

THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

2100 M STREET, N.W., SUITE 500, WASHINGTON, D.C. 20037
Tel: 202-857-8692 E-Mail: ssbrown@ui.urban.org Fax: 202-331-7735

March 5, 1997

Memorandum:

To: Elena Kagan

From: Sarah Brown *SB*

Re: White House Conference

At the suggestion of both Michael Levine of the Carnegie Corporation of New York and Lynn Hogan, I wanted to let you know directly how interested we at the National Campaign to Prevent Teen Pregnancy are in your plans for the forthcoming White House conference on brain development and early learning. As you well know, one of the best ways to give children a good start in life is to make certain that they are born to two parents who are old enough to be good parents -- to rejoice in the new family member and to offer the years of care and devotion that all children need to learn and to grow. By virtue of their young age and the fact that very few really intend to become parents, teens are particularly unlikely to meet the needs of babies and toddlers well. Thus, the goals of the White House conference and the National Campaign to Prevent Teen Pregnancy are intimately linked.

In this regard, I am attaching a memo I recently sent to Melanne Verveer -- see point number 3. I've also attached a bit of information on the Campaign itself; Lynn has more extensive information if you are interested.

With kindest regards.

Enclosures (2)

THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

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

DIRECT DIAL: 202/857-8550

FAX: 202/331-7735

MEMORANDUM

To: Melanne Verveer, Office of the First Lady
From: Sarah Brown, Director, National Campaign to Prevent Teen Pregnancy
Date: February 24, 1997

I would very much appreciate a chance to talk to you in the next few days -- or have a cup of coffee-- to discuss three different issues:

1. On May 1 and 2 (Thursday and Friday) we plan a "launch" of the National Campaign to Prevent Teen Pregnancy. As you may recall from earlier correspondence, we are planning a series of events in early May to unveil the Campaign in a more public way than we have done so to date. May is "Teen Pregnancy Prevention Month," a point on the calendar that is increasingly used around the nation to spark interest in this issue. **We are having a Board meeting in Washington the afternoon of May 1 and a celebratory dinner that evening to honor a wide variety of people who have brought the Campaign to life and who are doing important work around the country to prevent teen pregnancy. Nothing would be more motivating to us all than having the President and/or the First Lady involved in these events. Perhaps key Campaign leaders could come to the White House to brief the President on progress to date. Perhaps the President or First Lady would speak at the dinner.**

2. The National Campaign is collaborating with Black Entertainment Television (BET) to hold a two hour "town meeting" on Saturday, May 3 on preventing teen pregnancy, to be broadcast live to the 49 million households that carry BET. This is another part of the Campaign launch events. The focus of the town meeting will be: (a) teen pregnancy has serious consequences and is "not ok;" and (2) boys and men must be involved and take responsibility for their role in teen pregnancy prevention. Sheila Johnson, Executive Vice President of BET and a member of the Campaign's Media Task Force, is leading this effort at BET. **BET and the Campaign are very eager for the President and/or the First Lady to lead this event. Their presence would make an enormous impact on the millions of teens and young adults who watch this program.**

* 3. We know that plans are still forming for the White House conference on early learning and brain development. This is a terrific initiative and very closely related to the teen pregnancy issue, as you know. One of the best ways to give children a good start in life (to foster the best "early learning") is to make certain that they are born to two parents who are old enough to *be* good parents -- to rejoice in the new family member and to offer the years of care, teaching and devotion that all children need. In this sense, the goals of the conference and the National Campaign to Prevent Teen Pregnancy are intimately linked. I'd like to explore with you how the Campaign can contribute to this conference in a useful way. *

I'll take the liberty of calling in a couple of days and send kindest regards in the interim.

cc: Belle Sawhill, Campaign President

THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

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

SUMMARY

Mission: To prevent teen pregnancy by supporting values and stimulating actions that are consistent with a pregnancy-free adolescence.

Goal: To reduce the teenage pregnancy rate by one-third by the year 2005.

What the Campaign will do:

- take a clear stand against teenage pregnancy and attract the interest of more national leaders and organizations in this issue;
- enlist the help of the media to reduce teen pregnancy;
- support and stimulate state and local action to reduce teen pregnancy;
- foster a national discussion about how religion, culture, and public values influence both teen pregnancy and responses to it; and
- strengthen the knowledge base for effective programming

Organization and leadership: This is a totally private (nongovernmental) and nonpartisan effort being led by a distinguished Board; work is conducted through four task forces and a small staff. A new 501(c)(3) organization has been established and funding is being sought to accomplish its objectives. The Board has elected The Hon. Thomas Kean, former governor of New Jersey, as its Founding Chairman. Dr. Isabel Sawhill serves as the Campaign's President and Sarah Brown as its Director.

Origins and history: The initiative was stimulated by President Clinton's challenge issued in his 1995 State of the Union address that "parents and leaders all across the country ... join together in a national campaign against teen pregnancy to make a difference." A follow-up meeting was held at the White House with a group of private citizens in October to discuss what might be done. Following that meeting, a serious private-sector planning effort was initiated around the ideas generated at the meeting. In his 1996 State of the Union address, the President once more talked about the seriousness of the issue and mentioned the current private-sector initiative as one very positive response.

Current status: A detailed prospectus for the overall Campaign was reviewed by the Board at its first meeting in February. The Campaign is now in the process of raising funds, hiring a staff, and working with others to achieve its objectives.

For further information: To get on the mailing list of the new organization, or if you have other questions, please write to Sarah Brown, The National Campaign to Prevent Teen Pregnancy, 2100 M Street, N.W., Suite 500, Washington, D.C. 20037. FAX: 202-331-7735.

THE NATIONAL CAMPAIGN TO PREVENT
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2100 M STREET, N.W., SUITE 500, WASHINGTON, D.C. 20037

FAX TRANSMISSION

TO: Lynn Hogan

DATE: March 7, 1997

FAX NUMBER: 456-7028

FROM: Belle Sawhill

SENDER'S TELEPHONE NUMBER: 202/857-8531

TOTAL PAGES INCLUDING COVER SHEET: 3

MESSAGE:

THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

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

Thomas H. Kean
Chairman

December 20, 1996

The Honorable William J. Clinton
President of the United States
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Mr. President:

I am writing to update you on the terrific progress that the National Campaign to Prevent Teen Pregnancy has made since you first catalyzed the effort in your 1995 State of the Union Address. We hope you will be willing to meet with us in the near future so that we can brief you further and get your thoughts and advice on our future plans.

We held our first organizational meeting in February 1996, and over the past nine months we have raised several million dollars from private foundations, hired a staff of ten, and established ourselves as a new nonprofit organization. We have a distinguished Board, four Task Forces (with over 60 active members from diverse sectors of our society), and a program that involves mobilizing states and local communities, enlisting the media, learning more about effective programs, and holding dialogues among people who, for religious or other reasons, hold strongly opposed views on what to do about teen pregnancy and childbearing. As you know, I have the privilege of chairing the Board of the Campaign. Some of the other members are David Hamburg, C. Everett Koop, Hugh Price, Andrew Young, Katharine Graham, Charlotte Beers, Judy McGrath, Whoopi Goldberg, Nancy Kassebaum, Warren Rudman, and William Galston. Isabel Sawhill took the lead in organizing this effort and now serves as President. The Campaign's Director is Sarah Brown, formerly with the Institute of Medicine and a well-respected voice in this field.

We have established two congressional advisory panels to help us with our work. The House panel is co-chaired by Representatives Nita Lowey and Mike Castle; the Senate panel by Senators Joe Lieberman and Olympia Snowe. They will be working with us on hearings, legislation, and making contacts in their districts and states. We have also met with Secretary Shalala and Dr. Henry Foster to keep them apprised of our work. The Secretary and her staff have been particularly supportive of our efforts. We also appreciate the help that you and your immediate staff provided at the time that we were first getting organized and recruiting members for our Board.

We are planning a formal launch of this effort in late April or early May, 1997 and hope that you will want to participate in some way. You may also want to mention the effort in this year's State of the Union Address and I know that our staff would be happy to work with your staff on crafting an appropriate statement.

We will be following up with your office to see if we might meet with you to discuss our plans in more detail. Many thanks for your leadership in sparking this effort and for your continuing interest in speaking out about the problem of teen pregnancy in our country.

With warm wishes for the holiday season,

Sincerely,

Thomas H. Kean
Chairman
The National Campaign to Prevent Teen Pregnancy

FAX TRANSMISSION

ADVOCATES FOR YOUTH

1025 VERMONT AVE., NW, SUITE 200
WASHINGTON, DC 20005
(202) 347-5700
FAX: (202) 347-2263

To: Lynn Hogan
Fax #: 456-7028
From: Susan Pagliaro
Subject: National Teen Pregnancy Prevention Month

Date: March 6, 1997
Pages: , including this cover sheet.

COMMENTS:

Dear Lynn:

Attached is a copy of President Clinton's 1996 endorsement of National Teen Pregnancy Prevention Month and accompanying enclosure from Mr. James A. Dorskind. It is imperative that we receive a reaffirmation of President Clinton's endorsement by close of business today to include in 2000 packets on National Teen Pregnancy Prevention Month to distributed nationwide next week. Your efforts to expedite this process would be greatly appreciated.

Thank you in advance.

Sincerely,

Susan

Susan Pagliaro
Program Associate
Teen Pregnancy Prevention

Lana Dickey

Joyce Walker
Dir.

THE WHITE HOUSE

WASHINGTON

NATIONAL TEEN PREGNANCY PREVENTION MONTH
MAY 1996

Warm greetings to everyone observing National Teen Pregnancy Prevention Month, 1996.

Teen pregnancy is one of our nation's most serious social problems. Each year, about one million American teenagers become pregnant. While teen birth rates have declined slightly for two years in a row, we anticipate that the rate will rise as our teen population increases. Tragically, high pregnancy rates among adolescents take a great toll not only on young parents but also on their children. Children born to teens are at greater risk of early death and are more likely to perform poorly in school and suffer abuse and neglect.

To address this important social issue, my Administration is working to support local solutions that teach young boys and girls responsibility for their actions and help them plan for the future. I have urged young people not to become parents before they are adults, finish school, and are ready to support their children. I have also fought to advance policies that give young people something to say yes to, providing them with the tools they need to build productive and responsible lives. And I have appointed Dr. Henry Foster as my advisor on teen pregnancy. He has already begun to work as a liaison to community-wide efforts across our nation.

Although the public sector has an important role in this mission, we know that government alone cannot solve the problem. Solutions must be implemented through grassroots efforts like yours in communities all across the country, and I have called on individuals and organizations from every sector of society to take action on behalf of America's youth. As a result, some of these concerned and committed private-sector leaders have organized the bipartisan National Campaign to Prevent Teen Pregnancy, chaired by former Governor Tom Kean, which has set as its goal a one-third reduction in teen pregnancy in America by the year 2005.

During this month, I encourage my fellow Americans to learn how they can help resolve the problem of teen pregnancy and give our teenagers the guidance they need to become good citizens and -- someday -- good parents. Hillary and I commend all of you for the work you are doing and extend best wishes for a memorable month.

Bill Clinton

THE WHITE HOUSE
WASHINGTON

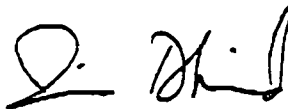
Dear Friend:

Thank you for requesting a message from the President.
I am happy to send you the enclosed.

Please be aware that the White House has long-standing guidelines governing the use of Presidential messages. The enclosed message may be used only at the time for which it was requested and for the specific purpose for which it was sought. Under no circumstance is the message to be altered, used for recruiting, reproduced for fundraising solicitations or annual reports, represented as an endorsement, used for advertising, or used for any other purpose without the written consent of the White House.

Thank you for your cooperation in adhering to these guidelines.

Sincerely,



James A. Dorskind
Special Assistant to the President
Director of Correspondence and
Presidential Messages

Enclosure

THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

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

FAX TRANSMISSION

TO: Lynn Hogan

DATE: 3/4/97

FAX NUMBER:

456-7028

FROM: Sarah Brown

SENDER'S TELEPHONE NUMBER:

857 8550

TOTAL PAGES INCLUDING COVER SHEET:

9

MESSAGE:

THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

Tel: 202-857-8692 2100 M STREET, N.W., SUITE 500, WASHINGTON, D.C. 20037
E-Mail: ssbrown@ui.urban.org

Fax: 202-331-7735

March 4, 1997

Memorandum:

To: Lynn Hogan

From: Sarah Brown 

As promised, I'm forwarding to you again a copy of a memo I sent last week to Melanne Verveer. I have also appended a copy of our most recent Campaign Update to show you how busy we are!

We're very heartened by your interest in the Campaign's May launch and hope very much that the White House can participate in this event. We will be very flexible in order to meet your scheduling complexities, of course.

Enclosures (2)

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FAX: 202/331-7735

MEMORANDUM

To: Melanne Verveer, Office of the First Lady
From: Sarah Brown, Director, National Campaign to Prevent Teen Pregnancy
Date: February 24, 1997

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1. On May 1 and 2 (Thursday and Friday) we plan a "launch" of the National Campaign to Prevent Teen Pregnancy. As you may recall from earlier correspondence, we are planning a series of events in early May to unveil the Campaign in a more public way than we have done so to date. May is "Teen Pregnancy Prevention Month," a point on the calendar that is increasingly used around the nation to spark interest in this issue. We are having a Board meeting in Washington the afternoon of May 1 and a celebratory dinner that evening to honor a wide variety of people who have brought the Campaign to life and who are doing important work around the country to prevent teen pregnancy. Nothing would be more motivating to us all than having the President and/or the First Lady involved in these events. Perhaps key Campaign leaders could come to the White House to brief the President on progress to date. Perhaps the President or First Lady would speak at the dinner.

2. The National Campaign is collaborating with Black Entertainment Television (BET) to hold a two hour "town meeting" on Saturday, May 3 on preventing teen pregnancy, to be broadcast live to the 49 million households that carry BET. This is another part of the Campaign launch events. The focus of the town meeting will be: (a) teen pregnancy has serious consequences and is "not ok;" and (2) boys and men must be involved and take responsibility for their role in teen pregnancy prevention. Sheila Johnson, Executive Vice President of BET and a member of the Campaign's Media Task Force, is leading this effort at BET. BET and the Campaign are very eager for the President and/or the First Lady to lead this event. Their presence would make an enormous impact on the millions of teens and young adults who watch this program.

3. We know that plans are still forming for the White House conference on early learning and brain development. This is a terrific initiative and very closely related to the teen pregnancy issue, as you know. One of the best ways to give children a good start in life (to foster the best "early learning") is to make certain that they are born to two parents who are old enough to be good parents -- to rejoice in the new family member and to offer the years of care, teaching and devotion that all children need. In this sense, the goals of the conference and the National Campaign to Prevent Teen Pregnancy are intimately linked. I'd like to explore with you how the Campaign can contribute to this conference in a useful way.

I'll take the liberty of calling in a couple of days and send kindest regards in the interim.

cc: Belle Sawhill, Campaign President

The National Campaign to Prevent Teen Pregnancy

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

The Hon. Thomas H. Kean,
Chair

Isabel V. Sawhill,
President

Sarah S. Brown,
Director

National Board

Charlotte Beers

Ramon C. Cortines

William A. Galston

Katharine Graham

Whoopi Goldberg

David A. Hamburg

Irving B. Harris

Barbara Huberman

The Hon. Nancy Kassebaum

The Hon. C. Everett Koop

Sister Mary Rose McGeady

Judith McGrath

Jody Greenstone Miller

Kristin A. Moore

Hugh B. Price

The Hon. Warren B. Rudman

Victoria P. Sant

Isabel C. Stewart

The Hon. Andrew J. Young

CAMPAIGN UPDATE

March 1997

National Campaign Plans Launch Events for May

In recognition of May as National Teen Pregnancy Prevention Month and to begin taking a more public profile, the National Campaign to Prevent Teen Pregnancy has planned a series of events on May 1-3, 1997, in Washington, DC. The governing theme for the two days, "The National Campaign is You," is a call to action to adults, teens, the media, corporations, and communities to help teens avoid pregnancy and create opportunities for the future.

In its first year, the Campaign has sought to build broad coalitions in support of teen pregnancy prevention by visiting and learning from communities across the country, bringing together diverse citizens and organizations united in their concern about teen pregnancy, and commissioning research reviews and summaries of public opinion polls. The launch activities give the Campaign the opportunity to share what it has learned, to set the stage for future action, and to offer new opportunities for people to get involved. On May 2, a press briefing and Capitol Hill forum will focus on "What Works." Local practitioners, teens, researchers, and members of the Campaign's Congressional Advisory Panels (see p. 5) will hear from communities about promising strategies they have developed, discuss research findings on effective teen pregnancy prevention programs, and outline ways for more groups to support the goals of teen pregnancy prevention.

In keeping with the theme, "The National Campaign is You," we will also announce several exciting new commitments made by leading businesses, media outlets, and nonprofit organizations to work to prevent teen pregnancy. For example, Black Entertainment Television (BET), which reaches 49 million homes nationwide, will host and televise a Town Meeting on Saturday, May 3, where more than 250 teenagers will discuss the consequences of teen pregnancy and the importance of involving boys and men in teen pregnancy prevention. The hosts of BET's popular "Teen Summit" show, accompanied by a panel of celebrities and teen pregnancy prevention experts, will lead the discussion. BET's initiative demonstrates the positive role that the media can take in combating teen pregnancy.

In connection with the launch events, the Campaign will release a set of new publications, including a report on lessons learned from site visits to communities, a

Inside this Issue:

New Research Review, p. 2
Involving Men and Boys, p. 2
Welfare Reform Resources, p. 3
New Campaign Partners, p. 5

Web Page Development. This spring, the Campaign will launch a web page on the Internet. Virtual visitors will be able to access general information about the Campaign, including the *Updates*, task force reports, announcements of future events, and summaries of Campaign papers. One page devoted solely to resources in the field will provide links to other websites that discuss teen pregnancy prevention and related issues. In the future, we plan to offer teens an interactive page with resources and the opportunity to tell the Campaign what's on their minds. Look for our new web page address in a future issue of the *Update*.

Clarification. In the August/September 1996 issue of the *Update*, we discussed our visit to Aviation High School in Long Island City, a vocational school that includes a peer-led sexuality counseling program. We neglected to mention that this program exists through the educational resources and funding provided by the Teen Outreach Pregnancy Prevention Program (TOPPP), New York City Public Schools. We apologize for any confusion this may have caused.

Are You Receiving Duplicate Copies of *Campaign Update*? If you are receiving a duplicate copy of the *Update* or if we have your address wrong, please send your corrected mailing label to: Address Correction, National Campaign to Prevent Teen Pregnancy, 2100 M Street, NW, Suite 500, Washington, DC 20037.

Remember:

May is Teen Pregnancy Prevention Month!

THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

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

Tel: 202-857-8655

Fax: 202-331-7735

National Campaign Launch Tentative Agenda

May, 1997: Teen Pregnancy Prevention Month

THURSDAY, MAY 1

- **Board of Directors Meeting** **12:00-4:00 p.m.**
- **Celebratory Dinner** **6:00-9:00 p.m.**
A prominent speaker will be invited to address the Campaign's Board of Directors, Task Force members, supporters, and honorees. The Campaign will recognize outstanding work and innovation in various areas that embody key Campaign themes.

FRIDAY, MAY 2

- **Possible Forum on Teen Pregnancy Prevention, Capitol Hill** **10:00 a.m.-12 p.m.**
This forum will explore what works and why. Speakers may include Members of Congress; practitioners from the field; and local teens. Forum is open to the press.
- **Possible Press Conference, Capitol Hill** **12:00-1:00 p.m.**
Campaign leadership will be joined by Members of Congress (tentative) and community leaders to talk about teen pregnancy prevention to the press.

SATURDAY, MAY 3 [tentative]

- **"Town Meeting" at Black Entertainment Television** **Time TBA**
Local teens, a celebrity host, and issue experts will discuss teen pregnancy prevention during a live, nationally-televised Town Meeting hosted by Black Entertainment Television (BET). This kicks off BET's week of teen pregnancy prevention programming on "Teen Summit," BET's daily show for teens. [Board and Task Force members are welcome at this town meeting, but attendance is optional.]

THE NATIONAL CAMPAIGN TO PREVENT
TEEN PREGNANCY

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

cc: Lynn EK
File: Event Ideas

Isabel V. Sawhill
President

Direct Dial: 202/857-8531
Fax: 202/728-0232

January 29, 1997

Mr. Bruce Reed
Assistant to the President for
Domestic Policy
The White House
The Old Executive Office Building
Room 213
Washington, DC 20503

Dear Bruce:

The National Campaign to Prevent Teen Pregnancy will celebrate its first birthday in the Spring of 1997. In these early months, all of us have worked hard to get the Campaign off the ground and it is time to celebrate our efforts and to make a clear statement to the public about the importance of preventing teen pregnancy.

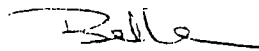
Toward that end, we are planning a formal "launch" of the Campaign in early May and ask that you **save May 1 and 2 for the Campaign launch**. Because May is "Teen Pregnancy Prevention Month," we have a special opportunity to host a variety of events that will focus the public's attention on this issue. Attached to this letter is a **tentative** schedule of launch events designed to involve all members of the Campaign Board and four Task Forces. In essence, we plan a **Board meeting** the afternoon of May 1 followed by a **celebratory dinner for all members of the Board and four Task Forces, our Congressional advisory panel, foundation supporters and friends**. We plan to invite a high-profile speaker and will honor several groups and individuals whose work embodies various Campaign themes. The next day we will hold a **public forum** sponsored by our Congressional advisory panel. This forum will be followed by a **press conference**.

As you may know from Lynn Hogan, we very much want to involve the White House in the launch. One option would be a reception for our Board and Task Forces the afternoon of May 1. Another option would be for the President, First Lady or Vice President to speak at our dinner on May 1. I think this is a great opportunity to showcase the President's commitment to preventing teen pregnancy and his role in stimulating this private sector effort.

Please let me know what we can do to work with you on this effort. If your schedule permits, I'd like to brief you further on our plan and get your thoughts and advice.

With best wishes,

Sincerely,



Isabel V. Sawhill

P.S. -
I'm also
working on
welfare reform
issues and hope
we can stay in touch
on this as well -

THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

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Tel: 202-857-8655

Fax: 202-331-7735

National Campaign Launch Tentative Agenda

May, 1997: Teen Pregnancy Prevention Month

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

20-Dec-1996 05:11pm

TO: Bruce N. Reed
TO: Donald A. Baer
TO: Kevin Moran
TO: Deborah L. Fine
TO: Diana M. Fortuna

FROM: Lyndell Hogan
 Domestic Policy Council

SUBJECT: Teen Pregnancy Report Summary

The following is a summary of Ann Rosewater's phone briefing on the HHS teen pregnancy prevention plan. The report is due Jan. 1.

The plan will:

- Enhance the national response to the problem
- Reinforce and maintain the abstinence message
- Build on existing private efforts, and
- Build new efforts, including public awareness of the problem and "girl power" for girls age 9-14 (this is the Secretary's new project), and undertake a partnership building process

To carry out above, HHS will do the following:

- strengthen prevention in communities
- disseminate information about what works and what doesn't
- add new money for abstinence
- push second chance homes
- improve child support enforcement
- address the illegitimacy bonus
- support promising approaches
- highlight positive male involvement
- add new community schools money
- partner with the National Campaign
- improve data collection and analysis

The main messages the new plan are to:

- Focus on abstinence
- Target young girls age 9-14
- Target a parallel strategy for boys

FAX TRANSMISSION

ADVOCATES FOR YOUTH
1025 VERMONT AVE., NW, SUITE 200
WASHINGTON, DC 20005
(202)347-5700
FAX: (202)347-2263

To: Debbie Fine
Fax #: (202)456-7028
From: Susan Pagliaro
Subject: National Teen Pregnancy Prevention Month

Date: January 23, 1997

Pages: 2, including this cover sheet.

*Lynn -
This is
for you!
I spoke to
Susan and
told her
I was
sure you
would
be in
Touch -
Debbie*

Hi Debbie,

I hope you are doing well. Attached is a copy of President Clinton's May 1996 endorsement of National Teen Pregnancy Prevention Month (TPPM). I am currently working with Barbara Huberman to produce Advocates for Youth's Planning Guidebook for the TPPM campaign and wish to secure President Clinton's endorsement to include in the guidebook. Since the President is clearly committed to national teen pregnancy prevention efforts, we are hoping that he would be willing to "sign off" again this year.

I am aware that Lynn Hogan has taken your place in the Domestic Policy Department as of June, 1996. I have tried to contact her several times, however have been unsuccessful thus far! I'm sure you are both very busy with the new term but if you could pass this along to her, I would be very appreciative. Our deadline is January 31, 1997.

Thanks in advance! I will try to reach Lynn again in the morning. I am grateful for your help last year in obtaining the President's endorsement for this worthwhile endeavor and hope you can help us again in the new year.

Best,



Susan Pagliaro
Program Associate

- Phil Kaplan

- Jim Dorstkind

)

THE WHITE HOUSE

WASHINGTON

NATIONAL TEEN PREGNANCY PREVENTION MONTH
MAY 1996

Warm greetings to everyone observing National Teen Pregnancy Prevention Month, 1996.

Teen pregnancy is one of our nation's most serious social problems. Each year, about one million American teenagers become pregnant. While teen birth rates have declined slightly for two years in a row, we anticipate that the rate will rise as our teen population increases. Tragically, high pregnancy rates among adolescents take a great toll not only on young parents but also on their children. Children born to teens are at greater risk of early death and are more likely to perform poorly in school and suffer abuse and neglect.

To address this important social issue, my Administration is working to support local solutions that teach young boys and girls responsibility for their actions and help them plan for the future. I have urged young people not to become parents before they are adults, finish school, and are ready to support their children. I have also fought to advance policies that give young people something to say yes to, providing them with the tools they need to build productive and responsible lives. And I have appointed Dr. Henry Foster as my advisor on teen pregnancy. He has already begun to work as a liaison to community-wide efforts across our nation.

Although the public sector has an important role in this mission, we know that government alone cannot solve the problem. Solutions must be implemented through grassroots efforts like yours in communities all across the country, and I have called on individuals and organizations from every sector of society to take action on behalf of America's youth. As a result, some of these concerned and committed private-sector leaders have organized the bipartisan National Campaign to Prevent Teen Pregnancy, chaired by former Governor Tom Kean, which has set as its goal a one-third reduction in teen pregnancy in America by the year 2005.

During this month, I encourage my fellow Americans to learn how they can help resolve the problem of teen pregnancy and give our teenagers the guidance they need to become good citizens and -- someday -- good parents. Hillary and I commend all of you for the work you are doing and extend best wishes for a memorable month.

Bill Clinton

HEATHER MARABETI

Lyn -

Thanks so much
for helping with
this request.

My room number
is 1st floor/West
Wing. I'll give
you a call next
week.

Thanks!

Heather
6-7124

Bowling Green, Kentucky

Kids on the Block, Inc.

Alice Kummer, Coordinator
174 Pinehurst
Bowling Green, KY 42103
(502) 781-2711

January 6, 1997

Ms. Heather Marabeti

Dear Heather,

can't do this

The Bowling Green, Kentucky Kids on the Block education/prevention puppetry program is interested in applying for federal grants. Funds are needed to maintain an extensive curriculum dealing with the acceptance of differences in others, medical conditions, physical and mental disabilities, child abuse, teen pregnancy, substance abuse prevention and Aids education.

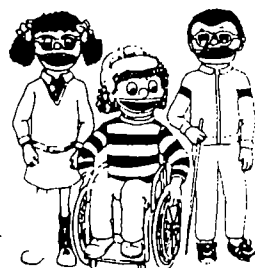
Currently, Kids on the Block serves 10 counties in Southern Kentucky, taking its programs last year to more than 16,500 children. We are a United Way agency but 78% of our budget is self-generated. Kids on the Block is sponsoring its first major fund-raising party with a silent auction on March 22, 1997. We would greatly appreciate any signed item you could acquire for this auction.

Thank you for your consideration. If you could obtain any information about President Clinton's new local level education program on teen pregnancy we would appreciate it. We look forward to hearing from you.

Sincerely,

Sandra Szejner

Sandra Szejner
Development Director



Pauline
Abernathy
6 - 5374

Clinton unveils plan designed to cut teen pregnancy

By RICHARD BENEDETTO
Gannett News Service

ST. THOMAS, U.S. Virgin Islands — President Clinton used his weekly radio address yesterday to unveil a new strategy aimed at reducing teen pregnancy.

The new program — largely a \$7.5 million education, public-relations and publicity effort at local levels — will work to prevent out-of-wedlock teen pregnancies and encourage adolescents to abstain from sexual activity.

It will supplement existing administration programs with similar goals, including a provision of the new welfare-reform law that requires unmarried minor parents to stay in school and live at home to qualify for welfare

assistance. The new welfare law also provides \$50 million for state abstinence-education activities.

"We'll continue our fight against children having children," Clinton said in his radio speech from the Virgin Islands, where he is vacationing. "It's wrong to be pregnant or father a child unless you are married and ready to take on the responsibilities of parenthood."

Clinton said that in 1996 the teen birth rate dropped for the fourth straight year and that out-of-wedlock births dropped for the first time in 19 years. He also cited state-by-state data that showed 37 states saw a decline in teen birth rates from 1991 to 1994.

But Clinton said that despite the successes, the pregnancy rate re-

mains "intolerably high ... so we must do more."

While Clinton was touting progress in lowering teen pregnancies, Republicans in their weekly response decried a sharp increase in teen drug use.

"After 11 years of declining marijuana use among children ages 12 to 17, its use has doubled since 1992," said Sen. Paul Coverdell, R-Ga.

He suggested greater supervision by parents and less violence and glorification of drug use in movies, music and other entertainment.

Clinton and Hillary Rodham Clinton are due back in Washington this evening. Their daughter, Chelsea, flew back yesterday afternoon to get ready to return to school tomorrow.

PROPOSALS

- Increase support for local programs such as one at Atlanta's Emory University "where young people teach their peers about abstinence and responsibility."

- "Spread the word about these programs so that what works in one community can be tried quickly in more communities."

- Forge stronger partnerships with businesses, religious leaders and community groups "who are committed to dealing with this problem."

~~SECRET~~

THE NATIONAL CAMPAIGN TO PREVENT
TEEN PREGNANCY

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

cc: Lynn, EK

File: Event ideas

Isabel V. Sawhill
President

Direct Dial: 202/857-8531

Fax: 202/728-0232

January 29, 1997

Mr. Bruce Reed
Assistant to the President for
Domestic Policy
The White House
The Old Executive Office Building
Room 213
Washington, DC 20503

Lynn -
Should we put
in a scheduling
request for this?
Elena

Dear Bruce:

The National Campaign to Prevent Teen Pregnancy will celebrate its first birthday in the Spring of 1997. In these early months, all of us have worked hard to get the Campaign off the ground and it is time to celebrate our efforts and to make a clear statement to the public about the importance of preventing teen pregnancy.

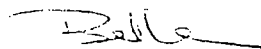
Toward that end, we are planning a formal "launch" of the Campaign in early May and ask that you **save May 1 and 2 for the Campaign launch**. Because May is "Teen Pregnancy Prevention Month," we have a special opportunity to host a variety of events that will focus the public's attention on this issue. Attached to this letter is a **tentative** schedule of launch events designed to involve all members of the Campaign Board and four Task Forces. In essence, we plan a **Board meeting** the afternoon of May 1 followed by a **celebratory dinner for all members of the Board and four Task Forces, our Congressional advisory panel, foundation supporters and friends**. We plan to invite a high-profile speaker and will honor several groups and individuals whose work embodies various Campaign themes. The next day we will hold a **public forum** sponsored by our Congressional advisory panel. This forum will be followed by a **press conference**.

As you may know from Lynn Hogan, we very much want to involve the White House in the launch. One option would be a reception for our Board and Task Forces the afternoon of May 1. Another option would be for the President, First Lady or Vice President to speak at our dinner on May 1. I think this is a great opportunity to showcase the President's commitment to preventing teen pregnancy and his role in stimulating this private sector effort.

Please let me know what we can do to work with you on this effort. If your schedule permits, I'd like to brief you further on our plan and get your thoughts and advice.

With best wishes,

Sincerely,



Isabel V. Sawhill

P.S. -
I'm also
working on
welfare reform
issues and hope
we can stay in touch
on this as well.

THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

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

Tel: 202-857-8655

Fax: 202-331-7735

National Campaign Launch Tentative Agenda

May, 1997: Teen Pregnancy Prevention Month

THURSDAY, MAY 1

- **Board of Directors Meeting** **12:00-4:00 p.m.**
- **Celebratory Dinner** **6:00-9:00 p.m.**
A prominent speaker will be invited to address the Campaign's Board of Directors, Task Force members, supporters, and honorees. The Campaign will recognize outstanding work and innovation in various areas that embody key Campaign themes.

FRIDAY, MAY 2

- **Possible Forum on Teen Pregnancy Prevention, Capitol Hill** **10:00 a.m.-12 p.m.**
This forum will explore what works and why. Speakers may include Members of Congress; practitioners from the field; and local teens. Forum is open to the press.
- **Possible Press Conference, Capitol Hill** **12:00-1:00 p.m.**
Campaign leadership will be joined by Members of Congress (tentative) and community leaders to talk about teen pregnancy prevention to the press.

SATURDAY, MAY 3 [tentative]

- **"Town Meeting" at Black Entertainment Television** **Time TBA**
Local teens, a celebrity host, and issue experts will discuss teen pregnancy prevention during a live, nationally-televised Town Meeting hosted by Black Entertainment Television (BET). This kicks off BET's week of teen pregnancy prevention programming on "Teen Summit," BET's daily show for teens. [Board and Task Force members are welcome at this town meeting, but attendance is optional.]

THE NATIONAL CAMPAIGN TO PREVENT
TEEN PREGNANCY

Dear Lynn,

Here's our most recent
update on the Campaign. It
exhausts even me to read it!
Hope all is well and that we
talk soon about May events.

Kindest regards,

Sarah Brown

Clinton Presidential Records Digital Records Marker

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The National
Campaign to
Prevent Teen
Pregnancy

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

The Hon. Thomas H. Kean,
Chair

Isabel V. Sawhill,
President

Sarah S. Brown,
Director

National Board

Charlotte Beers

Ramon C. Cortines

William A. Galston

Katharine Graham

Whoopi Goldberg

David A. Hamburg

Irving B. Harris

Barbara Huberman

The Hon. Nancy Kassebaum

The Hon. C. Everett Koop

Sister Mary Rose McGeady

Judith McGrath

Jody Greenstone Miller

Kristin A. Moore

Hugh B. Price

The Hon. Warren B. Rudman

Victoria P. Sant

Isabel C. Stewart

The Hon. Andrew J. Young

CAMPAIGN UPDATE

March 1997

National Campaign Plans Launch Events for May

In recognition of May as National Teen Pregnancy Prevention Month and to begin taking a more public profile, the National Campaign to Prevent Teen Pregnancy has planned a series of events on May 1-3, 1997, in Washington, DC. The governing theme for the two days, "The National Campaign is You," is a call to action to adults, teens, the media, corporations, and communities to help teens avoid pregnancy and create opportunities for the future.

In its first year, the Campaign has sought to build broad coalitions in support of teen pregnancy prevention by visiting and learning from communities across the country, bringing together diverse citizens and organizations united in their concern about teen pregnancy, and commissioning research reviews and summaries of public opinion polls. The launch activities give the Campaign the opportunity to share what it has learned, to set the stage for future action, and to offer new opportunities for people to get involved. On May 2, a press briefing and Capitol Hill forum will focus on "What Works." Local practitioners, teens, researchers, and members of the Campaign's Congressional Advisory Panels (see p. 5) will hear from communities about promising strategies they have developed, discuss research findings on effective teen pregnancy prevention programs, and outline ways for more groups to support the goals of teen pregnancy prevention.

In keeping with the theme, "The National Campaign is You," we will also announce several exciting new commitments made by leading businesses, media outlets, and nonprofit organizations to work to prevent teen pregnancy. For example, Black Entertainment Television (BET), which reaches 49 million homes nationwide, will host and televise a Town Meeting on Saturday, May 3, where more than 250 teenagers will discuss the consequences of teen pregnancy and the importance of involving boys and men in teen pregnancy prevention. The hosts of BET's popular "Teen Summit" show, accompanied by a panel of celebrities and teen pregnancy prevention experts, will lead the discussion. BET's initiative demonstrates the positive role that the media can take in combating teen pregnancy.

In connection with the launch events, the Campaign will release a set of new publications, including a report on lessons learned from site visits to communities, a

Inside this Issue:

New Research Review, p. 2

Involving Men and Boys, p. 2

Welfare Reform Resources, p. 3

New Campaign Partners, p. 5

THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

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

FAX TRANSMISSION

TO: Lynn Hogan

DATE: 2/28/97

FAX NUMBER:

456-7028

FROM: Sarah Brown

SENDER'S TELEPHONE NUMBER:

857 8692

TOTAL PAGES INCLUDING COVER SHEET: 4

MESSAGE:

THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

Tel: 202-857-8692

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

E-Mail: ssbrown@ui.urban.org

Fax: 202-331-7735

February 28, 1997

Memorandum:

To: Lynn Hogan

From: Sarah Brown *SB*

Re: Recent correspondence

Attached to this memo are copies of two letters that recently went from our offices to the White House -- one from Belle Sawhill to Bruce Reed, and one from me to Melanne Verveer. Just want to make sure we all are communicating!

Attachment (2)

THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

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

Isabel V. Sawhill
President

Direct Dial: 202/857-8531
Fax: 202/728-0232

January 29, 1997

Mr. Bruce Reed
Assistant to the President for
Domestic Policy
The White House
The Old Executive Office Building
Room 213
Washington, DC 20503

Dear Bruce:

The National Campaign to Prevent Teen Pregnancy will celebrate its first birthday in the Spring of 1997. In these early months, all of us have worked hard to get the Campaign off the ground and it is time to celebrate our efforts and to make a clear statement to the public about the importance of preventing teen pregnancy.

Toward that end, we are planning a formal "launch" of the Campaign in early May and ask that you **save May 1 and 2 for the Campaign launch.** Because May is "Teen Pregnancy Prevention Month," we have a special opportunity to host a variety of events that will focus the public's attention on this issue. Attached to this letter is a **tentative** schedule of launch events designed to involve all members of the Campaign Board and four Task Forces. In essence, we plan a **Board meeting** the afternoon of May 1 followed by a **celebratory dinner for all members of the Board and four Task Forces, our Congressional advisory panel, foundation supporters and friends.** We plan to invite a high-profile speaker and will honor several groups and individuals whose work embodies various Campaign themes. The next day we will hold a **public forum** sponsored by our Congressional advisory panel. This forum will be followed by a **press conference.**

As you may know from Lynn Hogan, we very much want to involve the White House in the launch. One option would be a reception for our Board and Task Forces the afternoon of May 1. Another option would be for the President, First Lady or Vice President to speak at our dinner on May 1. I think this is a great opportunity to showcase the President's commitment to preventing teen pregnancy and his role in stimulating this private sector effort.

Please let me know what we can do to work with you on this effort. If your schedule permits, I'd like to brief you further on our plan and get your thoughts and advice.

With best wishes,

Sincerely,

IS/

Isabel V. Sawhill

THE NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY

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

DIRECT DIAL: 202/857-8550

FAX: 202/331-7735

MEMORANDUM

To: Melanne Verveer, Office of the First Lady
From: Sarah Brown, Director, National Campaign to Prevent Teen Pregnancy
Date: February 24, 1997

I would very much appreciate a chance to talk to you in the next few days -- or have a cup of coffee-- to discuss three different issues:

1. On May 1 and 2 (Thursday and Friday) we plan a "launch" of the National Campaign to Prevent Teen Pregnancy. As you may recall from earlier correspondence, we are planning a series of events in early May to unveil the Campaign in a more public way than we have done so to date. May is "Teen Pregnancy Prevention Month," a point on the calendar that is increasingly used around the nation to spark interest in this issue. **We are having a Board meeting in Washington the afternoon of May 1 and a celebratory dinner that evening to honor a wide variety of people who have brought the Campaign to life and who are doing important work around the country to prevent teen pregnancy.** Nothing would be more motivating to us all than having the President and/or the First Lady involved in these events. Perhaps key Campaign leaders could come to the White House to brief the President on progress to date. Perhaps the President or First Lady would speak at the dinner.

2. The National Campaign is collaborating with Black Entertainment Television (BET) to hold a two hour "town meeting" on Saturday, May 3 on preventing teen pregnancy, to be broadcast live to the 49 million households that carry BET. This is another part of the Campaign launch events. The focus of the town meeting will be: (a) teen pregnancy has serious consequences and is "not ok;" and (2) boys and men must be involved and take responsibility for their role in teen pregnancy prevention. Sheila Johnson, Executive Vice President of BET and a member of the Campaign's Media Task Force, is leading this effort at BET. **BET and the Campaign are very eager for the President and/or the First Lady to lead this event. Their presence would make an enormous impact on the millions of teens and young adults who watch this program.**

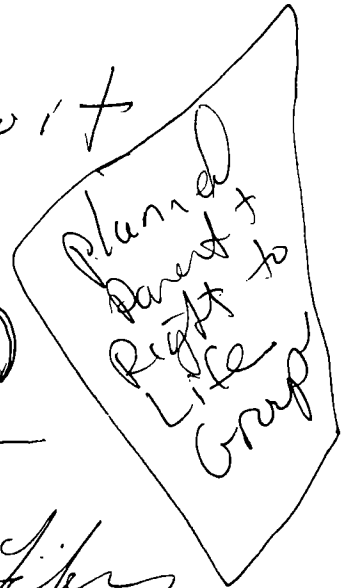
3. We know that plans are still forming for the White House conference on early learning and brain development. This is a terrific initiative and very closely related to the teen pregnancy issue, as you know. One of the best ways to give children a good start in life (to foster the best "early learning") is to make certain that they are born to two parents who are old enough to *be* good parents -- to rejoice in the new family member and to offer the years of care, teaching and devotion that all children need. In this sense, the goals of the conference and the National Campaign to Prevent Teen Pregnancy are intimately linked. I'd like to explore with you how the Campaign can contribute to this conference in a useful way.

I'll take the liberty of calling in a couple of days and send kindest regards in the interim.

cc: Belle Sawhill, Campaign President

Penny Baylor - Detroit
Girl Scouts

↓
1983 - (abortion is
not the focus
of the program)
began program then



include Rights to Life
in this effort plus Religious
Comments

by 1985, came to
agreement on a
curriculum

Started w/ 65 girls

500

↓

1500

need \$ to hire
instructors to increase
girls served

now 4,000 girls per year -
have served a total of
30,000 girls

Stresses self-esteem +
decision-making

"Girls Are Tomorrow's Power &
Take Control of ^{their} Life"

* Not one single complaint from
schools, parents or anyone *

90,000 girls in Detroit
schools

this program starts in
the 4th grade

(in Detroit, sex educ. doesn't
start until 10th grade)

* (4th largest Girl Scout
Council in the country) *
great laboratory —

Poverty
Area

Urban League / Kellogg
Foundation

Male Ransom Program

→ they had the
the boys

250 - girls through Girl
1991 - 250 boys ^{start} program
started in 4th grade
now in 9th grade

not a single
pay yet