

JULY 6 HHS comments to O/M

JULY 11 Teens

JULY 12 Summary from HHS to O/M

JULY 15 Letter of Intent

Brochure Draft by 7/7 around.

800 Number

Will be contracted

- HHS, Ad Council, WH to talk next week (by 7/7)

TV STORYBOARD

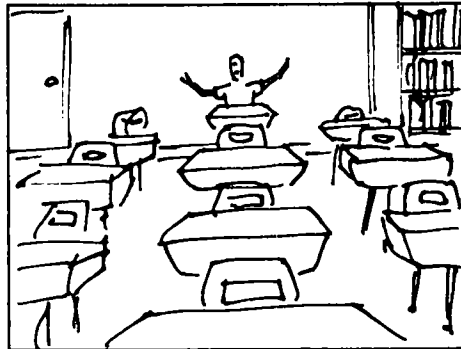
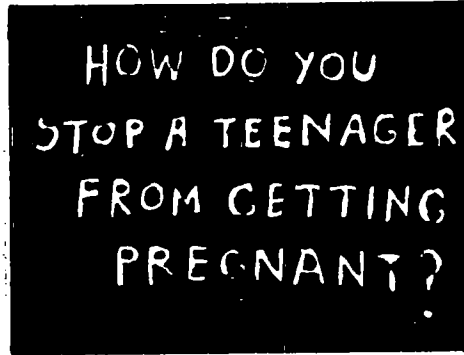
CLIENT/PRODUCT: **Ad Council/Teen Pregnancy**
TITLE: **"Get involved"**

DATE: **6/20/95**
PAGE: **1**
LENGTH: **00:30**

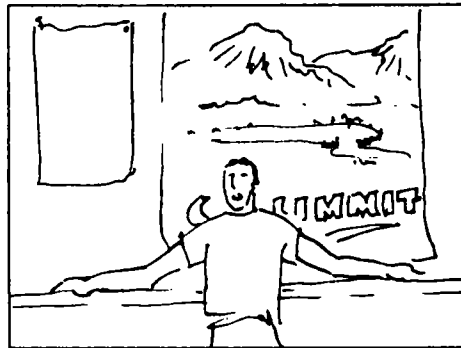
VIDEO

TITLE: How do you stop a teenager from getting pregnant?

A series of different teenagers in and around a high school deliver lines to camera.



"Tell me why school's so important."



"Show me a real mountain."



"Ask me how my day was."

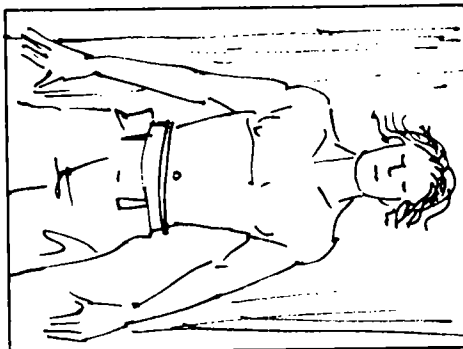
TV STORYBOARD

CLIENT/PRODUCT: **Ad Council/Teen Pregnancy**
TITLE: **"Get involved"**

DATE: **6/20/95**
PAGE: **2**
LENGTH: **00:30**

VIDEO

Teenagers continue to answer.



AUDIO

"Take me around a hospital."

"Show me how to do that lay-up."

"Tell me about the future."

"Be my friend."

TV STORYBOARD

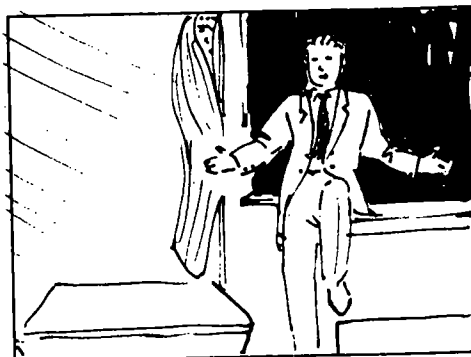
CLIENT/PRODUCT: **Ad Council/Teen Pregnancy**
TITLE: **"Get involved"**

DATE: **6/20/95**
PAGE: **3**
LENGTH: **00:30**

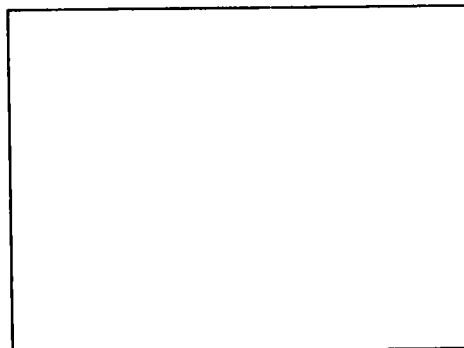
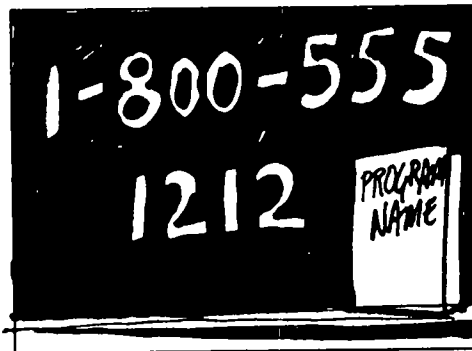
VIDEO

President sits on edge of teacher's desk in high school classroom with American flag in background.

** If this set-up proves logistically impractical, the President can be filmed in the White House.*



800 number is written on a blackboard and brochure is resting on ledge with chalk and erasers.



AUDIO

PRESIDENT CLINTON:
These may not sound like solutions to a problem as big as teen pregnancy. But if enough of us take even a small role in showing our young people a way to a better future, it *will* make a difference.

The time to get involved is now.

You can start by calling this number.

TV STORYBOARD

CLIENT/PRODUCT: Ad Council/Teen Pregnancy
TITLE: "Unhappy ending"

DATE: 6/20/95
PAGE 1
LENGTH: 00:30

VIDEO

A series of titles done in
storybook fashion.

There once was
a girl named Denise
and a boy
named Johnny.

They were
16 years old.


No one paid
much attention to Denise
except Johnny.


Johnny told
Denise he loved her.


AUDIO

SFX:(music under)

MOTHERLY V/O:
There was once a girl
named Denise and a boy
named Johnny.

They were 16 years old.

No one paid much attention
to Denise, except Johnny.

Johnny told Denise he loved
her.

TV STORYBOARD

CLIENT/PRODUCT:

Ad Council/Teen Pregnancy

TITLE:

"Unhappy ending"

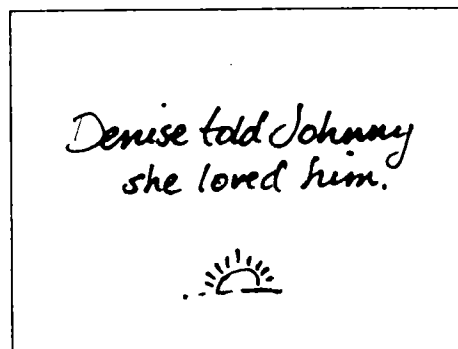
DATE: 6/20/95

PAGE 2

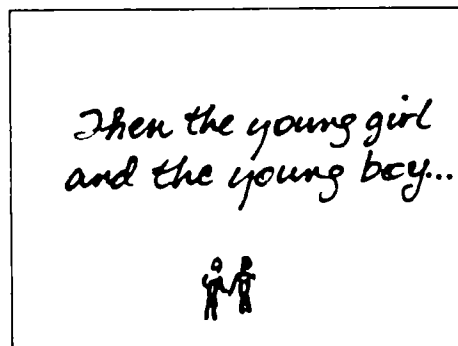
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VIDEO

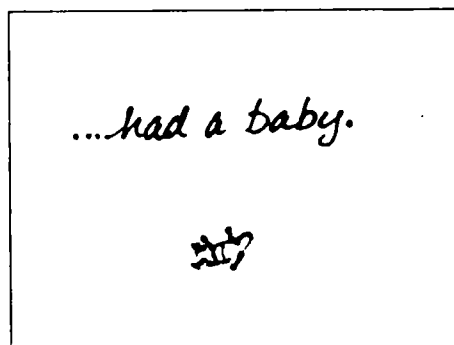
AUDIO



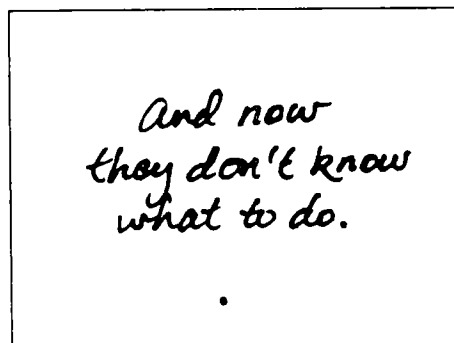
Denise told Johnny she loved him.



Then the young girl and the young boy...



...had a baby.



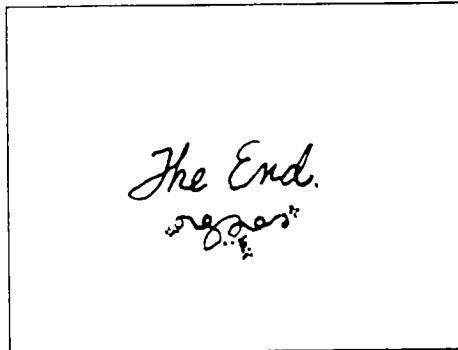
And now they don't know what to do.

CLIENT/PRODUCT: Ad Council/Teen Pregnancy
TITLE: "Unhappy ending"

DATE: 6/20/95
PAGE: 3
LENGTH: 00:30

VIDEO

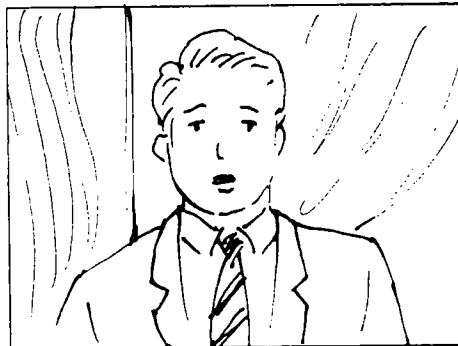
TITLE: The End



Go to President Clinton in the Oval Office.

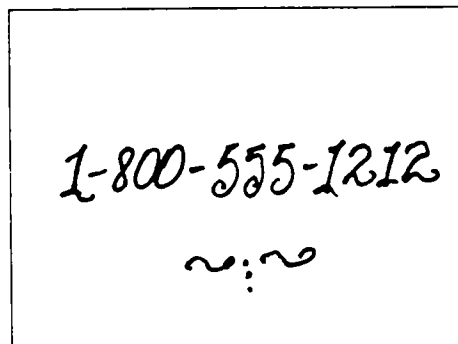


PRESIDENT CLINTON:
Last year one out of every eight teenage girls in America became pregnant.



I urge you to work with teens in your community, to help show young people the way to a happy ending.

Title : 1-800-555-1212



You can start by calling this number.

The Advertising Council inc

Eva Kasten
Executive Vice President

June 6, 1995

Mr. Jeremy Ben-Ami
Chief of Staff
Domestic Policy Council
The White House
Washington, DC 20500

Dear Jeremy:

Thank you for the update today. The Ad Council is happy to move forward and develop a contractual relationship with HHS so as to proceed with the development of the teenage pregnancy campaign.

As discussed on the telephone and confirmed by members of our board, we are however concerned about timing. The risk of the political climate influencing donated media support increases with time. In particular, the President's announcement as a candidate and the January '96 primaries will substantially and negatively impact the media support. If the campaign is distributed in September, we are looking at a much shorter run for the materials than ideal.

With that said, we stand ready to help. I look forward to hearing from you or HHS regarding next steps and what we can do to expedite the process. I know you will agree that it is in everyone's interest to use great speed in moving forward.

Sincerely,



Eva Kasten

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

**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**



Washington
New York - Chicago

DATE: 6/2/95

TO: Janet Abrams

FROM: Sally McSweeney

Number of pages including cover sheet: 10

Message: Have a great weekend.

2 letters to Avis re budget:

1st - 4 pages

2nd - 5 pages.

★ → Janet, our vendor (Mattrix Marketing)

Charges \$1.50 per call, line person and fulfillment processing. We would need additional information to be any more specific. Thank you.

Any problems with material received, contact sender at (202) 331-9153.
1233 - 20th Street, N.W., Washington, D.C. 20036
FAX: (202) 331-9790

6/1 UPDATE ON PSA

- HHS Call TO Hill
 - will take place by end of week 6/9
- THEN 45 DAY CLOCK BEGINS
 - RT will get me timeline by June 2.
- GOAL: K in place by Aug 1.
- Memo on comments — Janet to com
- Rough Production Schedule



DEPARTMENT OF HEALTH & HUMAN SERVICES

Office of the Secretary

Washington, D.C. 20201

TO: Bill Galston
Jeremy Ben-Ari
David Anderson

MAY 25 1995

FROM: Peter Edelman
David T. Ellwood
Avis LaVelle
Felicia Stewart

SUBJECT: IHIS comments on adolescent pregnancy prevention PSAs

Thank you for inviting us to share our thoughts on the three PSA television storyboards and the radio script for the national adolescent pregnancy prevention initiative, particularly when we are so far along in this process. We met with senior staff and youth experts from all HHS divisions serving children and youth to review the draft materials. This memorandum reflects our consensus.

We are excited about the prospect of a national adolescent pregnancy prevention campaign led by the private sector and endorsed by the President. Like you, we believe the first focus should be on the private sector entity. We also agree that a Presidential PSA is a wonderful opportunity and can serve as a national call to action to address this critical problem.

Our three primary goals for the PSAs are to: (1) prevent adolescent pregnancy, (2) support youth development, and (3) issue a call to action by the President. We want the PSAs to motivate adults to get personally involved, at home and in their communities, in efforts to help youth lead healthy and productive lives.

Unfortunately, we believe the PSAs as now conceived may not achieve these objectives and may not serve the President well. There are three reasons for our concern. First, the message is too focused on the problems of teen pregnancy. While we agree that the fairy tale format with the unhappy ending is a creative way to seize audience attention, the PSAs do not sufficiently emphasize the goals of supporting youth and the belief that community solutions will work. Second, we wonder whether the PSAs do not effectively target the audience we want to reach -- adult volunteers, parents, and community organizations. Third, there are a variety of concerns regarding the creative elements, emphasis, and wording of the television storyboards and radio script. In general, our staff found the radio script more appealing than the television storyboards precisely because the radio spot came closer to the desired message of mobilizing individuals and organizations within communities to care for youth.

For the President's call to action to reach the right audience with the right message, we strongly recommend that the PSAs be substantially revised to reflect the three primary goals outlined above. The following points offer our specific concerns regarding the PSAs' message, audience, creative elements, and wording, as well as our suggestions for re-focusing the PSAs. We hope you find these comments to be constructive.

Memorandum — Adolescent Pregnancy Prevention PSAs

Page 2

May 25, 1995

Message

References to the very young age of the teens in the storyboards, such as "little boy" and "little girl," "when she was 14," and "Johnny" rather than "John" are highly problematic. Involvement in pregnancies at this age is atypical for both boys and girls. Moreover, evidence of sexual activity in a child that young may be reportable to authorities as child abuse. In addition, the audience may interpret such language within a Presidential PSA as condescending towards youth and young adults.

• willing to
take this
one through
w/ creative
folks.

It would be better to emphasize examples of positive community solutions and adult-adolescent interactions rather than focussing on the magnitude and hopelessness of the problem ("and now they don't know what to do") or relying on the shock value of the unhappy ending. Emphasizing the positive is more likely to overcome compassion fatigue and stimulate adults to become actively involved in solutions.

The storyboards imply that telling someone that you love them naturally progresses to having a baby. Not only is this untrue, but it may generate confusion and anxiety among younger viewers.

"so"
can be
changed.

There is an inconsistency between the call to action and the fairy tale ending, "And now they don't know what to do." Viewers, expecting a solution to immediately follow this unhappy ending, will instead hear the President urging them in vague terms to be more attentive to young people (without specifying how) and to show them how to take responsibility for their lives (quit school and work? buy diapers?).

The PSAs may have greater impact if the messages they convey are consistent with each other and with all the fulfillment components, including the brochure.

internal
consistency
among
the ads.

Audience

The PSAs are likely to appeal to unintended population groups. In the PSA format, the President's inherent appeal will be to adults, not children. However, some children and adolescents are likely to identify with the fairy tale format, the feelings associated with lack of attention, and the characters of the little girl and little boy. They may call the 1-800 hotline expecting help with their problems.

Are you
saying you
don't like
the fairy
tale?

The PSAs are unclear regarding who is expected to provide the solution to the teen pregnancy problem. Is it individuals? ("I urge each of you to start paying attention to the young people... show them how to take responsibility", "Do you have a dream? Share it with a teen"). Parents? ("Give one teen a model of responsibility to live up to"). Community organizations? ("I urge you to call and get involved with an organization in your community"). The President? ("Join me to help prevent teen pregnancy"). The (government-run) 1-800 number? The brochure? Or some combination of the above?

Audience
is committed
members -
do they
feel it is
not
effective?

30 or 60 s.

Remember
only
30 seconds.

Memorandum — Adolescent Pregnancy Prevention PSAs

Page 3

May 25, 1995

Creative Elements

- do they have a problem with "choose not to become pregnant"?*
- take or decide*
- ▶ Words and phrases used throughout the PSAs are suggestive of family planning and abortion, such as "choices" and "happy ending." Similar inferences could be made from the statistics cited, that is, one million teen pregnancies versus half a million teen births.
 - ▶ The use of several numbers throughout the PSAs is likely to be confusing — one million teens became pregnant, half a million had a baby, and unmarried teens have almost half a million babies. It may be better to use one statistic to state the problem, e.g., last year, one million teenagers in America became pregnant (AGI). *✓*
 - ▶ Since studies indicate that adolescents are more likely to engage in sexual activity if they think their peers already have, the statements "like half a million other teenagers in America" and "one out of every eight teenage girls" might be interpreted by teens as "if they all do it, why shouldn't I?" *wording choice - if you can't share the facts then what? ✓*
 - ▶ By revolving the story around Denise and using statistics only about pregnant girls, the PSAs focus too heavily on girls as the primary bearer of the problem and ignore the important role of males. In addition, the PSAs should reflect the fact that teenage pregnancy is a problem that we all share, and that all of us must be involved in its solution. *✓*
 - ▶ To emphasize the need to support youth development, it would be better to focus on the fact that all adolescents need our help to find a better life. Both the storyboards and radio script presently imply that only adolescents who have problems (that is, those who don't get enough attention, are shy, or are poor) are involved in teenage pregnancies. *smoking "attention to the young people"*

Wording

- ▶ The phrase "get involved with teens" is troublesome because it inadvertently connotes the kind of involvement we are trying to discourage. Rather, the audience could be encouraged to "work with teenagers and get involved in your community." *?*
- ▶ If the PSAs include a statistic such as 1 in 8 teenage girls gets pregnant every year, we need to check its accuracy and explicitly state what age range this refers to (15 to 19 year olds?). One source indicates that the ratio is 1 in 10 for 15-19 year olds. Pregnancy rates vary tremendously by age, race/ethnicity, and income. *Janet.*
- ▶ It may be best to omit the word "unmarried" from the first line of the radio script. There are problems inherently associated with adolescent pregnancies regardless of the marital status of the parents. *?*

Memorandum — Adolescent Pregnancy Prevention PSAs

Page 4

May 25, 1995

OK

► The phrase in the radio script "you don't need social-work skills, or hours of time" could be re-phrased as, "you don't need professional training or hours and hours of time." ✓

OK

► The exhortation in the radio ad, "Give one teen a model of responsibility to live up to," may be better stated by substituting, "Help one teen find the way to a better life." ✓

OK

► Change "book" to "brochure" or "information" in the voicover at the end of the radio script. ✓

Recommendations

- We recommend the following outline for revising the television and radio PSAs:

Preventing Adolescent Pregnancy:

OK

State the problem concisely, for example, "last year, one million American teenagers became pregnant," and convey the idea that preventing adolescent pregnancy is a national priority. *Don't it do that?*

Supporting Youth Development:

3

- Demonstrate the rewards and benefits of getting involved in activities to support youth development such as feeling good because you've helped someone, a smile on a young person's face, helping teens stay in school.

- Show positive adult-adolescent interactions that provide adult viewers not only with adult role models to identify with and emulate but also positive images of youth.

- Feature interactions that take place in various settings, for example, families, community organizations, schools, etc. without specifically identifying a particular model program.

maybe in the original special

A Call to Action by the President:

OK

- Issue a confident call to action by the President. Identify what the President is asking the audience to do.

Memorandum — Adolescent Pregnancy Prevention PSAs

Page 5

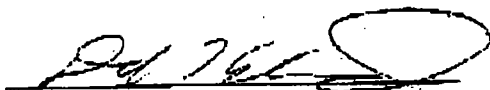
May 25, 1995

Thank you again for the opportunity to comment on the PSAs. If you have any questions, please do not hesitate to contact us.



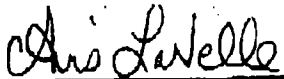
Peter Edelman

Counselor to the Secretary



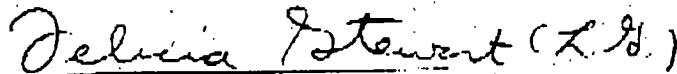
David T. Ellwood

Assistant Secretary for Planning and Evaluation



Avis Lavelle

Assistant Secretary for Public Affairs



Felicia Stewart

Deputy Assistant Secretary for Population Affairs

TV STORYBOARD

CLIENT/PRODUCT:

Ad Council/Stop Teen Pregnancy

TITLE

"President"

DATE 05/05/95

PAGE 1

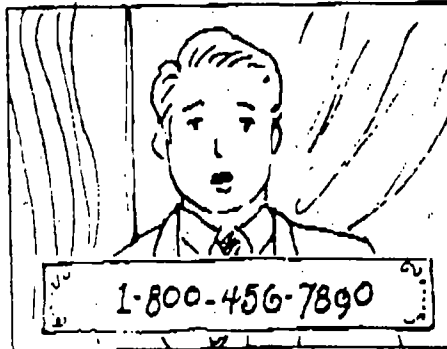
LENGTH 00:10

VIDEO

President Clinton Speaks
from Oval Office.



SUPER: 1-800-555-1212

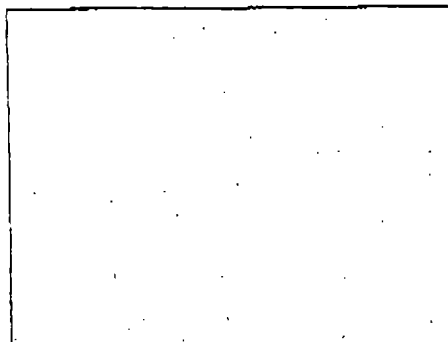
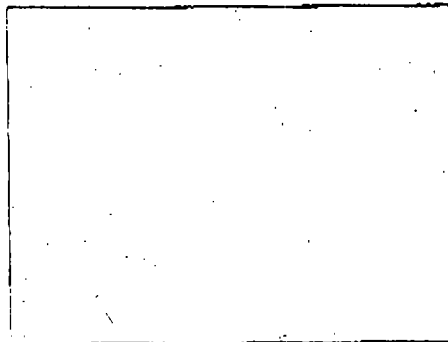


AUDIO

Last year one million
teenagers in America
became pregnant.

We need to show young
people that they can make
other choices with their
lives.

Find out how you can get
involved.



TV STORYBOARD

CLIENT/PRODUCT

Ad Council/Stop Teen Pregnancy

ROLE

"Unhappy ending"

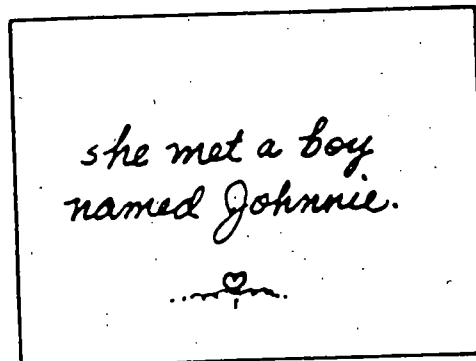
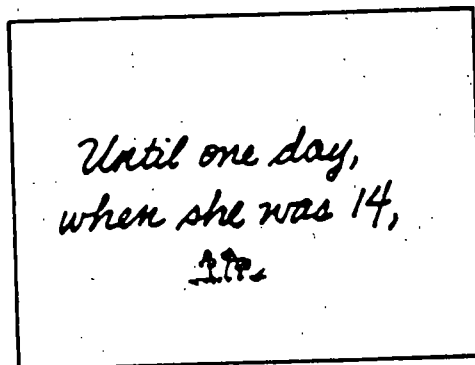
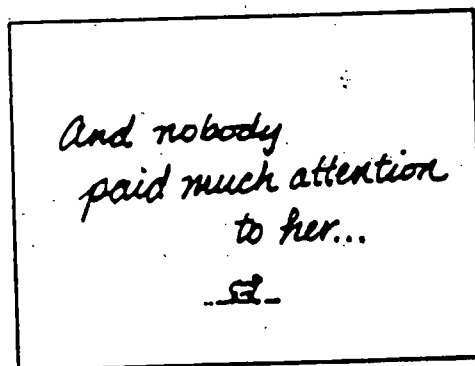
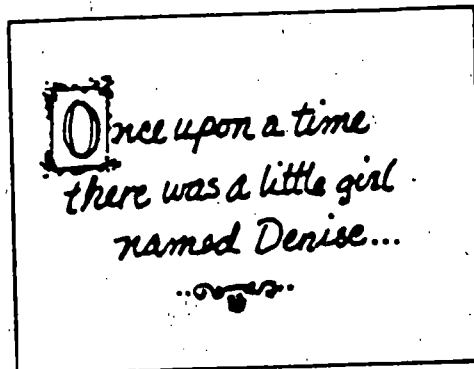
DATE 5/3/95

PAGE 1

LENGTH :60

VIDEO

A series of titles done in storybook fashion.



AUDIO

SFX: (music under)

MOTHERLY V/O:
Once upon a time there was
a little girl named Denise...

And nobody paid much
attention to her...

until, one day, when she
was 14,...

she met a boy named
Johnny.

TV STORYBOARD

CLIENT/PRODUCT

Ad Council/Stop Teen Pregnancy

TITLE

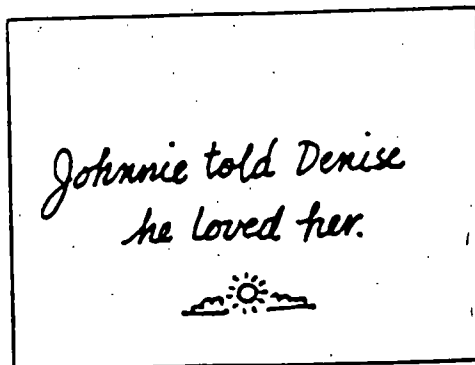
"Unhappy ending"

DATE 5/3/95

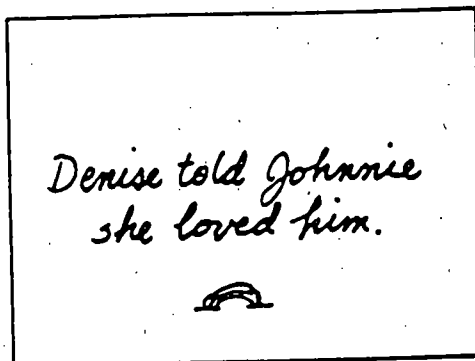
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LENGTH :60

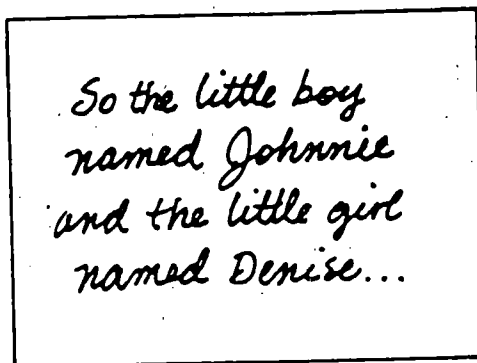
VIDEO



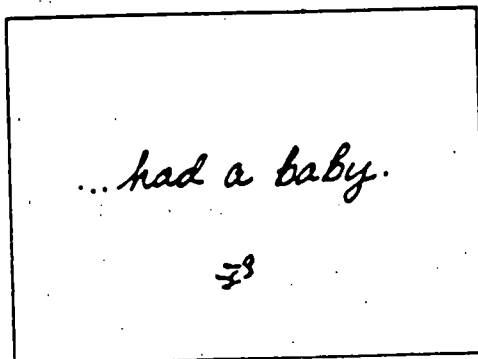
Johnny told Denise he loved her.



Denise told Johnny she loved him.



So the little boy named Johnny and the little girl named Denise...

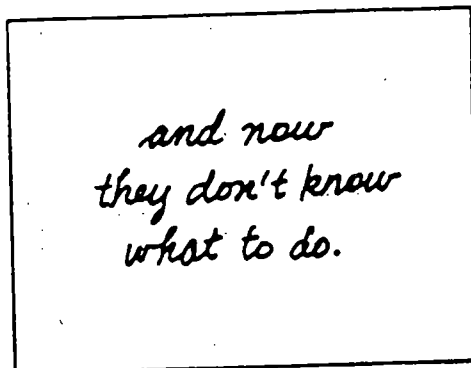
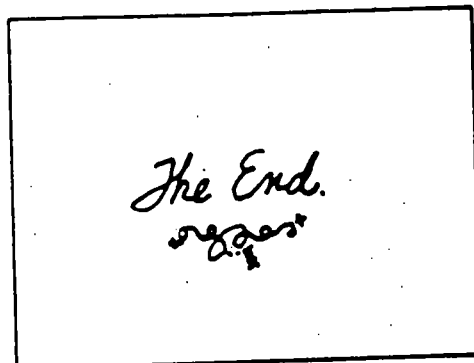


...had a baby.

CLIENT: PRODUCT
TITLEAd Council/Stop Teen Pregnancy
"Unhappy ending"DATE 5/3/95
PAGE 3
LENGTH :60

VIDEO

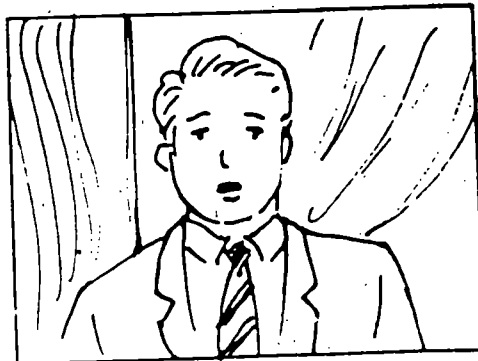
AUDIO

And now they don't know
what to do.

TITLE: The end.

Go to President Clinton in
the oval office.

PRESIDENT CLINTON:
If this seems like an inappropriate subject for a children's story, consider the fact that last year one million teenagers became pregnant. That's one out of every eight teenage girls in this country.



I urge each of you to start paying attention to the young people in your community. Show them how to take responsibility for their lives.

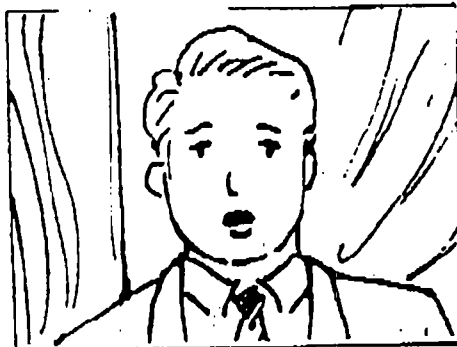
TV STORYBOARD

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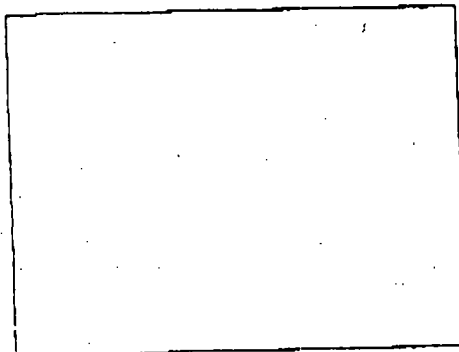
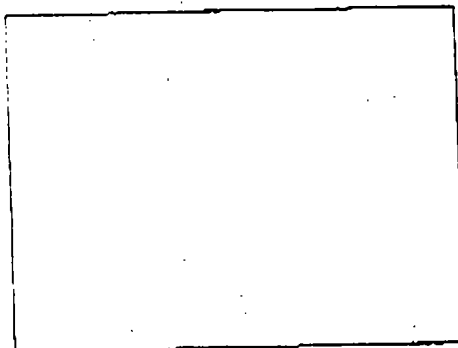
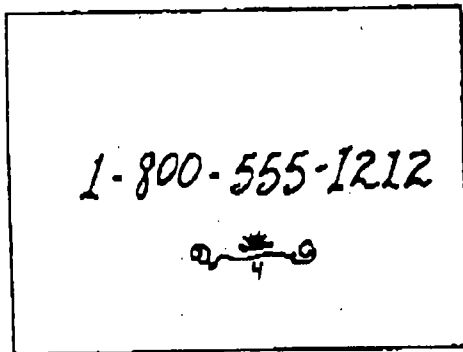
DATE: 05/05/95
PAGE: 4
LENGTH: :60

VIDEO

President Clinton continues.



Storybook style title of 800 number.



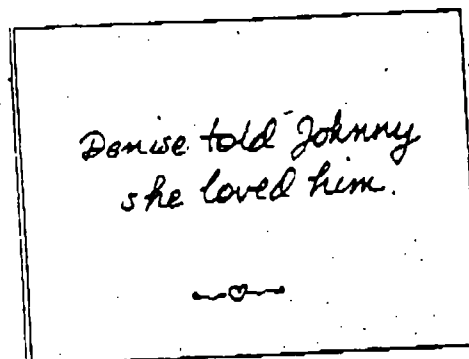
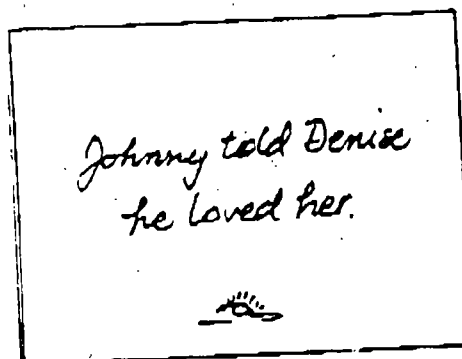
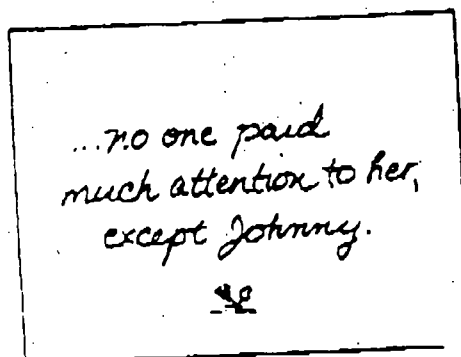
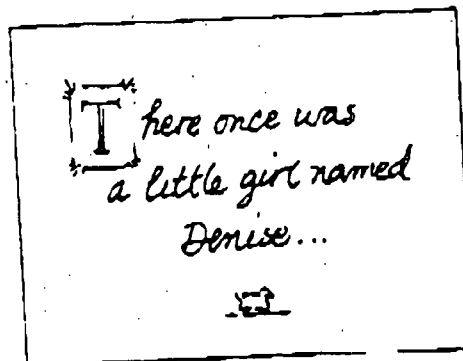
AUDIO

PRESIDENT CLINTON:
Help them see that making
the right choices can lead to
a happy ending.

ANNOUNCER:
For information on how to
get involved with teens in
your community, call 1-800-
555-1212.

VIDEO

A series of titles done in
storybook fashion.



AUDIO

SFX: (music under)

MOTHERLY V/O:
There was once a little girl
named Denise...

...no one paid much
attention to her, except
Johnny.

Johnny told Denise he loved
her.

Denise told Johnny she
loved him.

TV STORYBOARD

CLIENT/PRODUCT

Ad Council/Stop Teen Pregnancy

TITLE

"Unhappy Ending"..

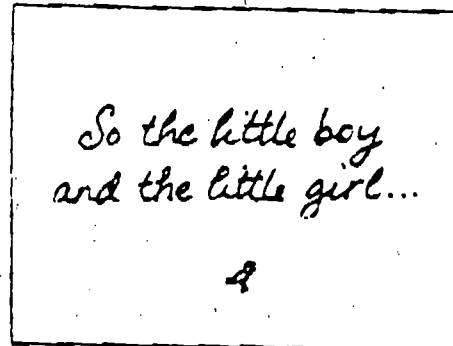
DATE 05/05/95

PAGE 2

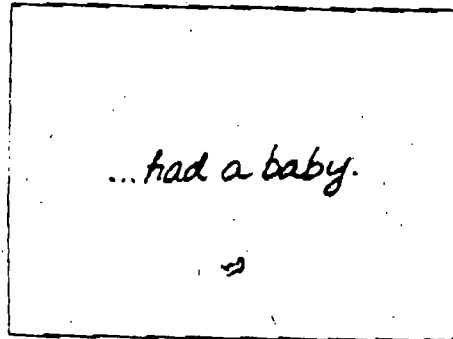
LENGTH 00:30

VIDEO

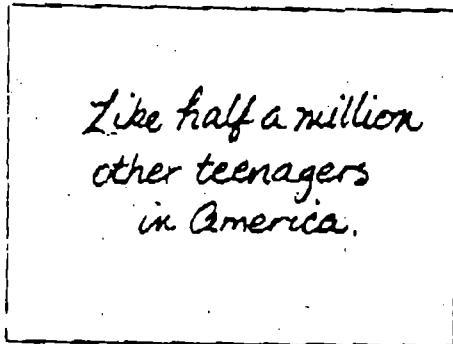
AUDIO



So the little boy and the little girl...

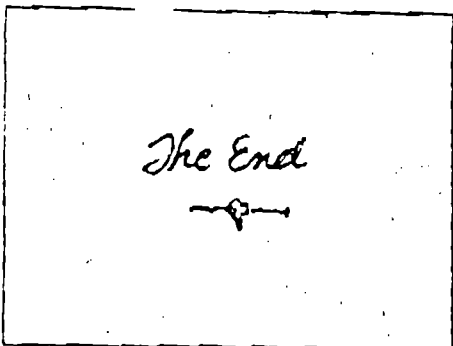


...had a baby...



Like half a million other teenagers in America.

TITLE: The End



TV STORYBOARD

CLIENT/PRODUCT:

Ad Council/Teen Pregnancy

TITLE:

"Unhappy ending"

DATE: 05/05/95

PAGE 3

LENGTH: 00:30

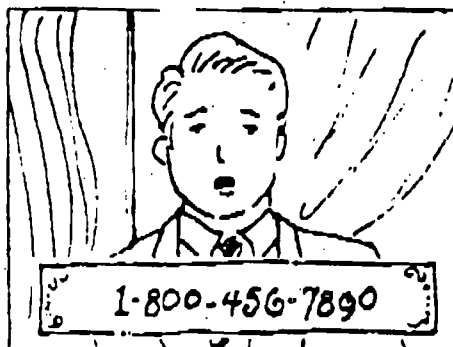
VIDEO

Go to President Clinton in
the Oval Office.

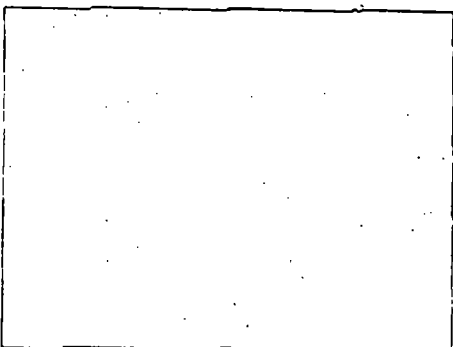
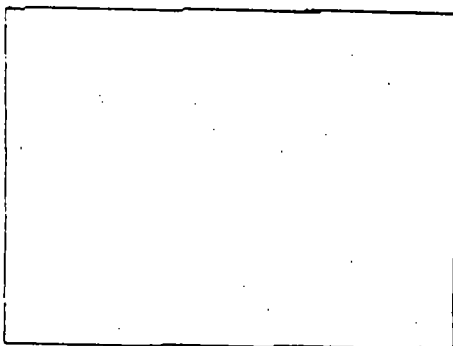


AUDIO

PRESIDENT CLINTON:
Last year one out of every
eight teenage girls in
America became pregnant.



I urge you to call and get
involved with an
organization in your
community. Help show
young people that making
the right choices can lead to
a happy ending.



"President"

— RADIO VERSION

PRESIDENT'S PROGRAM TO STOP TEEN PREGNANCY :60

Every year, unmarried American teens have almost half a million babies. Most of them are doomed to poverty.

You and I can agree this is not where we want our society heading. So let's change it. Join with me to help prevent teen pregnancy.

In your community, give one teen who's shy on communication skills, the confidence to say no.

Give one teen a model of responsibility to live up to.

Do you have a dream? Share it with a teen who may not know what a dream is.

You don't need social-work skills, or hours of time to do something about teen pregnancy.

If you help one teen choose not to become pregnant, you have done your part to save a generation.

We the people created the United States. We can solve any problem, right any wrong, face any foe. Together, we can change our society for the better.

**SUPER: JOIN THE PRESIDENT'S PROGRAM
TO STOP TEEN PREGNANCY
CALL 1-800-U.S.-FUTURE**

ANNCR: Call 1-800-U.S. Future for a free book about how you can help.

"President"

PRESIDENT'S PROGRAM TO STOP TEEN PREGNANCY :30

Every year, unmarried American teens have almost half a million babies. Most of them are doomed to poverty.

You and I can agree this is not where we want our society heading.

That's why you and I must do something about teen pregnancy.

What can you do?

You don't need social-work skills, or hours of time.

If you help one teen choose not to become pregnant, you have done your part to save a generation.

We the people created the United States. We can change our society for the better.

**SUPER: JOIN THE PRESIDENT'S PROGRAM
TO STOP TEEN PREGNANCY
CALL 1-800-U.S.-FUTURE**

TEEN PREGNANCY - PSA - 5/4/95

① HHS

• Problems:

- timeframe: w/ lead time could do quite a lot
- diff calls to 800 #

• What could do in several months:

- strategy has to include "local" fulfillment.
- need to look at what's out there:

- even state has 800 #'s: pre-natal; Adolescent Health.

* Streamline all state efforts by early June.

- resources exist: how to create a local program — resource guide

* Could develop a brochure.

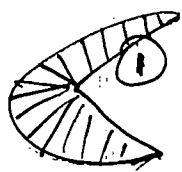
• Doable w/in ~~several~~ ^{several} months:

- either ① direct roll-over
- ② Options - press "1" if you want to start a local program.
- ③ Direct national hotline - every call answered at the national level.

-
- ✓ Conferencing w. the States:
 - ✓ Move forward on brochure:
 - ✓ Move forward on contract/legal issues
 - ✓ Production

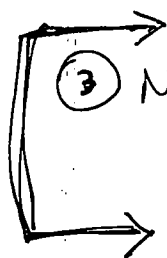
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Roosevelt

Next Steps



① Avis to go back and get info on legal / contract issues

② Meet next week: Phone: if ① solves and everyone comfortable, can give go-ahead on production



③ Move ahead w/ brochure
- make some decisions for HHS about politics of language

④ HHS / CDC continuing research on 800 #'s.
- hope to be done by late ~~Aug~~ June.
- get progress report out ~~time~~.

⑤ Comments on copy.



Stop Teenage Pregnancy Agenda

Tuesday, April 18, 1995 4:45 p.m.

Old Executive Office Building
Room 476
17th and Pennsylvania Avenue
Washington, DC
(202) 456-6636

Introductions

Eva Kasten

Strategy Review

David Mechlin

Creative Presentation

**Laurie Soloman-Pollack
Margaret Ruth Elman**

Discussion

Team

Next Steps

Eva Kasten

Participants

The White House

Janet Abrams, White House Fellow (Policy Council)
Jermy Ben-Ami, Chief-of-Staff, Domestic Policy
Dave Anderson, Media Affairs
William (Bill) Galston, Deputy Assistant to President, Domestic Policy
Jodi Greenstone, Advisor
Margaret Williams, Asst. to the President, Chief-of-Staff, First Lady

Health and Human Services

Avis LaVelle, Assistant Secretary, Public Affairs

The Ad Council

Eva Kasten, Executive Vice President
Sally McDonough, Campaign Manager

Ogilvy & Mather

Margaret Ruth Elman, Senior Copywriter
David Mechlin, Worldwide Client Director, Senior Partner
Laurie Soloman-Pollock, Senior Partner, Associate Creative Director

Stopping Teen Pregnancy

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

Draft April 4, 1995

Background - some key facts on Teen Pregnancy

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

Background continued

Behind the Statistics: Children suffer . . .

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

And Society pays

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

The President's Philosophy

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

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

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

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

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

The President's Call for Action

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

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

President's Initiative
STOP TEEN PREGNANCY

Program Objectives, Strategies

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

Current Program Objectives:

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

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

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

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

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

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

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

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

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

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

Tonality

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

Media

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



OFFICE OF PUBLIC LIAISON

Alexis M. Herman, Director

PHONE: (202) 456-2930

FAX: (202) 456-6218

FACSIMILE TRANSMITTAL COVER SHEET

Number of Pages (Including Cover) 2

To:

Jeremy Ben-Ami

Fax:

67028

Phone:

65584

Date:

5/11

From:

Jody Greenstone (202) 797-8333

Comment: I have attached a draft document which could be sent to prospective Council members after the initial phone call. Could you please get this to Alexis, Bill Galston, Maggie W. and Jeremy Ben-Amie for comment/clearance -- they should call me directly with comments. Thank you!

THE NATIONAL TEEN PREGNANCY PREVENTION COUNCIL

An Overview

A National Council

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

A National Problem

Teen pregnancy is our most serious social problem.

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

Out-of-wedlock childbearing is increasing dramatically.

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

Behind the statistics, children and families suffer...

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

And, society pays.

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

A Reason for Hope

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

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

A National Response

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

The Council will:

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

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

Organization and Funding

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

Draft May 12, 1995

TEEN PREGNANCY PSA

5/19/95

KT has 3 Q's

- ① Do we have the #
- ② Can it be moved
- ③ What's mechanism for getting it to Ad Council?

① Answer for \$350K

- short answer: yes

- subsid Q's: what's anxiety level internally and externally w/ not moving #.

• PHS id'd \$120K

• At risk of external conversation

② Can it be moved?

- yes thru MOV's w/in PHS.

• internal comfort level is low - Discomfort.

• KLEPNER + ASMB say not clear with Hill on this.

• timing: only takes a week.

③ Mechanism to get to Ad Council

- there is an existing R w/ NCH.

- can be modified in 45-60 days.

- very uncomfortable with giving Ad Council go-ahead.

Next Steps

- ① Prelim ~~steps~~ steps to Hill outlined by T-W.
- ② KT will get other answers to technical questions.
- ③ 800# research moving forward
- ④ FEEDBACK on storyboards/need for political guidance on brochures
-STE will get back
- ⑤

Goal by 6/30.

MARTHA -

I have a teen pregnancy / Congressional strategy question for you.

Do you have a second after this?



I may have a meeting w/ CEO right after this -

Here's the brief story:

- As part of the teen pregnancy initiative, we have been working with the Ad Council on a Presidential PSA on the issue. We have been planning on having HHS kick in roughly \$350,000 through an amendment to an existing contract with the Ad Council. HHS needs to move money around and needs to go to the Hill (they say) for approval.
- You may remember the whole AIDS office funding fiasco - it blew up because HHS sent a letter asking permission. After it blew up, everyone said it could have been handled differently and better.
- We don't want this one to blow up. What's your advice? Do we have to go to the Hill? If so, how?!!

Sounds like a valid concern

The first question is a technical/legal question - what are the ~~strings~~ strings on the money they are moving?

I would go to Chuck Kieffer at OMB first and ask him to get the facts - and to consult w/ OMB General Counsel (Bob Darnus) to see what he thinks.

If the law doesn't require consultation/notification, then it becomes a purely political question vis a vis congressional affairs.

If the law requires consultation/notification and you think it would be problematic, I think OMB would be best suited to advise on ^{other} ways to fund the initiative - if they exist.

Do you want to talk after you get feedback from OMB?

ARE YOU PLAYING B-BALL TONIGHT?

Draft

CHECKLIST QUESTIONS FOR GENERAL AND REGIONAL AMPLIFICATION OF PRESIDENTIAL EVENTS

GENERAL AMPLIFICATION

- Is there any logical National organization that has the capacity to downlink the event via satellite and offer that satellite downlink free to any interested organizations? (For example, many national associations can often downlink a satellite feed of an event and offer it free to any interested college, school, or community organization).
- Can relevant national organizations send out press releases to members announcing the event and the possibility of members downlinking the event via satellite?

TARGETED REGIONAL AMPLIFICATION

- Are there any regional sites (cities) that have a particular tie-in to the announcement/event? (For example, if new grants are being announced, where are they going?)
- Are there any regional Public or Private Sector partners/stakeholders in the announcement/event (Colleges, Schools, Businesses, etc.)? Can they be recruited to organize a regional event?
- Are there any National Organizations that can help identify and organize potential regional events?
- Are there any Agency representatives in any of the regional areas of interest (Sec Reps, Regional Offices, etc.)? Can they be used as the point of contact in organizing an event?
- What about sending Assistant Secretaries and other Administration officials to regional events?
- Who are the local elected officials (Mayors, City and County Officials, Governors) that can be recruited to participate in the event?
- Can any of the participating regional stakeholders and elected officials do local media the day of the event (local news and morning shows, op-ed pieces for local papers, etc.)? Can they do letters and press releases to promote and publicize the event?
What is the news-hook at each regional event?

Jeremy,
Just a rough cut --
what do you think?

Mike

REGIONAL AMPLIFICATION CHECKLIST

<u>ACTION ITEM</u>	<u>ACTIONS/PARTICIPANTS</u>	<u>CONTACT INFORMATION</u>
Recruit National Organization(s) to Help Promote and Organize Regional Events		
Provide Satellite Downlink of Event		
Find Stakeholder Organization to do Press Release on Downlink Information		
Potential Sites for Regional Events (list sites and organization/ individual responsible for coordinating each Regional event):		

<u>ACTION ITEM</u>	<u>ACTIONS/PARTICIPANTS</u>	<u>CONTACT INFORMATION</u>
Potential Regional Stakeholders Available to Help Coordinate/ Participate in Each Regional Event		
Elected Officials Available to Participate in Each Regional Event		
Federal Agency Representatives Available for Each Regional Event		
Potential Event Participants/Invitees at Each Regional Site		

[illegible]

THE WHITE HOUSE

Jeremy, these memos (significant mainly
for their dates) may be useful to you
in case this Axis stuff comes up again.

Dave

THE WHITE HOUSE
WASHINGTON

March 1, 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:

As was discussed today, we would like to begin working with the Advertising Council through HHS to develop a communications program for a Presidential teenage pregnancy initiative. In order to accomplish this, we need your agreement to be a partner in this effort as soon as possible.

The Advertising Council is the leading company for dissemination of public service messages important to our country. In preliminary conversations with the Advertising Council, they have agreed to tackle the teen pregnancy issue because of its prevalence in our society and our belief that a measurable difference can be made on this issue.

The Advertising Council has an existing relationship with the Division of Healthy Start at HHS. The campaign team has discussed addressing the issue of teenage pregnancy in future campaign efforts. Because of the importance of this issue, I believe the President would be best-served by having HHS work with the White House and the Ad Council to begin addressing teen pregnancy as soon as possible. Below are some details on this subject.

Proposed Components for Communication Program:

- Television
- Radio
- Magazine
- Out-of-home (billboards, transit, metro)
- In theaters
- Press event

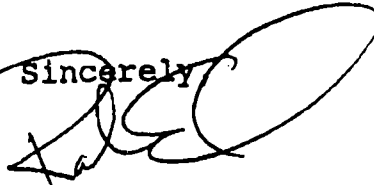
Timing

- March: briefings, develop strategy, creative development
- April: research and production
- May 8: press launch at White House with President and Secretary Shalala's involvement
- May/June: distribution of materials to the media

Avis, we are hopeful that we can work together through the existing HHS contract (Contract #240-91-0069) on this initiative. Last year, we were so pleased with the results of our partnership with the Ad Council regarding crime prevention that we would hope to make similar inroads for America's teenagers.

I look forward to hearing from you soon. If you have questions regarding the Advertising Council and the logistics of this proposed campaign, I have been talking with Eva Kasten, whom I believe you know. She can be reached at 202/331-9135.

Sincerely,

A handwritten signature in black ink, appearing to be 'Rahm Emanuel', written over the word 'Sincerely'.

Rahm Emanuel

cc: Eva Kasten

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

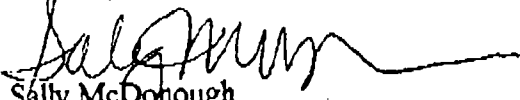
Dear Avis:

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**

April 5, 1995

The Advertising Council Inc

BUDGET for the Teenage Pregnancy Prevention Initiative

Television

Presidential

Production: Creation and production of one :30 PSA with a :10, :15 and :25/:05 lift (\$100,000)

Distribution: Reproduction and distribution of one :30 PSA and a :15 lift after production. Mail to 1,500 TV local and national TV stations. (\$25,000)

Teenage Target (Wave II)

Production: Creation and production of one :30 PSA with a :10, :15 and :25/:05 lift (\$140,000)

Distribution: Reproduction and distribution of one :30 PSA and :10, :15 and :25/:05 lift after production. Mail to 1,500 TV local and national TV stations. (\$25,000)

Radio

Presidential

Production: Creation and production of up to three :30 PSAs and live announcer copy. (\$25,000)

Distribution: Reproduction and distribution of PSAs and live announcer copy after production. Mail to 8,000 radio stations nationwide. (\$25,000)

Teenage Target (Wave II)

Production: Creation and production of up to three :30 PSAs and live announcer copy. (\$20,000)

Distribution: Reproduction and distribution of PSAs and live announcer copy after production. Mail to 8,000 radio stations nationwide. (\$25,000)

Magazine

Presidential

Production: Creation and production of b/w consumer magazine ad(s) in various sizes. (\$10,000)

Distribution: Reproduction and targeted distribution of consumer magazine creative after production. (\$7,150)

Teenage Target (Wave II)

Production: Creation and production of b/w consumer magazine ad(s) in various sizes. (\$10,000)

The Advertising Council inc

Distribution: Reproduction and targeted distribution of consumer magazine creative after production. (\$5,650)

Out-of-Home Presidential

Production: Creation and production of four color out-of-home (30 and 8 sheets) (\$5,000)

Distribution: Reproduction and distribution of media announcement to roughly 5,000 transit companies (\$43,000)

Teenage Target (Wave II)

Production: Creation and production of four color transit and shopping mall posters (\$5,000)

Distribution: Reproduction and distribution of media announcement to roughly 2,000 transit companies, 1,000 bus shelters and 3-M Mall Advertisers. (\$15,630)

Brochure

Production: Creation and production of one 4-color "slim Jim" brochure. Deliver mechanical to Ad Council for printing. (\$5,000)

Re-Production: Reproduction of approximately 100,000 brochures to be delivered to HHS fulfillment center for distribution to callers. Brochures cost vary according to color, paperstock and artwork (\$35,000).

1-800 Number

Cost could includes setting-up a toll-free number to fulfill requests for the Community action brochure. Cost was based on the following assumptions: hook-up costs; electronic voice capture; maintenance (retrieving information from computer and maintenance of script); capturing information for database and costs to fulfill the orders. (\$200,000)

Cable Cassette

Distribution: Inclusion of one PSA on the Ad Council's bi-annual compilation mailing to 1,700 cable outlets throughout the nation. (Average cost per spot is \$1,800). (\$3,600)

Compilation Mailing

Distribution: Issue Specific mailing to 1,500 television stations mailing. (Inclusion of teenage spot on reel of other Ad Council campaigns categorized by issue: i.e., health; children; public safety, etc.,) (\$1,900)

Research

Focus group testing of message/concept for the teenage target (\$20,000)

2000-5-25 WED 19:04 ADVERTISING COUNCIL P. 05

The Advertising Council Inc

OTHER EXPENDITURES

Fulfillment: Fulfillment of media and other miscellaneous requests from Ad Council fulfillment vendor. Includes storage, mailing, 1-800 number for media, etc. (\$17,000)

Public Service
Advertising Bulletin: Campaign information and updates in six issues (published bi-monthly) of PSAB mailed to over 30,000 media outlets. (\$3,000)

Media Monitoring: Media monitoring services via Broadcast Data Systems (one set of up to two TV PSAs) and (one set of up to three radio PSAs), Burrelles clipping service for print, covers a six month period. (\$12,000)

Opportunistic Media: Develop materials for a limited number of as yet to be named media outlets which will be identified on an opportunistic basis (e.g. sports arena signage, direct mail, interactive systems). This cost includes the \$35,000 for "in-theater" materials. (\$40,000)

Campaign Promotion: Trade association information programs, news releases, press conferences, presentations, etc. which increase media support and campaign awareness. (\$35,000)

Travel: Campaign Manager and Agency travel to meetings related to campaign development, CRC presentations, undefined creative component production sites. (\$8,000)

Miscellaneous: Telephone, postage, messenger etc. (\$8,114)

Stop Teenage Pregnancy Initiative

Recommended Teenage Pregnancy Campaign Budget

(Presidential Wave; Brochure, 1-800 set-up and maintenance and Wave two targeting teens)

<u>Cost Items</u>	<u>Total (out of pocket costs)</u>	
TV production (Wave one - Presidential; Wave two - targeting teens)	\$ 240,000	(agency)
TV distribution (two distributions: June '95; early '96)	\$ 50,000	(Ad Council)
Radio production (Wave one - Presidential; Wave two - targeting teens)	\$ 45,000	(agency)
Radio distribution (two distributions: June '95; early '96)	\$ 50,000	(Ad Council)
Magazine production (Wave one - Presidential; Wave two - targeting teens)	\$ 10,000	(agency)
Magazine distribution (two distributions: June '95; early '96)	\$ 7,150	(Ad Council)
Out-of-Home production (Wave one - Presidential; Wave two - targeting teens)	\$ 10,000	(agency)
Out-of-Home distribution: (two distributions: June '95; early '96)	\$ 64,500	(Ad Council)
30 and 60 seconds; Transit (subway/bus); Shopping Malls		(Ad Council)
Brochure production (cost for mechanical)	\$ 5,000	(agency)
Brochure printing	\$ 35,000	(Ad Council)
1-800 number costs for one year	\$ 200,000	(Ad Council)
Cable Cassette mailings (2 Distribution)	\$ 3,800	(Ad Council)
Compilation Mailing (Issue Specific; i.e. young adult)	\$ 1,900	(Ad Council)
Research (Wave two -- teen target)	\$ 30,000	(agency)
Fulfillment	\$ 17,000	(Ad Council)
Public Service Advertising Bulletin - 1 year	\$ 3,000	(Ad Council)
Media Monitoring (TV, radio and print for one year)	\$ 12,000	(Ad Council)
TV: BDS tracks 2 Pres. for 6 mos. 3 spots for 6 mos. (\$4,650)		
Radio: BDS tracks 2 Pres. for 6 mos. and 3 spots for 6 mos. (\$4,950)		
Print: Bureau clipping service for 12 mos. (\$200 cap per mos., \$24,000)		
Opportunistic Media (includes in-theaters)	\$ 40,000	(Ad Council)
Campaign Promotion (includes cost of press launch)	\$ 35,000	(Ad Council)
Travel (Agency and Ad Council)	\$ 8,000	(Ad Council); (agency)
Miscellaneous (no indirect)	\$ 8,114	(Ad Council)
Sub-Total	\$ 875,264	
Indirect rate at 17%	\$ 146,736	
Grand Total	<u>\$ 1,022,000</u>	

APR - 5 - 95 WED 19:02 ADVERTISING COUNCIL

The Advertising Council inc

April 5, 1995

Ms. Avis LaVelle
Assistant to the Secretary
Public Affairs
Department of health and Human Services
200 Independence Ave., SW
Washington, DC 20201

Re: Teenage Pregnancy campaign Budget

Dear Avis:

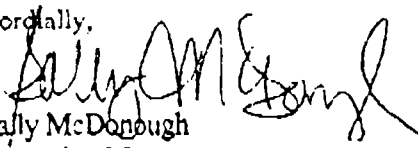
As a follow-up to our telephone conversation on Monday, this forwards the budget for the "Stop Teenage Pregnancy '95/'96 Initiative."

Avis, the attached line item budget will provide general guidance on the costs involved, but note that some of the campaign elements may change based on the information received as the campaign unfolds (e.g. target audience, new media opportunities). Costs associated with an Ad Council campaign are indicated. Attached please find a description of these costs.

To recap, the projects to date are: the Presidential initiative (budgeted at \$400,000); toll free telephone set-up and brochure printing (budget is \$240,000); and wave two effort targeting teens (budgeted at \$382,000). This brings the grand total for the effort to \$1,022,000.

Avis, I hope this is helpful. We look forward to meeting with your team and bringing them up-to-date on the project.

Cordially,


Sally McDonough
Campaign Manager

cc: E. Kasten

Stop Teenage Pregnancy Agenda

Tuesday, April 18, 1995 4:45 p.m.

Old Executive Office Building
Room 476
17th and Pennsylvania Avenue
Washington, DC
(202) 456-6636

Introductions

Eva Kasten

Strategy Review

David Mechlin

Creative Presentation

Laurie Soloman-Pollack
Margaret Ruth Elman

Discussion

Team

Next Steps

Eva Kasten

Participants

The White House

Janet Abrams, White House Fellow (Policy Council)
Jermy Ben-Ami, Chief-of-Staff, Domestic Policy
Dave Anderson, Media Affairs
William (Bill) Galston, Deputy Assistant to President, Domestic Policy
Jodi Greenstone, Advisor
Margaret Williams, Asst. to the President, Chief-of-Staff, First Lady

Health and Human Services

Avis LaVelle, Assistant Secretary, Public Affairs

The Ad Council

Eva Kasten, Executive Vice President
Sally McDonough, Campaign Manager

Ogilvy & Mather

Margaret Ruth Elman, Senior Copywriter
David Mechlin, Worldwide Client Director, Senior Partner
Laurie Soloman-Pollock, Senior Partner, Associate Creative Director

TV STORYBOARD

CLIENT/PRODUCT:

Ad Council/Teen Pregnancy

TITLE:

"Get involved"

DATE: 6/20/95

PAGE 1

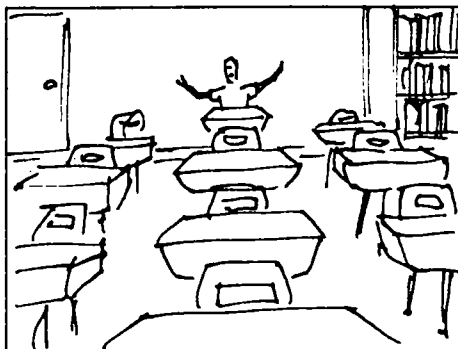
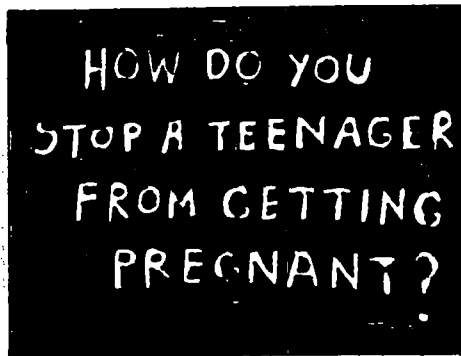
LENGTH: 00:30

VIDEO

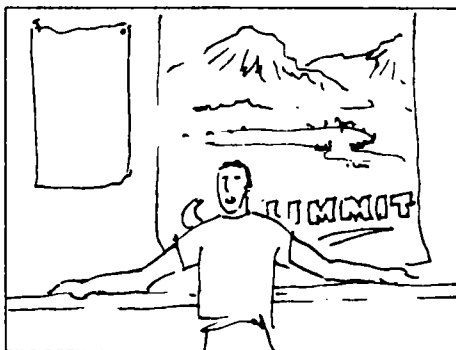
TITLE: How do you stop a teenager from getting pregnant?

A series of different teenagers in and around a high school deliver lines to camera.

AUDIO



"Tell me why school's so important."



"Show me a real mountain."



"Ask me how my day was."

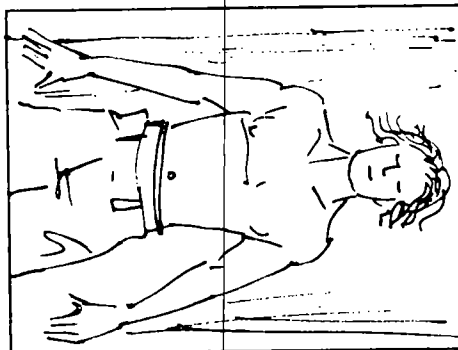
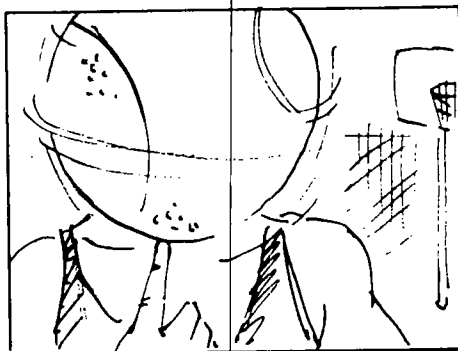
TV STORYBOARD

CLIENT/PRODUCT: **Ad Council/Teen Pregnancy**
TITLE: **"Get involved"**

DATE: **6/20/95**
PAGE: **2**
LENGTH: **00:30**

VIDEO

Teenagers continue to answer.



AUDIO

"Take me around a hospital."

"Show me how to do that lay-up."

"Tell me about the future."

"Be my friend."

TV STORYBOARD

CLIENT/PRODUCT: **Ad Council/Teen Pregnancy**
TITLE: **"Get involved"**

DATE: **6/20/95**
PAGE: **3**
LENGTH: **00:30**

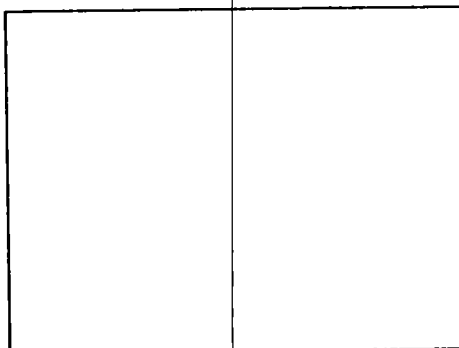
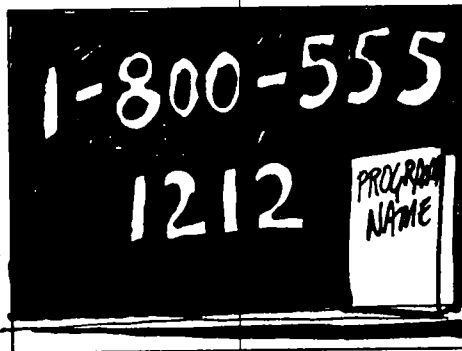
VIDEO

President sits on edge of teacher's desk in high school classroom with American flag in background.

** If this set-up proves logistically impractical, the President can be filmed in the White House.*



800 number is written on a blackboard and brochure is resting on ledge with chalk and erasers.



AUDIO

PRESIDENT CLINTON:
These may not sound like solutions to a problem as big as teen pregnancy. But if enough of us take even a small role in showing our young people a way to a better future, it *will* make a difference.

The time to get involved is now.

You can start by calling this number.

6/27/95

PRESIDENT'S PROGRAM TO STOP TEEN PREGNANCY

RADIO :60 revised 6/20/95

ANNCR: President Bill Clinton.

PRESIDENT CLINTON: Every year, American teens have almost half a million babies. Most of them are doomed to poverty.

You and I can agree this is not where we want our society heading. So let's change it. Join with me to help prevent teen pregnancy.

What can you do?

In your community, give one teen who's shy on confidence, the courage to say no.

Give one teen who feels he has no future, the pride of a job well done.

Show one teen the way a grownup handles responsibilities.

Do you have a dream? Share it with a teen who may not know what a dream is.

You don't need special training, or hours of time to do something about teen pregnancy.

If you help one young person choose not to become pregnant, you have done your part to save a generation.

We the people created the United States. Together, we can change our society for the better.

ANNCR: Start by calling 1-800-0000 for a free brochure.

TV STORYBOARD

CLIENT/PRODUCT:

Ad Council/Teen Pregnancy

TITLE:

"Unhappy ending"

6/29/95
Ad rejected

DATE: 6/20/95

PAGE 1

LENGTH: 00:30

VIDEO

A series of titles done in
storybook fashion.

There once was
a girl named Denise
and a boy
named Johnny.

They were
16 years old.
go

No one paid
much attention to Denise
except Johnny.
♡

Johnny told
Denise he loved her.
♡

AUDIO

SFX:(music under)

MOTHERLY V/O:
There was once a girl
named Denise and a boy
named Johnny.

They were 16 years old.

No one paid much attention
to Denise, except Johnny.

Johnny told Denise he loved
her.

TV STORYBOARD

CLIENT/PRODUCT:

Ad Council/Teen Pregnancy

TITLE:

"Unhappy ending"

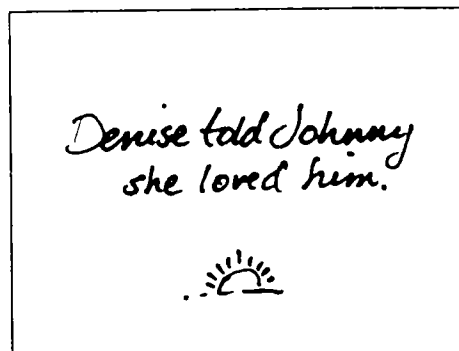
DATE: 6/20/95

PAGE 2

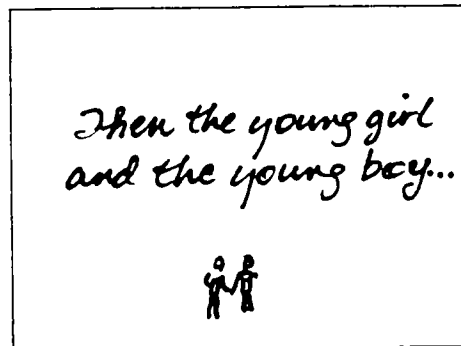
LENGTH: 00:30

VIDEO

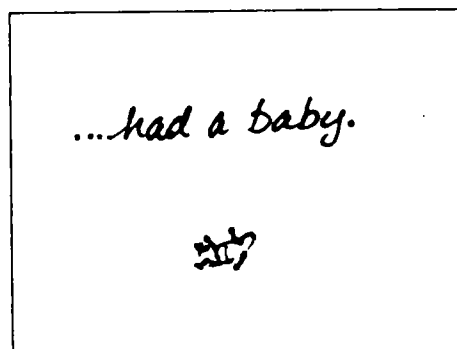
AUDIO



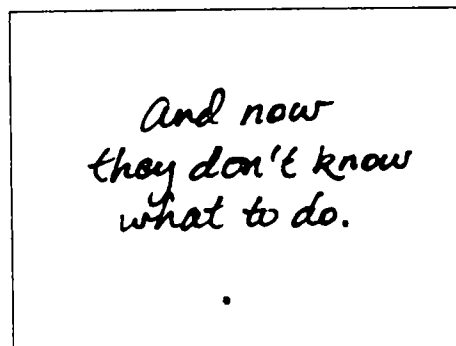
Denise told Johnny she
loved him.



Then the young girl and the
young boy...



...had a baby.



And now they don't know
what to do.

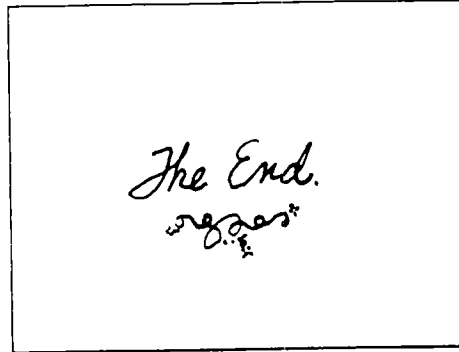
TV STORYBOARD

CLIENT/PRODUCT: Ad Council/Teen Pregnancy
TITLE: "Unhappy ending"

DATE: 6/20/95
PAGE 3
LENGTH: 00:30

VIDEO

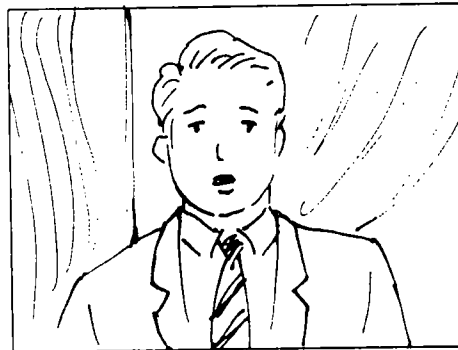
TITLE: The End



Go to President Clinton in the Oval Office.

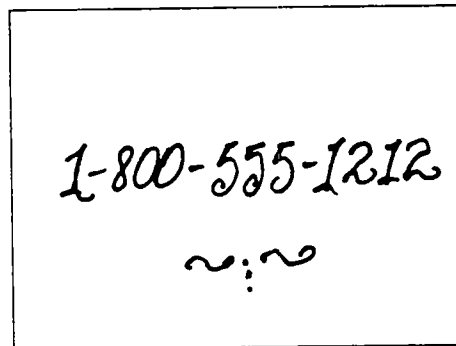


PRESIDENT CLINTON:
Last year one out of every eight teenage girls in America became pregnant.



I urge you to work with teens in your community, to help show young people the way to a happy ending.

Title : 1-800-555-1212



You can start by calling this number.

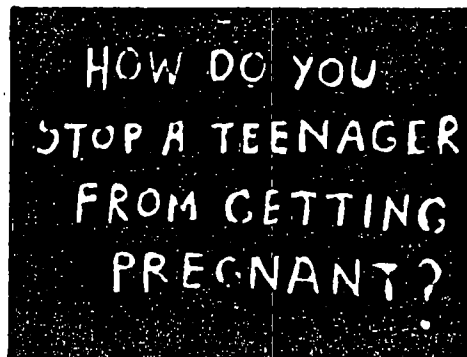
CLIENT/PRODUCT: Ad Council/Teen Pregnancy
TITLE: "Get involved"

DATE: 4/12/95
PAGE: 1
LENGTH: 00:30

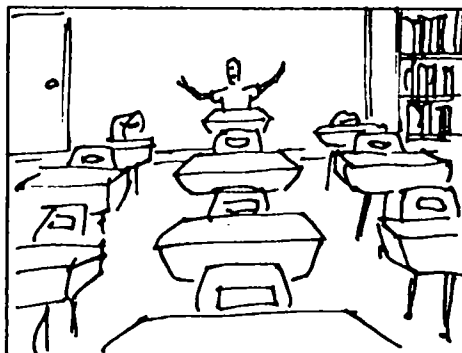
VIDEO

TITLE: How do you stop a teenager from getting pregnant?

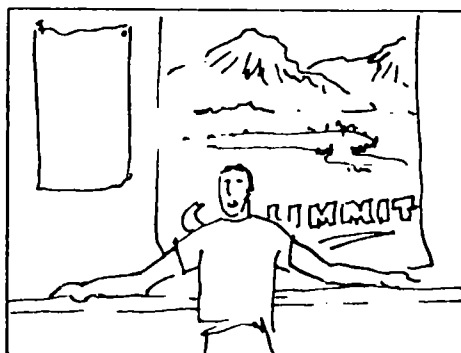
A series of different teenagers in and around a high school deliver lines to camera.



"Go shopping with me."



"Tell me why school's so important."



"Show me a real mountain."

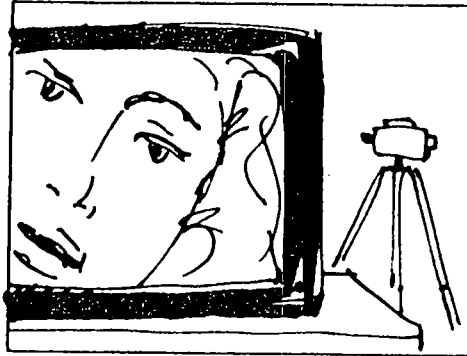
TV STORYBOARD

CLIENT/PRODUCT: Ad Council/Teen Pregnancy
TITLE: "Get involved"

DATE: 4/12/95
PAGE 2
LENGTH: 00:30

VIDEO

Teenagers continue to answer.



AUDIO

"Help me make a movie."



"Come to my house for dinner."



"Ask me how my day was."



"Take me on a tour of a hospital."

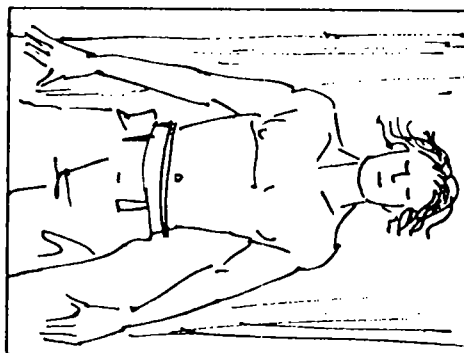
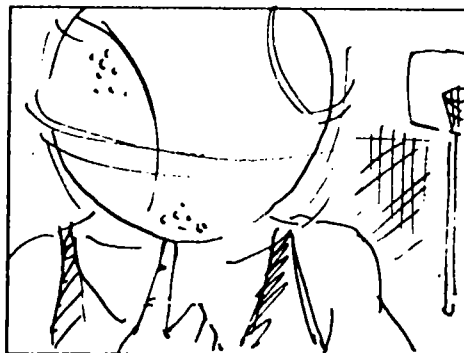
TV STORYBOARD

CLIENT/PRODUCT: Ad Council/Teen Pregnancy
TITLE: "Get involved"

DATE: 4/12/95
PAGE 3
LENGTH: 00:30

VIDEO

Teenagers continue to answer.



AUDIO

"Don't say 'no' all the time."

"Show me how to do that lay-up."

"Tell me about the future."

"Be my friend."

TV STORYBOARD

CLIENT/PRODUCT: Ad Council/Teen Pregnancy
TITLE: "Get involved"

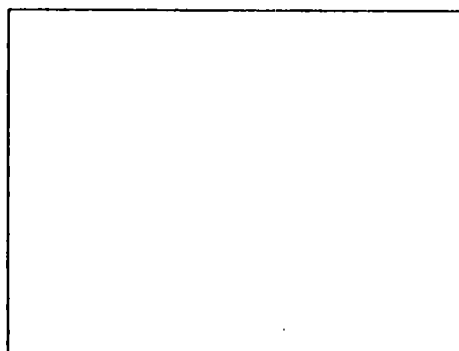
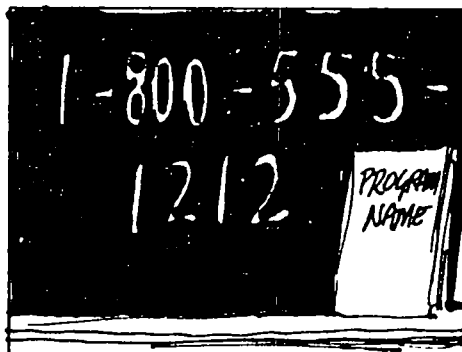
DATE: 4/12/95
PAGE: 4
LENGTH: 00:30

VIDEO

President sits on edge of teacher's desk in high school classroom with American flag in background.



800 number is written on a blackboard and brochure is resting on ledge with chalk and erasers.



AUDIO

PRESIDENT CLINTON:
Last year, one million teenagers became pregnant. That's one out of every eight teenage girls in this country.

We have to help young people see that they have other choices and can choose not to become pregnant. But it all begins with getting involved in their lives.

To find out how you can get involved in your community,

call this number.

TV STORYBOARD

CLIENT/PRODUCT:

Ad Council/Teen Pregnancy

TITLE:

"Choosing to be pregnant" - girl

DATE: 4/12/95

PAGE 1

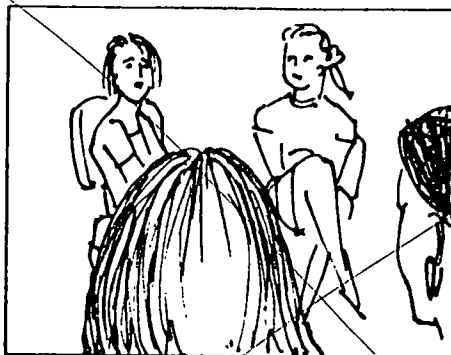
LENGTH: 00:30

VIDEO

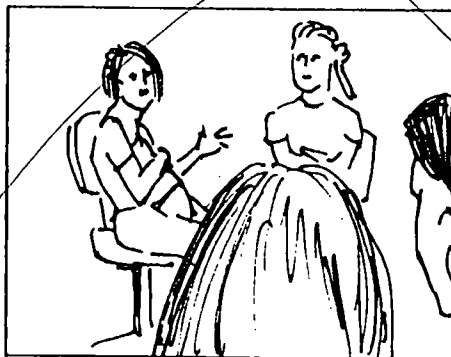
A girl who appears to be about 13 years old speaks to counselor.



Reveal other teenagers in the room.



Reveal that the girl is pregnant.



Follow President Clinton as he walks down a hallway.



AUDIO

GIRL: My best friend had one and I just thought it was the cutest thing I'd ever seen.

She'd buy all these different outfits for it. And when she'd take it to the park, everyone said "you're so lucky".

I told my boyfriend...

...I wanted one too.

PRESIDENT CLINTON: Last year a million teenagers became pregnant. If we don't start giving them the kind of attention and guidance they need...

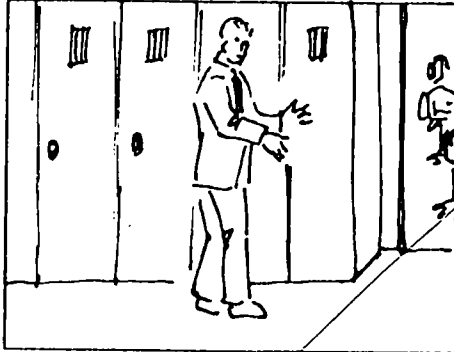
TV STORYBOARD

CLIENT/PRODUCT: **Ad Council/Teen Pregnancy**
TITLE: **"Choosing to be pregnant" - girl**

DATE: **4/12/95**
PAGE: **2**
LENGTH: **00:30**

VIDEO

The President continues
down the hall...



AUDIO

PRESIDENT CLINTON:
...and lead them to make the
right kinds of choices in their
young lives, the problem is
only going to get worse.

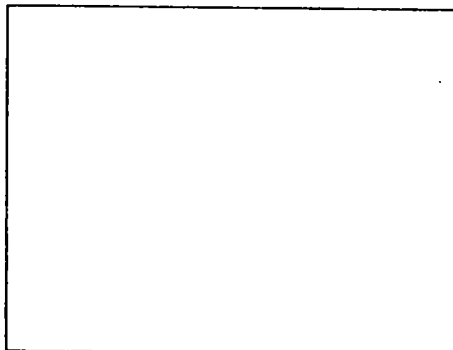
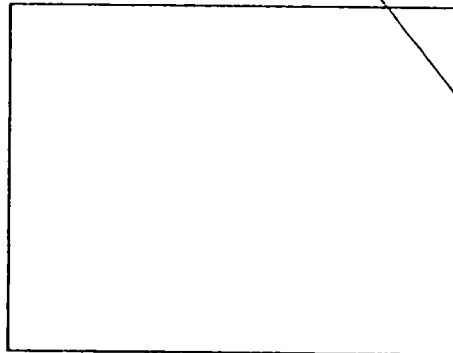
Your help can make a
difference in a teenager's
life.

...and stops in front of the
door to the room we were
just in.

SUPER:
1-800-555-1212



To find out how you can get
involved in your community,
call this number.



TV STORYBOARD

CLIENT/PRODUCT:

Ad Council/Teen Pregnancy

TITLE:

"Choosing to be pregnant" - boy

DATE: 4/12/95

PAGE 1

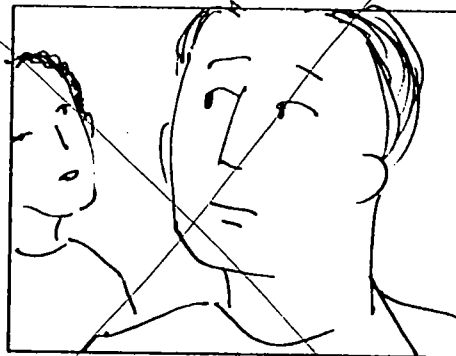
LENGTH: 00:30

VIDEO

A boy who appears to be about 14 or 15 years old speaks.



Reveal that there are other teenagers in the room.



Reveal that he's talking to a counselor in a group session.



Follow President Clinton as he walks down a hallway.



AUDIO

BOY: I liked her, but I like a lot of girls. I'm a boy, you know.

I liked her. I really did.

I mean, we're friends still. We talk and stuff.

We had a baby and stuff, but that doesn't mean it was meant to last, you know?

PRESIDENT CLINTON:
In this country, 80% of all children born to teenage parents end up living in poverty.

TV STORYBOARD

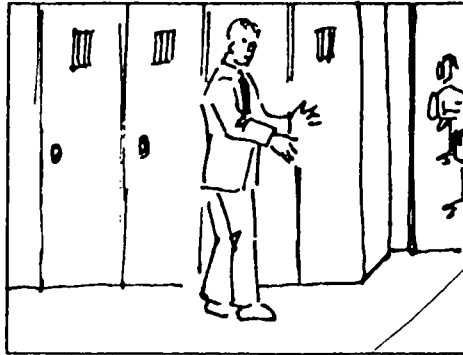
CLIENT/PRODUCT: **Ad Council/Teen Pregnancy**
TITLE: **"Choosing to be pregnant" - boy**

DATE: **4/12/95**
PAGE **2**
LENGTH: **00:30**

VIDEO

AUDIO

The President continues
down the hall...



We have to show our young
people that they have better
choices in life than to
become parents before
they're ready.

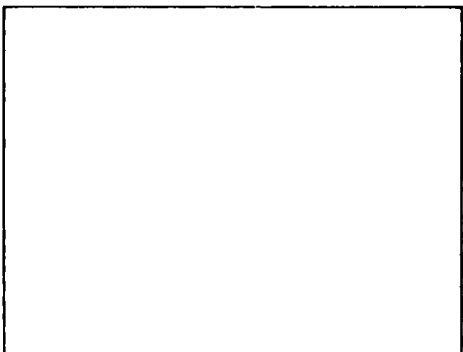
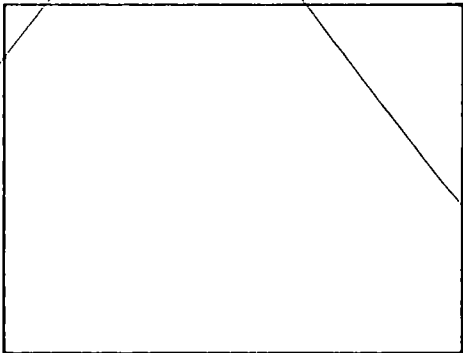
But in order to do this we
have to start getting involved
in their lives.

...and stops in front of the
door to the room we were
just in.

SUPER:
1-800-555-1212



To find out how you can get
involved in your community,
call this number.



TV STORYBOARD

CLIENT/PRODUCT: **Ad Council/Teen Pregnancy**
TITLE: **"Unhappy ending"**

DATE: 4/12/95
PAGE 1
LENGTH: 00:30

VIDEO

A series of titles done in storybook fashion.

Once upon a time
there was a little girl
named Denise...

AUDIO

SFX:(music under)

MOTHERLY V/O:
Once upon a time there was
a little girl named Denise...

And nobody
paid much attention
to her...

And nobody paid much attention to her...

Until one day,
when she was 14,
3.18

until, one day, when she
was 14,...

she met a boy
named Johnnie.

she met a boy named
Johnny.

①

PRESIDENT'S PROGRAM TO STOP TEEN PREGNANCY :30

Every year, unmarried American teens have almost half a million babies. Most of them are doomed to poverty.

You and I can agree this is not where we want our society heading.

That's why you and I must do something about teen pregnancy.

What can you do?

You don't need social-work skills, or hours of time.

If you help one teen choose not to become pregnant, you have done your part to save a generation.

We the people created the United States. We can change our society for the better.

**SUPER: JOIN THE PRESIDENT'S PROGRAM
TO STOP TEEN PREGNANCY
CALL 1-800-U.S.-FUTURE**

①
PRESIDENT'S PROGRAM TO STOP TEEN PREGNANCY :60

Every year, unmarried American teens have almost half a million babies. Most of them are doomed to poverty.

You and I can agree this is not where we want our society heading. So let's change it. Join with me to help prevent teen pregnancy.

In your community, give one teen who's shy on communication skills, the confidence to say no. ~~✗~~

Give one teen a model of responsibility to live up to. ~~✗~~

Do you have a dream? Share it with a teen who may not know what a dream is.

You don't need social-work skills, or hours of time to do something about teen pregnancy.

If you help one teen choose not to become pregnant, you have done your part to save a generation.

We the people created the United States. We can solve any problem, right any wrong, face any foe. Together, we can change our society for the better.

**SUPER: JOIN THE PRESIDENT'S PROGRAM
TO STOP TEEN PREGNANCY
CALL 1-800-U.S.-FUTURE**

ANNCR: Call 1-800-U.S. Future for a free book about how you can help.

TV STORYBOARD

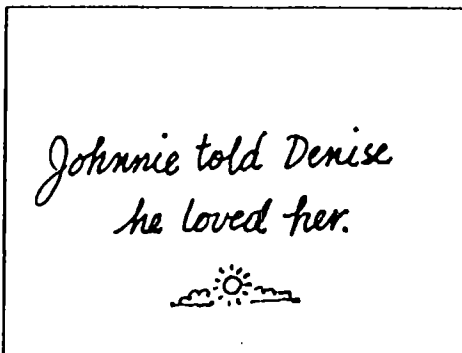
3

CLIENT/PRODUCT: Ad Council/Teen Pregnancy
TITLE: "Unhappy ending"

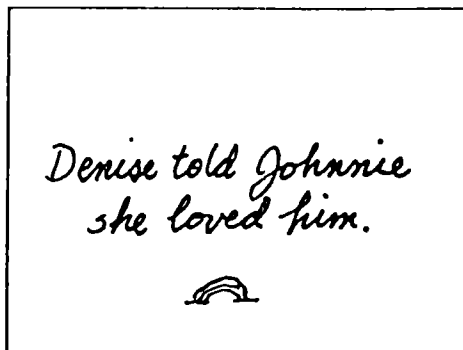
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VIDEO

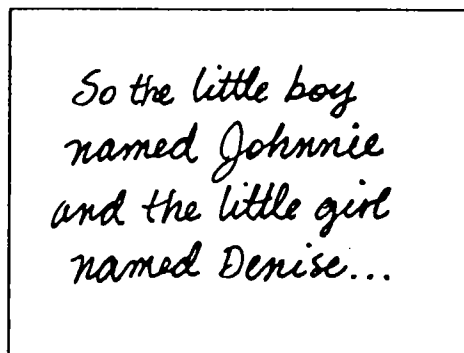
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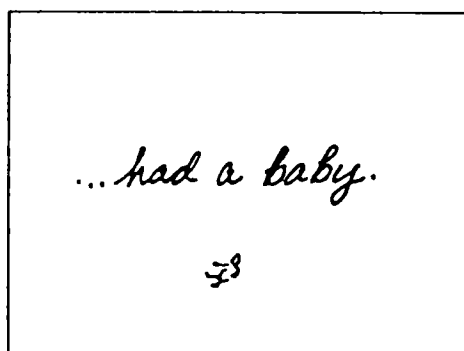
Johnny told Denise he loved her.



Denise told Johnny she loved him.



So the little boy named Johnny and the little girl named Denise...



...had a baby.

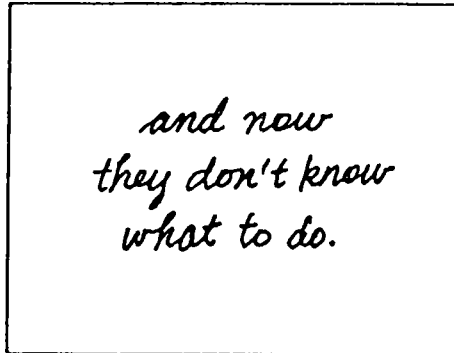
TV STORYBOARD

CLIENT/PRODUCT: **Ad Council/Teen Pregnancy**
 TITLE: **"Unhappy ending"**

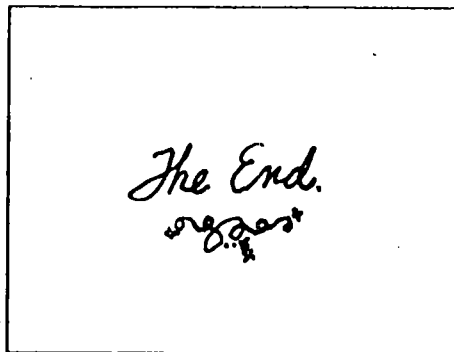
DATE: **4/12/95**
 PAGE: **3**
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VIDEO

AUDIO



And now they don't know what to do.



The end.

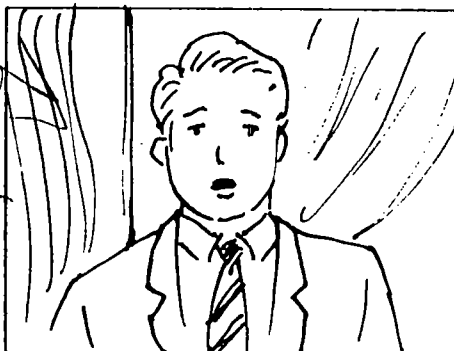
Go to President Clinton in the oval office.



PRESIDENT CLINTON:
 If this seems like an inappropriate subject for a children's story, consider the fact that last year one million teenagers became pregnant. That's 12% of all teenage girls in this country.

1/8 *change statistic*
or 1 million

Help 1 teenager
→ Angelle problem



It's never too early to start ~~dealing with this issue~~, paying attention to young people, and showing them how making the right choices can lead to a happy ending.

giving them the confidence to take responsibility

the up to us...

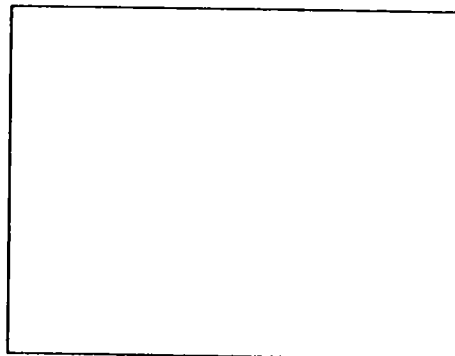
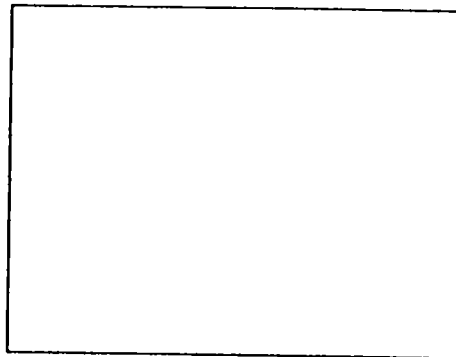
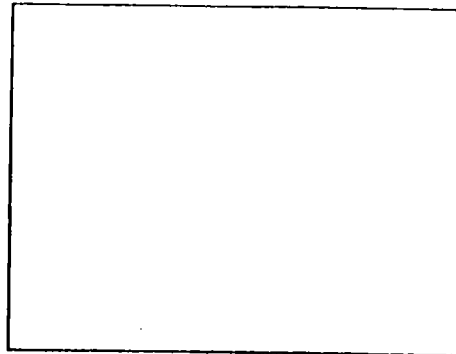
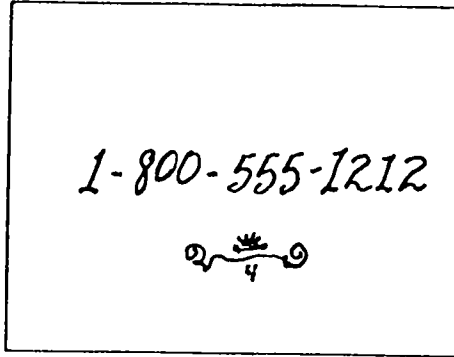
TV STORYBOARD

CLIENT/PRODUCT: Ad Council/Teen Pregnancy
TITLE: "Unhappy ending"

DATE: 4/12/95
PAGE 4
LENGTH: 00:30

VIDEO

TITLE:
1-800-5551212



AUDIO

PRESIDENT CLINTON V/O:
To find out how you can get
involved in your community,
call this number.

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. 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 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

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

A NATIONAL BOARD: An independent national board would be formed to lead the effort. The board would be private, bipartisan, and broad-based, including prominent leaders from the entertainment, business, religious, civic, education and foundation communities. The full board would have between 15 and 20 members; however, a "core group" of 5 to 6 could come together initially to launch the initiative and then recruit other members. A national teen advisory committee would also be formed to work with the board.

A NATIONAL EFFORT: Each member of the board would be asked to spearhead an effort in their respective field 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 board's efforts. State boards could be established that would mirror the activities of the national board at the local level and become the critical frontline for the campaign.

A NATIONAL RESOURCE: The national board would focus on discovering and disseminating what works. The board 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. 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 board would monitor such efforts and support national research and evaluation of programs. It might also hold hearings offering a forum for discussion of key issues, set and monitor national goals, and celebrate local success stories. It could present an annual report to the President and the nation on what is working and on progress in meeting national goals.

FUNDING AND ORGANIZATION: Funds would be sought from foundations, business, government, and wealthy individuals to support the effort. A 501(c)(3) organization would be established, or an existing such organization selected, to accept the funds and manage the effort. The board would have a president and a small professional staff (5 or 6 people initially) to direct day-to-day activities.

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." In addition, it appears that the President tentatively plans to unveil a public service announcement on teen pregnancy in May. It is important that the board be established as soon as possible to take advantage of the momentum sparked by the President's interest. Moreover, if a national board responsive to the president's call comes together in May, there may be opportunities to coordinate the launch of the private campaign with some of the President's activities in this area, including the possibility of a White House "kick-off" ceremony.

DRAFT 3/24/95

Preliminary Thoughts - 3/31/95

Y/K - 9/1/95
9:45 AM

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- Denzel Washington
- Oprah
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- 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)
- Neil Goldsmith (Nike, OR)
- Thomas Donahue (Nike, retired, MA)
- Irving Harris (retired, IL)

women

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- Belle Sawhill

- Pows

6) Community Leader

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- Hugh Price (Urban League, NY)
- Head of the Junior League or parent organization

7) Public Health Leader?

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

new
sector
medical
negot

8) Foundation Leader?

- Frank Thomas (Ford Foundation, retired)
- David Hamburg (Carnegie Foundation, retiring)

women 7

Notes

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Additional names for Council

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
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Sharon Daly (council of churches)
Dick Parsons (Time Warner)
Ken Chenault (AMEX)
Jim Hunt (former gov of NC)
Jeff Sagansky (Sony)
Jack Tate (First Union?, NC)

THE WHITE HOUSE

WASHINGTON

April 6, 1995

MEMORANDUM FOR BILL GALSTON
 ALEXIS HERMAN ✓
 KAREN PITTMAN
 MAGGIE WILLIAMS

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

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

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

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

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

Attachment

LEADING ORGANIZATIONS IN TEEN PREGNANCY PREVENTION

TOP CANDIDATES

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

OTHER POSSIBILITIES

Service Programs

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

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

Research/Advocacy Groups

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

Foundations

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

Professional Organizations

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

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

*has
pregnancy
data*

**BIRTH RATES FOR WOMEN AGED 15-19 YEARS, BY
AGE GROUP AND RACE: EACH CITY OF 100,000
POPULATION OR MORE, 1990**

Birth rates for 1990 for women aged 15-19 years by race for cities of 100,000 or more population were computed by the Division of Vital Statistics, National Center for Health Statistics. The table also shows rates for subgroups 15-17 and 18-19 years.

The birth data used to compute these rates are from the vital registration system and are based on 100 percent of births in 1990. The population data were obtained from the U.S. Bureau of the Census. The figures are based on the 1990 census counts by age and race, modified to be consistent with Office of Management and Budget racial categories and historical categories for birth data and, in the case of age, to reflect age as of the census reference date. More information on these modification procedures is presented in the Census Bureau report, "Age, sex, race, and Hispanic origin information from the 1990 census: A comparison of census results with results where age and race have been modified," published in 1991. Although the population figures used for these rates are from the 1990 census, the cities included in this table are those which had populations of 100,000 or more in the 1980 census. Thus several cities which increased in population to 100,000 or more after the 1980 census are not included in the table.

Included with the birth rate table is a table which shows the numbers of births to teenagers, by age and race for these cities, which were used as numerators for these rates. Rates were not computed for cities with fewer than 20 births in a specified age/race group; these cases are indicated with an asterisk. In interpreting the variations in rates, it is important to note that many of the computed rates are based on relatively few births. Such rates can be unstable and should be interpreted with great caution.

May 1994

Birth Rates for Women Aged 15–19 Years, by Age Group and Race: Each City of 100,000 population or more, 1990

City	15–19 years			15–17 years			18–19 years		
	All races ¹	White	Black	All races ¹	White	Black	All races ¹	White	Black
Rate per 1,000 women in specified group									
United States, 167 cities	87.3	72.6	128.0	62.3	49.1	94.3	115.6	97.2	172.0
Akron, OH	87.0	63.5	137.7	58.3	41.3	89.3	115.5	83.3	197.2
Albany, NY	53.4	34.1	115.5	69.0	39.8	127.1	46.2	31.9	106.5
Albuquerque, NM	77.2	77.3	103.7	50.3	49.3	79.6	110.6	112.2	139.9
Alexandria, VA	81.6	54.9	138.3	49.8	*	94.3	120.8	89.9	195.1
Allentown, PA	76.1	68.6	173.1	58.6	50.7	147.7	93.0	85.5	207.2
Amarillo, TX	104.2	99.9	184.0	54.6	50.4	119.3	170.9	165.9	276.5
Anaheim, CA	89.0	99.0	*	52.3	58.6	*	134.0	147.5	*
Anchorage, AK	61.2	52.0	83.3	30.1	23.2	*	106.3	93.4	123.8
Ann Arbor, MI	11.1	5.9	59.1	17.7	*	*	9.1	5.9	*
Arlington, TX	54.1	50.7	102.5	34.2	30.4	79.8	77.2	74.6	124.7
Arlington Cty, VA	46.4	36.0	102.5	30.5	23.4	*	64.4	49.8	146.3
Atlanta, GA	131.1	51.6	149.2	118.3	50.9	129.8	143.3	52.0	169.4
Aurora, CO	55.7	50.7	91.1	29.5	25.2	59.2	94.7	89.5	133.2
Austin, TX	69.3	65.0	109.1	68.0	63.4	95.5	70.2	66.0	123.9
Bakersfield, CA	189.2	193.3	234.2	117.4	120.1	152.1	283.0	286.2	354.7
Baltimore, MD	115.7	66.6	140.2	91.1	51.9	106.8	142.2	78.7	181.6
Baton Rouge, LA	74.7	35.5	117.0	67.4	29.0	98.1	79.8	39.0	134.1
Beaumont, TX	75.4	47.9	101.9	50.5	28.3	69.8	105.7	69.5	144.1
Berkeley, CA	20.4	9.4	72.8	29.6	*	79.2	16.8	*	67.7
Birmingham, AL	99.4	66.9	111.1	66.4	39.7	73.8	141.4	90.0	166.1
Boise City, ID	52.2	53.4	*	29.2	30.2	*	78.6	80.0	*
Boston, MA	52.8	33.5	98.2	58.4	46.5	78.4	49.3	27.9	122.3
Bridgeport, CN	107.4	97.6	126.2	84.2	83.8	84.1	133.6	112.3	180.3
Buffalo, NY	88.6	64.1	127.9	62.7	39.6	93.9	115.4	86.5	171.7
Cedar Rapids, IA	42.8	40.7	*	26.2	26.4	*	60.9	56.0	*
Charlotte, NC	79.5	47.5	122.3	52.4	26.8	87.2	112.9	73.2	164.0
Chattanooga, TN	109.7	77.6	155.4	65.7	45.1	92.8	161.7	112.6	238.5
Chesapeake, VA	56.1	43.1	86.2	32.7	20.3	60.2	95.6	80.3	132.4
Chicago, IL	113.0	75.1	157.8	80.3	46.7	116.0	156.0	110.1	217.1
Cincinnati, OH	110.7	71.8	161.5	91.8	67.2	117.0	128.1	75.2	214.9
Cleveland, OH	135.1	107.3	160.1	94.4	72.0	112.5	185.8	147.2	224.8
Colorado Springs, CO	65.8	60.3	134.2	33.2	28.9	77.4	109.3	101.8	210.4
Columbus, GA	101.7	73.0	136.4	65.9	38.7	96.9	151.4	118.8	192.9
Columbus, OH	75.6	56.2	127.5	60.6	41.4	99.0	87.8	66.2	162.1
Concord, CA	37.2	38.6	*	19.5	18.1	*	62.3	66.8	*
Corpus Christi, TX	76.8	76.2	96.8	47.2	46.0	66.9	121.6	122.0	140.1
Dallas, TX	112.0	102.4	132.0	77.6	68.3	95.3	157.7	146.0	183.4
Dayton, OH	108.2	73.3	150.3	89.3	66.0	108.0	124.6	77.6	207.1
Denver, CO	97.3	92.3	127.5	73.8	70.2	95.6	124.8	116.9	172.8
Des Moines, IA	74.3	69.6	133.6	47.5	44.2	89.2	99.6	92.9	186.1
Detroit, MI	128.6	99.0	134.2	87.3	53.2	93.1	186.9	155.8	193.5
Durham, NC	58.6	27.7	82.2	54.4	25.8	71.8	61.5	28.8	90.1
Elizabeth, NJ	81.6	62.5	138.4	54.9	41.3	93.8	116.3	89.4	197.0
El Paso, TX	87.6	88.2	95.2	53.3	53.7	50.5	139.3	139.8	162.5
Erie, PA	88.1	67.3	189.9	62.5	43.6	140.3	112.0	88.0	254.1
Eugene, OR	30.3	30.6	*	25.8	25.6	*	33.0	33.8	*
Evansville, IN	86.5	80.4	131.4	63.7	57.4	108.0	111.1	104.1	165.0
Flint, MI	146.7	131.2	159.1	104.2	82.3	118.2	202.6	182.5	221.7
Fort Lauderdale, FL	185.7	89.2	295.8	133.2	61.5	205.9	253.1	121.0	429.8
Fort Wayne, IN	101.0	77.4	164.5	63.3	39.2	124.2	150.1	123.2	231.5
Fort Worth, TX	103.5	91.4	141.7	72.8	63.1	99.5	140.4	122.6	202.7
Fremont, CA	35.4	38.5	*	23.7	26.6	*	52.7	55.3	*
Fresno, CA	131.1	123.5	151.5	97.6	91.2	114.5	172.2	160.0	206.2
Fullerton, CA	50.4	58.4	*	30.7	34.1	*	71.4	83.0	*

Birth Rates for Women Aged 15–19 Years, by Age Group and Race: Each City of 100,000 population or more, 1990, cont.

City	15–19 years			15–17 years			18–19 years		
	All races ¹	White	Black	All races ¹	White	Black	All races ¹	White	Black
Rate per 1,000 women in specified group									
Garden Grove, CA	76.6	89.9	*	50.7	60.1	*	110.7	127.2	*
Garland, TX	60.8	56.9	114.2	37.6	33.8	80.5	95.7	90.5	175.7
Gary, IN	109.5	138.5	104.3	71.6	80.7	70.0	174.1	219.8	164.6
Glendale, CA	31.7	36.4	*	20.8	25.1	*	46.8	51.6	*
Grand Rapids, MI	102.7	73.7	182.9	86.0	54.3	151.8	117.3	88.0	225.1
Greensboro, NC	47.9	27.7	72.3	47.6	22.6	81.9	48.1	31.3	66.6
Hampton, VA	53.8	58.2	52.2	36.4	25.0	52.2	69.0	103.5	52.2
Hartford, CN	118.8	119.5	121.4	113.6	132.3	97.4	123.6	110.3	150.9
Hialeah, FL	36.4	35.6	*	19.0	18.5	*	61.3	59.8	*
Hollywood, FL	71.5	48.8	194.2	44.5	28.4	127.9	109.2	76.3	302.2
Honolulu, HI	46.8	47.0	*	26.7	18.7	*	71.0	81.8	*
Houston, TX	109.2	103.7	131.5	72.9	65.7	94.0	157.6	153.1	182.9
Huntington Beach, CA	30.8	33.9	*	16.5	18.3	*	48.8	52.5	*
Huntsville, AL	60.7	46.1	83.7	45.8	22.0	95.6	75.7	78.2	75.8
Independence, MO	83.1	82.5	*	46.5	46.7	*	132.8	130.3	*
Indianapolis, IN	98.9	81.7	140.7	65.0	48.9	101.1	143.4	122.5	199.0
Irving, TX	79.3	81.4	101.8	51.7	52.2	*	111.0	114.2	118.6
Jackson, MS	78.6	38.8	96.1	67.0	31.3	84.1	90.8	47.6	107.7
Jacksonville, FL	89.3	66.7	142.0	58.6	35.7	107.4	129.1	104.9	190.3
Jersey City, NJ	83.3	76.0	112.7	54.7	45.8	80.5	120.1	113.8	154.3
Kansas City, KS	117.8	95.3	156.4	73.2	55.3	104.6	185.0	153.7	237.8
Kansas City, MO	101.0	66.4	158.0	69.3	40.9	115.6	143.0	99.5	215.0
Knoxville, TN	60.7	51.7	97.3	57.7	49.4	81.0	62.5	52.9	113.4
Lakewood, CO	47.7	47.8	*	25.2	25.0	*	78.5	79.1	*
Lansing, MI	100.4	86.9	144.0	65.7	58.3	92.0	144.4	121.3	218.2
Las Vegas, NV	151.9	148.0	198.1	89.5	85.7	122.5	235.8	229.5	314.4
Lexington–Fayette, KY	47.3	36.8	112.1	39.5	28.2	88.8	53.4	42.8	143.9
Lincoln, NE	31.1	28.4	106.1	26.2	23.3	*	34.3	31.7	*
Little Rock, AR	93.0	43.7	142.8	62.0	25.0	96.5	136.5	67.4	214.8
Livonia, MI	12.3	12.2	*	*	*	*	23.7	24.4	*
Long Beach, CA	103.4	107.5	139.9	73.4	78.0	99.8	136.3	137.4	190.5
Los Angeles, CA	96.7	107.2	112.2	67.1	74.1	77.2	131.4	145.5	157.6
Louisville, KY	154.5	133.0	191.3	105.0	83.5	138.4	213.6	189.8	258.4
Lubbock, TX	71.9	63.4	161.7	67.6	61.4	114.0	75.1	64.7	224.1
Macon, GA	106.6	67.0	134.7	80.3	54.7	93.6	135.9	76.2	195.4
Madison, WI	19.4	14.2	118.5	17.3	*	109.0	20.2	16.2	128.0
Memphis, TN	109.8	52.5	138.3	83.2	36.9	102.6	143.4	67.7	189.7
Mesa, AZ	60.0	59.7	*	33.0	31.9	*	97.0	97.9	*
Miami, FL	261.5	168.2	430.6	176.3	100.3	312.5	376.6	259.0	592.3
Milwaukee, WI	112.9	56.6	187.9	83.8	37.5	130.7	144.8	73.2	271.9
Minneapolis, MN	80.9	41.3	184.5	68.3	32.3	136.8	90.8	46.9	244.4
Mobile, AL	78.3	43.9	120.0	57.9	29.7	86.4	104.4	58.8	174.2
Modesto, CA	115.6	120.2	141.0	67.2	68.9	*	187.8	194.2	*
Montgomery, AL	84.0	42.6	116.4	62.5	22.9	94.9	108.8	66.4	140.0
Nashville–Davidson, TN	74.8	60.0	104.6	52.8	36.1	84.7	97.5	84.5	125.2
Newark, NJ	106.1	94.6	114.3	67.5	54.7	75.4	159.2	149.4	168.2
New Haven, CN	69.7	46.7	109.3	74.6	60.8	89.4	66.6	40.6	130.6
New Orleans, LA	96.0	23.8	123.0	75.0	18.9	91.5	121.0	27.5	166.5
Newport News, VA	86.8	57.4	133.8	50.7	25.8	89.5	134.4	98.9	192.1
New York NY	57.9	57.6	68.2	38.1	36.9	46.4	83.7	83.4	98.2
Norfolk, VA	103.0	79.6	129.4	84.0	55.2	112.8	116.2	94.1	142.3
Oakland, CA	98.5	79.3	128.4	69.1	50.1	91.2	136.8	110.7	181.4
Oklahoma City, OK	81.8	66.9	144.9	49.3	36.1	96.7	126.1	106.8	220.6
Omaha, NE	63.8	45.3	153.4	41.0	25.5	109.5	91.0	67.9	218.5
Orlando, FL	187.5	160.4	235.4	148.3	126.4	180.2	218.8	183.3	293.2
Oxnard, CA	97.3	109.8	60.6	63.0	72.3	*	147.3	162.7	*
Pasadena, CA	84.1	84.6	110.1	60.4	59.9	78.0	114.2	115.0	156.4
Pasadena, TX	88.5	90.4	*	51.3	52.2	*	138.9	141.5	*
Paterson, NJ	109.3	110.5	110.7	70.8	68.9	75.0	161.4	167.9	158.3
Peoria, IL	92.8	55.3	191.0	74.6	36.1	152.1	111.0	71.6	248.6

Birth Rates for Women Aged 15–19 Years, by Age Group and Race: Each City of 100,000 population or more, 1990, cont.

City	15–19 years			15–17 years			18–19 years		
	All races ¹	White	Black	All races ¹	White	Black	All races ¹	White	Black
Rate per 1,000 women in specified group									
Philadelphia, PA	90.0	51.5	137.0	68.0	38.4	100.0	115.5	65.1	186.2
Phoenix, AZ	94.3	90.3	160.7	60.8	57.2	114.8	140.8	135.8	233.0
Pittsburgh, PA	59.4	27.4	135.0	57.1	24.9	108.7	61.0	28.7	163.8
Portland, OR	66.1	59.3	128.3	45.8	38.9	93.8	89.5	81.4	184.1
Portsmouth, VA	125.9	85.0	160.1	91.0	38.8	128.4	173.6	138.9	208.6
Providence, RI	73.3	61.7	107.5	77.0	69.6	92.3	71.2	57.9	124.0
Raleigh, NC	40.8	15.2	89.7	41.7	12.9	90.8	40.2	16.5	88.9
Reno, NV	76.1	75.3	*	44.8	41.5	*	106.1	107.0	*
Richmond, VA	92.3	31.0	128.3	91.6	35.3	108.2	92.8	29.5	150.4
Riverside, CA	98.3	106.9	109.2	67.6	69.6	87.2	129.1	146.2	133.0
Rochester, NY	134.3	100.7	182.8	106.7	83.0	133.1	161.7	114.6	250.7
Rockford, IL	92.3	66.5	188.9	58.3	35.9	138.2	137.8	106.8	259.1
Sacramento, CA	157.6	162.7	197.6	109.5	111.7	133.7	215.5	216.3	292.7
St. Louis, MO	141.8	68.4	187.9	115.7	51.7	148.7	174.0	83.8	245.8
St. Paul, MN	70.4	52.0	137.7	57.0	39.6	102.4	82.9	62.1	179.2
St. Petersburg, FL	97.4	64.1	168.9	69.0	38.0	127.8	134.7	95.3	232.4
Salt Lake City, UT	73.8	71.0	196.4	49.8	47.7	*	97.0	93.2	*
San Antonio, TX	88.2	88.0	104.3	61.2	60.7	75.8	123.1	123.5	139.4
San Bernardino, CA	162.7	166.0	186.3	113.6	116.5	132.5	224.2	226.1	257.9
San Diego, CA	64.9	65.2	102.8	45.2	46.0	72.2	83.9	82.1	139.1
San Francisco, CA	46.2	54.7	113.5	32.1	39.2	84.9	62.6	70.0	150.8
San Jose, CA	67.5	78.3	84.5	41.6	50.5	46.6	102.6	115.4	134.1
Santa Ana, CA	124.1	135.1	100.0	80.2	88.9	*	178.9	191.5	151.1
Savannah, GA	123.9	91.7	148.3	84.1	58.5	99.9	172.4	122.5	219.6
Seattle, WA	43.0	29.0	105.7	34.4	21.4	77.4	49.9	34.2	141.9
Shreveport, LA	100.8	58.5	135.2	64.8	24.5	95.1	153.2	103.7	197.9
South Bend, IN	109.1	75.0	183.6	67.6	40.4	124.4	169.9	124.6	273.6
Spokane, WA	86.0	87.5	*	51.6	51.2	*	122.8	125.8	*
Springfield, IL	92.3	71.3	180.4	62.7	44.4	131.0	131.9	105.4	260.2
Springfield, MA	87.9	78.7	114.6	66.5	64.7	71.2	110.2	92.2	172.9
Springfield, MO	40.4	39.9	*	31.4	31.3	*	44.7	44.0	*
Stamford, CN	43.1	27.8	76.7	29.2	*	59.4	63.6	44.4	99.2
Sterling Heights, MI	12.1	12.1	*	*	*	*	24.9	24.5	*
Stockton, CA	127.2	130.7	170.0	82.3	90.6	102.0	185.6	178.1	261.9
Sunnyvale, CA	43.6	51.7	*	18.5	23.2	*	77.5	88.5	*
Syracuse, NY	73.6	47.2	166.1	91.6	57.6	159.5	64.5	43.3	173.5
Tacoma, WA	87.5	81.7	125.0	56.0	48.3	88.4	121.2	113.9	173.7
Tampa, FL	143.5	105.7	219.9	112.4	72.0	178.7	175.2	135.5	274.9
Tempe, AZ	26.5	26.7	*	21.7	20.6	*	29.3	30.3	*
Toledo, OH	88.7	63.3	165.9	63.7	41.8	121.5	117.3	86.1	230.0
Topeka, KS	78.7	65.5	160.1	44.8	34.8	109.6	122.9	104.4	234.1
Torrance, CA	47.8	57.6	*	29.2	35.9	*	74.1	86.4	*
Tucson, AZ	74.3	75.9	66.7	56.4	57.6	47.1	88.8	90.4	91.2
Tulsa, OK	80.4	63.9	138.2	48.6	34.6	101.7	117.0	96.8	182.3
Virginia Beach, VA	52.1	46.4	96.4	24.2	19.1	54.2	90.7	83.0	155.4
Waco, TX	104.6	87.7	167.8	108.2	107.2	112.8	102.6	79.5	237.2
Warren, MI	42.1	41.2	*	22.0	21.9	*	68.5	66.3	*
Washington, DC	93.1	11.8	121.4	88.4	18.0	100.1	96.7	9.6	143.9
Waterbury, CN	91.1	73.7	164.6	64.5	47.2	133.7	125.3	107.2	207.4
Wichita, KS	91.0	81.6	152.5	51.3	41.8	101.3	144.6	134.3	229.3
Winston–Salem, NC	83.7	45.8	123.3	71.7	37.2	100.7	93.8	51.5	147.1
Worcester, MA	58.8	55.1	93.0	57.9	58.1	*	59.4	53.1	131.5
Yonkers, NY	45.6	36.0	87.7	31.2	20.9	72.1	63.1	53.6	109.0

¹ Includes races other than white and black.

* Rate not computed for cities with fewer than 20 births in specified age/race group.

NOTE: Includes cities with populations of 100,000 or more as of 1980 census.

Sources: Rates computed by the Division of Vital Statistics, National Center for Health Statistics, CDC, PHS, from birth data compiled by the Division of Vital Statistics, NCHS, and unpublished population data provided by the Bureau of the Census. Population figures are based on the 1990 census counts by race and age, modified to be consistent with Office of Management and Budget racial categories and historical categories for birth data and, in the case of age, to reflect age as of the census reference date.

Worksheet for computing teen birth rates for cities of 100,000 population or more, by race, 1990

City	15-19 years			15-17 years			18-19 years		
	All races ¹	White	Black	All races ¹	White	Black	All races ¹	White	Black
	<i>Number of births</i>								
United States, 167 cities	183,369	94,910	83,190	69,460	32,858	34,714	113,909	62,052	48,476
Akron, OH	701	342	352	233	105	126	468	237	226
Albany, NY	234	106	127	95	34	61	139	72	66
Albuquerque, NM	995	890	50	359	315	23	636	575	27
Alexandria, VA	175	67	104	59	17	40	116	50	64
Allentown, PA	261	212	45	99	76	22	162	136	23
Amarillo, TX	562	478	76	169	138	29	393	340	47
Anaheim, CA	822	788	16	266	254	8	556	534	8
Anchorage, AK	445	296	43	130	78	18	315	218	25
Ann Arbor, MI	63	27	36	23	6	17	40	21	19
Arlington, TX	481	387	83	163	125	32	318	262	51
Arlington Cty, VA	152	85	53	53	29	17	99	56	36
Atlanta, GA	1,955	133	1,816	859	50	808	1,096	83	1,008
Aurora, CO	399	287	100	126	86	37	273	201	63
Austin, TX	1,296	963	322	515	365	147	781	598	175
Bakersfield, CA	1,153	961	171	405	334	66	748	627	105
Baltimore, MD	2,867	505	2,351	1,173	177	991	1,694	328	1,360
Baton Rouge, LA	784	185	596	292	53	238	492	132	358
Beaumont, TX	306	91	211	112	28	82	194	63	129
Berkeley, CA	90	23	60	37	7	29	53	16	31
Birmingham, AL	938	161	776	351	44	307	587	117	469
Boise City, ID	228	225	0	68	68	0	160	157	0
Boston, MA	1,138	439	668	485	185	293	653	254	375
Bridgeport, CN	527	301	208	219	133	78	308	168	130
Buffalo, NY	1,014	433	568	366	127	235	648	306	333
Cedar Rapids, IA	169	152	16	54	51	3	115	101	13
Charlotte, NC	1,065	341	712	387	107	276	678	234	436
Chattanooga, TN	577	229	346	187	69	118	390	160	228
Chesapeake, VA	290	147	141	106	43	63	184	104	78
Chicago, IL	11,149	3,461	7,610	4,497	1,186	3,281	6,652	2,275	4,329
Cincinnati, OH	1,395	492	902	553	195	357	842	297	545
Cleveland, OH	2,311	794	1,513	897	282	613	1,414	512	900
Colorado Springs, CO	625	498	109	180	136	36	445	362	73
Columbus, GA	648	237	409	244	72	171	404	165	238
Columbus, OH	1,709	881	805	613	263	342	1,096	618	463
Concord, CA	127	111	6	39	30	4	88	81	2
Corpus Christi, TX	764	706	49	283	257	20	481	449	29
Dallas, TX	3,634	1,905	1,687	1,440	713	710	2,194	1,192	977
Dayton, OH	743	269	474	285	90	195	458	179	279
Denver, CO	1,238	885	304	507	355	134	731	530	170
Des Moines, IA	498	405	80	155	123	29	343	282	51
Detroit, MI	5,631	612	4,988	2,237	182	2,045	3,394	430	2,943
Durham, NC	317	60	255	118	20	97	199	40	158
Elizabeth, NJ	290	157	130	110	58	50	180	99	80
El Paso, TX	2,092	2,011	66	763	735	21	1,329	1,276	45
Erie, PA	367	231	132	126	70	55	241	161	77
Eugene, OR	146	134	3	47	43	2	99	91	1
Evansville, IN	348	281	64	133	102	31	215	179	33
Flint, MI	826	277	545	334	89	245	492	188	300
Fort Lauderdale, FL	676	168	504	273	62	210	403	106	294
Fort Wayne, IN	613	348	242	217	96	114	396	252	128
Fort Worth, TX	1,577	969	587	604	351	244	973	618	343
Fremont, CA	188	153	18	75	62	9	113	91	9
Fresno, CA	1,669	1,157	193	685	454	87	984	703	106
Fullerton, CA	203	191	7	64	56	6	139	135	1

Worksheet for computing teen birth rates for cities of 100,000 population or more, by race, 1990, cont.

City	15-19 years			15-17 years			18-19 years		
	All races ¹	White	Black	All races ¹	White	Black	All races ¹	White	Black
<i>Number of births</i>									
Garden Grove, CA	370	315	7	139	117	2	231	198	5
Garland, TX	390	307	77	145	108	35	245	199	42
Gary, IN	582	91	484	240	31	207	342	60	277
Glendale, CA	164	149	1	62	59	0	102	90	1
Grand Rapids, MI	710	365	320	277	114	153	433	251	167
Greensboro, NC	387	116	267	152	39	112	235	77	155
Hampton, VA	286	129	155	90	32	58	196	97	97
Hartford, CN	714	406	299	323	188	132	391	218	167
Hialeah, FL	238	226	11	73	69	3	165	157	8
Hollywood, FL	224	126	93	81	42	38	143	84	55
Honolulu, HI	484	100	18	151	22	3	333	78	15
Houston, TX	6,264	3,611	2,589	2,387	1,295	1,069	3,877	2,316	1,520
Huntington Beach, CA	184	174	4	55	51	2	129	123	2
Huntsville, AL	363	154	207	137	42	94	226	112	113
Independence, MO	292	278	10	94	90	4	198	188	6
Indianapolis, IN	2,401	1,372	1,009	895	455	432	1,506	917	577
Irving, TX	376	332	39	131	113	18	245	219	21
Jackson, MS	661	96	565	287	42	245	374	54	320
Jacksonville, FL	1,893	915	971	701	271	428	1,192	644	543
Jersey City, NJ	662	286	357	245	96	144	417	190	213
Kansas City, KS	616	299	306	230	103	125	386	196	181
Kansas City, MO	1,400	534	853	548	186	358	852	348	495
Knoxville, TN	402	270	131	146	91	54	256	179	77
Lakewood, CO	190	182	4	58	55	1	132	127	3
Lansing, MI	427	254	165	156	93	62	271	161	103
Las Vegas, NV	1,182	901	248	399	296	93	783	605	155
Lexington-Fayette, KY	407	265	140	149	84	64	258	181	76
Lincoln, NE	246	213	21	82	68	8	164	145	13
Little Rock, AR	567	131	433	221	42	178	346	89	255
Livonia, MI	37	36	1	9	8	1	28	28	0
Long Beach, CA	1,369	878	334	509	320	133	860	558	201
Los Angeles, CA	11,515	9,246	2,071	4,304	3,435	805	7,211	5,811	1,266
Louisville, KY	1,372	694	674	507	233	273	865	461	401
Lubbock, TX	598	467	130	234	181	52	364	286	78
Macon, GA	474	120	352	188	42	146	286	78	206
Madison, WI	169	112	50	43	19	23	126	93	27
Memphis, TN	2,521	386	2,128	1,068	134	931	1,453	252	1,197
Mesa, AZ	600	563	17	191	174	11	409	389	6
Miami, FL	2,804	1,140	1,658	1,086	389	695	1,718	751	963
Milwaukee, WI	2,571	703	1,788	998	217	740	1,573	486	1,048
Minneapolis, MN	863	302	388	321	91	160	542	211	228
Mobile, AL	578	170	407	240	59	181	338	111	226
Modesto, CA	658	584	22	229	198	11	429	386	11
Montgomery, AL	650	139	510	259	41	218	391	98	292
Nashville-Davidson, TN	1,251	642	592	448	195	244	803	447	348
Newark, NJ	1,199	374	822	442	125	315	757	249	507
New Haven, CN	382	145	236	157	57	100	225	88	136
New Orleans, LA	1,948	119	1,817	828	41	783	1,120	78	1,034
Newport News, VA	482	180	297	160	46	113	322	134	184
New York NY	13,745	7,118	6,418	5,113	2,527	2,531	8,632	4,591	3,887
Norfolk, VA	920	325	586	307	84	223	613	241	363
Oakland, CA	1,147	263	795	455	86	332	692	177	463
Oklahoma City, OK	1,194	685	441	415	209	180	779	476	261
Omaha, NE	731	419	296	255	126	126	476	293	170
Orlando, FL	1,030	527	488	361	167	191	669	360	297
Oxnard, CA	541	503	20	208	194	7	333	309	13
Pasadena, CA	313	205	105	126	80	44	187	125	61
Pasadena, TX	405	399	5	135	132	3	270	267	2
Paterson, NJ	625	321	299	233	116	116	392	205	183
Peoria, IL	420	173	246	169	52	117	251	121	129

Worksheet for computing teen birth rates for cities of 100,000 population or more, by race, 1990, cont.

City	15-19 years			15-17 years			18-19 years		
	All races ¹	White	Black	All races ¹	White	Black	All races ¹	White	Black
	<i>Number of births</i>								
Philadelphia, PA	4,911	1,418	3,422	1,994	541	1,425	2,917	877	1,997
Phoenix, AZ	3,124	2,638	366	1,170	969	160	1,954	1,669	206
Pittsburgh, PA	828	260	563	322	84	237	506	176	326
Portland, OR	835	584	186	309	199	84	526	385	102
Portsmouth, VA	437	126	311	182	31	151	255	95	160
Providence, RI	557	346	139	214	127	62	343	219	77
Raleigh, NC	337	80	253	133	25	106	204	55	147
Reno, NV	306	262	17	88	70	9	218	192	8
Richmond, VA	641	75	566	272	22	250	369	53	316
Riverside, CA	913	807	82	314	270	34	599	537	48
Rochester, NY	1,044	405	629	414	147	264	630	258	365
Rockford, IL	443	241	198	160	74	84	283	167	114
Sacramento, CA	1,846	1,135	472	701	399	191	1,145	736	281
St. Louis, MO	1,886	336	1,535	850	122	725	1,036	214	810
St. Paul, MN	616	351	127	239	121	51	377	230	76
St. Petersburg, FL	654	276	372	263	89	171	391	187	201
Salt Lake City, UT	383	331	22	127	109	12	256	222	10
San Antonio, TX	3,318	3,018	282	1,298	1,177	113	2,020	1,841	169
San Bernardino, CA	926	696	207	360	268	84	566	428	123
San Diego, CA	2,464	1,778	436	840	587	166	1,624	1,191	270
San Francisco, CA	810	406	302	303	145	128	507	261	174
San Jose, CA	1,805	1,512	131	641	557	41	1,164	955	90
Santa Ana, CA	1,465	1,366	31	525	494	10	940	872	21
Savannah, GA	621	179	441	232	55	177	389	124	264
Seattle, WA	565	241	219	201	72	90	364	169	129
Shreveport, LA	747	189	557	284	45	239	463	144	318
South Bend, IN	350	161	186	129	51	76	221	110	110
Spokane, WA	497	465	12	154	140	4	343	325	8
Springfield, IL	294	178	116	114	62	52	180	116	64
Springfield, MA	523	346	166	202	139	59	321	207	107
Springfield, MO	267	252	11	68	64	3	199	188	8
Stamford, CN	119	51	64	48	19	28	71	32	36
Sterling Heights, MI	58	56	0	10	10	0	48	46	0
Stockton, CA	1,004	636	151	367	239	52	637	397	99
Sunnyvale, CA	123	103	5	30	26	0	93	77	5
Syracuse, NY	550	261	276	231	88	141	319	173	135
Tacoma, WA	505	340	104	167	99	42	338	241	62
Tampa, FL	1,333	626	695	527	200	323	806	426	372
Tempe, AZ	171	158	9	52	45	6	119	113	3
Toledo, OH	1,114	583	527	427	198	228	687	385	299
Topeka, KS	283	195	81	91	58	33	192	137	48
Torrance, CA	185	158	10	66	56	3	119	102	7
Tucson, AZ	1,186	1,086	51	404	364	20	782	722	31
Tulsa, OK	976	572	315	316	164	127	660	408	188
Virginia Beach, VA	671	459	198	181	108	65	490	351	133
Waco, TX	534	334	200	196	121	75	338	213	125
Warren, MI	183	173	6	54	52	1	129	121	5
Washington, DC	2,030	73	1,836	841	29	776	1,189	44	1,060
Waterbury, CN	301	193	106	120	69	50	181	124	56
Wichita, KS	856	604	221	277	176	88	579	428	133
Winston-Salem, NC	459	125	332	180	41	139	279	84	193
Worcester, MA	399	334	41	156	136	13	243	198	28
Yonkers, NY	251	150	99	94	47	47	157	103	52
Totals, 167 cities	183,369	94,910	83,190	69,460	32,858	34,714	113,909	62,052	48,476

¹ Includes races other than white and black.

NOTE: Includes cities with populations of 100,000 or more as of 1980 census.

Source: Division of Vital Statistics, National Center for Health Statistics, CDC, PHS.

Worksheet for computing teen birth rates for cities of 100,000 population or more, by race, 1990

City	15-19 years			15-17 years			18-19 years		
	All races ¹	White	Black	All races ¹	White	Black	All races ¹	White	Black
	Number of women								
United States, 167 cities	2,099,907	1,307,345	649,972	1,114,822	669,045	368,062	985,085	638,300	281,910
Akron, OH	8,053	5,385	2,557	4,000	2,540	1,411	4,053	2,845	1,146
Albany, NY	4,385	3,113	1,100	1,376	855	480	3,009	2,258	620
Albuquerque, NM	12,882	11,513	482	7,131	6,390	289	5,751	5,123	193
Alexandria, VA	2,144	1,221	752	1,184	665	424	960	556	328
Allentown, PA	3,431	3,089	260	1,690	1,499	149	1,741	1,590	111
Amarillo, TX	5,396	4,787	413	3,096	2,738	243	2,300	2,049	170
Anaheim, CA	9,238	7,959	236	5,088	4,338	137	4,150	3,621	99
Anchorage, AK	7,274	5,694	516	4,312	3,359	314	2,962	2,335	202
Ann Arbor, MI	5,682	4,540	609	1,302	967	218	4,380	3,573	391
Arlington, TX	8,890	7,628	810	4,771	4,116	401	4,119	3,512	409
Arlington Cty, VA	3,274	2,362	517	1,736	1,238	271	1,538	1,124	246
Atlanta, GA	14,909	2,579	12,172	7,263	982	6,223	7,646	1,597	5,949
Aurora, CO	7,159	5,659	1,098	4,277	3,412	625	2,882	2,247	473
Austin, TX	18,692	14,824	2,951	7,569	5,758	1,539	11,123	9,066	1,412
Bakersfield, CA	6,093	4,972	730	3,450	2,781	434	2,643	2,191	296
Baltimore, MD	24,784	7,583	16,769	12,874	3,413	9,280	11,910	4,170	7,489
Baton Rouge, LA	10,502	5,214	5,094	4,333	1,827	2,425	6,169	3,387	2,669
Beaumont, TX	4,056	1,898	2,070	2,220	991	1,175	1,836	907	895
Berkeley, CA	4,401	2,435	824	1,249	685	366	3,152	1,750	458
Birmingham, AL	9,438	2,408	6,982	5,286	1,108	4,159	4,152	1,300	2,823
Boise City, ID	4,367	4,217	37	2,332	2,254	20	2,035	1,963	17
Boston, MA	21,563	13,088	6,801	8,310	3,980	3,735	13,253	9,108	3,066
Bridgeport, CN	4,905	3,083	1,648	2,600	1,587	927	2,305	1,496	721
Buffalo, NY	11,450	6,750	4,441	5,837	3,211	2,502	5,613	3,539	1,939
Cedar Rapids, IA	3,948	3,736	142	2,060	1,932	84	1,888	1,804	58
Charlotte, NC	13,388	7,186	5,822	7,385	3,991	3,164	6,003	3,195	2,658
Chattanooga, TN	5,260	2,951	2,227	2,848	1,530	1,271	2,412	1,421	956
Chesapeake, VA	5,165	3,413	1,636	3,241	2,118	1,047	1,924	1,295	589
Chicago, IL	98,654	46,069	48,230	56,007	25,398	28,288	42,647	20,671	19,942
Cincinnati, OH	12,596	6,855	5,586	6,022	2,903	3,050	6,574	3,952	2,536
Cleveland, OH	17,107	7,398	9,451	9,498	3,919	5,447	7,609	3,479	4,004
Colorado Springs, CO	9,493	8,265	812	5,420	4,710	465	4,073	3,555	347
Columbus, GA	6,371	3,248	2,998	3,703	1,859	1,764	2,668	1,389	1,234
Columbus, OH	22,603	15,687	6,312	10,118	6,353	3,456	12,485	9,334	2,856
Concord, CA	3,410	2,875	102	1,998	1,662	61	1,412	1,213	41
Corpus Christi, TX	9,951	9,262	506	5,997	5,581	299	3,954	3,681	207
Dallas, TX	32,459	18,609	12,777	18,546	10,446	7,449	13,913	8,163	5,328
Dayton, OH	6,867	3,671	3,153	3,192	1,364	1,806	3,675	2,307	1,347
Denver, CO	12,729	9,590	2,385	6,872	5,058	1,401	5,857	4,532	984
Des Moines, IA	6,706	5,819	599	3,263	2,783	325	3,443	3,036	274
Detroit, MI	43,781	6,179	37,166	25,626	3,419	21,957	18,155	2,760	15,209
Durham, NC	5,405	2,163	3,104	2,168	774	1,351	3,237	1,389	1,753
Elizabeth, NJ	3,552	2,510	939	2,004	1,403	533	1,548	1,107	406
El Paso, TX	23,868	22,802	693	14,325	13,676	416	9,543	9,126	277
Erie, PA	4,166	3,433	695	2,015	1,604	392	2,151	1,829	303
Eugene, OR	4,824	4,374	106	1,825	1,679	46	2,999	2,695	60
Evansville, IN	4,023	3,496	487	2,088	1,776	287	1,935	1,720	200
Flint, MI	5,632	2,112	3,426	3,204	1,082	2,073	2,428	1,030	1,353
Fort Lauderdale, FL	3,641	1,884	1,704	2,049	1,008	1,020	1,592	876	684
Fort Wayne, IN	6,068	4,496	1,471	3,430	2,450	918	2,638	2,046	553
Fort Worth, TX	15,231	10,606	4,144	8,301	5,567	2,452	6,930	5,039	1,692
Fremont, CA	5,311	3,978	244	3,165	2,333	145	2,146	1,645	99
Fresno, CA	12,733	9,371	1,274	7,020	4,978	760	5,713	4,393	514
Fullerton, CA	4,031	3,269	101	2,085	1,643	55	1,946	1,626	46

Worksheet for computing teen birth rates for cities of 100,000 population or more, by race, 1990, cont.

City	15-19 years			15-17 years			18-19 years		
	All races ¹	White	Black	All races ¹	White	Black	All races ¹	White	Black
	Number of women								
Garden Grove, CA	4,831	3,503	56	2,744	1,946	37	2,087	1,557	19
Garland, TX	6,418	5,396	674	3,858	3,198	435	2,560	2,198	239
Gary, IN	5,316	657	4,640	3,352	384	2,957	1,964	273	1,683
Glendale, CA	5,166	4,097	72	2,985	2,352	38	2,181	1,745	34
Grand Rapids, MI	6,912	4,953	1,750	3,221	2,101	1,008	3,691	2,852	742
Greensboro, NC	8,080	4,190	3,694	3,191	1,726	1,367	4,889	2,464	2,327
Hampton, VA	5,312	2,216	2,968	2,473	1,279	1,111	2,839	937	1,857
Hartford, CN	6,008	3,398	2,462	2,844	1,421	1,355	3,164	1,977	1,107
Hialeah, FL	6,532	6,345	145	3,839	3,720	93	2,693	2,625	52
Hollywood, FL	3,131	2,582	479	1,821	1,481	297	1,310	1,101	182
Honolulu, HI	10,335	2,128	134	5,645	1,174	77	4,690	954	57
Houston, TX	57,347	34,834	19,683	32,739	19,707	11,371	24,608	15,127	8,312
Huntington Beach, CA	5,968	5,139	67	3,324	2,794	41	2,644	2,345	26
Huntsville, AL	5,979	3,338	2,473	2,992	1,905	983	2,987	1,433	1,490
Independence, MO	3,512	3,371	68	2,021	1,928	44	1,491	1,443	24
Indianapolis, IN	24,279	16,800	7,172	13,774	9,312	4,273	10,505	7,488	2,899
Irving, TX	4,741	4,080	383	2,533	2,163	206	2,208	1,917	177
Jackson, MS	8,405	2,477	5,882	4,284	1,343	2,912	4,121	1,134	2,970
Jacksonville, FL	21,190	13,725	6,838	11,960	7,585	3,985	9,230	6,140	2,853
Jersey City, NJ	7,948	3,765	3,169	4,477	2,095	1,789	3,471	1,670	1,380
Kansas City, KS	5,229	3,138	1,956	3,142	1,863	1,195	2,087	1,275	761
Kansas City, MO	13,868	8,048	5,398	7,908	4,552	3,096	5,960	3,496	2,302
Knoxville, TN	6,625	5,223	1,346	2,531	1,841	667	4,094	3,382	679
Lakewood, CO	3,987	3,807	35	2,305	2,202	20	1,682	1,605	15
Lansing, MI	4,251	2,923	1,146	2,374	1,596	674	1,877	1,327	472
Las Vegas, NV	7,779	6,088	1,252	4,459	3,452	759	3,320	2,636	493
Lexington - Fayette, KY	8,602	7,210	1,249	3,775	2,978	721	4,827	4,232	528
Lincoln, NE	7,901	7,493	198	3,125	2,923	89	4,776	4,570	109
Little Rock, AR	6,098	2,998	3,032	3,563	1,678	1,845	2,535	1,320	1,187
Livonia, MI	3,019	2,949	13	1,840	1,800	5	1,179	1,149	8
Long Beach, CA	13,243	8,164	2,388	6,933	4,102	1,333	6,310	4,062	1,055
Los Angeles, CA	119,064	86,290	18,462	64,168	46,356	10,428	54,896	39,934	8,034
Louisville, KY	8,878	5,220	3,524	4,828	2,791	1,972	4,050	2,429	1,552
Lubbock, TX	8,314	7,366	804	3,464	2,948	456	4,850	4,418	348
Macon, GA	4,446	1,791	2,614	2,342	768	1,560	2,104	1,023	1,054
Madison, WI	8,732	7,896	422	2,483	2,158	211	6,249	5,738	211
Memphis, TN	22,967	7,351	15,383	12,837	3,630	9,073	10,130	3,721	6,310
Mesa, AZ	10,004	9,432	202	5,786	5,458	116	4,218	3,974	86
Miami, FL	10,721	6,779	3,850	6,159	3,879	2,224	4,562	2,900	1,626
Milwaukee, WI	22,765	12,423	9,515	11,903	5,786	5,661	10,862	6,637	3,854
Minneapolis, MN	10,665	7,315	2,103	4,698	2,820	1,170	5,967	4,495	933
Mobile, AL	7,381	3,873	3,393	4,142	1,984	2,096	3,239	1,889	1,297
Modesto, CA	5,691	4,860	156	3,407	2,872	101	2,284	1,988	55
Montgomery, AL	7,736	3,264	4,382	4,142	1,788	2,297	3,594	1,476	2,085
Nashville - Davidson, TN	16,717	10,699	5,661	8,483	5,409	2,882	8,234	5,290	2,779
Newark, NJ	11,301	3,952	7,190	6,546	2,285	4,175	4,755	1,667	3,015
New Haven, CN	5,481	3,102	2,159	2,104	937	1,118	3,377	2,165	1,041
New Orleans, LA	20,302	5,004	14,769	11,044	2,168	8,559	9,258	2,836	6,210
Newport News, VA	5,553	3,138	2,220	3,158	1,783	1,262	2,395	1,355	958
New York NY	237,294	123,558	94,101	134,160	68,495	54,512	103,134	55,063	39,589
Norfolk, VA	8,929	4,084	4,528	3,654	1,523	1,977	5,275	2,561	2,551
Oakland, CA	11,644	3,315	6,191	6,587	1,716	3,639	5,057	1,599	2,552
Oklahoma City, OK	14,594	10,242	3,044	8,415	5,787	1,861	6,179	4,455	1,183
Omaha, NE	11,456	9,252	1,929	6,225	4,934	1,151	5,231	4,318	778
Orlando, FL	5,493	3,285	2,073	2,435	1,321	1,060	3,058	1,964	1,013
Oxnard, CA	5,561	4,583	330	3,301	2,684	204	2,260	1,899	126
Pasadena, CA	3,723	2,422	954	2,085	1,335	564	1,638	1,087	390
Pasadena, TX	4,578	4,415	59	2,634	2,528	42	1,944	1,887	17
Paterson, NJ	5,719	2,905	2,702	3,290	1,684	1,546	2,429	1,221	1,156
Peoria, IL	4,526	3,129	1,288	2,265	1,439	769	2,261	1,690	519

City	15-19 years			15-17 years			18-19 years		
	All races ¹	White	Black	All races ¹	White	Black	All races ¹	White	Black
	Number of women								
Philadelphia, PA	54,577	27,551	24,977	29,327	14,080	14,252	25,250	13,471	10,725
Phoenix, AZ	33,132	29,227	2,278	19,255	16,940	1,394	13,877	12,287	884
Pittsburgh, PA	13,932	9,494	4,170	5,635	3,372	2,180	8,297	6,122	1,990
Portland, OR	12,634	9,852	1,450	6,754	5,122	896	5,880	4,730	554
Portsmouth, VA	3,470	1,482	1,943	2,001	798	1,176	1,469	684	767
Providence, RI	7,598	5,609	1,293	2,781	1,826	672	4,817	3,783	621
Raleigh, NC	8,269	5,276	2,821	3,192	1,938	1,168	5,077	3,338	1,653
Reno, NV	4,019	3,481	153	1,965	1,686	75	2,054	1,795	78
Richmond, VA	6,946	2,417	4,412	2,970	623	2,311	3,976	1,794	2,101
Riverside, CA	9,288	7,550	751	4,648	3,877	390	4,640	3,673	361
Rochester, NY	7,776	4,022	3,440	3,881	1,771	1,984	3,895	2,251	1,456
Rockford, IL	4,797	3,624	1,048	2,744	2,061	608	2,053	1,563	440
Sacramento, CA	11,713	6,974	2,389	6,401	3,572	1,429	5,312	3,402	960
St. Louis, MO	13,301	4,914	8,170	7,346	2,359	4,875	5,955	2,555	3,295
St. Paul, MN	8,744	6,756	922	4,195	3,055	498	4,549	3,701	424
St. Petersburg, FL	6,714	4,303	2,203	3,811	2,341	1,338	2,903	1,962	865
Salt Lake City, UT	5,188	4,664	112	2,550	2,283	58	2,638	2,381	54
San Antonio, TX	37,604	34,288	2,703	21,199	19,386	1,491	16,405	14,902	1,212
San Bernardino, CA	5,693	4,193	1,111	3,169	2,300	634	2,524	1,893	477
San Diego, CA	37,952	27,275	4,241	18,587	12,762	2,300	19,365	14,513	1,941
San Francisco, CA	17,525	7,423	2,661	9,432	3,696	1,507	8,093	3,727	1,154
San Jose, CA	26,746	19,299	1,551	15,400	11,021	880	11,346	8,278	671
Santa Ana, CA	11,802	10,112	310	6,549	5,559	171	5,253	4,553	139
Savannah, GA	5,014	1,952	2,974	2,758	940	1,772	2,256	1,012	1,202
Seattle, WA	13,145	8,307	2,072	5,851	3,369	1,163	7,294	4,938	909
Shreveport, LA	7,408	3,229	4,121	4,386	1,840	2,514	3,022	1,389	1,607
South Bend, IN	3,208	2,146	1,013	1,907	1,263	611	1,301	883	402
Spokane, WA	5,780	5,316	112	2,987	2,733	65	2,793	2,583	47
Springfield, IL	3,184	2,497	643	1,819	1,396	397	1,365	1,101	246
Springfield, MA	5,949	4,394	1,448	3,036	2,148	829	2,913	2,246	619
Springfield, MO	6,615	6,317	176	2,163	2,045	68	4,452	4,272	108
Stamford, CN	2,758	1,834	834	1,642	1,114	471	1,116	720	363
Sterling Heights, MI	4,793	4,620	11	2,867	2,743	7	1,926	1,877	4
Stockton, CA	7,891	4,866	888	4,459	2,637	510	3,432	2,229	378
Sunnyvale, CA	2,819	1,992	129	1,619	1,122	74	1,200	870	55
Syracuse, NY	7,468	5,528	1,662	2,521	1,529	884	4,947	3,999	778
Tacoma, WA	5,771	4,164	832	2,983	2,048	475	2,788	2,116	357
Tampa, FL	9,289	5,922	3,160	4,688	2,778	1,807	4,601	3,144	1,353
Tempe, AZ	6,456	5,916	252	2,399	2,188	105	4,057	3,728	147
Toledo, OH	12,560	9,213	3,177	6,705	4,742	1,877	5,855	4,471	1,300
Topeka, KS	3,594	2,977	506	2,032	1,665	301	1,562	1,312	205
Torrance, CA	3,869	2,742	68	2,264	1,561	34	1,605	1,181	34
Tucson, AZ	15,967	14,306	765	7,161	6,320	425	8,806	7,986	340
Tulsa, OK	12,145	8,954	2,280	6,504	4,738	1,249	5,641	4,216	1,031
Virginia Beach, VA	12,878	9,899	2,055	7,475	5,669	1,199	5,403	4,230	856
Waco, TX	5,105	3,807	1,192	1,812	1,129	665	3,293	2,678	527
Warren, MI	4,343	4,196	26	2,460	2,370	19	1,883	1,826	7
Washington, DC	21,814	6,192	15,121	9,516	1,610	7,753	12,298	4,582	7,368
Waterbury, CN	3,304	2,619	644	1,860	1,462	374	1,444	1,157	270
Wichita, KS	9,402	7,399	1,449	5,399	4,211	869	4,003	3,188	580
Winston-Salem, NC	5,485	2,732	2,692	2,512	1,101	1,380	2,973	1,631	1,312
Worcester, MA	6,784	6,066	441	2,696	2,339	228	4,088	3,727	213
Yonkers, NY	5,501	4,169	1,129	3,011	2,247	652	2,490	1,922	477

¹Includes races other than white and black.

NOTE: Includes cities with populations of 100,000 or more as of 1980 census.

Source: Populations based on the 1990 census counts by age and race, modified to be consistent with Office of Management and Budget racial categories and historical categories for birth data, and, in the case of age, to reflect age as of the census reference date.

See U.S. Bureau of the Census. Age, sex, race, and Hispanic origin information from the 1990 census: A comparison of census results with results where age and race have been modified. 1990 CPH-L-74. Washington: U.S. Department of Commerce. 1991.

Birth Rates for Women Aged 15-19, by Hispanic Origin of Mother and by Race
for Mothers of Non-Hispanic Origin: 22 Cities of 500,000 population or
more and 4 Central Valley, CA cities, 1990

City	All	Hispanic	Non-Hispanic ¹		
	origins		Total ²	White	Black
[Rates per 1,000 women in specified group]					
Total, 22 cities	88.4	114.3	79.5	41.7	127.4
Baltimore, MD	115.7	*	116.7	67.2	141.0
Boston, MA	52.8	105.2	44.7	17.0	102.9
Chicago, IL	113.0	102.6	116.5	43.6	159.7
Cleveland, OH	135.1	116.9	136.3	105.1	160.9
Columbus, OH	75.6	*	76.1	56.3	128.1
Dallas, TX	112.0	142.8	100.3	61.9	135.7
Detroit, MI	128.6	98.7	129.5	96.2	134.8
Houston, TX	109.2	136.2	95.4	59.6	135.4
Indianapolis, IN	98.9	*	99.5	82.5	141.3
Jacksonville, FL	89.3	37.5	90.7	68.1	166.4
Los Angeles, CA	96.7	138.9	51.2	24.0	127.7
Memphis, TN	109.8	*	110.3	52.7	138.7
Milwaukee, WI	112.9	121.3	112.2	45.6	189.5
New York, NY	57.9	85.2	46.0	19.9	79.1
New Orleans, LA	96.0	*	98.3	23.3	124.1
Philadelphia, PA	90.0	150.5	84.8	33.3	140.0
Phoenix, AZ	94.3	155.1	71.6	60.8	170.1
San Antonio, TX	88.2	105.4	56.2	44.2	109.7
San Diego, CA	64.9	121.3	42.7	27.6	113.2
San Francisco, CA	46.2	84.6	36.7	27.0	117.5
San Jose, CA	67.5	129.9	35.4	32.1	89.2
Washington, DC	93.1	88.7	93.3	10.7	123.3
Total, 4 Central Valley, CA cities					
Bakersfield	147.6	196.1	128.8	109.6	198.8
Fresno	189.2	316.3	147.3	135.1	248.9
Sacramento	131.1	175.1	106.5	69.3	167.5
Stockton	157.6	183.1	150.7	143.2	206.3
	127.2	171.7	110.4	94.4	180.9

¹Includes origin not stated.

²Includes races other than white and black.

*Rate not computed for cities with fewer than 20 births in the specified group.

Sources: Rates computed by the Division of Vital Statistics, National Center for Health Statistics, CDC, PHS, from birth data compiled by the Division of Vital Statistics, NCHS, and unpublished population data provided by the Bureau of the Census. Population figures are based on the 1990 census counts by race and age, modified to be consistent with Office of Management and Budget racial categories and historical categories for birth data and, in the case of age, to reflect age as of the census reference date.

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Worksheet for Birth Rates for Women Aged 15-19, by Hispanic Origin of Mother and by Race for Mothers of Non-Hispanic Origin: 22 Cities of 500,000 population or more and 4 Central Valley, CA cities, 1990

City	All origins Hispanic		Non-Hispanic ¹		
			Total ²	White	Black
				<i>Number of births</i>	
Total, 22 cities	89,759	29,534	60,225	14,256	44,499
Baltimore, MD	2,867	9	2,858	499	2,348
Boston, MA	1,138	303	835	190	614
Chicago, IL	11,149	2,521	8,628	1,005	7,555
Cleveland, OH	2,311	123	2,188	680	1,505
Columbus, OH	1,709	11	1,698	872	803
Dallas, TX	3,634	1,272	2,362	635	1,686
Detroit, MI	5,631	126	5,505	498	4,980
Houston, TX	6,264	2,643	3,621	974	2,585
Indianapolis, IN	2,401	17	2,384	1,365	1,007
Jacksonville, FL	1,893	20	1,873	905	961
Los Angeles, CA	11,515	8,584	2,931	698	2,041
Memphis, TN	2,521	3	2,518	383	2,128
Milwaukee, WI	2,571	227	2,344	493	1,775
New York, NY	13,745	6,146	7,599	1,433	5,972
New Orleans, LA	1,948	19	1,929	105	1,817
Philadelphia, PA	4,911	645	4,266	804	3,393
Phoenix, AZ	3,124	1,397	1,727	1,257	362
San Antonio, TX	3,318	2,580	738	449	277
San Diego, CA	2,464	1,303	1,161	486	435
San Francisco, CA	810	294	516	119	297
San Jose, CA	1,805	1,180	625	350	126
Washington, DC	2,030	111	1,919	56	1,832
Total, 4 Central Valley, CA cities	5,672	2,107	3,565	1,824	975
Bakersfield	1,153	478	675	488	168
Fresno	1,669	799	870	360	193
Sacramento	1,846	458	1,388	696	466
Stockton	1,004	372	632	280	148

See notes on previous page.

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Worksheet for Birth Rates for Women Aged 15-19, by Hispanic Origin
 of Mother and by Race for Mothers of Non-Hispanic Origin: 22 Cities c
 500,000 population or more and 4 Central Valley, CA cities, 1990

City	All origins Hispanic		Non-Hispanic		
			Total	White	Black
			Number of women		
Total, 22 cities	1,015,509	258,425	757,084	341,939	349,292
Baltimore, MD	24,784	289	24,495	7,428	16,648
Boston, MA	21,563	2,880	18,683	11,155	5,965
Chicago, IL	98,654	24,582	74,072	23,034	47,312
Cleveland, OH	17,107	1,052	16,055	6,467	9,353
Columbus, OH	22,603	276	22,327	15,482	6,270
Dallas, TX	32,459	8,906	23,553	10,256	12,427
Detroit, MI	43,781	1,276	42,505	5,179	36,941
Houston, TX	57,347	19,405	37,942	16,335	19,086
Indianapolis, IN	24,279	310	23,969	16,548	7,128
Jacksonville, FL	21,190	533	20,657	13,297	5,776
Los Angeles, CA	119,064	61,789	57,275	29,139	15,987
Memphis, TN	22,967	132	22,835	7,271	15,338
Milwaukee, WI	22,765	1,871	20,894	10,805	9,367
New York, NY	237,294	72,122	165,172	71,859	75,535
New Orleans, LA	20,302	677	19,625	4,512	14,636
Philadelphia, PA	54,577	4,287	50,290	24,159	24,234
Phoenix, AZ	33,132	9,009	24,123	20,689	2,128
San Antonio, TX	37,604	24,471	13,133	10,156	2,525
San Diego, CA	37,952	10,744	27,208	17,626	3,843
San Francisco, CA	17,525	3,477	14,048	4,411	2,528
San Jose, CA	26,746	9,085	17,661	10,887	1,412
Washington, DC	21,814	1,252	20,562	5,244	14,853
Total, 4 Central Valley, CA cities	38,430	10,744	27,686	16,635	4,904
Bakersfield	6,093	1,511	4,582	3,612	675
Fresno	12,733	4,564	8,169	5,196	1,152
Sacramento	11,713	2,502	9,211	4,862	2,259
Stockton	7,891	2,167	5,724	2,965	818

See notes on first page.