

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. paper	re: Teen Pregnancy Initiative (partial) (1 page)	n.d.	P5
002. memo	Carol Rasco et al. to Leon Panetta re: Teen Pregnancy Initiative (7 pages)	07/10/1995	P5
003. list	Participants List National Campaign to Reduce Teenage Pregnancy [partial] (3 pages)	01/30/1996	P6/b(6)

COLLECTION:

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

FOLDER TITLE:

Teen Pregnancy: National Campaign 2 [3]

2010-1083-S

rc127

RESTRICTION CODES

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

- P1 National Security Classified Information [(a)(1) of the PRA]
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PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

cc: Jeremy

The Advertising Council inc

Eva Kasten
Executive Vice President

June 15, 1995

Ms. Janet Abrams
White House Fellow
Domestic Policy Council
The White House
Washington, DC 20500

Dear Janet:

I wanted to take a moment to follow-up to our June 12th conversation regarding the requested changes to the "Fairytale" teenage pregnancy PSA.

I had the opportunity to discuss the concerns detailed in the June 7 memorandum with David Mechlin of Ogilvy. He confirmed what you and I had discussed: the agency will address as many of the issues as possible while maintaining the creative integrity and intent of the "Fairytale" board. It is unlikely that the creatives will be able to address all comments detailed in the memorandum. With that in mind, I did ask the agency to revisit the board "Get Involved" that was originally presented in April.

Ogilvy will work on the revisions and is targeting the week of June 26 for completion. As we discussed, I would like to have Ogilvy come to Washington to present the revisions to the "Fairytale" and "Get Involved" boards when available. Perhaps we should start looking at a date now, knowing how hard it is to get everyone together. What would work for HHS and the White House?

Lastly, I was wondering if there has been any development with the contractual request by HHS. Having been through the contractual process several times, my concerns about timing continue.

Thanks again for taking the time to walk us through the memorandum; your input was extremely helpful.

Sincerely,



Eva Kasten

cc: David Anderson



TEEN PREGNANCY INITIATIVE

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

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

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

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

RECOMMENDED PLAN OF ACTION:

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

Next Steps

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

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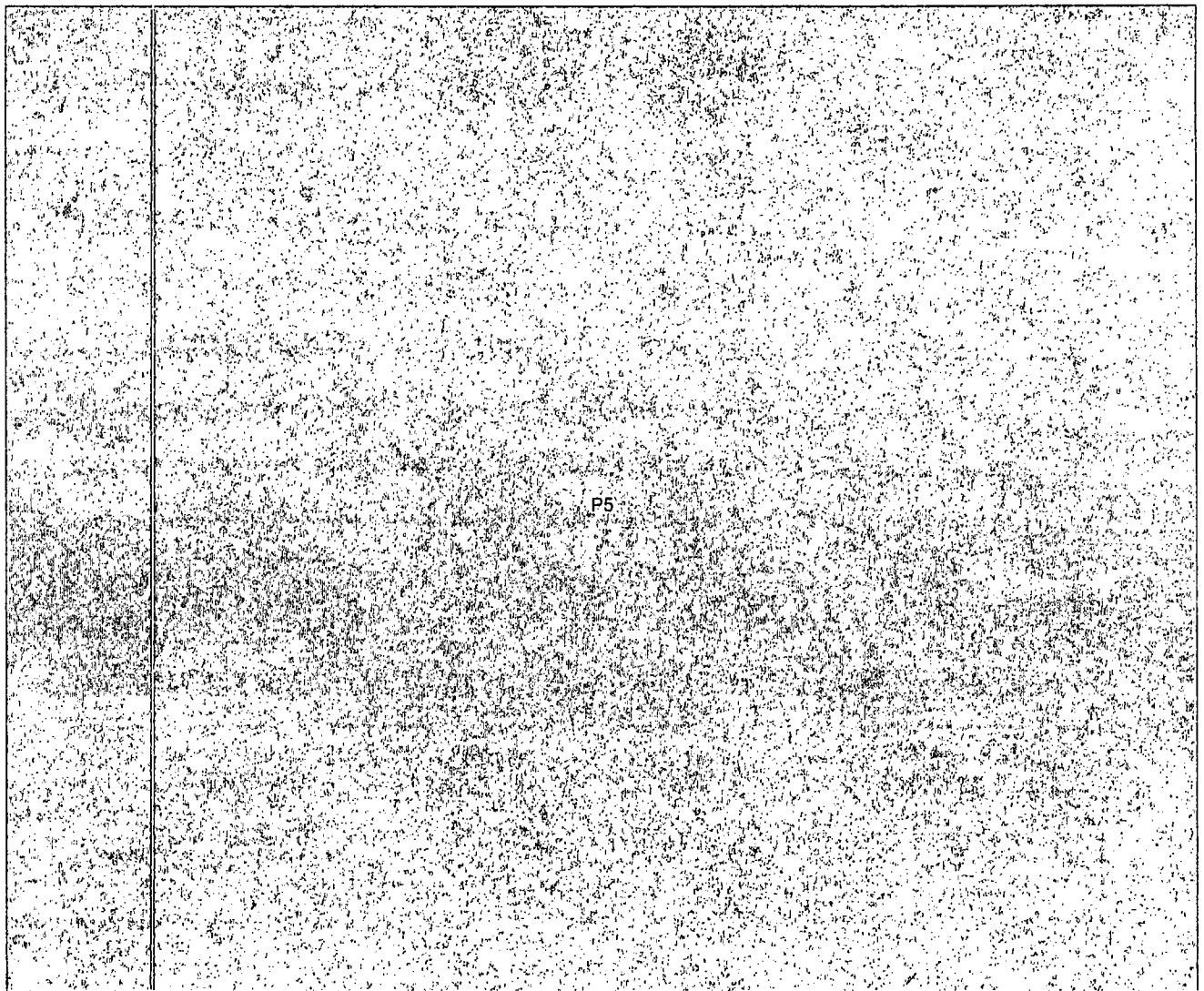
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[001]

Next Steps

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

ISSUE 3: Presidential Public Service Announcement on Teen Pregnancy

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

If we cannot get a clear commitment for the funds by July 14, we will be put a situation where we will either have cancel the campaign altogether or delay airing of the ads until well into the fall. As each day passes and we move into the campaign season, it becomes less and less likely that media outlets will give the Presidential PSA the exposure it needs to be effective.

RECOMMENDED ACTION

If we still want the PSA, we will need to send a signal from the White House that this is a priority. We have been unable to get timely action from HHS at the staff level. A call from the Chief of Staff or other senior White House official to Secretary Shalala is needed to emphasize the importance of prompt action.

SCHEDULE PROPOSAL

Date: 6/19/95

☐ ACCEPT	☐ REGRET	☐ PENDING
---------------------------------	---------------------------------	----------------------------------

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

FROM:

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

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

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

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

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

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

DATE AND TIME: ASAP

DURATION: 2 hours

LOCATION: White House

PARTICIPANTS: The President
Secretary Donna Shalala
Andrew Young
Sharon Buffett
Belle Sawhill, Urban Institute
Sarah Brown, Institute of Medicine
C. Everett Koop
Sen. Jack Danforth
Oprah Winfrey
Henry Foster
David Hamburg, Carnegie Foundation
Elaine Bennett
Bill Gates
Kris Moore, ChildTrends, Inc.
Marion Howard, Emory University
Genie Rosoff, Guttmacher Institute
A. Bescheroff,

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

REMARKS: Yes

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

FIRST LADY'S
ATTENDANCE: If available

VICE PRESIDENT'S
ATTENDANCE: If available

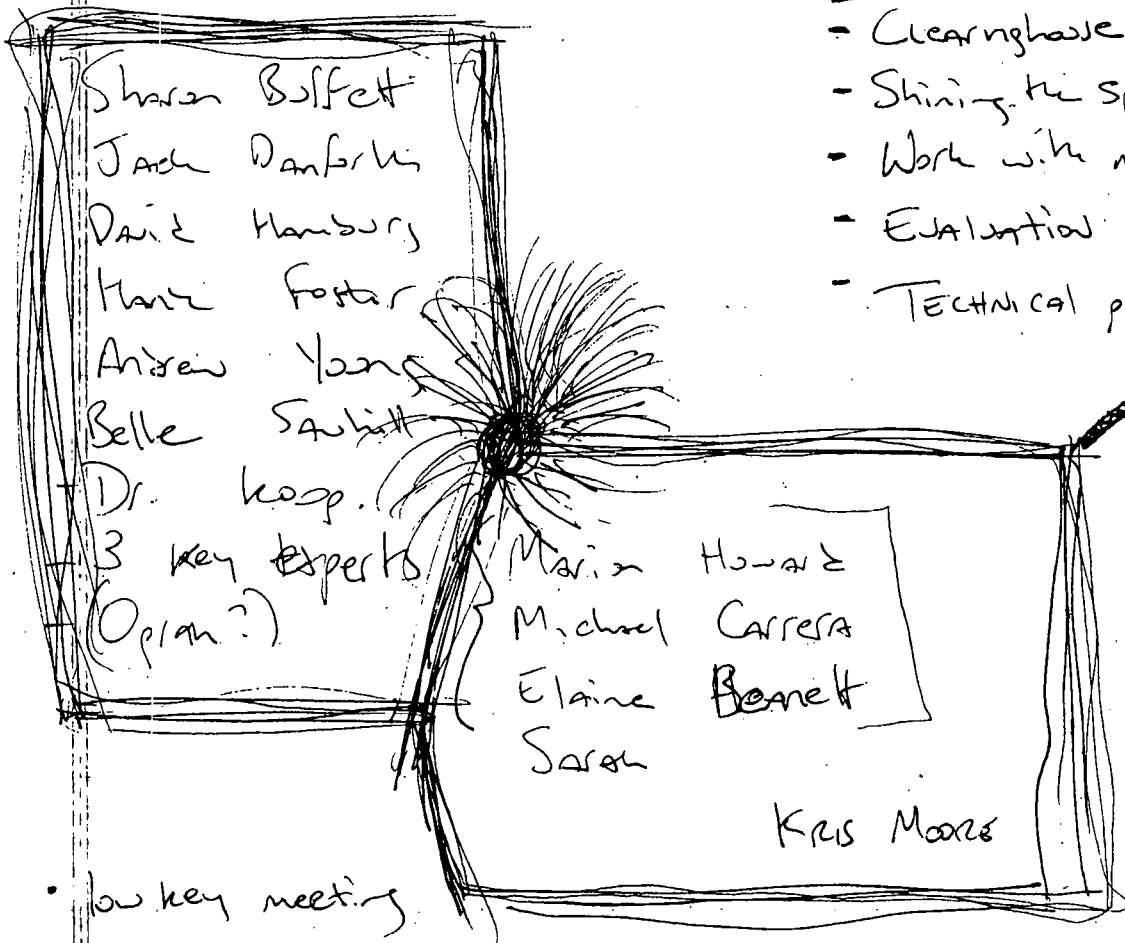
SECOND LADY'S
ATTENDANCE: No

RECOMMENDED BY:

CONTACT: Janet Abrams, 6-2857

Functions

- Clearinghouse
- Shining the spotlight on models.
- Work with media
- Evaluation
- Technical panel.



- low key meeting
- agenda

Concrete ideas

- Send the ^{HHS} report w/ a letter
- Pres letter - want to hear from you / discuss what sh^d be done.
 - main msg: we still don't know what works - how do we get serious about evaluating and demonstrating?
 - 2-3 discussion questions
 - Take time, review materials
- ①
 - ②
 - ③

- 2-3 hrs commitment?
- Draft letter OK'd by Leon
- Sign-off by Patus on people.

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Jeremy,

Here's a list of experts in the teen pregnancy prevention field. Jody is working on her names for the invitation list.

Also attached is a draft letter of invitation. If you have in mind the Administration official who would be sending the letter, I'll rewrite in that person's voice.

Thanks.

Janet

The White House

July 10, 1995

Ms. Oprah Winfrey
HARPO Productions, Inc.
Chicago, IL

Dear Ms. Winfrey:

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

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

I would like to invite you to join in a discussion of opportunities for waging a national campaign against teenage pregnancy. We are calling upon leaders of the business, media, religious, foundation, and health care communities to contribute their ideas and experience in meeting at the White House on Friday, July 28.

Please join me and key members of the Administration from 2pm to 5pm in the Indian Treaty Room in the Old Executive Office Building. A reception and dinner will follow at the Vice President's Residence, beginning at 7pm.

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

Sincerely,

Bill Clinton

Attachment: Agenda

People who could contribute to national dialogue with emphasis on service providers:

Direct Service Providers

Delores Homes: Director: Family Focus, Evanston, Illinois

Direct Service Provider

Social Work Field

African American

Adolescent Pregnancy/Parenting

Michael Carrera: Director : Children's Aid Society , New York, New York

Direct Service Provider

Social Work Field

Caucasian

At Risk Youth

Marie E. Mitchell, R.N., Program Manager, Grady Hospital, Atlanta, Georgia

Direct Service Provider

Health Field (Family Planning Provider, Certified Sex Educator, Co-Author Abstinence Curriculum)

African American

Adolescent Pregnancy Prevention/Adolescent Pregnancy

Peggy Smith, Ph.D., Director: Teen Health Clinic, Baylor College of Medicine, Houston, Texas

Direct Service Provider

Health Field

Caucasian

Adolescent Childbearing and Childrearing

Renee Jenkins, M.D. Howard University, Washington, D.C.

Direct Service Provider

Health Field

African American

Adolescent Pregnancy Prevention

Carolyn Gaston, Retired: Albuquerque, New Mexico

Formerly Direct Service Provider

Education Field (Ran exemplary school for Pregnant Girls In School System)

Caucasian

Adolescent Pregnancy and Parenting

Bonnie Dotell, M.D., Obgyn, Norfolk Virginia

Direct Service Provider

Health Field

Caucasian

Adolescent Pregnancy and Pregnancy Prevention

Luella Klein, M.D., (obgyn) Emory University, Atlanta, Georgia

First Female Head of American College OBGYN

Health Field

Caucasian

Adolescent Pregnancy and Pregnancy Prevention

Jerry Rauh, M.D., Director: Adolescent Services Children's Hospital, Cincinnati, Ohio (Ped./ Adolescent Med)

Direct Service Provider

Health Field

Caucasian

Adolescent Pregnancy Prevention and Adolescent Medicine

Cynthia Newbliss, Executive Director: National Black Women's Health Project

Direct Service Provider

Health Field

African American

Women's Health Issues

Other people that come to mind that can contribute to a dialogue

Mary Ann Liebert: Independent Consultant

Coalition Building

Social Work Field (Formerly Directed Washington Alliance on Adolescent Pregnancy.)

Caucasian

Adolescent Childbearing and Childrearing/ Adolescent Pregnancy Prevention

Jane Fonda, Turner Foundation, Atlanta, Georgia

Developed Initiative in Georgia on Teen Pregnancy

Activist

Caucasian

Population Issues, Environmental Issues

Jackie DeForrest: Alan Guttmacher Institute, New York, New York

Research

Data Analyst

Caucasian

Population/Family Planning Issues

Christin Moore: Child Trends, Washington, D.C.

Research

Data Analyst

Caucasian

Population/Family Planning Issues

Doug Kirby: ETR, Santa Cruz, California

Research

Data Analyst

Caucasian

Population/Family Planning Issues

Debra DelGado, Annie Casey Foundation, Baltimore, Maryland

Oversees Plain Talk Initiative

Community

African American

Population Issues, Environmental Issues

Adolescent Pregnancy Prevention

Brook Richman, President: Society for Adolescent Medicine

TEEN PREGNANCY PREVENTION Q&A

What has the Administration done on the "National Campaign" President Clinton called for in January?

In the State of the Union Address, President Clinton urged leaders across the United States to join in a national campaign to prevent teen pregnancy. He called the epidemic of teen pregnancy -- with more than 1 million teenage girls becoming pregnant each year -- "our most serious social problem." Mr. Clinton urged that a campaign be organized and managed from the private sector.

The President spoke out again in March in a speech to the National Association of County Officials. He said, "We need a national campaign ... that sends a clear message: It is wrong to have a child outside marriage. Nobody should get pregnant or father a child who isn't prepared to raise the child, love the child, and take responsibility for the child's future."

Since January, the Clinton Administration has worked in partnership with a small group of concerned citizens to lay out a practical vision for the proposed private sector initiative. Broad consultations were held with individuals across the country who are engaged in teen pregnancy prevention efforts and with prominent individuals in the business, foundation, and religious communities. Guided by these discussions, a framework was developed for a national organization to be led by leaders of all sectors of society which would catalyze and support a sustained effort to reduce teen pregnancy. The organization would be independent and bipartisan.

Dr. Foster's role will be to coordinate outreach to potential leaders of this initiative.

What will this organization do?

The private sector organization will not impose any top-down solutions. Rather, it will encourage local communities to forge their own approaches to teen pregnancy prevention consistent with their values and experience. A major role of the organization will be to discover, disseminate, and celebrate what is working in teen pregnancy prevention. Right now, while many local efforts show great promise, information on what works is fragmented.

Activities of the private sector group are likely to include:

- spearheading a national grassroots campaign to make teen pregnancy prevention a priority in every community
- launching a long-term, multi-dimensional media campaign to encourage and reinforce local efforts and instill a new ethic of responsible parenting

- maintain an accessible national database of teen pregnancy prevention programs and provide opportunities for those already engaged in the field to more effectively learn from one another
- support the serious evaluation of promising programs and other research as needed
- seek to be the most credible, independent resource available to anyone interested in teen pregnancy prevention, providing training, conferences, newsletters, briefings, and speakers

What will Dr. Foster's role be?

Dr. Foster has agreed to lead the effort to pull together the national voluntary organization. This is not an official Administration role. He will be working as a private citizen and will receive no compensation. His precise role in the organization being formed will be determined at a future date.

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

The private sector initiative is intended to compliment and enhance government initiatives supported by the Administration. The range of Administration efforts related to teen pregnancy includes:

- numerous service and research programs in teen pregnancy prevention within the Department of Health and Human Services
 - In 1993, President Clinton lifted the "gag rule," enabling nondirective options counselling in federally supported family planning clinics.
 - The Administration has supported increases in funding for family planning services. In FY92, \$149 million was spent on family planning. Current funding is \$193 million, and the Clinton budget request for FY96 is \$199million.
 - HHS provides grants to organizations across the country to support local teen pregnancy prevention efforts and to evaluate strategies for effectiveness.
- programs across several agencies to promote youth development and address various risk factors associated with teen pregnancy
- current and proposed welfare reform measures to provide young men and women with incentives to delay parenthood until they are married and able to support their children

President Clinton's welfare reform package includes the following provisions:

- Teen mothers on welfare would be required to live at home with their parents, stay in school, identify the father, and move into employment within a limited period of time.
- Tough new child support laws would be strictly enforced so that prospective teen fathers would know they had to provide child support for the next 18 years. (In 1993, the Administration collected a record \$9 billion in child support, a 12% increase over the previous year.)
- States would have flexibility to try innovative ways to encourage responsible behavior, such as rewarding teen recipients who make progress in school and sanctioning those who drop out.
- a comprehensive attack on background economic and social factors contributing to rising teen pregnancy rates, including poverty, unequal educational opportunity, and disinvestment in distressed urban and rural communities
 - Lifelong Learning Initiatives -- Pre-School and Parenting; Goals 2000; School to Work; National Service; Training and Reemployment
 - Rewarding Work for Working Families -- EITC; Minimum Wage Increase; Family and Medical Leave
 - Community Empowerment -- EZEC, Community Development Banking

Why has it taken so long to organize the private sector campaign?

Outreach has been made to dozens of prominent citizens -- experts in the field of teen pregnancy, leaders of the business, foundation, and religious communities. These consultations have been essential. We're approaching this very complicated problem in a serious, careful manner -- We don't want a band-aid solution. The President's aim is to make a significant contribution to the future of America with this effort, and he has asked Dr. Foster to build upon the groundwork that has been laid to launch the national voluntary organization.

THE NATIONAL TEEN PREGNANCY PREVENTION COUNCIL

An Overview

A National Council

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

A National Problem

Teen pregnancy is one of our most serious social problems.

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

A Reason for Hope

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

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

A National Response

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

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

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

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

Organization and Funding

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

Draft June 21, 1995

A NATIONAL CAMPAIGN AGAINST TEEN PREGNANCY

Core Group Options

June 21, 1995

Core Group

1) High Visibility/Entertainer

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

2) Visible Republican

- Jack Danforth
- Jack Kemp
- Elayne Bennett
- Carla Hills
- Anne McLaughlin (approached; positive)
- Barbara Bush (may be honorary)

3) Spiritual Voice

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

4) Business Leader

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

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

5) Substantive Keeper of the Flame

- Belle Sawhill (accepted)

6) Community Leader

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

7) Advertising Leader

- Charlotte Beres (Ogilvy & Mather)

8) Public Health Leader?

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

9) Foundation Leader?

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

10) Academia?

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

11) Initial Teen Representative?

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

Notes

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

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

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

serving on the council.

CALL LIST

Maggie

- Oprah
- Check on routes to Jack Danforth, including the First Lady, Mikva, and Griffin
- Check to see if First Lady has any connection to Warren Buffett
- Call Dr. Koop when appropriate

Kay Graham to Buffett

Alexis

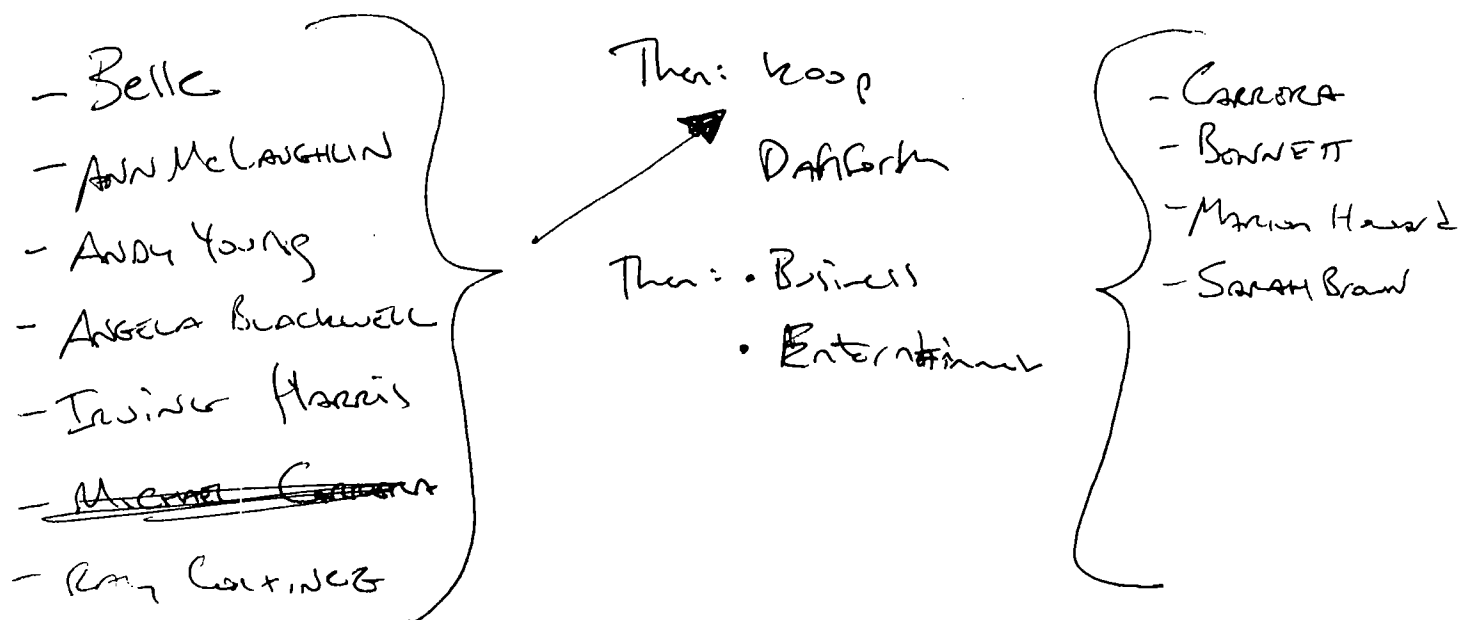
- Follow up on Vernon/Warren Buffett
- Follow up on Denzel Washington and wife
- Call John Pepper
- Speak with Jody about other names to contact

Jody

- Call Sylvia Mathews about Sec. Rubin's suggestions
- David Saltzman
- Follow up with Andy Young on Don Keough
- Call Frank Biondi
- Elaine Bennett

Janet

- Check with Jack Quinn, re: Danforth, Gates, Craig McCaw
- Check on Don Keough



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

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

TEEN PREGNANCY PRIVATE SECTOR INITIATIVE

NEXT STEPS

Deadline

Select candidates for National Council
Decide who will make preliminary contacts
Divide up call list
Provide script for calls

by April 28

Make calls

by May 5

Decide on outline for POTUS event
Submit scheduling request

by April 28

Jody and Belle make presentations to interested
candidates

by May 19

Janet completes presentation materials w/Jody and Belle

by May 5

Final calls made by the President and First Lady
Prepare call scripts and background memos

by May ____

by May ____

Prepare briefing materials and remarks for the President
for announcement event. Materials to include overview
of what Clinton Administration has done to enhance the
lives of youth and improve their future opportunities.

by May ____

CONF CALL
Mon 4:00

• RECONNECT MONDAY

Bill COSBY

- AH to call CAMILLE (?)

NEED: script

JACQUE JOWER KENSEE

- Maggie

WARREN BUFFETT

- VERNON - to be called Jodie, reinforced by Alexis

Belle

- FLORUS

Jack DANFORTH

- AH will check w/ Harold
- Belle

Ann McLAUGHLIN

- AH will check w/ Harold
- Belle

ANDY YOUNG

- AH

FRANK BIONDI

- JAG, reinforced by Alexis

JOHN PEPPER - P+G - name known } or REPUB CEO

- AH to feel out?

NEIL GOLOSCHMIDT

- AH will check w/ Harold.

- JG/Belle

~~THOMAS SHAW~~

ANGELA BUCHHEIT

- Belle

- Dr. Koop
- Maggie

- Susan BENEFORD
- Alexis

- Pam CORNINES : AH chick with Suzanne
- Belle

~~• Jack Michael Carrara to p.d.~~

1. Outreach
2. PSA
- 3.
4. Scheduling

TEEN PREGNANCY

(4/24 update)

1. Private Entity

- 4/21 - met with Maggie and Jody
- Alexis has new list
- Next Step: (1) Need meeting with Alexis - hopefully 4/25-6
(2) Maggie talking to FL to get reactions to list and call to Belle
- Goal remains mid May announcement
- Need to submit scheduling request as well

2. Money for PSA

- Reworked budget provided by Ad Council to HHS
- HHS seems comfortable on the money front

3. Fulfillment

- Brochure: Avis making sure that HHS is drafting (3/28)
- List: Janet has a new draft; has circulated for comment
- general agreement that fulfillment should be handled by the private entity
 - other efforts on hold

4. PSA

- strategy final
- creatives in draft (4/19)
- need to put on hold (4/24)

Sally McDonough 331-9153 x146
Eva Kasten x147

4/21

- One key step: package our initiatives / successes together as part of the teen pregnancy initiative.
 - Phase I is everything we've done
 - Phase II is the Board.

- MW • Copy of memo to POTUS on private entity options.
- Memo on effective programs.

NEXT STEPS

- ① MW - talk to HRC
- ② - HRC call Belle
- ③ mtg w/ Alexis - DF - early next week
- ④ Smarteam on next phone call mid-next week.

AGENDA
Teen Pregnancy Meeting
April 21, 1995 9:45 in Maggie Williams' OEOB Office

- I. Overview of next six months
- II. Brief history of private teen pregnancy initiative
- III. Review process (e.g. who has been consulted; reactions etc.)
- IV. Proposed mission statement and structure
- V. Proposed participants
- VI. Next steps

A NATIONAL CAMPAIGN AGAINST TEEN PREGNANCY

Proposed Core Group

April 21, 1995

The National Council - Core Group

Bill Cosby, Co-Chair

Jordan { Jackie Joyner Kersey, Co-Chair

Warren Buffett, Co-Chair

Belle Sawhill, Co-Chair and President (staff would report to the Council through Belle)

Jack Danforth

Elayne Bennett

Alexis { Andy Young

Jordan { Frank Biondi

Neil Goldsmith

Isabel Stewart

Dr. Evertt Koop

Charlotte Beres

Susan Beresford

Ray Cortinez

Teen

The National Council - Honorary Chairs

The President and Mrs. Clinton

The President and Mrs. Bush (could stop here or include all other former Presidents and spouses)

Speaker Gingrich

Minority Leader Gephardt

Senator Dole

Senator Daschle

Chairman of the NGA

Chairman of the US Conference of Mayors

= Rae Grad, Nat'l Commission to Prevent
Infant Mortality

A NATIONAL CAMPAIGN AGAINST TEEN PREGNANCY

Core Group Options

April 21, 1995

Core Group

1) High Visibility/Entertainer

- Bill Cosby
- Denzel Washington
- Oprah
- Jackie Joyner-Kersey (sp?)
- Carole Simpson (ABC News)

2) Visible Republican

- Jack Danforth
- Jack Kemp
- Elayne Bennett
- Carla Hills
- Anne McLaughlin
- Barbara Bush (may be honorary)

3) Spiritual Voice

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

4) Business Leader

- Warren Buffet (Berkshire Hathaway, NE)
- Frank Biondi (Viacom, NY)
- Neil Goldsmith (Nike, OR)
- John Bryan (Sara Lee, IL)
- Robert Haas (Levi Strauss, CA)
- Jerry Levin (Time Warner, NY)
- Les Wexner (The Limited, OH)
- Goinzueta (sp?) (Coca Cola, GA)
- Ted Turner (Turner Broadcasting, GA)
- Bob Iger (ABC, NY)
- Sandy Weil (Travelers/Smith Barney, NY)
- Woman who runs Mattel (NY)
- Hugh McColl (NationsBank, NC)
- John Clendenning (Bell South, GA)
- Thomas Donahue (Nike, retired, MA)
- Irving Harris (retired, IL)

5) Substantive Keeper of the Flame

- Belle Sawhill

6) Community Leader

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

7) Advertising Leader

- Charlotte Beres (Ogilvy & Mather)

8) Public Health Leader?

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

9) Foundation Leader?

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

10) Academia?

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

11) Initial Teen Representative?

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

Notes

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

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

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

A National Campaign Against Teen Pregnancy
Additional Names for Council
April 21, 1995

Marion Wright Edelman (CDF)
Michael Carrera (Children's Aid Society)
Dr. Angela Diaz (Mt. Sinai/Children's Aid Society)
Anne Richards (former Governor of Texas)
Mario Cuomo (former Governor of NY)
Ray Maybus (former Governor of Mississippi)
Gerry Laybourne (Nickelodian)
Alan Wurtzel (Circuit City)
John Young (Hewlett Packard)
Penny Pritzger (Hyatt)
Michael Fuchs (HBO)
Head of Freddie Mac
Joan Ganz Cooney
Judith Kay (Chief Judge of NY CT of Appeals)
Nancy Dickerson (wife of John Whitehead)
Sharon Daly (council of churches)
Bill White (Mott Foundation)
Dick Parsons (Time Warner)
Ken Chenault (AMEX)
Jim Hunt (former gov of NC)
Jeff Sagansky (Sony)
Jack Tate (First Union?, NC)
Jane Fonda (activist)

A NATIONAL CAMPAIGN AGAINST TEEN PREGNANCY

JAG Consultation List

April 21, 1995

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

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

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

JAG Consultations

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

Additional JAG Consultations in Next Few Weeks

Elayne Bennett (Best Friends)

Melissa Ludtke

Paul Offner (Sen Moynihan has not agreed to meet)

Marion Howard (Teen Services Program in Atlanta)

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

Alice Radosh (NY Teen Pregnancy Campaign)

OBGYN's and groups supportive of Foster nomination

Congress? (e.g. Schroder, Hatch)

More Republicans/Conservatives?

A NATIONAL CAMPAIGN AGAINST TEEN PREGNANCY

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

A NATIONAL COUNCIL: An independent national council would be formed to lead the effort. The council would be private, bipartisan, and broad based, including prominent leaders from the entertainment, business, religious, civic, education and foundation communities. The full council would have between 20 and 25 members; however, a "core group" of 10 to 12 could come together initially to launch the initiative and then recruit other members. A national youth advisory council would also be formed to work with the council.

A NATIONAL EFFORT: The council would seek to educate the public, inform the debate, learn what works, catalyze and celebrate local efforts, and instill a new ethic of responsible parenting. There would be no attempt to impose a top down solution to the problem. Rather, the council would seek to challenge and assist other leaders, organizations, and local communities to find their own solutions. Each member of the council would be asked to spearhead an effort in their respective fields to make the fight against teen pregnancy a national priority. A national media campaign directed at communities, parents and teens would be launched to reinforce the council's efforts (it is possible that the President would agree to be in the first PSA). And, state or locally-based councils would be established to mirror the activities of the national council at the local level and become the critical frontline for the campaign. These councils would be directly affiliated with the national council and would initially have one overlapping member.

RATIONALE: Teenage pregnancy is a critical national problem. Teenage pregnancies are substantially higher in the U.S. than in other industrialized nations, and teenage childbearing is strongly related to poor outcomes for both mother and child, including dropping out of school, unemployment, and welfare dependency for the mother, and poorer health and developmental problems for the child. The costs in additional welfare costs benefits, health care, and related spending are estimated at \$50 billion annually. Increasingly, teenage births are occurring outside of marriage, depriving children of the benefits of growing up in a two-parent family.

Although children having children is a critical national problem, it is not one that government alone can solve. All sectors of our society need to be engaged in seeking solutions. This includes parents, educators, religious leaders, the media, the business community, elected officials at all levels, various voluntary organizations, and teens themselves. Currently, such efforts are fragmented and unorganized. There is no one group to whom those interested in solving the problem can turn to for advice, assistance, and information. And, there is no national leadership to encourage new efforts, to celebrate what is working, to reach out to the public to engage them in a dialogue about goals and the best ways of achieving them, and to send a clear message to teens about their responsibilities and opportunities.

A NATIONAL RESOURCE: The council would keep a spotlight focused on this complex problem and bring sustained, long-term and credible attention to discovering and disseminating what works. The council would review what is known about effective approaches to reducing teen pregnancy and would establish a national clearinghouse of such information that would be broadly shared and regularly updated. It would support community based initiatives as funds were available and offer training and technical assistance to local organizations. However, it would be up to local communities to forge their own approaches to the problem, consistent with their own values and experience. The council would support national research and evaluation of programs; and could offer a forum for discussion of key issues, set and monitor national goals, and celebrate local success stories. It could also present an annual report to the President and the nation on what is working and the progress in meeting national goals. Specifically, the council could pursue its mission by such activities as :

- Establishment of a system to collect and disseminate information on the extent and nature of the problem, on existing programs and their effectiveness (this system must be capable of tracking progress in each program and state and of serving as a "fulfilment mechanism" to support the national media campaign).
- Launching a long-term multi-dimensional media campaign.
- Research and data collection on selected topics where important gaps have been identified.
- Training and networking workshops and conferences for local practitioners.
- Meetings with other organizations and leaders; speeches and other outreach by council members to educate and catalyze additional efforts.
- Internships for community leaders.
- Publication of a regular newsletter or magazine and preparation of articles, research syntheses, and other informative materials.
- Recognition of successful efforts(e.g. in publications and the presentation of awards).
- Briefings, site visits, and retreats involving key groups such as elected officials and the media.

FUNDING AND ORGANIZATION: Funds would be sought from foundations, business, government, and wealthy individuals to support the effort. Preliminary estimates show that the council would need approximately \$7 million for the first three years. A 501C3 organization would be established, or an existing such organization selected, to accept the funds and manage the effort. For example, although independent, the council could be housed at the Urban Institute which would provide space, administrative support, research facilities, and fiscal oversight. The council would have a small professional staff (4 people initially; 8 people by its second year of operation) reporting through a president who would also serve on the council..

TIMING AND PRESIDENTIAL SUPPORT: In the State of the Union, the President called "on parents and leaders all across this country to join together in a national campaign against teen pregnancy -- to make a difference." It is important that the council be established as soon as possible to take advantage of the momentum sparked by the President's interest (and the interest of the country which has been fueled by the welfare reform debates). If a national council responsive to the President's call comes together by mid-May, there may be opportunities to coordinate the launch of the council with some of the President's activities in this area, including the possibility of a White House kick-off ceremony and a Presidential PSA.

DRAFT April 21, 1995

03/29/95

10:50

DAVID MEHLIN U&M NY + 2023319790

NO. 121 002

DRAFT**President's Initiative
STOP TEEN PREGNANCY
(STP)****Program Objectives, Strategies and Issues**

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

Current Program Objectives:

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

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

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

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

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

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

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

3/28/95 @ 11:30am - Draft p.1

03/29/95

10:51

DAVID MECHLIN O&M NY - 2023319790

NO.121

003

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

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

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

Tonality

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

Media

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

3/28/95 @ 11:00am - Draft p.2

DRAFT

President's Initiative
STOP TEEN PREGNANCY
(STP)

Call Sally
331-9153
x146

Program Objectives, Strategies and Issues

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Council Washington

New York - Chicago

DATE:

3/27/95

TO:

Avis LaVelle

FROM:

Sally McDonough

NUMBER OF PAGES INCLUDING COVER SHEET:

5

MESSAGE:

Resending

Any problems with material received, contact sender at (202) 331-9153
1730 Rhode Island Avenue, N.W., Washington, DC 20036-3159
FAX: (202) 331-9790

The Advertising Council inc

March 24, 1995

Ms. Avis LaVelle
Assistant Secretary for Public Affairs
Department of Health and Human Services #647D
200 Independence Avenue, SW
Washington, DC 20201

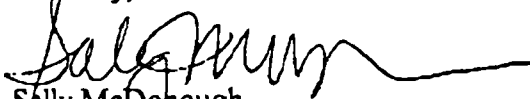
Dear Avis:

Attached please find the requested breakout of the budget for the HHS/Ad Council Presidential teenage pregnancy campaign as well as budgetary guidelines for setting-up a toll-free telephone number and developing a brochure. If you have any questions, please let me know.

You mentioned that you and your team are assembling a task force for the teenage pregnancy issue. I have attached a revised timetable that may be helpful to you and your associates. And, as mentioned, Eva would be more than happy to brief the group on where we are in the process. We couldn't agree more with the need to have them on board. Once a point person is established, I will work with the appointed person to keep them involved in the process.

I look forward to speaking with you Tuesday on the 10:30 a.m. conference call.

Sincerely,


Sally McDonough
Manager, Washington Public Affairs

cc: Dave Anderson
Eva Kasten

The Advertising Council inc

Revised Timetable for the HHS/Ad Council 1995 Teenage Pregnancy Campaign

- March: briefings, develop strategy, creative development
- April: research and production
- May: press launch at White House with President and Secretary Donna Shalala's involvement
- May/June: distribution of materials to the media
- June - May '96 media tracking

The Advertising Council inc

Teenage Pregnancy Campaign Budget

Teenage Pregnancy Presidential campaign:

TV Production(1 :30, :15, :10)	\$100,000
TV Distribution	25,000
Radio Production	15,000
Radio Distribution	25,000
Magazine Production	10,000
Magazine Distribution	10,000
Out-of-home Production	15,000
Out-of-home Distribution (30 & 8)	50,000
Fulfillment	10,000
In theaters	35,000
Travel	5,000
Media Monitoring (for one year)	6,000
Misc.	5,900
Press event	<u>30,000</u>
	\$341,900
Ad Council 17%	<u>58,100</u>
TOTAL	\$400,000

The Advertising Council inc

Budgetary Guidelines for a toll-free hotline and brochure for the Teenage Pregnancy Campaign

Toll-Free Telephone Service

The Advertising Council recommends (based on average costs of other clients) a budgetary line-item of \$200,000 for the first year for toll-free hotline. Clearly, the cost of the toll-free numbers depends on the extent of the service desired (e.g., live announcer vs. electronic) but this should provide a solid base.

The estimated cost above assumes the following services: hook-up costs, electronic voice capture, maintenance (retrieving information from computer, maintenance of a script), capturing of information for a database and fulfillment costs for the brochure (postage included). These costs also depend on the length of the program. If the program will run for only 6 months these cost estimates can be scaled back.

Brochure

The costs for brochures vary according to size, color, paper stock, artwork and number of brochures needed. The budget below assumes the following items: "Slim Jim" size, four color, quantity of 100,000.

Development	\$0	(donated by volunteer advertising agency)
Production/printing (100,000)	40,000	(includes envelope)

TOTAL SUGGESTED LINE-ITEM FOR HOTLINE AND BROCHURE

240,000

FAX NO. 212 2377306

Strategy approval Tue., 3/28

Creative development..... Wed., 3/29 - Fri., 4/7

Present layouts and storyboards to Ad Council Mon., 4/10

Present layouts and storyboards to committee..... Fri., 4/14

Copy and storyboard approval..... by Fri., 4/28

Shoot week of 5/1

Edit..... week of 5/8

Finished Film/ Approvals..... week of 5/15

March							April							May						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4							1		1	2	3	4	5	6
5	6	7	8	9	10	11	2	3	4	5	6	7		7	8	9	10	11	12	13
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27
26	27	28	29	30	31		23	24	25	26	27	28	29	28	29	30	31			
							30													

TEEN PREGNANCY PRIVATE SECTOR INITIATIVE

Draft Presentation, 4/26/95

Defining the Need

Teen pregnancy is a national epidemic.

- In 1990, more than 1 million women between the ages of 15 and 19 -- 12% of all teenage girls -- became pregnant.
- From the 1950s through the early 1980s, the rate of births to teens declined steadily. Beginning in 1986, however, the situation took a turn for the worse. Between 1986 and 1991, the teen birth rate rose 24%.
- The U.S. rate of births to teens is now twice as high as in the United Kingdom and six times as high as in France, Italy, and Denmark.

Out-of-wedlock childbearing is increasing dramatically.

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

Behind the statistics: Children suffer . . .

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

And Society pays

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

Roots of the Problem

- Poverty
- Break down in family structure
- Hopelessness.....
- Powerful media forces irresponsible behavior
- Fading of social stigma
- Welfare system as currently structured

How the Nation is responding

Role of Government

- It is critical for government to take positive actions to invest in education and training for America's youth and improve economic opportunities generally.
- Many believe that changes in the welfare reform system can promote more responsible behavior on the part of teens. "Deterrents" currently under consideration include: requiring teen mothers on welfare to live at home, stay in school, identify the father, and move into employment within a limited period of time; strictly enforcing child support laws so that prospective teen fathers will think twice about their sexual behavior; etc. There is much disagreement about the whether such actions are humane and whether they will change behavior.

Requirement for Private Sector leadership

- Government can only do so much in this complex and sensitive area of personal responsibility. The private sector -- individuals, their families, churches, businesses, civic groups, educators, health care providers -- must take the lead in addressing the problem.

Communities in action

- Many community programs are now in operation -- from Children's Aid Society in NY to Postponing Sexual Involvement in Atlanta... These local initiatives show promise. The common lesson learned is that we must start early in working with children at risk and we must commit to intensive work over the long haul. (Not sure this final sentence is generally accepted.)

- Despite these rays of hope, the nation's current response to the epidemic of teen pregnancy is inadequate.

Weaknesses / Unmet Needs

- No one is sure what works.
- Evaluation of programs is lacking.
- There is no central clearinghouse for information; communities must recreate the wheel.
- No national organization has given this problem consistent, high-level attention, etc.

***Proposal to create a
National Private Sector
Organization***

Statement of Purpose

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

The Organization

- An independent National Council would be formed to lead the effort. The council would be private, bipartisan, and broad-based, and would include prominent leaders from the business, entertainment, religious, civic, education, and philanthropic communities.

The Organization

- A 501C3 organization would be established.
- The full National Council would have approximately 25 members
- A "core group" of 10-12 individuals would come together initially to launch the initiative and then recruit other members.
- A youth advisory group would be also be established to work with the Council.
- A technical advisory committee made up of experts in the field of adolescent pregnancy prevention would assist the Council.
- State and/or locally-based organizations would be established to mirror the activities of the National Council and would become the frontline for the campaign.

Missions

The National Council would seek to

- educate the public about the problem of teen pregnancy,
- catalyze and celebrate local prevention efforts,
- learn what prevention strategies work and disseminate this information widely,
- create a forum for national discussion of key issues, and
- reinvigorate the ethic of responsible parenting in American society.

- The Council would not attempt to design a single solution to this highly complex problem. Rather, the Council would seek to challenge and assist other leaders, organizations, and local communities to find their own solutions, consistent with their particular values and experience.

Specific Activities

The National Council might choose to engage in range of activities, including:

- collect and disseminate information on the scope of the problem and on local prevention initiatives
- launch a long-term, multi-dimensional media campaign
- support research and evaluation of prevention strategies
- hold training conferences for local practitioners
- set national goals for reducing teen pregnancy
- present an annual report to the President and the nation
- provide training and technical assistance to local organizations
- raise funds to support community-based initiatives
- publish a newsletter
- give national recognition to successful community programs
- educate public officials and the media on the problem

Responsibilities of Council Members

- Each member of the Council would be asked to spearhead a national effort in his or her respective field. A national media campaign would be launched to support the Council's mission.
- Each member would be asked to contribute x, y, and z.....

Funding and Administration

- Funds would be sought from foundations, business, and wealthy individuals (mention government??).
- Preliminary estimates show that the Council would need approximately \$7 million for the first 3 years.
- While seeking 501C3 status for the new entity, an existing nonprofit organization would be selected to accept and administer funds.
- The Council would have a small professional staff -- 4 individuals initially; 8 by the second year of operation.
- The organization would be managed by a President, who would also serve on the Council.
- The organization might be housed initially at the Urban Institute, which would provide space, administrative support, research facilities, and fiscal oversight.

Timing

Participants List
National Campaign to Reduce Teenage Pregnancy
January 30, 1996

Janet Abrams

White House Fellow
The White House
The Old Executive Building
Room 224
Washington, DC 20503
TEL. No.: (202) 456-2857
FAX No.: (202) 456-7028

Peter Bahouth

Turner Foundation
1 CNN Center
Suite 1080
South Tower
Atlanta, GA 30303
TEL. No.: (404) 524-5808
FAX No.: (404) 524-5809

Jeremy Ben-Ami

Deputy Assistant to the President
for Domestic Policy
The White House
The Old Executive Building
Room 213
Washington, DC 20503
TEL. No.: (202) 456-2216
FAX No.: (202) 456-7028

Sarah Brown

Senior Study Director
Institute of Medicine
2101 Constitution Avenue, NW
Washington, DC 20418
TEL. No.: (202) 334-1736
FAX No.: (202) 334-2939

Michael Carrera

Director
National Adolescent Sexuality
Training Center
Children's Aid Society
350 East 88th Street
New York, NY 10128
TEL. No.: (212) 876-9716
FAX No.: (212) 876-9718

Margaret Pruitt Clark

President
Advocates for Youth
1025 Vermont Avenue
Suite 200
Washington, DC 20005
TEL. No.: (202) 662-3507
FAX No.: (202) 347-2263

Pat Fili-Krushel

President
ABC Daytime
77 West 66th Street
Fifth Floor
New York, NY 10023
TEL. No.: (212) 456-6309
FAX No.: (212) 456-6059

Jane Fonda

Trustee
Turner Foundation
1 CNN Center
Suite 1080
South Tower
Atlanta, GA 30303
TEL. No.: (404) 524-5808
FAX No.: (404) 524-5809

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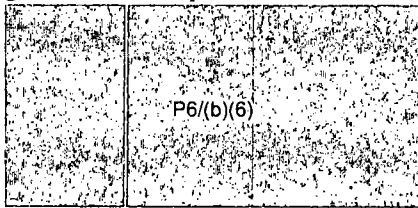
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Participants List
National Campaign to Reduce Teenage Pregnancy
January 30, 1996

Henry Foster, Jr.
Professor of Obstetrics and
Gynecology
Meharry Medical College
Nashville, TN 37208
TEL. No.: (202) 690-8204
FAX No.: (202) 690-6154

William Galston
School of Public Affairs
University of Maryland
College Park, MD 20742
TEL. No.: (301) 405-6347
FAX No.: (301) 314-9346

Jo Ann Gaspar



[093]

Christine Chambers Gilfillan
Executive Director
MCJ Foundation
9 West 57th Street
Suite 4700
New York, NY 10019
TEL. No.: (212) 207-4740
FAX No.: (212) 207-4750

Margaret Hamburg
Health Commissioner
City of New York Department of
Health
125 Worth Street
New York, NY 10013
TEL. No.: (212) 788-5261

Ann Guthrie Hingston
Best Friends Foundation
2000 N Street, NW
Suite 201
Washington, DC 20036
TEL. No.: (202) 822-9266
FAX No.: (202) 822-9276

Irving Harris
Chairman
The Harris Foundation
2 North LaSalle Street
Suite 400
Chicago, IL 60602
TEL. No.: (312) 621-0650
FAX No.: (312) 621-0857

Marion Howard
Director
Grady Memorial Hospital
Teen Services Program
P.O. Box 26158
Atlanta, GA 30335
TEL. No.: (404) 616-3513
FAX No.: (404) 223-3071

Participants List
National Campaign to Reduce Teenage Pregnancy
January 30, 1996

Barbara Huberman

Advocates for Youth
1025 Vermont Avenue, NW
Suite 200
Washington, DC 20005
TEL. No.: (202) 347-5700
FAX No.: (202) 347-2263

Cliff Johnson

Children's Defense Fund
25 E Street, NW
Washington, DC 20001
TEL. No.: (202) 662-3507
FAX No.: (202) 662-3580

Sheila Johnson

Executive Vice President of
Corporate Affairs
Black Entertainment Television,
Inc.
One BET Plaza
1900 W Place, NE
Washington, DC 20018-1211
TEL. No.: (202) 608-2000
FAX No.: (202) 608-2595

Elaine Kamarck

Senior Policy Advisor to the Vice
President
The White House
Office of the Vice President
Old Executive Office Building
Room 271
Washington, DC 20505
TEL. No.: (202) 456-2816
FAX No.: (202) 456-6429

Thomas Kean

President
Drew University
36 Madison Avenue
Madison, NJ 07940
TEL. No.: (201) 408-3069
FAX No.: (201) 408-3080

Betty King

Annie E. Casey Foundation
701 St. Paul Street
Baltimore, MD 21202
TEL. No.: (410) 254-7660
FAX No.: (410) 223-2956

Sharon Levin

Congresswoman Nita Lowey
2421 Rayburn House Office
Building
Washington, DC 20515
TEL. No.: (202) 225-6406
FAX No.: (202) 225-0546

David Mechlin

Senior Partner
Ogilvy and Mather Worldwide
309 West 49th Street
New York, NY 10019
TEL. No.: (212) 237-7241
FAX No.: (212) 237-5753

Participants List
National Campaign to Reduce Teenage Pregnancy
January 30, 1996

Suzanne Mertz
MCJ Foundation
9 West 57th Street
Suite 4700
New York, NY 10019
TEL. No.: (212) 207-4740
FAX No.: (212) 207-4750

Jody Greenstone Miller
Americast
360 West Olive Avenue, Suite 603
Burbank, CA 91521-7909
TEL. No.: (818) 295-5509
FAX No.: (818) 295-5598

Inca Mohamed
Program Officer
The Ford Foundation
320 East 43rd Street
New York, NY 10017
TEL. No.: (212) 573-4916

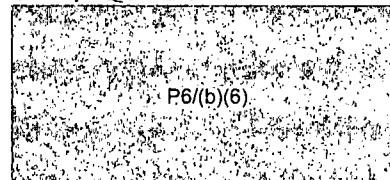
Ann Moore
President
People Magazine
1271 Avenue of the Americas
30th Floor
New York, NY 10020
TEL. No.: (212) 522-3970
FAX No.: (212) 522-7639

Kristin Moore
Executive Director and Director of
Research
Child Trends, Inc.
4301 Connecticut Avenue, NW
Suite 100
Washington, DC 20008
TEL. No.: (202) 362-5580
FAX No.: (202) 362-5533

Susan Moses
Center for Health Communication
Harvard School of Public Health
677 Huntington Avenue
Room 334
Boston, MA 02115
TEL. No.: (617) 433-1038
FAX No.: (617) 731-8184

Theodora Ooms
Executive Director
Family Impact Seminar
1730 Rhode Island Avenue, NW
Suite 209
Washington, DC 20036-3101
TEL. No.: (202) 496-1964
FAX No.: (202) 496-1975

Sally Quinn



Participants List
National Campaign to Reduce Teenage Pregnancy
January 30, 1996

Carol Rasco

Assistant to the President for
Domestic Policy
The White House
The Old Executive Office Building
Room 213
Washington, DC 20503
TEL. No.: (202) 456-2216
FAX No.: (202) 456-7028

Peter Richardson

Smith-Richardson Foundation
60 Jessup Road
Westport, CT 06880
TEL. No.: (203) 222-6227
FAX No.: (203) 222-6282

Jeannie Rosoff

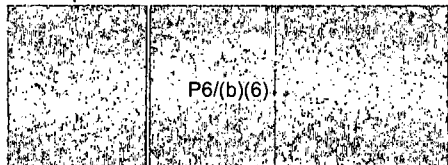
President
Alan Gutmacher Institute
120 Wall Street
New York, NY 10028
TEL. No.: (212) 248-1111
FAX No.: (212) 248-1951

Kathy Roth

Vice President
The Revlon Foundation
38 East 63rd Street
New York, NY 10021
TEL. No.: (212) 572-8454
FAX No.: (212) 572-8479

Nancy Rubin

Former Official
Corporation for National Service



David Saltzman

Executive Director
The Robin Hood Foundation
111 Broadway
New York, NY 10006
TEL. No.: (212) 227-6601
FAX No.: (212) 227-6698

Isabel Sawhill

Senior Fellow
Arjay Miller Chair
Urban Institute
2100 M Street, N.W.
Washington, DC 20037
TEL. No.: (202) 857-8531
FAX No.: (202) 728-0232

Kenneth Smith

President
The Chicago Theological Seminary
5757 South University
Chicago, IL 60637-9990
TEL. No.: (312) 752-5757
FAX No.: (312) 752-5925

Participants List
National Campaign to Reduce Teenage Pregnancy
January 30, 1996

Louis Sullivan

President
Morehouse School of Medicine
720 Westview Drive, SE
Atlanta, GA 30310
TEL. No.: (404) 752-1749
FAX No.: (404) 752-1180

Kathleen Sylvester

Vice President
Domestic Policy
Progressive Policy Institute
518 C Street, NE
Washington, DC 20002
TEL. No.: (202) 547-0001
FAX No.: (202) 544-5014

Lori Villarosa

Program Officer
The Charles Stewart Mott
Foundation
1200 Mott Foundation Building
Flint, MI 48502-1851
TEL. No.: (810) 238-5651
FAX No.: (810) 766-1753

Pat Fuderburk Ware

Americans for a Sound AIDS/HIV
Policy
P.O. Box 17433
Washington, DC 20041
TEL. No.: (703) 471-7350
FAX No.: (703) 471-8509

Gayle Wilson

California Wellness Foundation
6320 Canoga Avenue
Suite 1700
Woodland Hills, CA 91367
TEL. No.: (818) 593-6600
FAX No.: (818) 593-6614

Jay Winsten

Director
Center for Health Communication
Harvard School of Public Health
677 Huntington Avenue
Room 334
Boston, MA 02115
TEL. No.: (617) 433-1038
FAX No.: (617) 731-8184

Ruth Wooden

Advertising Council
261 Madison Avenue
New York, NY 10016
TEL. No.: (212) 922-1500
FAX No.: (212) 867-7422

Carnegie Corporation Staff in Attendance
National Campaign to Reduce Teenage Pregnancy
January 30, 1996

David Hamburg
President
Carnegie Corporation of New York

Barbara Finberg
Executive Vice President & Program
Chair, Special Projects

Vivien Stewart
Advisor to the President and
Program Chair
Education and Healthy
Development of Children and
Youth

Gloria Primm Brown
Program Officer
Education and Healthy
Development of Children and
Youth

Anthony Jackson
Program Officer
Education and Healthy
Development of Children and
Youth

Michael Levine
Program Officer
Education and Healthy
Development of Children and
Youth

Bernadette Michel
Executive/Program Assistant
Education and Healthy
Development of Children and
Youth

Avery Russell
Director of Publications & Program
Officer

Susan Smith
Program Associate
Education and Healthy
Development of Children and
Youth