

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. memo	Jeremy Ben-Ami to Belle Sawhill (1 page)	10/23/1995	P5

COLLECTION:

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

FOLDER TITLE:

Teen Pregnancy: National Campaign 1 [5]

2010-1083-S

rc450

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]

development (average income of Inupiat of Katovik is \$47,000), favor drilling. Gwich'in, who are poor and are concerned about fate of the Porcupine Caribou herd, oppose drilling. Even without drilling, Interior estimates that Inupiat revenues from oil should continue well into next century. The tract we are trying to preserve is a comparatively very small, biologically rich wilderness.

(D) **Rasco/Ben Ami update on initiatives re teen pregnancy; at-risk youth; adoption.**

Teen pregnancy: An interagency group is drafting summary of Administration efforts to be released when Dr. Foster is announced. Belle Sawhill is coordinator for initiative and is seeking foundation support for development of a prospectus. An "exciting proposal" for media has been made by Ann Moore of *People Magazine*. Follow-up meeting to White House event may be sponsored by Carnegie Corp. in mid-January, at which prospectus would be released and leadership council named.

At-risk youth: Interagency group is working on proposals for consideration in FY 97 budget. Possible options -- "dramatic expansion" of higher education opportunities; new ways to "catalyze communities" to support their youth; initiative to "increase involvement of fathers in lives of their children." Adoption: Goal is to reduce time children wait for adoption. First Lady planning wide range of events. HHS and DPC are working on policy options to reduce barriers to adoption.

(E) **CEA responses re Weekly Economic Briefing of October 13. Via Laura. (1)**

Notes that 7-10 million households would be affected by a rise in interest on adjustable-rate mortgages following a default on U.S. debt. (2) Discusses why chain-weighted data give worse results in recent years than for the overall 1970-93 period. Also notes that higher inflation under chain weights is simply the flip side of lower real GDP growth -- since nominal growth is unchanged, if real growth is lower, inflation must be higher. (3) Attaches an essay by Nobel winner Robert Lucas.

(F) **Jesse Jackson statement on Colin Powell's decision. Three-page statement. In a nutshell: "So while we admire General Powell's personal virtues and character, and salute the grace with which he has handled himself, we challenge the [GOP] political direction he has chosen....Dr. King would go the other way."**

(G) **L.A. Times article on drugs/crime and race. Via Rahm, who worked with Times on piece. Discusses, among other things, the crack/powder disparity, but in a fair way, saying that "[Jesse] Jackson and other critics place far too much weight on this differential as an explanation for the high incarceration rate of young black men."**

(H) **Poll on flat tax. Conducted for the National Association of Realtors.**

(I) **Cisneros memo on homeownership. "Dramatic progress" in homeownership: homeowners up by 938,000 in 1995, lifting rate from 64.2% to 65%. Rate for young families is up 1%; .4% for modest-income families; 3% for minority families.**

(J) **Harwood column on character. From Don Baer. Reflections on character in politicians, the baby boomer generation and the press.**

(K) **Sen. Levin note. Encloses two clips on Somalia and Colin Powell.**

*Develop
good ones
should
be by amendment*

THE WHITE HOUSE

WASHINGTON

November 7, 1995

MEMORANDUM TO THE PRESIDENT

From:

Carol Rasco

Jeremy Ben-Ami

Subject:

Teen Pregnancy and Related Youth Initiatives

This memo provides an update on the five-part effort undertaken by the Domestic Policy Council in October to organize and expand upon the Administration's many initiatives to reduce the incidence of teen pregnancy and expand opportunities for youth generally.

1. Research and Evaluation

2. Supporting Local Demonstrations

- An inter-agency group led by Debbie Fine is drafting a summary of Clinton Administration efforts aimed at combatting teen pregnancy to be released at the announcement of Dr. Henry Foster's appointment as an Advisor to the White House on teen pregnancy and youth issues.
- The group is also preparing a comprehensive report which will list all research and demonstration projects that have been funded by the Administration to-date, as well as all initiatives planned for the coming year. This report will be completed by year-end.

3. Promoting a Private-Sector Initiative

- Letters have been sent from the President thanking all participants in the October White House meeting.
- Belle Sawhill has been designated as coordinator of the first phase of planning for the proposed bipartisan initiative. Dr. Sawhill is seeking foundation support for development of a detailed prospectus to describe the mission and functions of the new entity.
- A White House staff liaison to the private-sector group has been designated. Janet Abrams communicates regularly with Dr. Sawhill's planning team and with other key individuals from the October meeting.
- An exciting proposal for the media component of the national campaign has been made by Ann Moore of *People* Magazine. Ms. Moore will meet with Jane Fonda, Charlotte Beers (CEO, Ogilvy & Mather), and Belle Sawhill in NYC next week.

- The major follow-up meeting to the White House event may be hosted by the Carnegie Corp. in mid-January. At that session, the prospectus for the new national organization will be presented and deliberated, and a leadership council will be named.

4. Initiative to Expand Opportunities for Youth

- An inter-agency group has been convened to identify additional bold steps the Administration might take in the coming year on behalf of at-risk youth. The group will have a series of proposals for consideration in the preparation of the FY96 Budget. Options being explored include:
 - a dramatic expansion of opportunity to pursue higher education
 - new ways to catalyze communities to join together to support their youth
 - actions to spark further school reform, incorporating greater choice, rewarding performance, and expanding charter schools
 - ways to build upon and expand the National Service program
 - a possible initiative to increase involvement of fathers in the lives of their children

5. Foster Care / Adoption

- The goal of this effort is to reduce the amount of time children wait in foster care and for adoption. Diana Fortuna (DPC) and Debbie Both (Office of the First Lady) are working with HHS to:
 - increase public awareness of the need to recruit adoptive and foster care families
 - The First Lady is planning a wide range of events and media activities on adoption and foster care.
 - develop policy options that would reduce barriers to adoption
 - Questions under consideration include: how federal agencies can better assist states in their adoption and foster care work; whether additional funding or regulation is needed; whether changes might be made in the judicial process or the tax system as they affect adoption.

THE URBAN INSTITUTE 2100 M STREET, N.W. / WASHINGTON D.C. 20037

Isabel V. Sawhill
Senior Fellow
Arjay Miller Chair

Direct Dial:
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November 10, 1995

Dear :

The October meeting at the White House on teenage pregnancy was an energizing event that has stimulated strong interest in a national initiative to reduce teenage pregnancy. The task now is to translate that energy into a concrete plan of action.

Several points of agreement emerged from the meeting with the President. Most fundamentally, we agreed on the need for a vigorous *national* effort that would work over a sustained period to reduce teenage pregnancy. As the President himself emphasized, to be most effective, this effort must be long-term, bipartisan, and led by the private sector. It should build on existing knowledge and efforts but extend their reach and effectiveness.

More specifically, a national effort might focus on:

1. Providing greater visibility and support to a wide variety of approaches being tried around the country to reduce teen pregnancy, especially those whose effectiveness has been demonstrated.
2. Encouraging communities and groups not currently active in this area to become so. A successful effort to reduce teenage pregnancy will require the involvement of a variety of institutions, including businesses, religious organizations, and volunteer groups.
3. Spearheading a long-term, multimedia campaign that would focus on the importance of responsible parenting, the consequences of early childbearing for teens themselves, the need for parents to discuss these issues with their children, and information about the many ways available to avoid adolescent and unintended pregnancy.
4. Encouraging foundations and public agencies to invest generously in a wide variety of approaches to reducing adolescent pregnancy, and to make certain that program evaluation is a central part of funded efforts in order to strengthen the knowledge base on how to intervene effectively.

In order to develop these ideas into more tangible and concrete form, we are establishing informal working groups to help plan specific actions in each of the above four areas. These groups will assess current efforts, review the implications of existing research, identify unmet needs, and make recommendations specific to each area between now and the end of the year. Early in 1996, Dr. David Hamburg, President of the Carnegie Corporation, has agreed to host a meeting to review these recommendations and their implications for a new national initiative.

As most of you know, I have a long interest in this issue, and will be coordinating the planning process, with the full support of the White House. Sarah Brown, who has many years of experience in this field and currently serves on the boards of a number of national organizations dealing with adolescent health and related issues, will be working with me as will Jody Greenstone, a former special assistant to the President with a broad background in media, business and law.

Many of you have volunteered to help with the planning and we have already benefitted greatly from your ideas, your enthusiasm, and your willingness to join with us in this effort. We hope that all of you will want to be involved. We encourage you to let us know your specific interests and ideas, particularly as they relate to the four working groups.

Sincerely,

Isabel V. Sawhill

A National Campaign to Reduce Teenage Pregnancy:

Proposed Planning Phase

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 major national initiative 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.

Points of Agreement:

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

There was general consensus among meeting participants 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. However, participants recognized that there are multiple pathways to this clear goal, and that communities may vary in their preferred methods of proceeding. The group also agreed that reducing teen pregnancy involves both males and females, and that finding ways to work effectively with both is essential.

Many of the participants emphasized the complexity of the issue and the importance of comprehensive approaches dealing with the deeper sources of the problem and its tendency to

cluster with other risky adolescent behaviors, especially among youths from disadvantaged backgrounds. These more comprehensive approaches often involve providing social support in a peer group environment, building self-esteem and decision-making skills, and enhancing a sense of opportunity. Although the effectiveness of such activities is not as well documented as it might be, there is a growing knowledge base about how to intervene at the individual level that could form the basis for future programming. Fewer activities are in place that attempt to reduce teen pregnancy by addressing institutional or cultural factors that may be contributing to the problem across a wider spectrum of the population, such as the saturation of the media with sexually enticing material that is not balanced with equal attention to sexual responsibility, and selected deficiencies in the health care system, such as inadequate physician training regarding the special needs of adolescents.

Although adolescent pregnancy is, at its heart, a very personal and local issue, the White House group agreed that there was merit in a vigorous *national* effort that would work over a sustained period in at least the following ways:

1. Celebrating and giving visibility to a wide variety of approaches being tried around the nation to reduce teen pregnancy, with a special emphasis on those whose effectiveness has been demonstrated and on those exploring novel approaches. In this area, it would be important to highlight programs active at both the individual/community level and at the institutional/cultural level.
2. Encouraging communities and institutions not currently active in this area to become so by, among other things, putting them in touch with other similar bodies already working to reduce teen pregnancy, and providing them with information on effective approaches. The goal here is to increase the number of communities and institutions who have made teen pregnancy prevention an important priority.
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 family formation. Messages would be based on the best research available and would likely focus on the importance of responsible sexual behavior and parenting, the consequences of early childbearing for teens themselves, the need for parents to discuss these issues with their adolescent children, and information about the many ways to avoid adolescent and unintended pregnancy. In this area especially, the media obviously must play a leadership role.
4. Learning more about what works by encouraging foundations and public agencies to invest generously in a wide variety of approaches to reducing adolescent pregnancy, and to make certain that *program evaluation* is a central part of funded efforts in order to strengthen the knowledge base of how to intervene effectively.
5. Drawing a wider variety of leaders and institutions into collaborative efforts to reduce

teen pregnancy. Given the difficulties that previous efforts have had in reducing teen pregnancy, it is clear that a very broad array of institutions and social sectors must become involved in this issue, including businesses, religious organizations, the media, schools, youth-serving agencies, volunteer organizations and others.

Next Steps:

Many of the participants at the meeting expressed enthusiasm for a national effort that centers on these five functions, and noted that there is much untapped willingness and support in the private sector to act on reducing teen pregnancy. There was also a clear consensus that additional planning is needed to bring shape and substance to these general areas of agreement. In this context, several participants suggested a planning phase, directed perhaps by some sort of "steering" committee drawn in large part from those who attended the White House session.

Towards that end, we are proposing a three-month planning phase that will:

1. Work with the White House to assure proper follow-up with each of the meeting participants. Such meetings engender important expectations and impressions that need to be addressed directly. Some participants may wish deeper, on-going involvement and others may be less enthusiastic. Formation of a small steering committee early in the planning phase to guide the effort is being contemplated. Careful attention must be given to the need for real balance and diversity in forming such a group. Mechanisms for maintaining the interest and momentum achieved at the White House meeting are also needed. One possibility is to ask members of this core group to help organize others around a specific set of tasks or issues such as using the media more effectively or reaching out to state officials or church groups interested in this problem.

2. Review the nature and quality of existing efforts to reduce teen pregnancy. Here it will be especially important to understand what activities are already well-funded and proceeding effectively, what activities seem not to have a home or organizational base, and whether or not a higher level of coordination among existing activities would be useful. (For example, does a good "clearinghouse" on teen pregnancy prevention already exist or is more needed? Is there already an effective movement underway to encourage public and private funders to invest more heavily in program evaluation or would a new push in this area be useful?) The goal here is to make sure that needless duplication is avoided and that whatever national effort is outlined for the future builds on work already underway. In this context, it will be important to continue talking with experts in the field about what they believe is needed at the national level to make major progress in reducing teen pregnancy. Much valuable work along these lines was completed in preparation for the White House meeting and needs to be continued in the present context.

3. Outline a possible structure for a national effort to reduce adolescent pregnancy that draws in particular on the information derived from the activities outlined in point #2 directly

above. It will also be vital to review past efforts addressed to important national problems, such as the Partnership for a Drug-free America and the National Commission to Prevent Infant Mortality. The mission, structure, outreach, funding and staffing of several models should be reviewed for their possible application to the teen pregnancy issue, with a careful articulation of each model's pros and cons.

4. Review key literature in the field to make certain that the proposed national initiative developed over the course of this planning phase be based on the best information and evidence available. Although some experts on teen pregnancy prevention were at the White House meeting, others were not able to be present and need to be drawn into the planning process.

End Result:

With such information in hand, the planning phase should culminate in the production of a prospectus for a National Campaign to Reduce Teenage Pregnancy. This document should be suitable for submission to a variety of potential funding sources.

This prospectus should cover at least the following: a proposed mission statement, a list of specific activities, a recommended administrative structure and staffing plan, and a timetable of activities and tangible products. This prospectus must reflect a careful review of existing activities in the field of teen pregnancy prevention and a careful assessment of where new actions are needed versus supporting or better coordinating those already in place.

The prospectus will also include a list of nationally prominent individuals with a strong record of leadership who have agreed to serve as leaders of the effort. Although this list would undoubtedly include many individuals who were present at the White House meeting, others would be eligible for inclusion as well. The final roster must reflect diligent attention to at least the following: bi-partisanship, diversity in views about the antecedents of adolescent pregnancy and how best to reduce such pregnancies, strong connections to other leadership groups and institutions, experience in working with adolescents on issues of pregnancy prevention or strong commitment to the goals of the campaign, and rich representation from a wide variety of social sectors and groups. It will also be important for the final roster to include individuals who have agreed informally to lead at least one set of proposed campaign activities.

FAX to Janet Abrams
(202) 456-7028

cc: Jeremy Ben-Ami

THE URBAN INSTITUTE 2100 M STREET, NW WASHINGTON, DC 20037

ISABEL V. SAWHILL
SENIOR FELLOW
ARJAY MILLER CHAIR

Direct Dial: (202) 857-8531
FAX: (202) 429-0687

October 26, 1995

Ms. Ann S. Moore
President
People
Time & Life Building
Rockefeller Center
New York, NY 10020

Dear Ann:

Many thanks for your letter about the teen pregnancy initiative. Your enthusiasm and willingness to work on this is really wonderful, and I want to briefly update you on where things stand and explore with you how we can best proceed from here.

We are currently discussing with several foundations (including Carnegie) the need for a small grant that would allow us to better plan and coordinate our efforts over the next three months. The end objective is to produce a strategy and a leadership group to launch a national campaign. I'm enclosing a copy of the proposal for your information. Prospects for funding look quite good right now. Sarah Brown, currently the Senior Study Director for an Institute of Medicine Commission on Preventing Unintended Pregnancies and Jody Greenstone, whom you know, will be working closely with me throughout the planning period to ensure that we have considered all the alternatives and consulted with the right people. However, we are going to need all the help we can get from you and others.

Our current thought is to set up five committees, one of which would focus on the media, as you suggest. (Tentatively, the other four would focus on support for existing efforts, learning more about what works, encouraging other groups and communities to get involved, and assessing whether a new national organization is needed).

Almost everyone I have talked to has been particularly concerned about the need to involve the media and feels that this is a major hiatus in current efforts to reduce teen pregnancy. However, we need to think through how the media part of the campaign might work in coordination with community-based or other efforts to reduce teen pregnancy, and we may also want to consult with some of the leading experts, such as Jay Winsten, on how to make any new effort as effective as possible.

I'd like an opportunity to discuss further with you, Jane Fonda, and Charlotte Beers these and other issues, including the ones you raised in your letter to me about funding, the need for a 501 (c) (3) organization to serve as a sponsor, and an 800 number. I am wondering if at least some subset of us could get together in New York to discuss next steps. I've talked to Jane Fonda and both she and I are going to be in New York on Nov. 16 in the afternoon. We will call your office to see if we can set something up and to see if you have further ideas about what kind of an agenda and background materials for the meeting would be most useful. Jody Greenstone is going to take the lead on pulling this together from our end.

Thanks so much for your interest and willingness to get involved.

Sincerely,



cc. Jane Fonda
Charlotte Beers
Jody Greenstone

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Carnegie Corporation of New York

437 Madison Avenue, New York, N.Y. 10022 • (212) 371-3200 • Telex: 6506377182 • Fax: (212) 754-4073

David A. Hamburg, M.D.
President

October 31, 1995

Ann S. Moore
President
Time & Life Building
People
Rockefeller Center
New York, NY 10020

Dear Ann:

Just a note in haste on the eve of departure for a complicated European trip to thank you for sending me your excellent letter to Belle Sawhill. It is clear that the media group is a very dynamic, forward-looking one with great potential for this enterprise.

Vivien Stewart, who heads our program Education and Healthy Development of Children and Youth, will be in touch soon to fill you in on what is happening.

With very best regards,

Sincerely,

David

cc: Vivien Stewart

P.S. Enclosed is a copy of the concluding report of the Carnegie Council on Adolescent Development. The feedback has been excellent, and I hope you will find it of interest.

A National Campaign to Reduce Teenage Pregnancy:

Proposed Planning Phase

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There was general consensus among meeting participants 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. However, participants recognized that there are multiple pathways to this clear goal, and that communities may vary in their preferred methods of proceeding. The group also agreed that reducing teen pregnancy involves both males and females, and that finding ways to work effectively with both is essential.

Many of the participants emphasized the complexity of the issue and the importance of comprehensive approaches dealing with the deeper sources of the problem and its tendency to

cluster with other risky adolescent behaviors, especially among youths from disadvantaged backgrounds. These more comprehensive approaches often involve providing social support in a peer group environment, building self-esteem and decision-making skills, and enhancing a sense of opportunity. Although the effectiveness of such activities is not as well documented as it might be, there is a growing knowledge base about how to intervene at the individual level that could form the basis for future programming. Fewer activities are in place that attempt to reduce teen pregnancy by addressing institutional or cultural factors that may be contributing to the problem across a wider spectrum of the population, such as the saturation of the media with sexually enticing material that is not balanced with equal attention to sexual responsibility, and selected deficiencies in the health care system, such as inadequate physician training regarding the special needs of adolescents.

Although adolescent pregnancy is, at its heart, a very personal and local issue, the White House group agreed that there was merit in a vigorous *national* effort that would work over a sustained period in at least the following ways:

1. Celebrating and giving visibility to a wide variety of approaches being tried around the nation to reduce teen pregnancy, with a special emphasis on those whose effectiveness has been demonstrated and on those exploring novel approaches. In this area, it would be important to highlight programs active at both the individual/community level and at the institutional/cultural level.
2. Encouraging communities and institutions not currently active in this area to become so by, among other things, putting them in touch with other similar bodies already working to reduce teen pregnancy, and providing them with information on effective approaches. The goal here is to increase the number of communities and institutions who have made teen pregnancy prevention an important priority.
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 family formation. Messages would be based on the best research available and would likely focus on the importance of responsible sexual behavior and parenting, the consequences of early childbearing for teens themselves, the need for parents to discuss these issues with their adolescent children, and information about the many ways to avoid adolescent and unintended pregnancy. In this area especially, the media obviously must play a leadership role.
4. Learning more about what works by encouraging foundations and public agencies to invest generously in a wide variety of approaches to reducing adolescent pregnancy, and to make certain that *program evaluation* is a central part of funded efforts in order to strengthen the knowledge base of how to intervene effectively.
5. Drawing a wider variety of leaders and institutions into collaborative efforts to reduce

teen pregnancy. Given the difficulties that previous efforts have had in reducing teen pregnancy, it is clear that a very broad array of institutions and social sectors must become involved in this issue, including businesses, religious organizations, the media, schools, youth-serving agencies, volunteer organizations and others.

Next Steps:

Many of the participants at the meeting expressed enthusiasm for a national effort that centers on these five functions, and noted that there is much untapped willingness and support in the private sector to act on reducing teen pregnancy. There was also a clear consensus that additional planning is needed to bring shape and substance to these general areas of agreement. In this context, several participants suggested a planning phase, directed perhaps by some sort of "steering" committee drawn in large part from those who attended the White House session.

Towards that end, we are proposing a three-month planning phase that will:

1. Work with the White House to assure proper follow-up with each of the meeting participants. Such meetings engender important expectations and impressions that need to be addressed directly. Some participants may wish deeper, on-going involvement and others may be less enthusiastic. Formation of a small steering committee early in the planning phase to guide the effort is being contemplated. Careful attention must be given to the need for real balance and diversity in forming such a group. Mechanisms for maintaining the interest and momentum achieved at the White House meeting are also needed. One possibility is to ask members of this core group to help organize others around a specific set of tasks or issues such as using the media more effectively or reaching out to state officials or church groups interested in this problem.

2. Review the nature and quality of existing efforts to reduce teen pregnancy. Here it will be especially important to understand what activities are already well-funded and proceeding effectively, what activities seem not to have a home or organizational base, and whether or not a higher level of coordination among existing activities would be useful. (For example, does a good "clearinghouse" on teen pregnancy prevention already exist or is more needed? Is there already an effective movement underway to encourage public and private funders to invest more heavily in program evaluation or would a new push in this area be useful?) The goal here is to make sure that needless duplication is avoided and that whatever national effort is outlined for the future builds on work already underway. In this context, it will be important to continue talking with experts in the field about what they believe is needed at the national level to make major progress in reducing teen pregnancy. Much valuable work along these lines was completed in preparation for the White House meeting and needs to be continued in the present context.

3. Outline a possible structure for a national effort to reduce adolescent pregnancy that draws in particular on the information derived from the activities outlined in point #2 directly

above. It will also be vital to review past efforts addressed to important national problems, such as the Partnership for a Drug-free America and the National Commission to Prevent Infant Mortality. The mission, structure, outreach, funding and staffing of several models should be reviewed for their possible application to the teen pregnancy issue, with a careful articulation of each model's pros and cons.

4. Review key literature in the field to make certain that the proposed national initiative developed over the course of this planning phase be based on the best information and evidence available. Although some experts on teen pregnancy prevention were at the White House meeting, others were not able to be present and need to be drawn into the planning process.

End Result:

With such information in hand, the planning phase should culminate in the production of a prospectus for a National Campaign to Reduce Teenage Pregnancy. This document should be suitable for submission to a variety of potential funding sources.

This prospectus should cover at least the following: a proposed mission statement, a list of specific activities, a recommended administrative structure and staffing plan, and a timetable of activities and tangible products. This prospectus must reflect a careful review of existing activities in the field of teen pregnancy prevention and a careful assessment of where new actions are needed versus supporting or better coordinating those already in place.

The prospectus will also include a list of nationally prominent individuals with a strong record of leadership who have agreed to serve as leaders of the effort. Although this list would undoubtedly include many individuals who were present at the White House meeting, others would be eligible for inclusion as well. The final roster must reflect diligent attention to at least the following: bi-partisanship, diversity in views about the antecedents of adolescent pregnancy and how best to reduce such pregnancies, strong connections to other leadership groups and institutions, experience in working with adolescents on issues of pregnancy prevention or strong commitment to the goals of the campaign, and rich representation from a wide variety of social sectors and groups. It will also be important for the final roster to include individuals who have agreed informally to lead at least one set of proposed campaign activities.

Ogilvy & Mather

OCT 24 1995

Charlotte Beers
*Chairman
Chief Executive*

October 13, 1995

**Ms. Carol Rasco
Assistant to the President for Domestic Policy
224 Old Executive Office Building
17th & Pennsylvania Avenues
Washington, D.C. 20510**

Dear Carol:

You chaired a complex and exciting meeting. It was inspiring beyond words to hear how many brave and talented people have addressed this problem already. While I was there as a member of business and a communications firm, my real determination comes from tutoring young women in Cabrini Green and losing two of my students to very early pregnancies. That was a devastating loss and I felt really frustrated that I knew nothing to do about it.

After such a meeting though, the issue is...what can we all do about it and what action will take place. I thought Jane Fonda articulated a sense of urgency and some practical programs represented by Georgia. I asked her if she would consider chairing a meeting in New York for a sub-committee of communication, business and media people. She agreed to do this and I will endeavor to bring in other agency people. I think Ann Moore can help us draw in media representatives and Judy McGrath some of the other media executives. While we will operate only as a sub-group of this larger body, we might be able to put some specific next steps together and see if, in fact, we have the means by which we can develop a communications program, a system of sharing what works, and ultimately a sense of victories shared.

If you or anyone on the team would like to attend this meeting, you are most welcome and we will keep you posted when we get a date set.

Cordially,



CB/dw

**cc: Donna Shalala
Jane Fonda
Whoopi Goldberg
Judy McGrath
Ann Moore**



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.

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 black ink, appearing to read "Ann Moore". The signature is fluid and cursive, with a large initial "A" and a long, sweeping underline.

ASM:cm

Att.

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



THE ADVERTISING COUNCIL:
A DYNAMIC AMERICAN INSTITUTION

Who We Are

Since 1942, the Ad Council has been the leading producer of public service advertising. Although the Ad Council may not be known by name, many of its messages have become a part of American culture, including *Take a Bite Out of Crime*, *Friends Don't Let Friends Drive Drunk* and *Remember...Only You Can Prevent Forest Fires*. The Ad Council is one of the 20 largest advertisers in America.

How We Operate

More than 400 requests for campaign support are received by the Ad Council annually. For a campaign to be selected it must be non-commercial, non-denominational, non-political; national in scope, yet of concern to all communities; proposed by an accredited organization (if the purpose is to raise funds); conducive to effective advertising; applicable to all Americans; and of significant importance.

When a campaign is accepted by our Board of Directors and major committees, a volunteer advertising agency and a volunteer campaign coordinator (a corporate advertising, communications or public affairs executive) oversee its development. The client organization and an Ad Council manager are also involved to ensure that the thrust of the advertising is geared towards the solution of the problem being addressed. The ads are then prepared and distributed by the Ad Council to all major media, which contribute time and space to our messages.

What We Accomplish

- Our campaigns have helped save lives and resources, educate the American public about issues and concerns of the day, and make the nation a smarter and healthier place to live.
- More than \$600 million in media space and time is donated by nearly 29,000 media outlets across the country.
- More than 400 corporations support the Ad Council with generous gifts.
- The average amount of donated media per campaign is \$25 million.
- Local media contributes more than 80 percent of these total media donations.

THE FAMOUS FACES
OF THE ADVERTISING
COUNCIL...

- SMOKEY BEAR
- MCGRUFF THE
CRIME DOG
- THE CRASH DUMMIES:
VINCE AND LARRY

...AND THE FAMOUS
MESSAGES

- REMEMBER...ONLY YOU
CAN PREVENT FOREST
FIRES
- TAKE A BITE OUT OF
CRIME
- YOU COULD LEARN A
LOT FROM A DUMMY
- GET HIGH. GET STUPID.
GET AIDS.
- FRIENDS DON'T LET
FRIENDS DRIVE DRUNK
- A MIND IS A TERRIBLE
THING TO WASTE

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. memo	Jeremy Ben-Ami to Belle Sawhill (1 page)	10/23/1995	P5

COLLECTION:

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

FOLDER TITLE:

Teen Pregnancy: National Campaign I [5]

2010-1083-S

rc450

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]

CHANGES TO LETTERS ON TEEN PREGNANCY MEETING

LETTER TO PARTICIPANTS

Redraft as follows:

I want to thank you for your participation in the ~~the~~ meeting we held earlier this month on teen pregnancy. I appreciate your willingness to join with other leaders from across the country to take action on this most serious issue.

I was deeply impressed by the collective talent and experience represented in the room. Never in my two and a half years as President have I seen such a diverse group of leaders come together to affirm our shared concern for the future of America's children.

I was excited by the proposals generated in the meeting about launching a national initiative to reduce teen pregnancy. I understand a ~~small~~ group will be working together over the coming weeks to develop a structure for moving forward. I hope you will contact ~~Ms. Janet Abrams of my staff~~ ^{Dr.} with any ideas you might have for the planning effort. She can be reached at (202) ~~456-2857~~.

857-8631

Again, thank you for your energy and commitment.

LETTER TO THOSE WHO COULDN'T MAKE THE MEETING

Change in Paragraph 1: "last week" to "earlier this month"

Revise Paragraph 3 to read:

A small group will be working over the coming weeks to develop a structure for moving forward. I know the initiative would benefit greatly from your energy and leadership, and I encourage you to become part of the effort. Please contact ~~Ms. Janet Abrams of my staff~~ with any ideas you may have. She can be reached at (202) ~~456-2857~~.

857-8631

Dr.
ISABEL
SAWHILL
At the
Urban
Institute

(Note to Ian: For both the letters, please make sure that personalized comments which I submitted are included. --- e.g. Oprah, Rubin, etc.)

POTUS LETTER TO PARTICIPANTS IN TEEN PREGNANCY MEETING

Dear _____:

I want to thank you for your participation in last week's meeting on teen pregnancy. I appreciate your willingness to join with other leaders from across country to take action on this most serious issue.

I was deeply impressed by the collective talent and experience represented in the room. Never in my two and a half years as President have I seen such a diverse group of leaders come together to grapple with a difficult problem facing our nation.

I was excited by the proposals generated in the meeting about launching a major national initiative to reduce teen pregnancy. I look forward to hearing from you and your colleagues as you move forward.

Again, thank you for your energy and commitment.

Notes for particular individuals

David Hamburg-- Thank you for your gracious offer to host a follow-up meeting in the near future for members of the group to begin charting the course for the proposed campaign.

Irving Harris -- Special thanks for the book of interviews with teen parents. The material is fascinating, and I will pass it along to Administration staff working on this issue.

Nancy Rubin -- Special thanks for the important guidance you offered in identifying prominent Americans to attend last week's event and for your generosity in hosting lunch for the participants.

Belle Sawhill -- Special thanks for all the work you did in preparation for the meeting. Your comments on how a private-sector initiative on teen pregnancy might be structured were critical to the discussion.

Andy Young -- Special thanks to you and your daughter Andrea for weathering the storm to make it to the event.

Sarah Brown -- Special thanks for the counsel you offered the White House staff in preparation for the meeting.

POTUS will likely want to sign letters to the following participants:

- Beers
- Bennett
- Edelman
- Fonda
- Goldberg
- Hamburg
- Harris
- Johnson
- Kean
- McGrath
- A. Moore
- Rubin
- Rudman
- A. Young

~~Non-Partisan Infant Letter~~

Dear _____:

I want to thank you for the interest you've expressed in the Administration's work on the serious issue of teen pregnancy. I understand you were unable to attend our meeting last week at the White House, and I am writing to inform you about the significant progress that was made at the event.

Approximately 30 leaders from a wide variety of fields came together to discuss the issue of teen pregnancy and how a national initiative to reduce its incidence might be organized. They agreed that a nonpartisan private-sector initiative was needed to complement what governments are now doing in the area of prevention and to bolster and extend existing community efforts. I was deeply impressed by the ideas and enthusiasm generated in the room.

A small group will be working over the coming weeks to develop a structure for moving forward. I know the initiative would benefit greatly from your energy and leadership, and I would encourage you to become part of the effort. Dr. Isabel Sawhill, Senior Fellow at the Urban Institute in Washington, has volunteered to coordinate this first phase of planning. Please contact her with any ideas you may have. She can be reached at (202) 857-8531.

Enclosed for your review is a packet of information from last week's meeting.

Again, many thanks.

(Enclose materials.)

There was at least one to be personalized.

THE WHITE HOUSE
WASHINGTON

95 OCT 13 4 9: 47

October 12, 1995

MEMORANDUM TO THE PRESIDENT

From: Carol H. Rasco 
Jeremy Ben-Ami

Subject: Administration Initiatives on Teen Pregnancy

To follow up on our recent conversations regarding teen pregnancy and on the successful October 5 meeting with private sector leaders, we wanted to provide a brief overview of administration efforts on teen pregnancy including a work plan and timeline for next steps. To implement these plans, we will begin holding weekly meetings with appropriate White House and administration staff and will provide you with regular updates on our progress.

Overview

We propose to frame the administration's activity in this area as a five-part program:

1. *Research/Evaluation* The federal government has a clear and important role in supporting efforts to learn more about teen pregnancy and its root causes.
2. *Supporting and Promoting Local Demonstrations* The federal government is also uniquely well suited to fund demonstration efforts to determine what works in addressing the problem and to share that information with other communities.
3. *Private Sector Initiative* Addressing teen pregnancy will require, as you have said, a partnership among all sectors of society. We are working to encourage the formation of a private sector campaign/organization to mobilize the private components of a public/private partnership.
4. *Youth Initiative* Addressing teen pregnancy requires strategies to engage youth early and offer them positive alternatives to early parenting and ill-advised sexual behavior. The problems youth face run deeper than the symptoms – such as early child-bearing and substance and alcohol abuse – so the solutions we pursue must be broader as well. With OMB and the relevant agencies, we will develop a proposal for a youth initiative that could be a central element of your FY97 budget and 1996 State of the Union.
5. *Foster Care/Adoption* While not strictly teen pregnancy issues, we will still be looking at proposals in these areas since the failure of those systems is both a cause and effect of the high levels of teenage pregnancy.

Very important to do follow up keep them excited

Work Plan

The following is a brief status report and a list of next steps in each of these five areas:

Research and Evaluation

Last month, HHS completed an exhaustive review of recent literature on adolescent sexual behavior, pregnancy, and parenthood and on the effectiveness of teen pregnancy prevention programs. In addition, they have taken steps to improve the dissemination of the information by expanding and improving their clearinghouses.

- o Next steps: We will (1) develop a comprehensive listing of all recent research funded by all departments on teen pregnancy and related issues and (2) prepare a comprehensive overview of the agencies' research agenda for the coming year.

Supporting Local Demonstrations

HHS recently made awards in two significant demonstration programs, the Adolescent Family Life Program (\$4.2 million to 15 communities) and the Community Coalition Partnership Program for the Prevention of Teen Pregnancy (\$6.5 million to 13 communities). They have also encouraged communities to adopt innovative strategies in some of their other existing programs.

- o Next Steps: We will (1) develop a comprehensive list of all demonstration programs funded in the past year by all departments; (2) examine whether we can improve the way in which results from programs in all agencies can be made more easily available to communities and better publicized; (3) compile information about all upcoming grants in the coming year and make that information widely available to all communities.

Promoting a Private Sector Initiative

Your October 5th meeting was the culmination of months of groundwork, but also only the first step in making a private sector organization a reality.

- o Next Steps: (1) We will be working with participants in the meeting and others to make the most of the momentum from the meeting and to follow up on the commitments of resources and time that were made. We hope that agreement in principle about forming an organization and an initial structure can be worked out within a couple of months and that an announcement of its intended creation can be made before the end of the year.

(2) Dr. Foster -- As you know, we have worked out for Dr. Henry Foster to join the administration in a part-time role as a Senior Advisor to the President on Teen Pregnancy. We would like to announce his position and put out a comprehensive update on the administration's teen pregnancy initiatives in early November.

Youth Initiative

Secretary Shalala, senior officials at OMB and other Departments, and your Domestic Policy staff are very interested in preparing for your consideration a series of options for a major Youth Initiative that could be a centerpiece of the FY97 budget and the 1996 State of the Union. Truly addressing teen pregnancy requires an effort that goes far beyond dealing with sex education and increasing pressure to defer child-bearing. We must find a way to communicate hope and opportunity to our youth on a broad scale. We realize that this initiative needs to have a creative and exciting new angle to make it newsworthy and must not involve considerable new resources.

- o Next Steps: We will be convening a work group this week to begin developing options for your consideration as part of the budget process.

Foster Care and Adoption

With the pressures on the foster care system increasing and the level of resources available to it decreasing, and with the ongoing need to increase adoption, we will set a group to working on options for further Presidential and federal action in this area as part of our work group on teen pregnancy. We will consider the recommendation to create a Presidential Advisory Commission on the subject as well as other more action-oriented steps.

Conclusion

As you know, a lot of activity has been taking place throughout the administration on these issues. We intend to expand this activity, improve coordination among the various agencies around this issue, and to publicize better what we are and plan to do through a series of events and announcements this fall. By the 1996 State of the Union, we believe you will have a significant track record of achievement to point to in fulfillment of your pledge in the 1995 address.

10.19.95

(F) **Hale response re Gov. Kitzhaber.** Explains why Kitzhaber got a bit miffed when you were in Portland for NW Economic Conference (he thought he was going to have a chance to talk with you at airport), but he is long since over this. He will be in town October 24-25. Harold, Doug and Marcia are having lunch with him to discuss Oregon Senate race. He will also meet with Leon and other WH staff on northwest issues, with Secs. Glickman, Babbitt and O'Leary invited as well. At Harold's suggestion, Marcia has also requested 5-10 minutes on your schedule for a drop-by.

(G) **Rasco/Ben-Ami memo on teen pregnancy initiatives.** Brief overview of what we're doing on teen pregnancy: 1) Research and Evaluation - HHS has reviewed the literature and will do a list of all federally funded research; 2) Supporting and Promoting Local Demonstrations - DPC will develop a list of demonstration programs and make information about them more available to the public; 3) Private Sector Initiative - follow up on Oval Office meeting, with hope that a private sector organization can be announced by end of the year; 4) Youth Initiative - DPC, HHS, OMB and others will work on a proposal for a Youth initiative that could be a centerpiece of State of the Union and FY 97 budget; 5) Foster Care/Adoption - DPC will establish working group to consider possible federal action in this area.

(H) **Ickes/O'Connor memo on Medicare/Medicaid fraud.** Harold/Jennifer forward HHS memo in response to your request. To date, Administration has obtained 579 criminal prosecutions for Medicare/Medicaid fraud -- ~~a 27% increase from the Bush Administration at this date. These prosecutions have netted about \$730 million in funds -- a 484% increase from Bush.~~ HHS says these prosecutions take several years and that the increased recoveries now are in part due to increase in HHS Inspector General staff during Bush Administration. That staff has been reduced from 1151 in FY 91 to 940 in FY 95, though with larger proportion fighting Medicare/Medicaid fraud, absolute number working on this front is probably about same.

(I) **Ickes note about Jay Mazur request for meeting on immigration.** Mazur, head of UNITE (formed by merger of ILGWU and Amalgamated Clothing Workers) has asked for a meeting with you and a number of labor leaders to discuss immigration legislation. He sees this legislation as blurring distinction between legal and illegal immigration and as an attack on some of our core values. Harold wants to discuss.

(J) **Ickes memo on meeting with Jesse Jackson.** Harold and Alexis met with Jackson recently for over an hour. He discussed: his son's congressional race (election Nov. 28); Haiti, urging us to send office supplies and garbage trucks to the new mayor of Port-au-Prince; the Million Man March - he stressed recent study about a third of young black men being involved in the criminal justice system and said he has talk with Farrakhan about need for broad-based representation at the march; urban policy, emphasizing the need for a national commission or group to develop a viable urban policy, possibly using pension funds for this purpose. He wants to be involved with the Administration in three areas: developing an urban policy, some sort of diplomatic role (no specifics) and voter registration.

- Working Group
- Mission / Vision Circle
- Structure developed
- MEETING *
- \$/consultant > workhorse

→

→

facsimile

TRANSMITTAL

to: Jeremy Ben-Ami, Deputy Assistant to the President
Domestic Policy - White House

fax #: (202) 456-7028

re: TEEN PREGNANCY MEETING

date: October 5, 1995

pages: 1 page(s) total, including this cover sheet

Dear Mr. Ben-Ami,

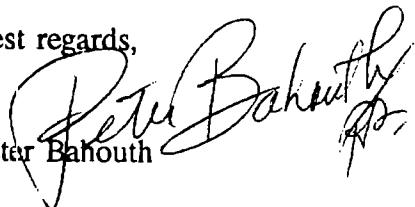
It was really good to meet you today at the Teen Pregnancy Briefing. I believe the meeting went well and am extremely encouraged to see this concern being addressed at the White House level.

I look forward to sharing other discussions with you in the future and ask that you please keep in touch with our office on your continued activities. Also, feel free to contact me for any additional information you think we can provide.

Again, the pleasure was mine.

Best regards,

Peter Bahouth



From the desk of...

Peter A. Bahouth
Executive Director
Turner Foundation, Inc.
One CNN Center - Suite 1090
South Tower
Atlanta, Georgia 30303

tel: (404) 681-9900
fax: (404) 681-0172

DOE/HAN:

- Food: - coffee in 1TR
- bags / coffee in 324
- lunch

DOLORY

• Name TENTS

• Packets: - Agenda

- Final participant list / addresser.

- HHS facts (1): #1

- HHS facts (2): Clinton record.

(- materials for new people?)
- bios

• WANNES

• Who'll be where? 5 people

✓ • BRIEFING - review final draft (JSA)

ATT IV

✓ • TP's - review final draft (JSA)

ATT V

• Key people to engage - (Janet)

ATT I, II

• HHS facts (Debbie)

✓ • SCRIPT - Done + distributed

ATT III

• Part List - (Janet)

BRIEFING

5 attachments - 10 sets w/ tabs.

Attachments 1-5

TALKING POINTS
Teen Pregnancy Meeting
10/5/95

DRAFT

Thank you very much for coming here today. I am truly impressed by the group we have gathered.

I am even more impressed that your presence means that you have an interest not only in the problem of teen pregnancy – but in working to find a solution.

Teen pregnancy is one of our nation's most difficult social problems. You know the scope of the problem, so I won't waste time repeating the grim statistics. And you also know this is not a problem that lends itself to an easy solution – particularly not one determined by the government here in Washington.

But it's not a problem we can run from either. The challenge should encourage us to redouble our efforts to address it.

The epidemic of teen pregnancy is, I believe, one of the most serious threats to our children today. For the teens who have children too young, the impact is so enormous on their life chances. You all know the consequences: education cut short, job opportunities lost, a dramatically high likelihood of ending up on welfare. And you know the consequences for the children of these young parents: low levels of pre- and post-natal health care, less chance of starting school on the right foot, child poverty and all its consequences.

Of course, early child-bearing is only one aspect of a larger set of social and economic problems facing our teenagers today. And we need to look at solutions in the broadest possible ways: providing opportunity and hope for our young people – through jobs and education. Not to mention providing productive outlets for their energy and creativity – by keeping schools open into the evening and through active community based programs.

But there's a lot to be gained through a simple and focussed message as well: Telling our youth not to have children until they are older, graduate school, marry, and can support themselves and their children through work.

Last January, I called for a national campaign against teen pregnancy. I believe the only way we can tackle a problem like teen pregnancy is by coming together as a nation. Private sector in partnership with public sector. Leaders in entertainment, media, education, religion, medicine, foundations working together.

That's why I have asked all of you here today.

I wanted to talk with you seriously in a meaningful, non-partisan way about what we can do to address this difficult problem. That's why I have done everything I could to keep this a low-key off-the-record meeting. I want to have a real discussion with you – I didn't want a showcase meeting for the media.

So let's get to it. I'd like to hear your ideas and most important – and I'll be frank about my real purpose – I'd like to challenge you each as national leaders to talk a bit about what you think you individually or collectively can do to help us as a nation address this difficult problem.

DRAFT**DRAFT**

KEY PEOPLE TO ENGAGE

Ms. Charlotte Beers, Chairman and Chief Executive, Ogilvy & Mather Worldwide

- Ms. Beers is the leading female executive in the advertising industry.
- She has a strong interest in teen pregnancy and has suggested she might be willing to ...
- Her client relationships, with many of the nation's leading consumer products companies, could be a invaluable resource for the National Campaign.

Ms. Jane Fonda, Trustee and Vice President, Turner Foundation

- Ms. Fonda is investing significant time, resources, and enthusiasm into addressing teen pregnancy.
- From her home in Atlanta, she has launched a state-wide initiative called the Georgia Campaign for Adolescent Pregnancy Prevention (G-CAPP).

Ms. Whoopi Goldberg, actress

- Ms. Goldberg has great personal interest in the issue. She was a teen mother, and her daughter had a baby as a teenager, as well.

Ms. Ann Moore, President, People Magazine

- Ms. Moore is highly motivated on this issue. In late 1994, *People* ran a cover story on the lives of teen mothers. That issue was the second most popular of the year, selling over 33 million copies. Moore is planning a follow-up story for 1996.
- She is presently working with Oprah Winfrey to identify issues they might work on jointly. Teen pregnancy is a subject both women feel strongly about and could become the focus of a series of articles and t.v. programs. (Oprah was unable to attend the White House meeting.)

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

- Dr. Hamburg has offered to provide a forum for further discussions about a National Campaign subsequent to the White House event. He will likely make this offer in the meeting with you.
- Hamburg's strong bias is toward viewing teen pregnancy as a symptom of the many complex pressures facing adolescents today. While Carnegie has funded numerous programs aimed specifically at pregnancy prevention, Hamburg favors approaching the problem from a broader "youth development" framework.
- In mid-October, Dr. Hamburg will release a major Carnegie report on Children and Youth. Mrs. Clinton will participate in the announcement.

Gov. Thomas Kean, President, Drew University

- As Governor of New Jersey, Kean supported the establishment of school-based clinics for adolescents to address problems including teen pregnancy.
- He sits on the Board of the Carnegie Corporation and has participated in the foundation's initiative on Children and Youth.

Mrs. William Bennett (Elayne), President, Best Friends Foundation

- Mrs. Bennett directs a program in Washington, D.C. which encourages adolescent girls (grades 5-9) to postpone sexual activity and reject drug use.
- Bennett has degrees in Special Education and previously worked as a teacher.
- She believes strongly that teen pregnancy must be given national attention.

Mr. Doug Nelson, Executive Director, Casey Foundation

REVIEWING THE BIDDING

9/27/95

1. Our goal: Fulfill President's pledge to start a National Campaign Against Teen Pregnancy.
2. Fulfilling that pledge has many components – involving a private and public partnership. One element of fulfilling the pledge, we hope, will be the creation of an "entity" that would coordinate private support for efforts to address teen pregnancy.
3. We decided not to go the route of appointing a Presidential commission, preferring instead to take an independent, non-partisan approach -- wanting to have a serious, credible, and long term impact on the problem.
4. The meeting with the President is designed to spark interest among a group of private citizens representing different fields (media, business, foundations, etc.) in exploring the possibility of creating such an "entity."
5. While this meeting and initiative are being framed in terms of addressing teen pregnancy, any effort in this area has to address broader issues facing adolescents in order to succeed.
6. NEXT STEPS: Our hope is to have a follow-up meeting hosted by one of the participants (possibly the Carnegie Foundation) at which the discussion of whether and how to get this entity going would be pursued in more detail.

In addition, we need to pursue a seed grant to fund the staff work necessary to get this off the ground.

• Make notes for 11:00 conference call

• DOCS: POTUS briefing ✓
POTUS TPS ✓
✓ Script ✓

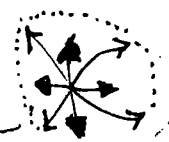
• Handout: ~~Jan~~ Partic list / Addressee
~~Debbie~~ Fact sheets
~~Jan~~ Agenda

Also part list
TPS

Debbie HHS line

~~Jan~~ key people to engage

~~Jan~~ waive list



• Debbie: get fact sheet finalized



• Docs to CHR @ 10:00: TPS

Briefing memo

✓ • Docs to Person E: - Briefing
Dawp - TPS
- key people

• Talk to everyone w/ a role
→ D. Nelson

Colony
• Place cards

Commute

① FACT SHEET - must be complete by Tuesday

② Notes for the conference call

③ Key points for Carol on Monday in meeting with the President

④ Points to go over in POTUS briefing

D. Fine

- Fact Sheet

- POTUS memo on HHS work

THE WHITE HOUSE

WASHINGTON

**PARTICIPANTS IN WHITE HOUSE MEETING
ON TEEN PREGNANCY**

(as of 9/28/95)

The President

The First Lady

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

- ✓ **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
- **Ms. 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
- Am Gmhr **Ms. Whoopi Goldberg**, actress
- ✗ **Dr. David Hamburg**, President, Carnegie Corporation, NY
- ✓ **Mr. Irving Harris**, Chairman, The Harris Foundation, IL
- Donna ✓ **Dr. Marion Howard**, Professor, Emory University School of Medicine, GA
- **Mrs. Sheila Johnson**, Executive Vice President, Black Entertainment Television, Inc., DC
- David ✓ **Mr. Paul Tudor Jones**, Chairman, The Robin Hood Foundation, NY
- ✓ **Honorable Thomas Kean**, President, Drew University
- **Sister Mary Rose McGeedy**, President, Covenant House, NY
- ✓ **Ms. Ann Moore**, President, People Magazine, NY
- ✓ **Dr. Kristin Moore**, Executive Director, Child Trends, Inc., DC
- Deborah Delgado ✓ **Mr. Douglas Nelson**, Executive Director, Annie E. Casey Foundation, MD
- **Dr. Helen Rodriguez-Trias**, Past President, American Public Health Assoc., CA
- ✓ **Honorable Warren Rudman**, attorney, Paul, Weiss, Rifkind, Wharton & Garrison, DC
- ✓ **Ms. Isabel Sawhill**, Senior Fellow, Urban Institute, DC
- **Reverend Kenneth Smith**, President, Chicago Theological Seminary, IL
- ✓ **Ms. Vivien Stewart**, Program Chair, Children and Youth, Carnegie Corporation, NY
- ✓ **Ms. Kathleen Sylvester**, Vice President for Domestic Policy, Progressive Policy Institute, DC
- ✓ **Honorable Louis Sullivan**, President, Morehouse School of Medicine, GA
- ✓ **Dr. Jay Winsten**, Dir., Cntr. for Health Communication, Harvard Schl of Public Health, MA

Rubin, Nancy

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AGENDA – Teen Pregnancy Meeting Planning Session

- I. Review of Script and Shalala Talking Points**

- II. Concrete Next Steps in Preparation for the Meeting**
 - o Mailing to Participants**
 - o Calls to Individual Participants**
 - o Structure of the Conference call on Monday**

- III. Next Steps Beyond the Meeting**