

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001a. letter	Kathleen Sylvester to Carol re: teen pregnancy (1 page)	11/09/1995	P5
001b. letter	Kathleen Sylvester to President Clinton re: teen pregnancy (1 page)	11/09/1995	P5
001c. memo	Kathleen Sylvester to President Clinton re: A National Teen Pregnancy Strategy (14 pages)	10/01/1993	P5

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Lyn Hogan
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FOLDER TITLE:

Teen Pregnancy: National Campaign 1 [4]

2010-1083-S

rc449

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]

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]
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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]

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.

EMORY UNIV.
LETTER

THE
ROBERT W. WOODRUFF HEALTH SCIENCES CENTER
OF
EMORY UNIVERSITY

Assistant Director



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November 7, 1995

President William J. Clinton
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500

Subject: Addressing The Teenage Pregnancy Epidemic

Dear Mr. President:

During your "State of the Union" address you opened the eyes and minds of the Congress and Nation as a whole to the growing problem of "children having babies." At Emory we have taken your "words" seriously and share your anxieties and frustration with this very complex sociological and medical problem. This may be one of the most devastating issues our adolescents face. Having spent 10 years, as both member and Chair, of a rural Board of Education in Georgia, this issue has significant meaning to me personally. I hope that you will find the following information as exciting as I do.

As I said, we at Emory University share the concerns you expressed and feel that in our role as a leading Academic Center we have both a moral and ethical responsibility to actively participate in seeking and implementing program(s) that will facilitate bringing this epidemic under control. As you know, one of our Nation's leading scientists in the fore-front of a movement to improve adolescent reproductive health is Dr. Marion Howard, a faculty member in the Department of Gynecology and Obstetrics of our School of Medicine. I know that she has met with you at the White House, when she participated in a group discussion, whose focus was the resolution of this "plague" today's teens face. We have asked Dr. Howard to develop a Multi-Disciplined Center that will bring together all the knowledge and expertise needed to successfully address this dilemma of adolescents. This Center will benefit from School of Public Health, School of Medicine, School of Nursing, School of Business and School of Theology participation at its outset. The Centers for Disease Control (CDC) of the Public Health Service (PHS), and the Carter Center have expressed a willingness to assist in this endeavor. As we mature, it is our hope that other institutions in our own State, as well as others on a National and International level, will participate.

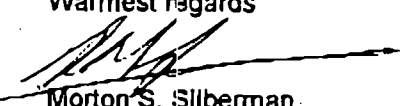
This new Center is on a "fast track." The urgency for a positive outcome in resolving this problem does not allow for procrastination. The Center will combine all the roles of a great Academic Institution, we will directly interact with teenagers and their families, we will mount a major education program for other professionals, support groups, teachers and teenagers, and we will encourage research into the many facets of this complicated issue.

As you know it will take a sizable funding commitment to pursue this course. We feel comfortable that private moneys will be available. I would hope that Federal funds may also be used to move this process forward. Hopefully, this consortium of multiple disciplines, bringing many scientists with varied talents and expertise together, will head us on a path that will insure

TEENAGE PREGNANCY EPIDEMIC
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a healthier future for our young people. We would welcome your visit to the Center, certainly we would be elated to share our thoughts with you in Washington. Please call if I can answer any questions, or be of service.

Warmest regards


Morton S. Silberman

Cc: Charles R. Hatcher, Jr., MD, Vice President for Health Affairs &
Director, Robert W. Woodruff Health Sciences Center
Dyanne D. Affonso, Ph.D., FAAN, Dean, School of Nursing
James Curran, MD, Dean, School of Public Health
Ronald E. Frank, Ph.D., Dean, Goizueta Business School
Jeffrey L. Houpt, MD, Dean, School of Medicine
Kevin R. Lagree, Dean, Candler School of Theology
John A. Rock, MD, Chair, Department of Gynecology and Obstetrics
Marion Howard, Ph.D, Professor of Gynecology and Obstetrics

CORE GROUP

(1) WHOOP!

* (2) KEAN

+ (3) YOUNG →

(4) GRAHAM

(5) HAMBURG

* (6) BEERS →

* (7) NUN

(8) SAWHILL

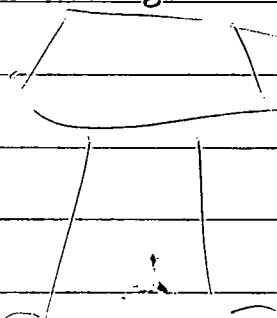
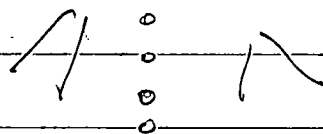
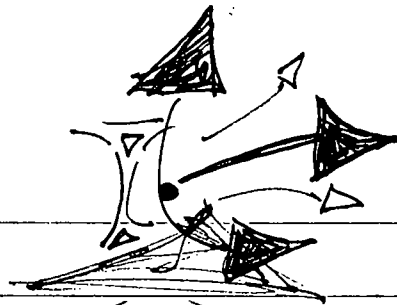
(9) FONDA

(10) BUSINESS

(11) RODMAN

* (12) WINFREY

(13) ESTEFAN



Accomplishments to date:

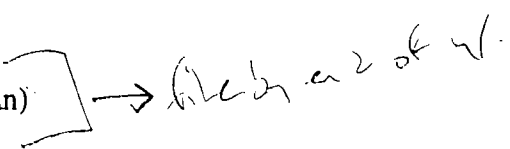
- Funding for planning phase secured
- Letters to WH participants sent
- Discussions held with most active fdns & natl groups
- Proposal for stage II sent to Mott
- Cooperation of Advocates for Youth sought & meeting with 8 to 10 local program leaders planned for Dec. 8
- K. Moore organizing meeting 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

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)

- Consultant
- ~~Fundraising~~ group?
- ~~to Gates~~
- done

- invite us
- \$ back
- Sec. Shalala
- HHS for \$ of PSA?
- Keep record

- Follow-up on media meeting (Jody/Debbie)
- Recruit Beers/Eisner (Jody)
- Set up 501c3 (Sarah/Shaw-pittman) 
- More work on prospectus (Sarah)
- 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)

~~CONFIDENTIAL~~

November, 1995

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

INITIALS: DL DATE: 12/08/09

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

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

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 21, 1995

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

Dear Jane:

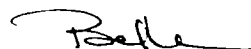
Many thanks for coming to the media meeting in New York on the 16th and for offering to help with the funding of a staff person. Jody Greenstone has found a very good person to work on this and is following up with Peter on the funding. I can also report that we have now secured commitments from three 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.

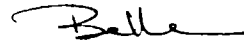
This effort will only be successful if we can persuade people like you to participate. In fact, I can't think of anyone whose involvement would lend greater credibility to the effort. I am told that you often say no to such appeals. But this is a unique opportunity to make a difference in an area that 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
(202) 857-8531 Office
(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

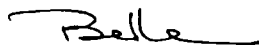
Dear Andy:

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:

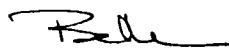
It was good of you to take the time to talk to me this morning about the teenage pregnancy initiative.

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

~~CONFIDENTIAL~~
November, 1995

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
INITIALS: Q DATE: 12-08-09

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.

- media and advertising leaders

Charlotte Beers (CEO of Ogilvy and Mather)

Michael Eisner (CEO of The Disney Corporation)

Katherine 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 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

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001a. letter	Kathleen Sylvester to Carol re: teen pregnancy (1 page)	11/09/1995	P5

COLLECTION:

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

FOLDER TITLE:

Teen Pregnancy: National Campaign I [4]

2010-1083-S

rc449

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)]

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- 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]
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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001b. letter	Kathleen Sylvester to President Clinton re: teen pregnancy (1 page)	11/09/1995	P5

COLLECTION:

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

FOLDER TITLE:

Teen Pregnancy: National Campaign 1 [4]

2010-1083-S

rc449

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]

Withdrawal/Redaction Marker

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001c. memo	Kathleen Sylvester to President Clinton re: A National Teen Pregnancy Strategy (14 pages)	10/01/1993	P5

COLLECTION:

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

FOLDER TITLE:

Teen Pregnancy: National Campaign I [4]

2010-1083-S

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RESTRICTION CODES

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

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

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