowerment zones to crime prevention programs is designed to offer young people positive alternatives to early parenting and sexual behavior.

We have worked in three primary areas to put these values into practice:

1. Research -- We have supported numerous efforts to learn more about what has caused us to have such a high rate of teen pregnancy, and to learn more about what works to reduce it.
2. Community Demonstrations -- We have also funded numerous community demonstrations to try different approaches to the problem to determine what works in practice and then to share that with other communities. These grants support local programs to prevent teenage sexual activity, promote abstinence, and reduce teenage pregnancy.
3. Private Sector Involvement -- Recognizing that government cannot solve the problem alone, we have worked hard to engage the private sector in the issue. Dr. Foster will be actively involved in that and we have worked to catalyze a major private sector campaign.

ROUTING SLIP

DATE: 1/29/96

FROM: Stephanie Streett and Anne Walley
Deputy Assistants to the President and Directors of Scheduling

SUBJECT: Meet w/ Bipartisan Private Sector Leaders on Teen Pregnancy

Don Baer	☒	Mack McLarty	☐
Erschine Bowles	☐	Leon Panetta	☐
Peg Cusack	☐	Jack Quinn	☐
Rahm Emanuel	☐	Carol Rasco	☒
Jack Gibbons	☐	Paige Reffe	☐
Laura Graham	☒	Patti Solis	☐
Pat Griffin	☐	Doug Sosnik	☐
Marcia Hale	☐	Speechwriting	☒
Alexis Herman	☐	G. Stephanopoulos	☐
Nancy Hernreich	☐	Todd Stern	☐
Kitty Higgins	☐	Ann Stock	☐
Harold Ickes	☐	Kim Tilley	☐
Jennifer Jose	☒	Jodie Torkelson	☐
Ron Klain	☐	Laura Tyson	☐
Anthony Lake	☐	Melanne Verveer	☐
Bruce Lindsey	☐	Maggie Williams	☐
Mike McCurry	☒	Jeremy Benami	☒

FILE: Accept 2/22/96

COMMENTS: Per SS and AW on 1/28/96

ROUTING SLIP

DATE: 1/11/96

FROM: Stephanie Streett and Anne Walley
Deputy Assistants to the President and Directors of Scheduling

SUBJECT: Meet w/ Bipartisan Private Sector Leaders on Teen Pregnancy

Don Baer	<u>✓</u>	Mack McLarty	<u> </u>
Erskine Bowles	<u> </u>	Leon Panetta	<u> </u>
Peg Cusack	<u> </u>	Jack Quinn	<u> </u>
Rahm Emanuel	<u> </u>	Carol Rasco	<u>✓</u>
Jack Gibbons	<u> </u>	Paige Reffe	<u> </u>
Laura Graham	<u> </u>	Patti Solis	<u> </u>
Pat Griffin	<u> </u>	Doug Sosnik	<u> </u>
Marcia Hale	<u> </u>	Speechwriting	<u>✓</u>
Alexis Herman	<u> </u>	G. Stephanopoulos	<u> </u>
Nancy Hernreich	<u> </u>	Todd Stern	<u> </u>
Kitty Higgins	<u> </u>	Ann Stock	<u> </u>
Harold Ickes	<u> </u>	Kim Tilley	<u> </u>
Jennifer Jose	<u>✓</u>	Jodie Torkelson	<u> </u>
Ron Klain	<u> </u>	Laura Tyson	<u> </u>
Anthony Lake	<u> </u>	Melanne Verveer	<u> </u>
Bruce Lindsey	<u> </u>	Maggie Williams	<u> </u>
Mike McCurry	<u>✓</u>	Jeremy Perini	<u>✓</u>

FILE: Pending

COMMENTS: Per SS and AW on 1/11/96

This needs to be discussed in the context of a
"State of the Union" roll-out strategy

SCHEDULE PROPOSAL

Date: 1/5/96

_____ ACCEPT

_____ REGRET

_____ PENDING

TO: Stephanie Street and Anne Walley, Directors of Scheduling

FROM: Carol Rasco, Assistant to the President for Domestic Policy 
Jeremy Ben-Ami, Deputy Assistant to the President for Domestic Policy

REQUEST: That the President meet with the bipartisan group of private-sector leaders who have agreed to launch a national campaign to reduce teenage pregnancy

PURPOSE: To demonstrate continued Administration commitment to addressing the problem of teenage pregnancy; to show that prominent citizens from both parties are heeding President Clinton's call for private-sector leadership on this most serious issue.

BACKGROUND: In last year's State of the Union address, the President challenged leaders of all sectors of society to come together to form a national campaign to reduce teenage pregnancy. Over the spring and summer, a small group of citizens outside the White House worked to identify individuals who might take part in such an initiative. In October, the President met with more than 30 prominent Americans to discuss the critical needs a national-level effort might fill. He urged the group to move forward. A core leadership council for the initiative has now been formed, and members will begin the work of building a new organization at a meeting on January 30.

DATE & TIME: ASAP

DURATION: 45 minutes (approx.)

LOCATION: White House or possibly a local school.

PARTICIPANTS: The President
Possibly Mrs. Clinton
Members of campaign leadership group (not yet all confirmed):
Whoopi Goldberg
Jane Fonda
Charlotte Beers, Ogilvy & Mather
Warren Rudman
Tom Kean

Andrew Young
Belle Sawhill
Nancy Kassebaum
C. Everett Koop
Kay Graham
Gloria Estefan
Oprah Winfrey
Hugh Price, Urban League

OUTLINE OF EVENT: The President would meet briefly with the leadership group, congratulate them on their commitment to tackling this serious problem, and listen to their plans for the national campaign.

REMARKS: Yes

MEDIA: To be determined by Communications Director

FIRST LADY'S ATTENDANCE: If possible

VP'S ATTENDANCE: No

SECOND LADY'S ATTENDANCE: No

RECOMMENDED BY: Carol Rasco
Jeremy Ben-Ami

CONTACT: Janet Abrams, 6-2857

A NATIONAL CAMPAIGN TO REDUCE TEENAGE PREGNANCY

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

(202) 857-8531 Office, (202) 728-0232 Fax

BOARD MEMBERS

(As of January 26, 1996)

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

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

Whoopi Goldberg, actress

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

Living B. Harris, Chairman, The Harris Foundation

Nancy Kassebaum, U.S. Senator

Thomas Kean, President, Drew University

Dr. C. Everett Koop, former Surgeon General

Judy McGrath, President, MTV

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

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
002. note	Note re: phone numbers [partial] (1 page)	n.d.	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Lyn Hogan
OA/Box Number: 11027

FOLDER TITLE:

Teen Pregnancy: National Campaign I [3]

2010-1083-S

rc125

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

Freedom of Information Act - [5 U.S.C. 552(b)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

b(1) National security classified information [(b)(1) of the FOIA]
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

Belle:

P6(b)(6)

(L-DC)

THE WHITE HOUSE

WASHINGTON

P6(b)(6)

P6(b)(6)

(L-DC)

[001]

People who have agreed
to be mentioned:

✓ ~~Rodman~~

✓ Keep

✓ Goldberg

✓ ~~Timburg~~

○ Beers

✓ ~~McBath~~

○ Price

○ Toney

-loss, Sakell,

including leaders
in the field
as C. Everett
Keep and
David Hambry.
w/c of their
position

**A NATIONAL CAMPAIGN TO REDUCE
TEENAGE PREGNANCY**

ISABEL V. SAWHILL
COORDINATOR

2100 M STREET, N.W., SUITE 500. WASHINGTON, D.C. 20037
(202) 857-8531 Office
(202) 728-0232 Fax

FAX TRANSMISSION

TO: Debbie Fine

DATE: January 25, 1996

FAX NUMBER: 456-7028

FROM: Belle Sawhill

SENDER'S TELEPHONE NUMBER: 202/857-8531

TOTAL PAGES INCLUDING COVER SHEET: 4

MESSAGE:

Recommended List of invitees:

Isabel V. Sawhill, Urban Institute

Sarah Brown, Institute of Medicine

Barbara Huberman, former head of North Carolina Coalition, currently w/ Advocates For Youth

Kathleen Sylvester, Progressive Policy Institute

*Donna Fishman, Minnesota Organization on Adolescent Pregnancy, Prevention and Parenting

*Jenny Knauss, Illinois Caucus on Adolescent Pregnancy

*Barbara Ziegler, Charlotte-Mecklenberg

*We will be meeting tomorrow (Friday) at 10:30 a.m. with this group. We do not have local numbers for those coming from out of town. Please let us know before 10:30 what you would like us to tell them. Some are planning to fly back home right after the meeting and some are staying longer to visit family and friends.

A NATIONAL CAMPAIGN TO REDUCE TEENAGE PREGNANCY

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COORDINATOR

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(212) 258-6361 Fax

Mr. Hugh Price
President and Chief Executive Officer
National Urban League, INC.
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New York, NY 10021
(212) 310-9010 Office
(212) 755-2140 Fax

The Honorable Warren B. Rudman
Partner
Paul, Weiss, Rifkind, Wharton & Garrison
1615 L Street, N.W.
Suite 1300
Washington, D.C. 20036
(202) 223-7341 Office
(202) 223-7420 Fax

The Honorable Andrew J. Young
Vice Chair, Law Companies Group Inc.
Co-Chairman, Atlanta Committee for the
Olympic Games
250 Williams Street, NW
Suite 6000
Atlanta, GA 30303
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(404) 224-1966 Fax

A NATIONAL CAMPAIGN TO REDUCE
TEENAGE PREGNANCY

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

(202) 857-8531 Office, (202) 728-0232 Fax

FAX TRANSMISSION

TO: Jeremy Ben-Ami

DATE: 1/12/96

FAX NUMBER: 456-7028

FROM: Sarah Brown

TOTAL PAGES INCLUDING COVER SHEET: 9

MESSAGE:

A NATIONAL CAMPAIGN TO REDUCE TEENAGE PREGNANCY

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

(202) 857-8531 Office, (202) 728-0232 Fax

MEMORANDUM

TO: CAROL RASCO

FROM: SARAH BROWN

DATE: JANUARY 12, 1996

RE: THE NATIONAL CAMPAIGN TO REDUCE TEENAGE PREGNANCY

The purpose of this memo is to update you on our progress in organizing a private sector initiative to reduce teenage pregnancy and to suggest some ways in which the White House and the President could help in launching the effort.

Progress to Date

Mission. The purpose of this effort is, quite simply, to reduce teenage pregnancy. Other related issues such as early or unwed childbearing, unintended pregnancies among women of all ages, or the need to address the poverty and other circumstances that lead too many of our young people to engage in a variety of high-risk behaviors, are equally important and have come up in our discussions with a number of people. Nonetheless, we think defining the mission in terms of reducing adolescent pregnancy will help to sharpen the focus of this effort and resonate best with the public. We intend to set some benchmarks against which we can measure our success, such as reducing the teenage pregnancy rate by one-third over the next ten years or making sure that at least half the states and large cities have organized state-level coalitions before that time.

Leadership. We have made every effort to recruit a diverse and prestigious governing board for this effort and very much appreciate the help that the President, the First Lady, and your staff have provided in securing the active participation of a number of individuals. Firm commitments to serve have now been secured from Katharine Graham, Charlotte Beers, Hugh Price, David Hamburg, Andrew Young, and Nancy Kassebaum. Likely prospects, based on conversations with them or their staffs, include Whoopi Goldberg, Tom Kean, Warren Rudman, and Judy McGrath. Invitations are out to Harvey Golob, Felix Rohatyn, Steve Case, Sam Nunn, and Gloria Estetan. The First Lady has sent letters to Oprah Winfrey and Everett Koop and I will be following up with calls very shortly. Jane

Fonda and Irving Harris have not yet been officially invited to join the Board (for reasons we can discuss) but I plan to talk to them next week. We think the initiative is gaining momentum and that more people will say yes but even if we had to start with a board consisting of just the above six committed people, we would be in good shape.

Organization. Because most members of the governing board will not be able to devote significant amounts of time to this effort, and because we want the effort to be as active and as broad based as possible, we are setting up a set of task forces organized around the major challenges of the campaign: organizing/supporting community coalitions, involving the media, supporting existing programs, learning more about what works, clarifying public values, raising funds for the effort, and involving teenagers themselves (in an advisory capacity). Each committee will be chaired by a very knowledgeable and committed person who has the ability to lead that portion of the campaign. Our current candidates include Kathleen Sylvester (community coalitions), Jody Greenstone (media), Marion Howard (existing programs), Kristin Moore (research on what works), Bill Galston (public values) and David Hamburg (fundraising). In addition to their work in organizing their committees, these individuals will serve on the board and will also meet more frequently as an executive committee which the Chairman of the Board, or his or her designee, will chair. (At present, no obvious Board chair has emerged but we hope to have this resolved before the Jan. 30 meeting.)

In addition to the core Board members and the task forces, the Campaign will have an Executive Director (a position which Belle has asked me to consider filling), a small staff and a number of "affiliated" organizations and individuals.

Funding. Following the meeting with the President on Oct. 5, we sought and secured funding for the planning phase of this initiative from four different sources. We have had some conversations with various individuals (e.g., Warren Buffet) or organizations (e.g., the Mott Foundation) about longer-term funding but will need to work more on this once a good planning document -- that can also serve as a proposal -- is in hand, the nucleus of the Board has been recruited, and the credibility of the effort as a long-term, bipartisan effort has been established.

Consultations. One of our most time-consuming but worthwhile activities during the planning phase has been holding meetings and individual consultations with a wide variety of people with experience, or a strong interest, in this area. A list of our meetings and individual consultations is attached. What we have learned from these discussions will be reflected in the detailed prospectus that I am now writing.

Prospectus. The prospectus will lay out in some detail the mission, structure, agenda, budget, and rationale for the Campaign. A first draft will be available in less than a week and will be shared with a small group of reviewers including you and your staff. It will then be revised and sent out to all those attending the January 30th meeting that David Hamburg is hosting at Carnegie. A briefing book will be sent to all participants and will include the materials listed in the attached table of contents.

January 30 Meeting. All of the original participants in the October 5th White House meeting have been invited to this meeting along with some new faces. The major purpose of the meeting is to brief the group on our plans and ask for their feedback. We hope that you will be able to attend and say a few words on the President's behalf, but we will certainly understand if your schedule doesn't permit this.

White House Involvement

We think the President can take a lot of credit for catalyzing this initiative and provide much-needed leadership on the issue through the use of the bully pulpit, the convening power of the White House, and administration support in the form of research and data, legislative action, and funding. In short, this effort can be a model of a public-private partnership in action and a means of rebuilding the components of a well-functioning civil society (churches, voluntary organizations, and all kinds of community-based initiatives). For now, we lay out our more specific recommendations with respect to the 1996 State of the Union address and a White House event to launch the Campaign.

The 1996 State of the Union. We understand that some consideration is being given to including something about our initiative in the State of the Union address and stand ready to work with you and your staff on the details. As an example of what the text might say, we have drafted the following:

The state of the union is closely linked to the state of the American family. And nothing could be more tragic than children who are brought into the world by parents who are too young to take on the most serious responsibility that any individual ever undertakes. Yet more than two out of every five girls is pregnant before their twentieth birthday with the result that we have the highest teenage pregnancy rate in the industrialized world. Last year I challenged parents, local communities, churches, and leaders all across our country to get involved in the battle against teen pregnancy. This year, I am happy to report, that my call has been answered. A diverse and bipartisan group of Americans has come together and is about to launch a National Campaign to Reduce Teenage Pregnancy. They have set a goal of reducing the teenage pregnancy rate by one-third over the next ten years. I will be meeting with the leaders of this effort on following their progress, and lending my own and my administration's support to this critically important task.

Presidential Launch of the Campaign We expect to launch the campaign as soon as possible after the January 30th meeting at Carnegie. However, we need time to a) clear the schedules of the a very busy and over committed group of Board members, b) secure funding and hire some staff for at least the first year of operation, and c) prepare a press release and public relations strategy. With these tasks in mind, we recommend a March launch date with an event at the White House at which the President would bless the initiative by meeting with members of the Board and saying a few words about the importance of the Campaign.

These are all ideas that we would be happy to discuss further with you and your staff. We also hope that we can brief the President at some point as you and Belle earlier discussed.

cc. Jeremy Benami
Janet Abrams
Melanne Verveer
Debbie Both

Attachment A.

CONTACTS MADE DURING PLANNING OF THE CAMPAIGN TO REDUCE TEEN PREGNANCY

Group Meetings

November 16, 1995, meeting of media people, hosted by People Magazine, attendees included:

Peter Bahouth, Turner Foundation
Anna Maria Cugliari, Advertising Council
Pat Fili-Krushel, ABC Daytime
Jane Fonda, Turner Foundation
Gwen Lipsky, MTV
Ann Moore, People Magazine
Nancy Rubin, Former Official, Corporation for National Service

December 8, 1995, meeting of program directors hosted by Advocates for Youth, attendees included but not limited to:

Gloria Primm Brown, Carnegie Corporation of New York
Patricia Canessa, The Arts of Living Institute
Denise Chuckovich, Multnomah County Health Department
Marge Pruitt Clark, Advocates for Youth
Dana Green, Young People's Health Connection
Kristy Hellum, Teen Outreach Project
Marion Howard, Grady Memorial Hospital Teen Services Program
Darhyl Jasper, Alexandria Health Department
Tom Klaus, Young Women's Resource Center, "It Takes Two"
Maxine Orey, Jackson Hinds Health Center
Bonnie Parker, HiTops
Ernest Robinson, Teer Peer Education Program
Jan Stanton, Ounce of Prevention Fund
Lori Villarosa, Charles Stewart Mott Foundation
Deidra Wilson, CHOICE

December 12, 1995, meeting of experts on teen pregnancy hosted by Child Trends, attendees included:

Chris Bachrach, Demography & Behavioral Sciences Research
Gloria Primm Brown, Carnegie Corporation of New York
Jacqueline D. Forrest, The Alan Guttmacher Foundation
Douglas Kirby, ETR Association
Brent Miller, Utah State University
Kristin Moore, Child Trends
Freya Sonenstein, Urban Institute
Felicia Stewart, U.S. Department of Health and Human Services
Barbara Sugland, Child Trends
Kathleen Sylvester, Progressive Policy Institute
Lori Villarosa, Charles Stewart Mott Foundation
Laurie Zabin, Johns Hopkins University

January 26, meeting of community outreach people, attendees invited include:

Peter Bahouth, Turner Foundation
Dennis Barbour, AHRP
Gloria Primm Brown, Carnegie Corporation of New York
Joy Campbell, South Carolina
Debra Delgado, Annie E. Casey Foundation
Robert Dugger, Tudor Investments
Donna Fishman, Minnesota
Barbara Huberman, Advocates for Youth
Jenny Knauss, Illinois Caucus on Adolescent Pregnancy
Jim Marks, Center for Disease Control
Linda Rigshy, Lenore, South Carolina Programs
Sharon Rodine, Oklahoma
David Saltzman, The Robin Hood Foundation
Felicia Stewart, Department of Health and Human Services
Kathleen Sylvester, Progressive Policy Institute
Lori Villarosa, Charles Stewart Mott Foundation
Genie L. Wessel, University of Maryland School of Nursing
Gail Wilson, California Wellness Foundation
Barbara Ziegler, Charlotte-Mecklenburg

Meetings and Consultations with Individuals Since October 5

Peter Bahouth, Turner Foundation
Kimberly Barnes-O'Connor, Senator Nancy Kassebaum
Charlotte Beers, Ogilvy and Mather
Elayne Bennett, Best Friends
Doug Besharov, American Enterprise Institute
Kathy Bonk, Communications Consortium
Warren Buffett, Chairman and CEO of Berkshire-Hathaway
Jim Burke, Partnership for a Drug Free America
Brad Butler, former CEO of Procter and Gamble
Marge Pruitt Clark, Advocates for Youth
Anna Maria Cugliari, Commitment 2000
Annette Cumming, National Board of Planned Parenthood
Debra Delgado, Annie E. Casey Foundation
Francie de Peyster, Center for Disease Control
Jody de Sarno, National Family Planning & Reproductive Health Association
Ken Duberstein, Duberstein Group
Rob Dugger, Tudor Investments
Sharon Edwards, consultant
Jane Fonda, Turner Foundation
William Galston, University of Maryland
David Gergen, U.S. News and World Report
Christine Chambers Gilfillan, MCJ Foundation
Patrick Chaulk, Annie E. Casey Foundation
Katharine Graham, Washington Post
Irving Harris, The Harris Foundation
Joan Henneberry, Colorado Family Planning Association
Nancy Holt, consultant
Leshe Boney, Director of Community Involvement in Governor's Office of North Carolina
Sol Hurwitz, Committee for Economic Development
Jane Johnson, Planned Parenthood
Lisa Kacser, Alan Guttmacher Institute
Tom Kean, Drew University
Betty King, Annie E. Casey Foundation
Fran Kissling, Catholics For A Free Choice
Julia Lear, Georgetown University
Gwen Lipsky, MTV
Ginna Marston, Partnership For A Drug Free America
James Marks, Center for Disease Control
Bronwyn Mayer, Child Welfare League of America
Rebecca Maynard, University of Pennsylvania
Inca Mohamed, Ford Foundation
Susan Moses, Harvard School of Public Health
Sol Price, The Weingart Foundation

Meetings and Consultations with Individuals Since October 5, 1996.

Sally Quinn, Washington Post
 Nancy Rubin, former Corporation for National Service Official
 David Saltzman, Robin Hood Foundation
 Vicki Sant, The Summit Foundation
 Reverend Kenneth Smith, The Chicago Theological Society
 Mark Smith, Kaiser Foundation
 Kathleen Sylvester, Progressive Policy Institute
 Vin Weber, Clark & Weinstock
 Cliff Wharton, former Deputy Secretary of State
 Gail Wilson, California Wellness Foundation
 Jay Winsten, Harvard School of Public Health
 Tim Wirth, State Department

Meetings or Consultations prior to October 5

Dennis Bakke, AES
 Eileen Bakke, Mustard Seed Foundation
 Angela Blackwell, Rockefeller Foundation
 Gloria Primm Brown, Carnegie Corporation of New York
 Joe Califano, CASA
 Michael Carrera, Children's Aid Society
 Dr. Marion Wright Edelman, Children's Defense Fund
 Dr. Henry Foster, "I Have a Future"
 David Gardner, Hewlett Foundation
 Peter Goldmark, Rockefeller Foundation
 David Hamburg, Carnegie Corporation of New York
 Marion Howard, Teen Services Program in Atlanta
 Barbara Huberman, Advocates for Youth and head of North Carolina program
 Linda Lader, Renaissance
 Sister Mary Rose McGeady, Covenant House
 Ann McLaughlin, former Secretary of Labor
 Bill Miliken, Cities in the Schools
 Dick Munro, former head of Time, Inc., chairman of Points of Light Foundation
 Paul Offner, Senate Finance Committee
 Karen Pitman, Administration person, formerly w/ Children's Defense Fund
 Alice Radosh, NY Teen Pregnancy Campaign
 Peter Richardson, Smith-Richardson Foundation
 John Robson, former Deputy Secretary of Treasury under the Bush Administration
 Jeannie Rosoff, Alan Guttmacher Institute
 Janine Selendry, Horizon Communications
 Secretary Donna Shalala, Department of Health and Human Services
 Lori Villarosa, Charles Stewart Mott Foundation
 Andrew Young, Co-Chairman of 1996 Summer Olympics in Atlanta

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JANE FONDA

January 22, 1996

Dear President Clinton,

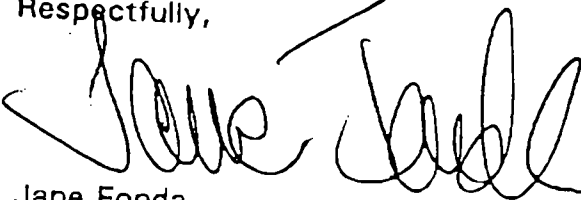
I beg you, implore you, to veto the bill that will take \$75 million from Maternal & Child health care and put it into Abstinence-Only, school-based sex education curriculum.

I know you sincerely care about the issue of teen pregnancy. Your experts must have told you that **ALL RESEARCH AND RIGOROUS EVALUATION** has shown that to be truly effective, Sex Education must not only talk about the need to postpone the onset of sex but, for those who are already or soon to be sexually active, it is crucial to also include information about how they can protect themselves against pregnancy and sexually transmitted diseases as well as develop communication and refusal skills.

To spend \$75 million at a time of dramatic budget cuts on something we **KNOW DOES NOT WORK** is a betrayal of what you expressed at the White House meeting and, I'm sorry to say this, a sure-fire way to guarantee an increase in pregnancies, abortions and HIV/AIDs among our young people.

Please don't cave into the vocal minority. Even in Georgia 88% favor sex education that includes contraceptive information.

Respectfully,

A handwritten signature in black ink, appearing to read 'Jane Fonda', with a long horizontal line extending to the right.

Jane Fonda



VIP
delivered

C. EVERETT KOOP, M.D.

cc: Carol ✓
Janet ✓
DeB F

January 4, 1996

The Honorable Hillary Rodham Clinton
THE WHITE HOUSE
2nd Floor, West Wing
1600 Pennsylvania Avenue
Washington, DC 20500

Dear Hillary:

Thank you for your letter of December 28, 1995 asking me to serve on the leadership board for the national campaign to reduce teenage pregnancy. I will gladly accept your invitation, with the understanding that it cannot be a major commitment on my part. My schedule is busier than ever, and I am over my head in work.

I trust that you and your family had a wonderful Christmas. May 1996 bring you all that is good.

Sincerely yours,



C. Everett Koop, M.D.

January 18, 1996

MEMORANDUM FOR WENDY SMITH

FROM: Debbie Fine

SUBJECT: Governor Wilson's Unwed and Teen Pregnancy Prevention Proposal

Attached is some background on Governor Wilson's proposal as you requested, as well as on the Administration's approach to teen pregnancy prevention. Please let me know if you have questions or need additional information.

cc: Carol Rasco
Jeremy Ben-Ami

Governor Wilson's Proposal to Prevent Unwed and Teen Pregnancy

BACKGROUND:

In 1993, Governor Wilson piloted a program designed to prevent teenage pregnancy by teaching youth to postpone sexual relations. The program was called EDUCATION NOW and Babies Later (ENABL) and was funded at \$5 million; however, evaluation of ENABL showed no statistical differences in either knowledge or behavior among participants, and as a result, he has discontinued the program.

In his State of the State address on January 9, Governor Wilson announced a new proposal to reduce unwed and teenage pregnancy that he calls, "Partnership for Responsible Planning." Reactions are mixed among both liberals and conservatives. Following is a summary of its components:

- Community Challenge Grants: \$34 million will be available to local communities and private organizations for development and implementation of new approaches to reduce unwed and teenage pregnancy, and other related problems.
- Statewide Multi-Media Campaign: \$15.7 million (\$10 million in new funds, in addition to \$5.7 million in existing resources) will fund a multi-media campaign to raise public awareness and promote responsible behavior.
- Mentoring: \$15 million will go towards matching at-risk youth with mentors.
- Abstinence: \$1 million will focus on development of abstinence-based curricula that will be implemented and evaluated as pilot projects in designated at-risk communities.
- Family Planning: \$20 million is allocated to provide contraceptives to low-income women, including teens, through Medi-Cal. Additionally, \$23 million will be transferred from the current state family planning program and implemented through Medi-Cal family planning, totalling \$43 million. Furthermore, proposed changes simplify registration for Medi-Cal--making it easier for young people to access--and broaden eligibility requirements to include individuals at up to 200% of the federal poverty level from the current 133% limit.
- Statutory Rape: Allocates \$6 million in funds to expand a program designed to crack down more aggressively on rape cases where the victim is a minor. This program was started last year in 16 counties, and will now be administered statewide.

EVALUATION AND TALKING POINTS:

There are elements of this proposal that are consistent with the Administration's approach; such as promotion of public-private initiatives at the local level, access to comprehensive family planning services, and promoting personal responsibility. However, if asked, it would be better to comment generally, rather than to take a strong position on its substance for the following reasons:

- There may be other elements of the budget indirectly related to prevention with which we disagree. Examples potentially include his welfare reform proposals, or inadequate investment in education, training and youth development--which the Administration has underscored as critical for lowering teen pregnancy rates and addressing other serious problems confronting youth and communities at-risk.
- There is no evidence at this point to demonstrate whether or not the proposed programs will be effective.

Following are suggested talking points:

- Teen pregnancy is a serious problem in the United States, including right here in California. We have begun to see some encouraging data in recent years, but the rate is still too high and there is much work to do.
- I would like to praise the Governor for his concern about adolescent health and teenage pregnancy, and congratulate him on his commitment to reducing its incidence. This is an issue that everyone in the nation ought to be concerned about.
- Evaluating programs and trying new methods when they do not work, as Governor Wilson is proposing to do, is the only way we will find effective solutions.
- President Clinton has remained committed to reducing the incidence of teenage pregnancy in this nation. As an Administration, we have embraced and encouraged the need for states and local communities to address these issues, targeting federal resources in support of local initiatives built on promoting opportunities for youth and teaching personal responsibility.

Administration Approach to Teen Pregnancy Prevention

- President Clinton has called teen pregnancy one of the nation's most serious social problems, and reducing its incidence has been a key goal of this administration's policy for young people.
- The teen pregnancy rate has come down two years in a row. From 1991 to 1993, the national rate declined by 4%.
- Although there has been progress, teenage pregnancy remains a profound problem, and we need to do more. Every year, about 1 million American teenagers become pregnant -- that's approximately 11% of women ages 15-19. And 80% of children born to unwed teenage mothers who have not completed high school live in poverty. In contrast, of those children born to 20 year-old married parents who are high school graduates, only 8% live in poverty.
- The Clinton Administration's policy on teen pregnancy has tried to target our resources in support of local initiatives built on the values of opportunity and personal responsibility:

Responsible Behavior: Personal responsibility has been a central part of the President's message to young people, as he has urged them not to become parents before they are adults, have finished school, and are ready to support their children. He has supported policies that embody this principle, including abstinence-based curricula, welfare reforms that discourage early parenting and require young mothers to live at home and stay in school, and tough new child support enforcement provisions that drive home the responsibility of parenthood to young men.

Opportunities for Youth: Teen pregnancy cannot be addressed in isolation from the wide range of other problems confronting youth, their families, their communities and their schools. Much of the Administration's social and economic agenda, ranging from education to crime prevention to empowerment zones, is designed to provide increased opportunities for young people and to give them something to say 'yes' to. If our youth do not have access to education, health services, jobs, or safe places to go after school and on weekends, they will not have a chance to make the right choices.

- Examples of Grants Issued in 1995:

1. Comprehensive Study: In June of 1995, the Department of Health and Human Services issued, "**Beginning Too Soon: Adolescent Sexual Behavior, Pregnancy, and Parenthood**," a two volume report containing a comprehensive and exhaustive review of the most recent research literature on teenage sexual behavior, pregnancy and parenthood and on effectiveness of teenage pregnancy prevention programs. This report was produced by Child Trends, Inc. with funding from the Department of Health and Human Services, and is now available on the Internet.

2. Adolescent Family Life Program: In September of 1995, HHS's Adolescent Family Life Program awarded 15 grants totaling \$4.2 million dollars for comprehensive demonstration programs aimed at preventing early teenage sexual activity and reducing teenage pregnancies. These programs feature innovative ways to **emphasize abstinence as the best way to prevent adolescent pregnancy** and to encourage the involvement of parents in these discussions with their children.

3. Community Coalition Partnership Programs for Prevention of Teen Pregnancy: In September of 1995, Centers for Disease Control and Prevention launched the new Community Coalition Partnership Programs for Prevention of Teen Pregnancy by awarding 13 grants totalling \$6.5 million over two years. These grants enable communities to develop plans for implementing and evaluating **community-wide interventions** that are innovative, comprehensive and sustainable. In addition, these demonstrations include an evaluation component.

- Last year in his State of the Union address, President Clinton challenged leaders in the private sector to form a national campaign to prevent teen pregnancy.
- Throughout the year, the Administration has been working to catalyze this effort and a diverse, credible, and bi-partisan group of private sector leaders have already committed to work towards a national campaign.

GBA

THE WHITE HOUSE
WASHINGTON

January 4, 1996

MEMORANDUM FOR DON BAER

FROM:

Carol Rasco 
Jeremy Ben-Ami
Janet Abrams

RE:

Teen Pregnancy Rollout

We want to update you on our progress in pulling together the national private-sector campaign on teen pregnancy and to get your guidance on timing for announcements to be made on this initiative and on other Administration achievements in the area of teen pregnancy prevention.

Within the next two weeks, we will be ready to announce that a core group of high-profile individuals have agreed to form a major new national organization to address teen pregnancy. We are hopeful that this organization will have the impact on this issue that the Partnership for a Drug Free America has had on the problem of drug abuse. Key initial members of the group are Katherine Graham of the Post, Charlotte Beers of Ogilvy and Mather, David Hamburg of the Carnegie Corporation, Jane Fonda, Nancy Kassebaum and Belle Sawhill of the Urban Institute. Among other likely people for the announcement are Whoopi Goldberg, Tom Kean, Oprah Winfrey and C. Everett Koop.

In addition, as you know, we are ready to make public the new job for Dr. Foster and to release a report on the Administration's efforts in the area of teen pregnancy prevention.

We would like to propose two events:

- First, the President would take part in the announcement of the formation of the national campaign and personally congratulate the prominent Americans who have agreed to serve on the leadership council. This event could be at the White House or at a local school. It could be before the State of the Union or just after.

- The following day, a statement about Dr. Henry Foster's appointment as a Special Advisor to the President on Teen Pregnancy and as the Administration's liaison to the new private-sector organization would be released. As previously planned, Dr. Foster would meet at the White House with representatives of relevant advocacy groups. A summary of Administration efforts in teen pregnancy prevention would also be distributed. We believe it is important to hold the activities highlighting Foster's new role the day after the Presidential event so that the media will focus fully on the launching of the national private-sector campaign.

Please let us know what you think of these ideas and whether you need any additional information. Thanks.

SCHEDULE PROPOSAL

Date: 1/5/96

_____ ACCEPT

_____ REGRET

_____ PENDING

TO: Stephanie Street and Anne Walley, Directors of Scheduling

FROM: Carol Rasco, Assistant to the President for Domestic Policy *CR*
Jeremy Ben-Ami, Deputy Assistant to the President for Domestic Policy

REQUEST: That the President meet with the bipartisan group of private-sector leaders who have agreed to launch a national campaign to reduce teenage pregnancy

PURPOSE: To demonstrate continued Administration commitment to addressing the problem of teenage pregnancy; to show that prominent citizens from both parties are heeding President Clinton's call for private-sector leadership on this most serious issue.

BACKGROUND: In last year's State of the Union address, the President challenged leaders of all sectors of society to come together to form a national campaign to reduce teenage pregnancy. Over the spring and summer, a small group of citizens outside the White House worked to identify individuals who might take part in such an initiative. In October, the President met with more than 30 prominent Americans to discuss the critical needs a national-level effort might fill. He urged the group to move forward. A core leadership council for the initiative has now been formed, and members will begin the work of building a new organization at a meeting on January 30.

DATE & TIME: ASAP

DURATION: 45 minutes (approx.)

LOCATION: White House or possibly a local school.

PARTICIPANTS: The President
Possibly Mrs. Clinton
Members of campaign leadership group (not yet all confirmed):
Whoopi Goldberg
Jane Fonda
Charlotte Beers, Ogilvy & Mather
Warren Rudman
Tom Kean

Andrew Young
Belle Sawhill
Nancy Kassebaum
C. Everett Koop
Kay Graham
Gloria Estefan
Oprah Winfrey
Hugh Price, Urban League

OUTLINE OF EVENT: The President would meet briefly with the leadership group, congratulate them on their commitment to tackling this serious problem, and listen to their plans for the national campaign.

REMARKS: Yes

MEDIA: To be determined by Communications Director

FIRST LADY'S ATTENDANCE: If possible

VP'S ATTENDANCE: No

SECOND LADY'S ATTENDANCE: No

RECOMMENDED BY: Carol Rasco
Jeremy Ben-Ami

CONTACT: Janet Abrams, 6-2857

December 13, 1995

MEMORANDUM FOR CAROL RASCO AND JEREMY BEN-AMI

FROM: Janet Abrams

RE: POTUS Briefing on Teen Pregnancy Campaign

Here are highlights of what has happened with the private-sector initiative since the President's meeting at the White House in October:

- A small group led by Belle Sawhill has been working to formalize plans for a major national campaign to be launched in early 1996. Jody Greenstone, Nancy Rubin, Jane Fonda, Ann Moore of *People*, and Sarah Brown of the Institute of Medicine have been key contributors with Belle.
- This group has invited everyone who attended the White House meeting to contribute their ideas and energy to the planning effort. Belle sent out letters in November to the entire group and in recent weeks has consulted with many of the participants directly.
- Outreach has been made to the directors of teen pregnancy programs across the US, as well as academic experts in the field, to lay a positive foundation with these two important constituencies.
- ① • The Sawhill team has secured \$75 thousand in funding for their planning effort from 3 foundations (Carnegie, Robin Hood, and Smith-Richardson).
- ② • The Carnegie Corporation will host a meeting of everyone who participated in the White House event, plus others, on January 30 in New York. At that session, the planners hope to introduce a small group of private-sector leaders who have agreed to lead the national campaign and to present a detailed prospectus for the new organization.
- ③ • A meeting on the media component of the campaign was held in New York in mid-November. Participants included Ann Moore of *People*, Jane Fonda, and representatives from Ogilvy & Mather, MTV, ABC Entertainment, and the Ad Council. (Ann Moore's letter to Belle outlining a very ambitious proposal for the campaign is attached.)
- ④ • Belle has identified a list of individuals she hopes will constitute the core bipartisan leadership group (some of them from the White House meeting; others not) and has extended formal invitations to each of them (on letterhead which reads "A National Campaign to Prevent Teen Pregnancy"). Kay Graham, a friend and admirer of Belle, has accepted. No other commitments have been made. Ted Turner wrote Bill Gates and Warren Buffett to urge their support. No word from Gates; Buffett declined to sit on the board but said he would help "behind the scenes."

Graham
Bates
Sawhill
Fonda
Kean
Roman
Young

McGrath
Goldberg
Roman?

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
003. memo	Janet Abrams to Carol Rasco and Jeremy Ben-Ami re: POTUS Briefing on Teen Pregnancy Campaign [partial, page 2 closed in full] (1 page)	12/13/1995	P5, P6/b(6)
COLLECTION: Clinton Presidential Records Domestic Policy Council Lyn Hogan OA/Box Number: 11027			
FOLDER TITLE: Teen Pregnancy: National Campaign I [3]			
			2010-1083-S rc125

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

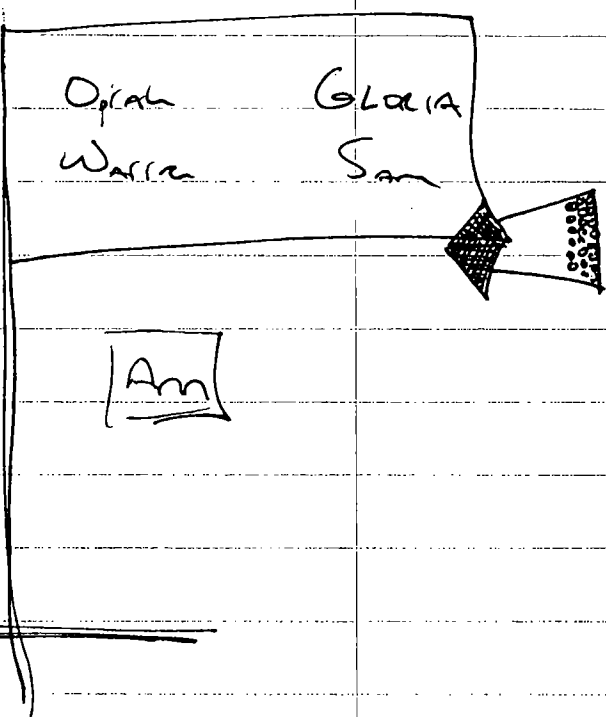
Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

Materials on the proposed national campaign, drafted by Belle's group, are attached. Please let me know if you have any questions or need any additional information. Thanks.

ERDAY'S NOTES

- ③c 01. Whoozi ✓
- ③c 02. Tom kean ✓
- yes 3. Kay Graham ✓
- yes 4. Belle Sackill ✓
- not yes 5. Charlotte. ⊙
- ③c 6. Jane F ⊙
- 7. Bss. ness - Gates ⊙x
- not 8. Hamburg
- 9. Powell's. ✓ ⊙x



? ANDY YOUNG

○ JOJO McGRATH MTV

~~CONFIDENTIAL~~

November, 1995

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

INITIALS: By DATE: 7/14/09

A NATIONAL CAMPAIGN TO REDUCE TEENAGE PREGNANCY

I. Background:

During his State of the Union address in January, 1995, the President identified teenage pregnancy as "the most serious problem facing our nation today," and called for a national initiative to reduce teen pregnancy. As a follow-up to that speech, the President convened a meeting on October 5, 1995 at the White House in order to discuss the merits and possible activities of a private sector campaign to reduce adolescent pregnancy.

In attendance were leaders from government, the media, the entertainment industry, the foundation community, academia, medicine, the clergy, child and adolescent advocacy, local programs addressed to teenage pregnancy, and social science research; a list of attendees is in attachment A. Although some of the individuals at the meeting have a long standing interest in teen pregnancy, many were relatively new to the issue. Including such individuals and institutions reflected a conscious decision within the White House to try to engage new actors and leaders in this important issue, a theme that has continued to be a key idea in planning for the future.

The President asserted that any national effort to reduce adolescent pregnancy must be bipartisan, non-political, and long term (seven to ten years in duration), and that, especially in a presidential election year, those ends were best achieved by organizing an effort in the private rather than the public sector. At the same time, the President also pledged the full support of the Executive Branch in providing accurate data and information and in lending general support to a private-sector effort; he also noted that government actions in this area would profit from the advice and leadership of a non-governmental group. He stressed the need to encourage and build on the rich variety of state and local efforts already underway around the nation.

Most fundamentally, meeting participants agreed that adolescents must be encouraged and helped to postpone pregnancy and parenthood, especially in an economy that increasingly requires higher levels of skill and education. Reducing pregnancy among unmarried teenagers is an essential step in creating a better life for teenagers themselves and for the next generation. There are multiple pathways to this clear goal, and communities will vary in their preferred methods of reducing adolescent pregnancy.

There was also agreement that there is a leadership void at the national level on this issue. Although many local and state groups are active in this area, and numerous expert groups continue to focus on the problem, few high-profile, national leaders speak forcefully and repeatedly about the critical need to reduce teenage pregnancy. Moreover, the current array of groups and individuals active in this area are drawn from a relatively narrow band of American life; extensive outreach and education is needed to enlarge the numbers and diversity of those involved.

The White House meeting concluded with great enthusiasm for a campaign against teen pregnancy, and a general understanding that additional work was needed to specify the leadership, content, and administrative underpinnings of such a campaign. In an effort to build on the momentum generated, Dr. David Hamburg, President of the Carnegie Corporation of New York, offered to host a follow-up meeting to review more detailed plans for a national initiative. This meeting has been tentatively scheduled for mid-January, and will include both those who attended the October meeting with the President and others with a strong interest in this issue.

Responsibility for developing specific plans for the national initiative was assigned to Dr. Isabel Sawhill of the Urban Institute, who agreed to work intensively throughout the balance of the fall and early winter to develop a plan of action. In this work, Dr. Sawhill is being assisted by Sarah Brown, currently at the Institute of Medicine. Support for a brief planning period (November, 1995 through January 1996) is being provided by several private foundations.

II. Immediate Follow-up to the White House Meeting: Nov. 1995 - Jan. 1996

Activities in the planning phase are directed to three closely related issues: A) developing a mission statement or set of principles to guide the campaign, B) recruiting the leadership of the campaign, and C) outlining options for specific campaign activities. The goal of current planning is to present those attending the January follow-up meeting with a proposed plan of action -- a "prospectus" -- that addresses all three issues. Thus, the prospectus will present a set of guiding principles for further discussion by the group, a roster of prominent Americans who hopefully will have agreed to lead the overall campaign, and a possible slate of activities. The prospectus will also cover the campaign's relationship to existing groups active in teen pregnancy prevention, its organizational structure, and possible sources of funding.

A. Mission and Guiding Principles

In preparing for the White House meeting, many groups and individuals were consulted and out of these discussions as well as the meeting itself, we believe there is some consensus that the overall mission of the campaign should be -- quite simply -- to reduce teenage pregnancy.

A number of individuals have also suggested that a national campaign set numeric goals to motivate its work and to provide benchmarks against which progress can be measured. For

example, the campaign might set as a goal reducing the rate of teen pregnancy in the United States to that of selected other developed countries by a certain year; another goal might be to have half of all large cities in America reporting an active local campaign to reduce teen pregnancy by the year 2000.

In addition, the campaign will need to be motivated or guided by a number of overarching principles or beliefs, such as the following:

- The effort needs to be long-term. Only sustained effort will enable progress to be made on this difficult problem.
- The effort should be bipartisan and respectful of the diversity of values held by different individuals and groups. We can all agree on the importance of reducing teen pregnancy while simultaneously respecting each others differences on the best way to achieve this goal. Some communities or groups advocate abstinence; others are in favor of sex education and the provision of contraceptives. No one way is clearly right or necessarily the most effective.
- 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 will be entirely private (nongovernmental) while recognizing that public-private partnerships and Presidential leadership may be important to its success.
- The effort should 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 should 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 value 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 should 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.

These ten principles will be our guiding assumptions during the planning phase. Later they may need to be revised to reflect the insights and values of those selected to lead the campaign.

B. Developing the Leadership of a National Campaign

A major assumption underlying the proposed national campaign is that leaders at the highest levels of American life must take a public and visible leadership role on this issue. The stature and diversity of the campaign's leadership group will do much to determine the depth, extent, and impact of the campaign, and to distinguish its efforts from those of many expert groups already active in the area of teen pregnancy.

Towards that end, a potential roster of campaign leaders with clear bipartisan representation is being recruited from many sectors. Listed below are some representative names under active consideration. Although, some of these individuals have already extended specific offers of help, it needs to be emphasized that no firm commitments to serve in a leadership position have been secured.

- business and philanthropy:

Warren Buffett (CEO of Berkshire Hathaway)
 Owen Butler (former CEO of Procter and Gamble)
 William Gates (CEO of Microsoft)
 Roberto Goizueta (president and CEO of Coca-Cola)
 Richard Parsons (president of Time-Warner)
 John Pepper (CEO of Procter and Gamble)

- state leaders

Richard Celeste (former Democratic governor of Ohio)
 Thomas Kean (former Republican governor of New Jersey)
 John McKernan (former Republican governor of Maine)
 Ann Richards (former Democratic governor of Texas)
 Jim Thompson (former Republican governor of Illinois)

- community and voluntary sector leaders

Hugh Price (head of The Urban League)
Isabel Stewart (head of Girls, Inc.)
Andrew Young (former mayor of Atlanta)

- entertainment and sports figures

Jane Fonda
Whoopi Goldberg
Shaquille O'Neil
Jerry Rice
Denzel Washington
Oprah Winfrey

- medicine and health

David Hamburg (president of the Carnegie Corporation of New York)
C. Everett Koop (former Surgeon General)
Louis Sullivan (president, Morehouse School of Medicine)

- national political leaders (not in office)

William Bennett (former Secretary of Education under the Reagan/Bush administration)
Bill Bradley (soon-to-be-retired senator from New Jersey)
Sam Nunn (soon-to-be-retired senator from Georgia)
Warren Rudman (former senator from New Hampshire)
Vin Weber (former congressman from Minnesota)

- media and advertising leaders

Charlotte Beers (CEO of Ogilvy and Mather)
Michael Eisner (CEO of The Disney Corporation)
Kay Graham (chairman of The Washington Post Company)
Ann Moore (CEO of People Magazine)
Ted Turner (CEO of Turner Broadcasting)

No matter how highly placed the leadership group, few have any in-depth, hands-on experience with teen pregnancy. It is therefore essential that mechanisms be set up so that the campaign can be continually well-informed by those involved in local programming and community change, particularly those who have extensive experience working in low-income or minority communities where teenage pregnancy is common.

As a beginning step in this direction, a meeting of local program leaders is planned for early December in conjunction with the national meeting of Advocates for Youth. Suggestions for additions to this group are being sought from the National Association for Adolescent Pregnancy and Parenting Programs, from the National Family Planning and Reproductive Health Association, from several of the foundations that have funded community programs to reduce teenage pregnancy, and from other sources. Over time, these early and informal discussions with program experts are likely to evolve into a more organized, on-going group that would work closely with the campaign's leadership.

Similarly, because relevant research and information must feed into the campaign, Dr. Kristin Moore, Executive Director of Child Trends, Inc. is organizing a meeting in mid-December of a number of experts to review what is already known about teen pregnancy prevention that could shape a national campaign, and what knowledge gaps exist that must be addressed before additional actions can be taken. Confirmed attendees include, for example, Dr. Jacqueline Forrest of the Alan Guttmacher Institute, Dr. Laurie Schwab Zabin of Johns Hopkins University, Dr. Claire Brindis of UCSF, and Dr. Freya Sonenstein of the Urban Institute. These participants might well provide the core group of an on-going research advisory committee.

Through these two groups -- program and research -- and through other less formal means as well, individuals with both research and programming experience will be consulted on many aspects of the campaign. In addition, thought is being given to developing a variety of ways to involve teenagers themselves in the design and conduct of a campaign. Some organizations have tried to form adolescent "advisory" panels of various types for similar purposes, and their experiences will be assessed.

It is also important to acknowledge the many offers of help that have been received to develop the leadership function of the campaign -- offers that will be acted on in various ways over the next several months. For example:

- Gov. Kean has offered to reach out to current sitting governors to enlist their help and interest;
- Whoopi Goldberg and Jane Fonda have themselves agreed to serve as public and visible spokespersons on this issue and to recruit other entertainers as well;
- Dr. Kenneth Smith, head of the Chicago Theological Seminary, has offered to work on the involvement of church groups, especially minority-led church groups;
- Andrew Young has also agreed to help link various communities of faith to the campaign and to help in other ways as well;
- the leaders of many national groups already active in reducing adolescent pregnancy have been consulted about the proposed campaign and have offered to help and support it; these groups include the National Family Planning and Reproductive Health Association,

the Alan Guttmacher Institute, the Planned Parenthood Federation of America, and the Association of Reproductive Health Professionals. In particular, Margaret Pruitt Clark, head of Advocates for Youth, has offered the support of her organization in developing ways to link the campaign to state and local efforts already underway to reduce teen pregnancy.

Through the efforts of these individuals and others, a wide variety of groups will be tapped and their support enlisted for a new national focus on reducing teen pregnancy.

C. Developing the Content of a National Campaign

Participants at the White House meeting agreed that a national campaign could usefully perform at least **four functions**:

1. Celebrating and giving visibility to a wide variety of approaches being tried around the country to reduce teen pregnancy, especially those whose impact has been demonstrated and those exploring novel approaches. The intent here is to help and encourage local activists, and to extend appreciation to them for tackling a very difficult, often divisive issue. These efforts should also encourage communities not currently active in this area to become so by, among other things, putting them in touch with others already working to reduce teen pregnancy, and providing them with appropriate information and assistance. Many communities are not yet focussed on preventing teen pregnancy and should be encouraged to become so.
2. Increasing the involvement of a wider variety of leaders and institutions in teen pregnancy prevention, including businesses, religious organizations, groups working on other important social problems, and volunteer groups. For example, corporations that market heavily to teenagers should be encouraged to address teen pregnancy prevention in various ways (direct marketing campaigns, support of local programs, etc.), and those leading community efforts against teenage substance abuse should be encouraged to build alliances with pregnancy prevention efforts as well, inasmuch as the same teenagers are often at risk for problems in both areas.
3. Spearheading a long-term, multimedia campaign to reinforce and support local efforts to reduce teen pregnancy and to help instill a new ethic of responsible behavior. Messages would probably focus on the importance of responsible parenting, the consequences of early pregnancy and childbearing for teens themselves, the critical role that men and boys play in preventing teen pregnancy, the need for parents to discuss these issues with their children, and information about the many ways available to avoid adolescent and unintended pregnancy. Although some of the media work might focus on developing Public Service Announcements (PSAs), a broader effort is envisioned, touching the content of network and cable programming, movies, and the print media as well. All such

media-focussed efforts must be based on detailed market research, careful definition of target populations, and on-going evaluation of impact.

4. Encouraging foundations and public agencies to invest generously in a wide variety of approaches to reducing adolescent pregnancy, and to make certain that rigorous program evaluation is a central part of funded efforts in order to strengthen the knowledge base of how to intervene effectively. As alluded to earlier, despite all the rhetoric and passion associated with various efforts to reduce teen pregnancy, the number of local programs whose impact on teen fertility has been evaluated is very modest. Over time, a very important goal of a national leadership group addressing teen pregnancy prevention should be to encourage public and private funders to support more and better program evaluation of both new and on-going programs and to disseminate the findings widely.

In order to develop these ideas into more tangible and concrete form, participants at the October meeting, and other experts and leaders as well, are being invited to join one or more informal working groups to recommend specific actions in each of the above four areas. More specifically:

- with regards to areas 1 and 2, advice is being sought from the local program group mentioned earlier, which is being assembled under the leadership of Advocates for Youth in mid-December. Also, the Office of Population Affairs within the Department of Health and Human Services is undertaking a survey of the major national groups active in the area of teen pregnancy prevention in order to catalogue programs currently underway and to identify gaps.
- with regard to area 3, a media working group met in mid-November for the first time to plan concrete steps in this area. Attendees included representatives from People Magazine, the Ad Council, MTV, Ogilvy and Mather, ABC, and others in the entertainment industry; this membership thus included representatives from advertising, cable and network programming, the movie industry, and television.
- with regard to area 4, the research group mentioned earlier will help to define specific research needs. This group will also be invited to comment on the overall campaign (not just area 4), inasmuch as it is important that the entire initiative be grounded in the best information and research available.

All of these groups are assessing current efforts, identifying unmet needs, and making recommendations specific to each area between now and the end of the year. Their ideas will be folded into the prospectus and presented at the follow-up meeting being convened in January, described above. It is important to emphasize that in all such discussions, efforts are being made to include individuals with varying views on how best to reduce teen pregnancy.

In sum, by late-January, current plans call for the following pieces to be in place with regard to both campaign leadership and campaign content:

- a core group of American leaders will have agreed to lead a National Campaign Against Teenage Pregnancy;
- a prospectus will be in hand that identifies gaps in existing approaches to reducing teenage pregnancy, and also proposes a campaign mission, a possible slate of activities in each of the four content areas noted earlier, some ways to interact constructively with existing groups active in teen pregnancy prevention, as well as a possible organizational structure and funding base;
- a follow-up meeting will have been held under the auspices of the Carnegie Corporation of New York, with invited participants to include the campaign leadership group, those who attended the original October meeting (some individuals will fall into both of these categories), and others drawn in more recently; the prospectus will be used as the basic discussion document for that meeting;
- numerous efforts will be underway to draw in new groups to the campaign, widening the circle of leaders involved in this issue; and
- panels of both local program leaders and researchers will be under development to help inform and shape the national campaign. A teen advisory group will also be in the planning stages.

Attachment A: Participants in the White House Meeting with the President

PARTICIPANTS IN WHITE HOUSE MEETING ON TEEN PREGNANCY

The President

The Vice President

Donna Shalala, Secretary, Department of Health and Human Services

Carol Rasco, Assistant to the President for Domestic Policy

Alexis Herman, Assistant to the President for Public Liaison

Elaine Kamarck, Senior Policy Advisor to the Vice President

Ms. Charlotte Beers, Chairman, Ogilvy & Mather Worldwide, NY

Ms. Elayne Bennett, President, Best Friends Foundation, DC

Mr. Douglas Besharov, Resident Scholar, American Enterprise Institute, DC

Ms. Sarah Brown, Senior Study Director, Institute of Medicine, DC

Dr. Michael Carrera, Director, Pregnancy Prevention Programs, Children's Aid Society, NY

Dr. Marge Clark, President, Advocates for Youth, DC

Mrs. Marian Wright Edelman, President, Children's Defense Fund, DC

Ms. Jane Fonda, Trustee, Turner Foundation, GA

Dr. Henry Foster, Professor, Meharry Medical College, TN

Dr. William Galston, Professor, University of Maryland, MD

Ms. Christine Chambers Gilfillan, Executive Director, MCJ Foundation, NY

Ms. Whoopi Goldberg, actress, CA

Dr. David Hamburg, President, Carnegie Corporation, NY

Mr. Irving Harris, Chairman, The Harris Foundation, IL

Dr. Marion Howard, Professor, Emory University School of Medicine, GA

Mrs. Sheila Johnson, Exec. VP/Corp. Affairs, Black Entertainment Television, Inc., DC

Mr. Paul Jones, Chairman, Tudor Investment Corporation, NY

The Honorable Thomas Kean, President, Drew University

Sister Mary Rose McGeady, President, Covenant House, NY

Ms. Judy McGrath, President, MTV Music Television, NY

Ms. Ann Moore, President, People Magazine, NY

Dr. Kristin Moore, Executive Director, Child Trends, Inc., DC

Mr. Douglas Nelson, Executive Director, Annie E. Casey Foundation, MD

Dr. Helen Rodriguez-Trias, Past President, American Public Health Association, CA

Ms. Nancy Rubin, former official, Corporation for National Service, DC

The Honorable Warren Rudman, attorney, Paul, Weiss, Rifkind, Wharton & Garrison, DC

Dr. Isabel Sawhill, Senior Fellow, Urban Institute, DC

Reverend Kenneth Smith, President, Chicago Theological Seminary, IL

The Honorable Louis Sullivan, President, Morehouse School of Medicine, GA

Ms. Kathleen Sylvester, Vice President for Domestic Policy, Progressive Policy Institute, DC

Dr. Jay Winsten, Dir., Cntr for Health Communication, Harvard Schl of Public Health, MA

The Honorable Andrew Young, Co-Chair, Atlanta Committee for the Olympic Games, GA

Accomplishments to date:

- Funding for planning phase secured
- Letters to WH participants sent
- Discussions held with most active fdns & natl groups
- Proposal for stage II sent to Mott
- Cooperation of Advocates for Youth sought & meeting with 8 to 10 local program leaders planned for Dec. 8
- K. Moore organizing meeting of experts on Dec. 12 to advise on campaign
- Media meeting held in NYC
- Ken Smith asked and agreed to provide input on how to organize churches
- Turner/Fonda assistance secured (letters/funds/advice)
- Carnegie follow-up meeting set for Jan.
- Interim prospectus written (confidential draft)
- FLOTUS staff briefed
- HHS involved (Felicia Stewart, Francie de Peyster)
- Meeting with Jim Burke & PFDFA staff held
- Recruitment letters sent to Buffet/Gates/Graham/Butler/Fonda/Young/Kean

Jan 3-4-5
end of Jan
1-26/30
early Feb
13.14

Next Steps:

- Brief DPC
- Brief Shalala?
- Follow-up on recruiting letters (Belle)
- Select & mail out info package on teen pregnancy to WH group/others (Belle/Marti)
- More research on Buffet fdn & earlier approach (N. Rubin)

- Follow-up on media meeting (Jody/Debbie)
- Recruit Beers/Eisner (Jody)
- Set up 501c3 (Sarah/Shaw-pittman)
- More work on prospectus (Sarah) *John Cooke*
Keep - Call on Disney
- Add Hispanic to leadership group
- More networking (meetings scheduled with Sylvester/Besherov/Trowbridge)
- Recruit others now or later? (E.g., H. Price, Rudman, Bennett, Nunn, etc.)
- Ask POTUS or FLOTUS for help in recruiting (reeling in)?
- More research on leadership candidates (Belle/Marti)
- New organization and financing plan for campaign (Belle/Sarah)

A NATIONAL CAMPAIGN TO REDUCE TEENAGE PREGNANCY

ISABEL V. SAWHILL
COORDINATOR

2100 M STREET, N.W., SUITE 500, WASHINGTON, D.C. 20037
(202) 857-8531 Office
(202) 728-0232 Fax

November 22, 1995

Mr. William H. Gates
Chairman & CEO
Microsoft Corporation
One Microsoft Way
Redmond, WA 98052-6399

Dear Mr. Gates:

I'm writing as a follow-up to Ted Turner's recent letter to you about a new initiative to reduce teenage pregnancy in the United States. I very much hope that you will help us. I'm sure you are aware of the fact that the U.S. has the highest rate of teenage pregnancy, abortion, and births in the industrialized world and that 43 percent of all teens will experience at least one pregnancy before they are age 20. The President believes this is one of the most serious social problems we face as a nation and has challenged the private sector to get involved. He has asked me to help organize a new initiative that would be totally nongovernmental and bipartisan and I very much hope that I can count on your support.

Although this effort is still in its infancy, we have made some progress in thinking through what general principles might guide a new national initiative, what it might do to make a difference, and who might be involved. The attached confidential draft lays out our current thinking and provides more detail on the initiative.

We are currently recruiting a national board and will be seeking additional funding for the effort. I hope you will give serious consideration to serving on the board. Your willingness to lend your name could help us to recruit others. And your willingness to participate in the financing of the effort would also be invaluable.

I hope you will give this very serious consideration. I will call your office soon to see if I might have the opportunity of meeting with you to discuss it further.

Sincerely,



Isabel V. Sawhill

A NATIONAL CAMPAIGN TO REDUCE TEENAGE PREGNANCY

ISABEL V. SAWHILL
COORDINATOR

2100 M STREET, N.W., SUITE 500, WASHINGTON, D.C. 20037
(202) 857-8531 Office
(202) 728-0232 Fax

November 22, 1995

The Honorable Thomas H. Kean
President
Drew University
36 Madison Avenue
Madison, NJ 07940

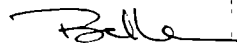
Dear Tom:

I see from the newspaper (Washington Post) that you are (were?) in the hospital for a blocked artery. I hope that your surgery was successful and that you are recovering well.

I wanted to update you on our teenage pregnancy campaign planning effort. We are making good progress in putting together both a plan and a leadership group for a follow-up meeting that David Hamburg will host at Carnegie in January. The details are included in the attached confidential draft. As you will see, we list you as a potential member of the national board. I don't think it need require a lot of your time but we very much need your support of this effort. As soon as your health and schedule permit, I would appreciate your letting me know about your willingness to serve. Any other comments or reactions would also be welcome if you have the time.

I really appreciated the chance we had to discuss this initiative at the Carnegie dinner launching Great Transitions and hope I can continue to count on you for advice and support.

Sincerely,



Isabel V. Sawhill

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ISABEL V. SAWHILL
COORDINATOR

2100 M STREET, N.W., SUITE 500, WASHINGTON, D.C. 20037
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(202) 728-0232 Fax

November 21, 1995

Ms. Jane Fonda
Trustee
Turner Foundation
1 CNN Center
South Tower, Suite 1080
Atlanta, GA 30303

Dear Jane:

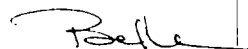
Many thanks for coming to the media meeting in New York on the 16th and for offering to help with the funding of a staff person. Jody Greenstone has found a very good person to work on this and is following up with Peter on the funding. I can also report that we have now secured commitments from three other sources for the funding of the planning phase over the next three months: Carnegie, Smith-Richardson, and Paul Tudor Jones. This puts us in reasonable shape between now and the end of January.

More importantly, I wanted to respond to your interest in the mission and guiding principles behind this initiative. You are absolutely right that these need much more attention and discussion. To this end, I have included in the attached document (section II.A) the ten principles that I think could guide our effort. I will be interested in your reactions to these principles and also to the rest of the document which I am sending to a small group for review and comment on a confidential basis. We are also putting together a packet of information on adolescent pregnancy to send out to those who are not already familiar with the scope of the problem.

Recruiting of the leadership of this campaign is now our biggest challenge. I have followed up on Ted's letters to Buffett and Gates by sending them a letter, some additional material, and a request to meet with them. You will note that we have identified a list of potential candidates for the board (including you and your husband) in the attached. Please let me know what you think of the list and what ideas you may have for approaching some of these people.

Thanks again for all your help.

Sincerely,



Isabel V. Sawhill

A NATIONAL CAMPAIGN TO REDUCE TEENAGE PREGNANCY

ISABEL V. SAWHILL
COORDINATOR

2100 M STREET, N.W., SUITE 500, WASHINGTON, D.C. 20037
(202) 857-8531 Office
(202) 728-0232 Fax

November 22, 1995

Mr. Warren Buffett
Berkshire Hathaway, Inc.
1440 Kiewit Plaza
Omaha, NE 68131

Dear Warren:

I trust that you will remember me -- however faintly -- from your days on the Urban Institute board. I am now back at the Institute occupying a chair established in honor of Arjay Miller after a two-year stint in the Clinton administration as an Associate Director of OMB.

Somewhat independently, I have taken on the task of trying to organize a long-term, national initiative to reduce teenage pregnancy. As I'm sure you know, the United States has the highest teenage pregnancy, abortion, and birth rate in the industrialized world, with 43 percent of all teenagers estimated to experience at least one pregnancy before they reach age 20. I am doing this in part because the President has challenged the private sector to get involved (and asked me to help) but also because I care deeply about the issue and believe there is much more that we could be doing to encourage and produce more responsible parenting.

This effort will only be successful if we can persuade people like you to participate. In fact, I can't think of anyone whose involvement would lend greater credibility to the effort. I am told that you often say no to such appeals. But this is a unique opportunity to make a difference in an area that I believe you care about as much as anyone. We are now early in the process of forming a governing board. It would be great if you would lend your name to this effort. Your involvement would help us to recruit others to the cause. Obviously, your financial support could be critical as well. I recently met with Jim Burke to get his advice, and like almost everyone else I've talked to, he feels that you could make a unique contribution.

Although this effort is still in its infancy, we have made some progress in thinking through what general principles might guide a new national initiative, what it might do to make a difference, and who might be involved. The attached confidential draft lays out our current thinking and provides more details on the initiative.

By now you will have received a letter from Ted Turner telling you of the meeting we had with the President on this issue in October and urging you to lend your support. The President understands that government alone can't solve the problem and that any private effort must be totally independent and bipartisan if it is to succeed (although he is more than willing to help). In short, we do not want this issue to become politicized. This is another reason why it is important that people of your stature and reputation get involved.

I will contact you soon to discuss this further and hope that I may visit you in Omaha or elsewhere at your convenience.

Sincerely,

A handwritten signature in cursive script, appearing to read "Isabel", followed by a horizontal line.

Isabel V. Sawhill

A NATIONAL CAMPAIGN TO REDUCE TEENAGE PREGNANCY

ISABEL V. SAWHILL
COORDINATOR

2100 M STREET, N.W., SUITE 500, WASHINGTON, D.C. 20037
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(202) 728-0232 Fax

November 22, 1995

Mr. Owen Butler
1805 E. Cedar Avenue
Denver, CO 80209

Dear Brad:

At the last CED meeting Sol Hurwitz told me a bit about your involvement with a "0 to 3" initiative in Colorado and I'm writing to tell you about a related effort I'm helping to organize in the hopes that you will want to be involved in it as well.

Nothing could be more important, it seems to me, than making sure that as many children as possible have parents that are prepared to support and nurture them. Yet, as I'm sure you know, the United States has the highest rate of teenage pregnancy, abortion, and births in the industrialized world. Forty-three percent of all teens will experience at least one pregnancy before they are age 20. Even more disturbing, in 1990, 45 percent of first births in the U.S. were to mothers who were either teenagers, unmarried, or lacking a high school degree. My view is that early childhood interventions that aren't coupled with some attempt to reverse these trends are likely to be overwhelmed by them.

The President believes that teenage pregnancy and births to unmarried women are among the most serious social problems we face as a nation and has challenged the private sector to get involved. He has asked me to help organize a new initiative that would be totally nongovernmental and bipartisan. David Hamburg is also helping and we would very much like to have your support of this effort.

Although the effort is still in its infancy, we have made some progress in thinking through what general principles might guide a new national initiative, what it might do to make a difference, and who might be involved. The attached confidential draft lays out our current thinking and provides more detail on the initiative.

We are currently recruiting a national board. I hope you will give serious consideration to serving on the board. Your willingness to lend your name could help us to recruit others and your wonderful reputation and on-going involvement in this field would be enormous assets.

I hope you will give this very serious consideration. I will call you soon to see what questions you may have and whether I can count on your support.

Sincerely,



Isabel V. Sawhill

A NATIONAL CAMPAIGN TO REDUCE TEENAGE PREGNANCY

ISABEL V. SAWHILL
COORDINATOR

2100 M STREET, N.W., SUITE 500, WASHINGTON, D.C. 20037
(202) 857-8531 Office
(202) 728-0232 Fax

November 22, 1995

The Honorable Andrew Young
Vice Chair, Law Companies Group, Inc.
Co-Chairman, Atlanta Committee for the Olympic Games
250 Williams Street, N.W.
Suite 6000
Atlanta, GA 30303

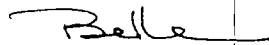
Dear Andy:

I am writing to bring you up to date on the plans for a national campaign to reduce teenage pregnancy and to ask for your continuing involvement. Following the very perceptive advice you gave us at a meeting in Alexis's office many months ago, we are trying to make this a totally private and bipartisan effort, and I believe the President has come to fully understand the importance of this. I also recall that you offered to help us, and I hope the offer still stands.

I'm enclosing a confidential draft of our current thinking on this initiative. I hope you will have an opportunity to review it -- especially what we say about the leadership group where your name appears -- and call me with any comments. I'd like to be able to count you among those who have agreed to serve on the national board. I don't think this need require a lot of your time, but it is very important to us to have people of your stature and reputation associated with this effort. Please let me know if we can count on your continuing advice and support.

Many thanks in advance for your reactions.

Sincerely,



Isabel V. Sawhill

A NATIONAL CAMPAIGN TO REDUCE TEENAGE PREGNANCY

ISABEL V. SAWHILL
COORDINATOR

2100 M STREET, N.W., SUITE 500, WASHINGTON, D.C. 20037
(202) 857-8531 Office
(202) 728-0232 Fax

November 22, 1995

Mrs. Katharine Graham
2920 R Street, N.W.
Washington, D.C. 20007

Dear Kay:

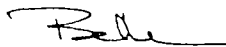
It was good of you to take the time to talk to me this morning about the teenage pregnancy initiative.

The genesis of this effort was the President's statement in the State of the Union last year that teenage pregnancy and births to unmarried women are the most serious social problems we face in the United States. Later he held a meeting at the White House at which he challenged the private sector to get involved and asked me to help organize the effort.

As I'm sure you know, the United States has the highest rate of teenage pregnancy in the industrialized world, and as I noted at that wonderful dinner at your house, in 1990, 45 percent of first births in this country were to teenagers, to unwed mothers, or to women lacking a high school degree. It does not portend well for the future that so many of our children are being born into such circumstances, and so I am working hard to organize an effort that I believe could, over the next five or ten years, make a difference. The effort will be totally private and bipartisan and will seek to use the media to change attitudes, challenge more communities to get involved in teenage pregnancy prevention efforts, provide support and visibility to those who are already running good programs, and learn more about the most effective ways to intervene. Further details are provided in the enclosed confidential draft. I hope you will find the time to review it and that I may follow up with a visit or another phone call to get your reactions.

I understand that you have other priorities right now but it would mean a lot to me if you would at least lend your name to this effort by agreeing to be a member of our national board and then participating as your time and interest permits.

Sincerely,



Isabel. V. Sawhill

ANN MOORE
 LETTER



OCT 24 1995

Ann S. Moore
President

Time Inc.

People
Time & Life Building
Rockefeller Center
New York, NY 10020

212-522-3970
212-522-7639 Fax

October 20, 1995

Ms. Isabel V. Sawhill
The Urban Institute
2100 M Street, N.W.
Washington, DC 20037

Dear Belle,

It was an exciting meeting in Washington and I look forward to the challenge of tackling the teen pregnancy problem with such a distinguished and diverse group.

Since you have volunteered to be the clearing house, and Dr. Hamburg has volunteered to host the next meeting, I thought it would be helpful to summarize what I think a media sub committee can accomplish quite easily for the group. Time Warner, by the way, will host media committee meetings in New York and Jane Fonda has agreed to accept Charlotte Beers' challenge to chair.

First, we can deliver a national multi-media public service advertising campaign.

The Advertising Council's "Commitment 2000" initiative means that they will now only accept new PSA campaigns that benefit the health and well being of children. The issue of teen pregnancy fills the gap in their current portfolio and they are eager to develop and execute a multi-media national campaign. With Ogilvy & Mather committed as the volunteer agency and the strong media commitment of Time Warner, Turner, Capital Cities/ABC, MTV and BET, the committee now needs only to designate one bi-partisan 501 (c) (3) "client" and secure sponsor funding of approximately \$750,000 (for TV, print, radio, on-line materials and an 800-hotline number). Note that even a typical Ad Council campaign averages \$25 million in donated media exposure . . . and this campaign support is already beyond typical. I would suggest adding Patricia Fili-Krushel, the President of ABC Daytime Programs, and Ruth Wooden, President of The Advertising Council, among others, to the media sub committee.

Secondly, Jane Fonda and I will agree to host editorial briefings in the major markets with PEOPLE underwriting the cost.

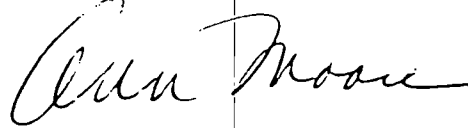
There are so many wonderful opportunities to get the message imbedded in editorial products and programming. For example, PEOPLE Magazine and the Oprah Winfrey Show are always searching for joint editorial projects; ABC Daytime has already had success in coordinating an AIDS message in their "soap" scripts.

Ms. Isabel V. Sawhill
October 20, 1995
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We need to go beyond the typical press briefings with newspaper reporters to include soap opera writers, deejays, cartoonists, screenwriters, television producers, magazine editors, multi-media sys ops, musicians and the clergy. The objective of these briefings will be, as you put it, to celebrate the programs that have been successful and to disseminate a consistent message to all opinion leaders.

I feel confident that the "backend" is possible - - - even easy. The hard task is to identify the client, to agree on the overall platform and objectives, and to secure a level of funding for community programs and a PSA campaign. The creative talent you've lined up at the table needs a free hand then to craft a memorable "Rock the Vote" campaign for teen pregnancy. This should be one of the first national PSA's to launch on the internet as well as radio and MTV!

Sincerely,

A handwritten signature in cursive script, appearing to read "Allen Moore".

ASM:cm

Att.

cc: Janet Abrams
Charlotte Beers
Jane Fonda
Whoopi Goldberg
Dr. David Hamburg
Judy McGrath
Carol Rasco
Donna Shalala