

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

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The National Campaign to Prevent Teen Pregnancy

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Strategy: The Campaign's strategy has five major prongs: take a strong stand against teen pregnancy; enlist the help of the media; support and stimulate state and local action; lead a national discussion about the role of religion, culture, and public values in an effort to build common ground; and make sure that everyone's efforts are based on knowledge about what works.

Mission and Goal: The mission of the Campaign is to prevent teen pregnancy by supporting values and stimulating actions that are consistent with a pregnancy-free adolescence. The Campaign's goal is to reduce the teen pregnancy rate by one-third by the year 2005.

Need: Teen pregnancy goes hand in hand with high risk for all involved, particularly the mother and the child, and imposes large costs on taxpayers as a result. If every child in America were born to parents ready and able to nurture and support that child, the next generation would have a far brighter future.

The National Campaign to Prevent Teen Pregnancy, founded in February 1996, is a nonprofit, nonpartisan initiative supported entirely by private donations.

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summary of the Campaign's recent roundtable meeting on male involvement in teen pregnancy prevention, and new data related to teen pregnancy prevention from the 1995 National Survey of Family Growth.

In related activities, the Campaign has joined with the National Organization on Adolescent Pregnancy, Parenting, and Prevention (NOAPPP) and Advocates for Youth to offer local leaders a poster and some key resources for helping focus public attention on Teen Pregnancy Prevention Month. On May 7, the Campaign will also co-host a policy day with the Association of Reproductive Health Professionals to discuss a series of current policy issues that touch on teen pregnancy prevention.

New Review of Program Evaluation Research to Be Published by Campaign

Multi-pronged teen pregnancy prevention programs show the most promise for reducing teen pregnancy and birth rates, according to a soon-to-be-released review of evaluation research by Douglas Kirby, PhD, of ETR Associates. Kirby's review, which was commissioned by the National Campaign's Task Force on Effective Programs and Research, examined nearly 200 research articles on more than 75 programs, as well as on theories and data regarding the antecedents to teen pregnancy.

Kirby and members of the Task Force will present findings from the review at a press conference and symposium on March 26, 1997, with Representatives Nita Lowey (D-NY) and Mike Castle (R-DE), co-chairs of the bipartisan House Advisory Panel to the National Campaign. To receive a copy of the review, which will be available March 26, send a check for \$10 payable to the National Campaign to Prevent Teen Pregnancy to: Order Fulfillment, National Campaign to Prevent Teen Pregnancy, 2100 M Street, NW, Suite 500, Washington, DC 20037. A free summary of the review will also be available from the Campaign.

Male Involvement in Prevention Efforts Is Key, According to Roundtable Meeting Participants

The Campaign's first roundtable meeting on critical issues in teen pregnancy prevention focused on the importance of involving men and boys in prevention efforts. Co-sponsored by the Family Impact Seminar (FIS), a family policy institute in Washington, DC, the roundtable brought together nearly 60 researchers, front-line program practitioners, male and father involvement advocates, and representatives from national youth-serving organizations, foundations, and the federal government. They discussed what the research says about male sexual development and behavior, what teen pregnancy programs can do to involve men and boys, how various programs can help boys make the passage to adulthood in a constructive and positive way, and what

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!

resources for physicians to increase their skills in caring for adolescents, particularly in the areas of sexual activity, pregnancy, and sexually transmitted diseases (STDs). Second, the Campaign could encourage managed care organizations to adopt explicit standards of care that embody best practices for adolescent health. For example, the Campaign could work with a variety of provider groups to showcase several practice settings within existing managed care environments that are already following best practices. Finally, the group encouraged the Campaign to establish an informal consortium of national provider groups to help their members who are working on teen pregnancy. The Campaign plans to explore these ideas in its planning for 1998.

Highlights From the Field

From time to time, the Campaign will offer the readers of *Update* information about new work in the teen pregnancy prevention field.

Healthy Communities • Healthy Youth. A national initiative directed by the Search Institute, *Healthy Communities • Healthy Youth* uses strategies from a youth development model, including adult mentoring, community involvement, and the promotion of life-training and decision-making skills. Using a developmental assets framework, the Search Institute defines two broad categories of factors “critical for young people’s successful growth and development”: (1) *external assets*, such as adult and community support, presence of parental boundaries or standards for acceptable behavior, and involvement in structured activities like music, sports, or church activities, and (2) *internal assets*, such as educational commitment, positive values, and social competencies like planning skills and self-esteem. From its own research, the Search Institute has found that the more assets an adolescent possesses, the more likely he or she is to succeed in school and to engage in positive social behaviors. Teens with relatively few developmental assets may be more likely to engage in risky behaviors like drug use, violence, and high-risk sexual activity.

The Institute has developed a collection of resource materials, including videos, planning guides, and curriculum supplements, to assist parents, organizations, and communities in asset-building efforts. In addition, they offer training sessions, information on networking possibilities, and technical assistance and are in the process of developing tools to assist communities in evaluating their own asset-building efforts. For more information, contact the Search Institute, 700 South Third Street, Suite 210, Minneapolis, MN 55415, (800) 888-7828.

Other Campaign News

We Are Moving to a New Suite! Please note that the Campaign will be moving on April 1, 1997, to a new suite in the same building. **Our new address will be: 2100 M Street, NW, Suite 300, Washington, DC 20037.** Our phone number remains the same: (202) 857-8655.

resources are available from the federal and state governments and foundations to support male involvement activities. Look for information on how to order a summary of the meeting in an upcoming issue of *Update*.

What’s Going on in the States and Local Communities?

Resources on Welfare Reform and Teen Pregnancy Prevention. The welfare reform law passed last summer contains two provisions that have focused the attention of many states on adolescent pregnancy prevention:

- The “Bonus to Reward Decrease in Illegitimacy,” a special grant to the five states that demonstrate the highest rates of reduction in out-of-wedlock births as well as reductions in abortion rates. States may receive \$20-25 million each, depending on the final number of qualifying states, to be awarded in fiscal years 1999 - 2002.
- \$50 million per year over the next five years in grants for abstinence education. Regulations have yet to be issued for this new program. Early plans called for the federal monies to be matched by state dollars and for the overall program to be administered through the federal Bureau of Maternal and Child Health. To request application guidelines, contact Linda Johnson, Senior Manager for Abstinence Education, MCH Bureau, 5600 Fishers Lane, 18-31 Parklawn, Rockville, MD 20857.

In response to states’ needs for information and technical assistance on these new federal provisions, the Campaign and the Center for Law and Social Policy (CLASP) have developed the following resources:

- The National Campaign’s *Welfare Reform Resource Packet* provides background information on the welfare reform legislation, teen pregnancy, program effectiveness, issues related to developing a state teen pregnancy prevention plan, and the abstinence education grant. It also contains the CLASP guide described below. To order, send a check for \$10 payable to the National Campaign to Prevent Teen Pregnancy to: Order Fulfillment, the National Campaign to Prevent Teen Pregnancy, 2100 M Street, NW, Suite 500, Washington, DC 20037.
- CLASP’s guide, *Teen Parent Provisions in the Personal Responsibility and Work Opportunity Reconciliation Act of 1996*, by Jodie Levin-Epstein, reviews aspects of the new law affecting teens and teen parent families, as well as relevant research and additional resources. To order, send \$7.50 to CLASP Publications, 1616 P Street, NW, Suite 150, Washington, DC 20036. For more information or to discuss bulk orders, call (202) 328-5140.

On the Road with the National Campaign. In a continuing effort to learn from those on the front-line of teen pregnancy prevention, Campaign staff have recently visited Chicago, IL, Austin, TX, New Orleans, LA, and Little Rock, AR. In Chicago, Campaign Director Sarah Brown, Consultant Phyllis Wolfe, and Director of State and Local Affairs Tamara Kreinin were hosted by The Ounce of Prevention Fund, a group that runs a variety of teen programs, including Heart-to-Heart, which addresses child sexual abuse and teen parents. Campaign staff talked with youth about preventing teen pregnancy at two after-school programs, “Peer Power” (for girls) and “Adam” (for boys). They also met with the Illinois Caucus for Adolescent Health, a statewide coalition, and Communities R.A.P., a coalition funded by the Centers for Disease Control and Prevention.

Brown recently spoke at the Texas Family Planning Association Conference in Austin, where she and Kreinin meet with youth, public and private service providers, funders, and community leaders. They also spoke with a receptive group at a male involvement program where one young man noted that “adults rarely listen to teens,” a sentiment the Campaign often hears.

Kreinin also spent a day in Louisiana providing technical assistance to the state team that is developing a coordinated state plan to prevent teenage pregnancy. Stakeholders outlined a comprehensive plan to include youth development, family life education, mental health services, media outreach, sexual abuse prevention, and mentoring. Each of these components of the plan will emphasize male involvement, cultural diversity, and evaluation. The final plan will guide how the state allocates welfare reform dollars to teen pregnancy prevention and will form the basis of the state’s application for federal abstinence education funds.

During the a visit to Little Rock, Brown and Wolfe spent an afternoon with school and community representatives who promote a strong abstinence messages to teens. They said abstinence is more than a program or curriculum; it is a movement that focuses on building character through the development of personal values, including self-respect, self-control, and personal responsibility. Upcoming Campaign site visits are scheduled for Cortland, New York, and Concord, New Hampshire.

National Conference on State-Based Media Campaigns. On June 26-27, 1997, in Washington, DC, the Campaign will host a conference for state and local leaders who are currently planning teen pregnancy prevention media campaigns. With the support of the Henry J. Kaiser Family Foundation, this conference will help participants understand current research on what makes a media campaign most useful and learn “best practices” from others. The meeting will also inform the Campaign’s own efforts to engage the media. Key topics to be covered at the conference will include conducting formative research and message development, creating evaluation strategies, building teen pregnancy prevention messages into larger health promotion efforts, and maximizing local resources. Although attendance at the conference will be limited, the Campaign plans to circulate the “best practices” materials widely in an ongoing effort to support effective media activities across the country.

Developing Campaign Partnerships

Senate Advisory Panel. As mentioned in the last *Update*, Senators Joseph I. Lieberman (D-CT) and Olympia Snowe (R-ME) have agreed to chair a Senate Advisory Panel to the Campaign. On February 7, Campaign President Isabel Sawhill briefed Senate staff members on the issue of teen pregnancy, the work of the Campaign, and the role of the Senate Advisory Panel. At press time, the following Senators had agreed to be members of this important panel:

- Christopher S. Bond (R-MO)
- John B. Breaux (D-LA)
- Susan M. Collins (R-ME)
- Kent Conrad (D-ND)
- Richard J. Durbin (D-IL)
- Tim Hutchinson (R-AR)
- James M. Jeffords (R-VT)
- Herb Kohl (D-WI)
- Patty Murray (D-WA)

A press conference will be held to announce this new panel and its members once it has been fully established.

Common Ground Dialogues. The Campaign’s Religion and Public Values Task Force, in collaboration with the Common Ground Network for Life and Choice, plans to hold at least one structured community dialogue in 1997. The Common Ground Network has had great success in holding forums on abortion in communities where the issue has created tension and even violence. The Campaign plans to apply their techniques of respectful dialogue and conflict resolution in communities where teen pregnancy prevention efforts have become embroiled in difficult values disagreement. The Task Force is currently considering pilot sites.

Campaign Recruits Partners in Youth Development. The National Urban League and Girls, Inc., will co-host a meeting on October 15, 1997, with the Campaign on the intersection of youth development and teen pregnancy prevention. Urban League President Hugh Price and Girls, Inc., President Isabel Stewart, both members of the Campaign’s Board of Directors, want to focus on our shared goal of providing youth with positive alternatives to early pregnancy and childbearing. The Campaign and its partners will invite 20-25 leaders from national youth development organizations — both those with direct experience with teen pregnancy prevention and those without — to discuss how to look at teen pregnancy prevention from a youth development perspective and how to use youth development approaches to prevent pregnancy.

Medical Group Involvement. In December, Campaign Director Sarah Brown hosted a meeting of medical professionals to brainstorm ways in which the Campaign could support and collaborate with professional associations. Three principal ideas surfaced. First, the medical professionals suggested that the Campaign work with provider groups to develop educational and interactive