

Public Education Campaign about Teens May 25, 2000

On May 25, 2000 **Melanne Verveer, Chief of Staff from the Office of the First Lady** hosted a follow up meeting to the White House Conference on Teenagers: Raising Responsible and Resourceful Youth (May, 2, 2000).

In their opening remarks, Melanne Verveer and Shirley Sagawa spoke of the outstanding feedback the White House has received since the May 2 conference. The issues surrounding teens and their interactions with families, parents, communities, business, policy, academia and organizations are receiving a great deal of public attention. Melanne Verveer noted that many parents of teens feel that things are stacked against them.

The Families and Work Institute and The National Partnership for Women and Families were asked to collaborate with the White House in assessing the viability of a national public education campaign on promoting positive relationships with teens.

Donna Lenhoff of the National Partnership for Women and Families discussed the shift in social resources needed to look at what families with teens need and how society can support them. Donna briefly described the format, agenda and goals of this planning meeting:

1. Gain an understanding of the relevant initiatives and current work that meeting participants and their organizations are engaged in;
2. Discuss messages this campaign should be delivering and specify target audiences; and
3. Identify and prioritize options for the campaign and next steps.

Ellen Galinsky of the Families and Work Institute outlined seven lessons from other public engagement campaigns:

1. See a campaign in stages, from increasing public awareness to changing behavior to engaging the public in action.
2. Work on different levels: national and local media; national and local non-profits and the faith community; grassroots organizations; and policy-makers.
3. Know how the public and various targeted audiences see your issue. On teens, we know from the Ad Council's and Public Agenda's study, Kids These Days, that the public sees teens as "rude, irresponsible, and wild," and lacking in good values and that they blame parents for the problems kids are facing. Furthermore, parents are unsure that teens want to spend time with them and many feel guilty, afraid to open up because they think they will be blamed.
4. Develop a business case. The benefits for change need to outweigh the costs of remaining the same.
5. Unexpected messages are more effective than expected messages. There need to be different messages for different groups and these messages should be tested to ensure they work.
6. Unexpected messengers are more effective than expected messengers.
7. Campaigns take time-perhaps as long as seven to ten years to effect real change.

In a round-robin format, individuals from each organization informed the group of their work on teen related issues and their suggestions for a campaign.

Lauren Asher-National Partnership for Women and Families: Continues advocacy and informing people about FMLA law and rights; Ask candidates about Work-Life issues to make these public issues; assesses mainstream messages and images by pop culture vs. reality.

Larry Steinberg-Temple University: Focuses on development in teen years including emotional development; parenting of teens; research and analyses of how parents parent; written books to disseminate findings and information. Suggestions: spending time with teens is not enough; parents need to know about how teens develop and what they can do to help their kids grow up well.

Ginny Markel- National PTA: Promotes parent and family involvement in education, building successful partnerships to lead to better school achievement for students.

Pat Montoya-DHHS-ACF: With National Youth Serving organizations pulling together blueprint on Positive Youth Development based on an asset approach; assessing federal agency involvement on issue of youth development and on available resources for teens and families.

Robbie Caploe-Seventeen Magazine: Views each magazine issue as a public campaign; for example, educating kids on sex and talking to parents about sex and other tough issues; kids are underrated and partially function as adults with responsibilities; facilitating need for kids to have someone to talk to about hard issues.

Sarah Brown- National Campaign to Prevent Teen Pregnancy: Initial step in campaign provided adults with 10 tips on how to prevent teen pregnancy. Suggestions: parents lack confidence in believing they can make a difference in lives of teens; there is a need to put the starch back in parents and help them understand that kids are listening even when they don't seem to be; heightening parental awareness that kids really need advice and guidance in teen years.

Danny McGoldrick- Campaign for Tobacco Free Kids: Goals include changing public policy, advocacy, promoting change in the social environment in which people make decisions; educational component to parents. Suggestions: engage kids as advocates, as important partners in developing a campaign.

Jeanne Brooks-Gunn- Columbia University: Writes articles and briefs on what teens need; has data collected from national study (kids 8-13) on how kids spend time via time use diaries. Suggestions: promote the positive, prevent negative. Teens need TLCx3 from family= time, limit setting, and connectedness, caring, communication. Family setting is first and foremost in affecting teens so focus on parent and teen communication and talking through disagreements.

Tony Colon (sp)- National Council of La Raza: Constituency based Latino organization with over 250 affiliates; promotes housing, training, health services; Promoting Youth Leadership program engaging youth in programs to foster respect and leadership.

Brendon Fitzsimons-Fight Crime: Invest in Kids: Promotes investing in the future of kids before problems escalate by utilizing police officers, lawyers, and judges; promotes quality educational child care; after school programs; prevention programs; focuses on abused or neglected; disseminates messages through media, policy makers, briefings and meetings.

Ken Canfield-National Center for Fathering: Connects fathers to their role as parents--fastest growing household in America is single father with kids under the age of 18 (14% of households); creates written materials and PSAs for fathers; develops outback programs for fathers with sons and/or fathers with daughters; provides help for minority fathers. Suggestions: the word parenting

means mothers to fathers so don't use parents, use mothers and fathers. Fathers like brief instructions for what to do.

Barry Price-OPM: Developing initiative to create a family friendly workplace for the 1.2 million federal employees by disseminating information to the HR directors, cabinet members and management on all aspects of work/life including telecommuting options and web based parental education.

Kristen Kingdon-PFLAG: Collaborates with 440 affiliate organizations to promote acceptance of gays and lesbians. Work involves family acceptance of gay/lesbian; educating people about being gay/lesbian; advocacy work in schools; creating support systems for kids who need a resource to talk to before they have a conversation about sexuality with their own parents.

Andrea Camp- Institute for Civil Society: Current collaboration with the Association of Youth Museums to utilize museums as a resource for younger children and families. Incorporating *Ask The Children* survey questions, answered by children, results providing parents with an understanding of children's feelings.

Larry Gianinno- Wm. T. Grant Foundation: Funds research, developmental themes, including public view of youth; Current focus on the business community and business leaders; disseminates information on research findings.

Diana Zuckerman- CPR for Women and Families: Provides viable information people can use to assist them in dealing with tough issues; focuses on health and well being of families.

Eden Fisher Durbin- YMCA-USA: National teen agenda, currently serves 1 out of 10 teens, goal is to serve 5 out of 10; focuses on health and safety, educational life skills, leadership and community service; 18 million constituents, viable source to deliver information.

Jacquelyn Gates- Bell Atlantic: Concerned about the future workforce; alliance with KOLA to work against internet harassment; program available where employees call in on violence in schools and other issues not in compliance with code of conduct; character and values education, curriculum work in high schools; after school program support; employee advocacy and mentor program for teens and family support.

Lisa Benenson- Working Mother Magazine: Committed to understanding all issues facing working mothers; available source to inform and educate readers.

Anthony Welch- Do Something: Engages teens and recognizes youth who have implemented proactive community based programs; teen action guide; safe web space; train community members to be coaches.

Terry Russell – Save The Children: Youth advocacy programs; after school programs; ad council campaign- 'Do Good, Mentor a Child'

Ellen Galinsky summarized themes she heard throughout the discussion:

1. Parents of teens need the starch put back in them to feel more competent
2. Target audiences need to include mothers, fathers, other family members and teens
3. Include young people in shaping campaign
4. Help everyone define the work of parenting in relation to teens

The group was asked to consider messages a public education campaign could deliver, suggest strategies for delivering those messages, identify target audiences, and propose overall goals of a campaign.

Suggested Messages:

- Counter erroneous assumptions: how children develop depends primarily on genetics; it's too late by the time children are teens; parents are insignificant in relationship to other societal influences; at this age, parents aren't responsible; and independence is good for teens—they need more freedom.
- Parents make a difference
- To parents: You're good at what you do
- Parents and teens can get along and can resolve difficulties
- Invest in long term workforce
- Setting limits is okay—e.g. curfew, dating
- Community responsibility, any adult can be a mentor
- Spending time with teens is fun
- Parenting teens- It's not too late
- Teens are listening to you and learning from you
- TLCx3-Time, limit setting, listening, communication, caring, connecting
- 3 C's –Increase confidence, competence, commitment
- From teens to parents: Be there for me

Suggested Strategies:

- Profile positive images of parents
- Profile positive images of teens and counter the overwhelming negative images in the media
- Profile successful and well-known parents
- Develop a baseline report card on parenting teens
- Identify universal issues for diverse groups
- Federal policies to support family/teen time
- Teens are unexpected messengers
- Provide tips for how to communicate with teens and on spending time together
- Develop different messages for different groups, i.e.; teachers, law enforcement officials
- Include different perspectives on raising children including minority perspectives
- Use messengers from the targeted groups, such as fathers speaking out to fathers.

The meeting concluded with an understanding that funds need to be raised in order to develop a campaign, the objectives of the campaign needed to be defined, target audience identified, messages developed and tested, and outcomes for expected change specified. Further discussion will continue by email with this group, attendees at the White House Conference on Teens, and other relevant groups.

THE WHITE HOUSE

WASHINGTON

June 26, 2000

MaryEllen McGuire
Assistant to the Deputy Chief of Staff to the First Lady
And Assistant to the Director of Research
Rm 101 Old Executive Office Building
Washington, DC 20036

Dear Ms. McGuire,

Thank you for participating in the May 25th *Time with Teens* meeting. With your hard work and dedication, we will guarantee that our young people and adults have supportive resources available to help them find time to be there for all teenagers.

Although I would have liked to have had more time to discuss follow-up steps at the conclusion of our meeting, I was very pleased to learn about the innovative ideas and projects in which your organizations are already involved. While the conference helped to raise public awareness to the significance of this objective, it was only the first and perhaps the easiest step. We are now faced with the formidable challenge of developing ways to implement the concepts discussed at the conference and follow-up meeting. I have enclosed the notes as well as the suggested messages and strategies we discussed in the follow-up meeting. I hope you will find this material useful in thinking about ways in which your organization can contribute to the *Time with Teens* campaign.

I am planning to schedule another meeting to continue our discussion which will focus on streamlining our ideas and developing strategies to deliver our message. In the interim, please do not hesitate to contact me at 202-456-6275. You should also feel free to contact the organizations spearheading this effort; Ellen Galinsky of the Families and Work Institute at 212-465-2044, or Donna Lenhoff of the National Partnership for Women and Families at 202-986-2600 with any questions, ideas, or concerns that you may have. Again, thank you for your time and commitment to this vital cause. I look forward to meeting with you again soon.

Sincerely,



Ann O'Leary
Special Assistant to the President
& Senior Policy Advisor to the First Lady

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FIGHT CRIME: INVEST IN KIDS

President
Sanford A. Newman

Deputy Directors
Amy R. Dawson
Brendan J. Fitzsimons

Research Director
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From America's Front Line Against Crime: A School and Youth Violence Prevention Plan

AS AN ORGANIZATION OF HUNDREDS OF POLICE CHIEFS, SHERIFFS, PROSECUTORS, CRIME SURVIVORS AND LEADERS OF POLICE OFFICER ORGANIZATIONS, we are determined to see that dangerous criminals are put behind bars. But anyone who thinks that jailing a criminal undoes the agony crime leaves in its wake hasn't seen crime up close.

America's anti-crime arsenal contains no weapons more powerful than the proven programs that help kids get the right start — like quality educational child care, youth development programs for the after-school and summer hours, child abuse prevention, and intervention programs proven to help get troubled kids back on track.

Yet today, inadequate funding for Head Start, educational child care, after-school youth development programs and counseling for troubled kids leaves millions of children at needless risk of becoming violent or delinquent teens and adult criminals — and leaves every American at needless risk of becoming a victim.

We call on all public officials to adopt a four-part plan to dramatically reduce crime and violence and adult crime, and help young people learn the skills and values they need to become good neighbors and responsible adults. While no plan can prevent every violent act, this common-sense plan — based on our experience and the latest research about what really works to fight crime — can make all of us safer.

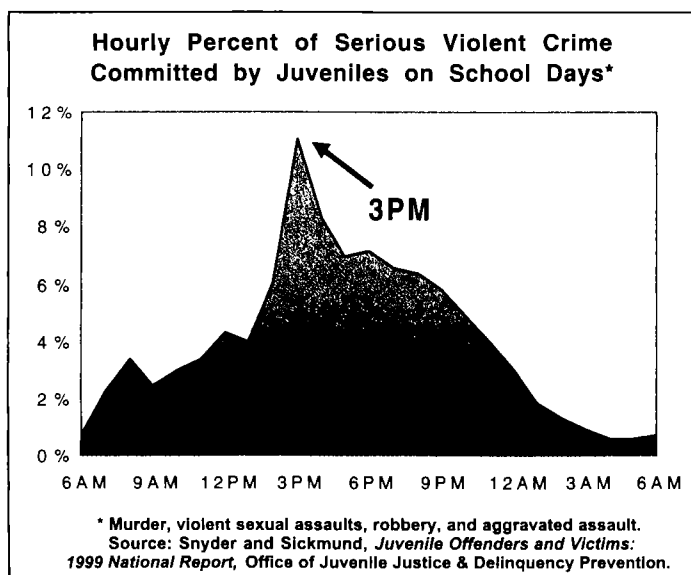
Four Steps to Dramatically Reduce School and Youth Violence

1. Assure all school-age children and teens access to after-school, weekend and summer youth development programs to shut down the "Prime Time for Juvenile Crime."

In the hour after the school bell rings, turning millions of children and teens out on the street with neither constructive activities nor adult supervision, violent juvenile crime suddenly *triples* and

prime time for juvenile crime begins. On school days, the peak hours for such crime are from 3:00 PM to 6:00 PM. These are also the hours when kids are most likely to become victims of crime. They are the peak hours for teen sex, and being unsupervised after school doubles the risk that 8th-graders will smoke, drink alcohol or use drugs.

Quality youth development programs can cut crime immediately and transform this Prime Time for Juvenile Crime into hours of academic enrichment, wholesome fun and community service. They protect both kids and adults from becoming victims of crime, and cut teen pregnancy, smoking, and drug use, while they help youngsters develop the values and skills they need to become contributing citizens. For example:



Plan 4/4/00

THE WHITE HOUSE

WASHINGTON

**“TIME WITH YOUR TEENS” PUBLIC EDUCATION CAMPAIGN
May 25, 2000**

- I. Welcome and Feedback on White House Conference on Teenagers**
Melanne Verveer, Chief of Staff, Office of the First Lady
- II. “Time with Your Teens” Campaign – Goal of First Meeting**
Donna Lenhoff, National Partnership for Women and Families
- III. Building a Public Education Campaign**
Ellen Galinsky, Families and Work Institute
- IV. Meeting Participants Current Work in this Area**
- V. Discussion of Message of this Campaign and Target Audiences**
- VI. Identification and Prioritization of Options for Campaign**
- VII. Commitments/Next Steps**

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

May 2, 2000

REMARKS BY THE PRESIDENT AND THE FIRST LADY
AT
THE WHITE HOUSE CONFERENCE ON TEENAGERS:
RAISING RESPONSIBLE AND RESOURCEFUL YOUTH

The East Room

10:45 A.M. EDT

MRS. CLINTON: Good morning, and please be seated, and welcome to the White House. We have been looking forward to this conference for nearly a year now as we have talked with and explored all the ways that we can raise resourceful and responsible young people. And many people have asked me why a conference on teenagers. Why make teenagers the focus of a fully day's discussion at the White House.

Well, I think that as we just saw in the video -- and I want to thank and applaud the families that participated in that video -- many of us are concerned about what we can do as parents and as citizens, as employers or educators, as public officials or community leaders, to give more support to teenagers and their families.

The President and I speak, of course, with great authority -- (laughter) -- having just graduated from being the parents of a teenager to being the parents of a 20-year-old and having survived it. But, believe me, this conference is more than just a trip down memory lane or an exercise in nostalgia for us. We believe strongly that our young people deserve our very best efforts.

I want to thank many of the people who are here today who have been part of putting this conference together, but more than that, for the work that they have done over so many decades. First, let me thank David and Betty Hamburg who are here. (Applause.) David and Betty, in many ways, inspired this conference.

I began working with them more than 20 years ago now, and I can think of no people who are more dedicated to helping all young

people, whether they're in the forgotten or not forgotten half, whether they are going through great transitions or turning points in their lives. And I think many of us in this room owe both David and Betty a great deal of gratitude. I would like to ask them to stand so we could thank them both. (Applause.)

Also with us today is Congresswoman Stephanie Tubbs Jones and Secretary Donna Shalala, Deputy Attorney General Eric Holder, Secretary Alexis Herman, National Service Corps CEO Harris Wofford, the Director of Personnel Management Janis LaChance, the Deputy Drug Czar Vereen, Annie E. Casey Foundation, the W.T. Grant Foundation and the YMCA of the USA are all sponsors and supporters of this conference.

Now, all of us are here because we believe there is no group of Americans more full of promise or potential. But we also believe there is no group of Americans more in need of the support, guidance and committed efforts of all of us than today's teenagers.

Ask any teen -- and I do -- I've been privileged to speak to so many in sort of personal and informal ways and in more formal settings. Just last week at a high school town hall in Watkins Glen, New York, where the teens lined up and asked all kinds of questions. If you ask teens and you listen to teens, you can hear, directly and indirectly, their voices telling us that growing up today feels tougher than ever before. I happen to think that's right. I think it's harder being a teen today than it was, certainly, when I was one so many years ago.

But I also think that the wonder and hope and exciting choices that teenagers face in their lives are too often becoming times of great stress, alienation, and confusion. And that, too, has always been part of the teen experience, but the environment and context in which that occurs is more dangerous than ever before.

And if it's tough to be a teenager today, it's probably even tougher to be a parent. More and more parents are working outside our homes; they're struggling to do right by their families and their jobs. And I have met so many mothers and fathers who tell me that they just feel inadequate and anxious about navigating those teenage years -- more so than they certainly felt when their kids were younger.

We're all worried about the choices our teenagers make, about how the best-laid plans for a bright future can disintegrate with a single bad decision to drink, to try drugs, to drive too fast, to trust the wrong person. Parents are worried about the movies their children are seeing, the web sites they're visiting, the music they're listening

to. And there's a lot of worry that all those heart-to-heart talks and those efforts to communicate, which are sometimes so awkward and difficult, about values and good behavior are getting drowned out by a popular culture filled with gratuitous sex and violence.

In our two panels this morning, and in the breakout sessions this afternoon, we will tackle the challenges facing today's teenagers and their parents. But it won't just be a session for everyone to share their worries. More importantly, we're going to be highlighting some of the latest research about teen years and the innovative ways that Americans can work together to ensure that every teenager has a safe passage to adulthood.

Three years ago, in this room, we held the first White House Conference on Early Learning and Childhood Development. We sought to raise awareness about the critical growth that takes place in the brain during the first three years of life, and to explore the implications of this knowledge on parenting, education and child care. In many ways, that conference and today's conference can be viewed as bookends, because now we're beginning to learn that the brain goes through yet another, and equally critical, growth spurt during the early teenage years. Though the research is still preliminary, scientists now believe that this is the time when all the hard-wiring of the brain takes place, when a teenager's intellectual, emotional and physical capacities are developed for a lifetime.

Now, I remember the very wise advice I got from a friend of mine, when my daughter was very small and she was raising three teenagers. And she said, you know, the two times in a child's life that seem most similar to me are those toddler years and the teenage years. It's when we need to give so much more attention to our children. And now, we didn't know, back when I heard this advice about 19 or so years ago, that there would be brain research to support that anecdotal experience that parents had. But I remembered that so often during the times when our own daughter was growing up -- that even if your teenager or your preteen doesn't want you following her or him around, in many ways -- think of that toddler metaphor -- they need you around. And it's hard for a lot of parents to figure out exactly how to do that.

This research has, therefore, important implications for parents, because teenagers need the guidance and support of their parents more than ever. It is still difficult for many of us to remember that teenagers want our attention. After all, this is the time when the real or the imaginary "keep out" signs start appearing on closed bedroom doors, when many of our children would rather spend two hours talking to a friend on the phone than 10 minutes talking to their

mother or father in person. But what we are learning is that for all their declarations of independence, America's teenagers still want and need the everyday love, involvement and discipline of their parents.

Today, we are releasing a new poll, commissioned by the YMCA, which found that parents are still the most important adults in their teenagers' lives. More than three out of four teens say they still turn to their parents in times of trouble. In fact, while parents -- and this is so interesting -- while parents list the threat of drugs and alcohol as their top concerns about their teens, teens, themselves, list education and "not having enough time" with their parents as their top concern.

So it's time that we respond to these concerns, and many of us have been struggling with ways to do that. I believe one of the biggest casualties of modern life has been family time, especially time during meals, when parents and children can check out of their busy schedules and check in with each other. Before our daughter left for college, the three of us made it a priority to share at least one meal together a day.

With our hectic schedules, it wasn't always easily and, occasionally, wasn't possible. But we sure tried. And when we were able to, that hour or half-hour in the small kitchen of the private quarters upstairs in the White House was truly my favorite part of the day, because Bill and I were very convinced that we wanted to convey to our daughter a simple message, one that we hoped she would carry away to college: that whenever she does need someone to talk to or ask for advice, or just wants to say hello, we will be available and eager to listen.

I also know, though, the experience of hanging around, waiting for a sighting. (Laughter.) You know, when we were first in Washington, in the first term, a lot of people -- some of the pundits and others -- would say, well, the Clintons don't go out, they don't socialize enough, you know, why aren't they going to Camp David enough. And those are people who had forgotten or never had a teenager. And when you have one in your home, you want to hang around with the hope that just maybe they'll deign to say something to you. Occasionally, that works, but not always. And we hope this conference will inspire even more parents to stay involved in their teenagers' lives and to open new lines of communication.

I'm very pleased to announce the National Partnership for Women and Families, along with the Families and Work Institute, will lead a new campaign to promote the importance of spending time with your

teenagers.

Now, there are some lessons we parents have to learn about this. That is not the time when you unload every piece of worldly advice you have stored up for your entire lifetime, it is not the time when you lecture and fill up the space with all the words that you want to fill. These are things that I've learned from experience.

It is, instead, a time when you hopefully are there to inspire the communication that is two-way and principally coming from your teen. The Time With Teens campaign will challenge parents to take stock of their own lives and work habits and look for ways to make more time for their children.

It will challenge businesses to offer more flexible work schedules and policies for parents, and it will challenge churches and synagogues, and mosques and schools, and health care agencies and all community organizations to create more opportunities for families to spend time together.

But we have to do more than just raise awareness among parents. We have to give parents the tools we all need to stay involved in our children's lives. That's why we're also launching a new White House Task Force on Navigating the New Media Age. Comprised of members from both the public and private sectors, this task force will find ways to transform the tools of the media age, namely the Internet, into tools for parents. The task force will develop two new Internet portals -- one that will link parents to information and advice on raising teens, from health and safety to child care and education; and a second to link teens to a variety of age-appropriate resources on the Internet.

We also recognize it is more difficult for parents to keep track of what teens are watching and learning on TV or on their home computer. The YMCA poll you'll hear about found that six out of 10 teenagers are watching television without parental supervision, while 45 percent of all teens say they surf the Internet on their own.

You know, when we only had one TV in the home, and you had to fight with your parents and your brothers and sisters to figure out which one of the three stations you were going to watch, it was a lot easier for parents to supervise what their children were watching. Now we have so many opportunities for kids to see things without any parental supervision, or even without an older brother or sister around saying, that's stupid, or how dumb that is, trying to interject some reality into the world that the media conveys to our kids.

We also know that the V-chip is now in effect, and I strongly urge parents -- particularly of young kids, but also of teenagers -- to learn how to program that V-chip and to use it.

There are several media rating systems in place to help parents determine the appropriateness of the shows their children watch. But with so many different systems, parents must hunt for the information needed to decode these various ratings. That's why we will ask the task force to work with the entertainment and media industries to create a single web site to help parents make sense of all the various rating systems, and use them to monitor their children's interactions with the media. I hope eventually, we will get to a uniform system of ratings, so that what is used on the video shows, is used on the movies, is used on the TV, is used across the board.

This is only a temporary step, the web site. But I renew, therefore, my challenge to the entertainment industry. Let's create a voluntary, uniform rating system so that all parents can better decide what's appropriate and what is not appropriate for their children to see.

The challenges before us are great, and the time between childhood and adulthood, as Bill and I can attest, is all too short. But if there is one message we hope all Americans will take away from this conference, it is that each of us has the power to make a difference in every teenager's life. And it is not just a task for parents. The research and our own experience shows that oftentimes, it is a teacher or a coach, a minister or an employer, a neighbor or another relative who can provide the mentoring and the stability that every young person needs. And sometimes during a rocky period in a teen's life, it may be somebody outside of a parent who can be turned to with good advice and suggestions.

So it is not just a conference aimed at teens and their parents, it's really a conference for our entire country; to be committed; to make what is biologically a disorienting time for our teens and a time of exploration, a confusing time -- to make it more of an opportunity and a real journey to self-discovery; to take a time of peril and turn it into a time of promise.

We have a lot of experts and, certainly, we have teens and parents, as well -- we're going to be talking about what has worked for them. And it will be a challenge to us. But when I speak to groups of teenagers, I always start by telling them how proud I am of the way that they are coping with their lives, because the great, vast majority of our kids are good kids.

That is not the message that we often receive on the media, where we only see the stereotypes and the negative depictions. And a lot of these kids are doing the very best they can. In fact, the flip side of our concern is that some of them take their lives so seriously and strive for such perfection that the teen years are a time of even heightened misery and anxiety because they don't think they're measuring up.

So we have got to do a better job in sending a message to our kids that we value them, we love them, we care about them, and that's why we want to be as involved in their lives as possible. So let me now introduce my co-parent -- (laughter) -- and someone who has been deeply committed to the young people of our country, the President of the United States. (Applause.)

THE PRESIDENT: Thank you very much. Thank you and good morning. I want to join with Hillary in welcoming you to the White House, and thanking all of you for coming. I thank the foundations that have helped us. And thank you, David Hamburg. I still remember when we worked on a report about the developmental needs of young adolescents back in the late '80s, in which we recommended, among other things, that there ought to be community service in all of our schools -- something that we're finally getting around to.

I thank all of those who are here. I see so many people out here in this audience who have done so much to help our young people, our teenagers, live better lives. I see one of the founders of the City Year program in Boston. I see a man who has adopted a huge number of children, along with his wife, and personally made sure that they got through their teenage years. There are many, many stories here. I'm grateful to all of you.

I'm very grateful to Secretary Shalala and Secretary Herman, and our National Service Chairman, Senator Harris Wofford; and Deputy Attorney General Holder, and Janice LaChance, and all the others who are here from the administration -- the Deputy Director of our Drug Office, Donald Vereen. And thank you, Representative Stephanie Tubbs Jones. I thank you all for what you are doing.

I want to thank the panelists, and those who will come on afterward. And I think we ought to give one more hand to the families that were in the film, that walked in with Hillary and me. They did a great job. (Applause.)

You know, we've worked very hard on these family issues for a

long time, and Hillary has done so for 30 years. But the way I see this as President, as well as a parent, looking ahead to the kind of America we're trying to build in the new century -- when I became President, we had to worry about whether everybody who wanted or needed a job could get one. And that was very important. And the dignity of work is very important to families. It helps to define the shape of family life in ways that are by and large positive.

I'll never forget once when I was governor, I had a panel of former welfare recipients that were in the work force, and one of my colleagues asked the lady from my state, said, well, what's the best thing about having a job. And she said, the best thing about it is when my boy goes to school and they say, what does your mama do for a living, he can give an answer.

But, by the same token, we live in a country that's very good at creating jobs, but is not as good at providing family supports; in which people are busier and busier and busier; and in which virtually everybody has some trouble balancing work and family during the period of the child's life. Even parents who are staying at home have trouble doing it.

And it is a problem that is more severe for single parents and people that have more than one job or people that have trouble getting around. It's a problem that's more severe for people that work for very modest incomes. But I don't think I know any parents who are working who have not had some periods in their lives when they worried whether they were letting their kids down because they weren't spending enough time with them; or whether there were too many forces out there that were kind of undermining that.

And one of the things that I have learned, in ways large and small over an unfortunately increasingly elderly existence -- (laughter) -- is that everybody has got a story, everybody. And every child has a spark inside. And I believe that everyone has a role to play and ought to be given a chance. And as important as work is -- and I say that coming from a family of workaholics -- the most important work that society does is still to raise children. And if that work is done well, the rest of it pretty well takes care of itself.

And so we're here, basically, to do all the things that Hillary said. I think when a tragedy befalls a child, or a child is involved in a tragedy -- a school shooting, or this terrible incident at the Washington Zoo -- it throws it up in large relief. But I think that one of the things we ought to do in beginning this conference is to take a more balanced view. And I want to be very brief because I want you to

have the maximum amount of time with the keynote speaker and with the panelists. But I think it's important that we have a balanced view of what teenage life is like today.

And I asked the Council of Economic Advisors to actually get me a statistical portrait of teenage America. And here is a brief summary. The good news is that the teenagers are far healthier, more prosperous, and look forward to more promising lives than ever before in our history. The economic rewards of education are at an all-time high. Teens have responded by completing high school and enrolling college at record rates.

Last year, for the first time in the history of the country, the high school graduation of African Americans and the white majority was almost statistically identical. The dropout rate among Hispanic young people is still too high, but that's largely explained, I think, by the fact that we have still a very large number of Hispanic children in our schools who are first-generation immigrants whose first language is not English, and they come from families that are struggling to make ends meet, and very often they drop out to go to work still. But we're making progress there, as well.

More teenagers than ever before volunteering to serve through community service. Many harmful behaviors are actually on the decline, including youth violence, homicide, suicide, teen pregnancy, and, in the last couple of years, drug use. That's the good news.

The report also highlights some significant challenges. There are still significant opportunity gaps between white students and students of color. Teen smoking, drug use and pregnancy are still far too high. And despite a marked decline in teen homicide over the past few years, still far too many communities are scarred by gun violence.

Interestingly enough, statistically the Council of Economic Advisers found that gun-related teen deaths from deliberate acts and from accidents are highly correlated with gun ownership and possession rates. In states with fewer guns in fewer households, there are fewer gun deaths.

Perhaps the most empowering finding in the new report is the extents to which parents have the opportunity to guide their teenagers properly. Sitting down to dinner can have an enormously positive impact. The report found that teenagers who had dinner with -- listen to this: The report found that teenagers that had dinner with their parents five nights a week are far more likely to avoid smoking, drinking, violence, suicide and drugs. This holds true for

single-parent, as well as two-parent families, across all income and racial groups. Now, obviously if that is not possible, and sometimes it's not possible, then it's really important to find some way to fill that gap, but it's a stunning statistical finding.

For the past seven years, the First Lady and I have worked with our administration to try to support parents' efforts to raise healthy, hopeful and responsible children. I'd also like to acknowledge the invaluable efforts of Vice President and Mrs. Gore, who have had -- even before he joined me, they were sponsoring a family conference every year in Tennessee to deal with these issues. It's really one of the most astonishing, consistent commitments I believe in the country. And they've done a world of good and I'm very grateful to them.

I'll always be proud that the first bill I signed as President was the Family and Medical Leave Act, a law that now has given more than 20 million Americans the opportunity to take up to 12 weeks of unpaid leave without losing their jobs. And I remember when I signed it, it had previously been vetoed on the theory that it would hurt the economic growth of the country. If that's what it was designed to do, it's been a very poor failure. (Laughter.)

What it has done is to prove that it's good economics to balance work and family; that the more parents can succeed at home, the more free they are, psychologically, to be productive at work; and we ought to do more.

I have asked the Congress to include more firms in the Family and Medical Leave law and to expand the purposes for which people can take family leave. We have also tried to give states the flexibility to use funds in federal accounts to help to finance paid leave. We've worked hard on this, and I think it's very important that we recognize that the United States has done a great job at creating jobs, but we still give far less support to the responsibility of balancing work and family than virtually every other industrialized country in the world. And it is very important to do that.

We've also worked hard to turn teenagers away from unhealthy lives, toward healthy futures. The rate of drug use has been cut, in part by the powerful antidrug messages that have been broadcast; and some of you here have helped us with that. We have done our best to engage the tobacco industry in what has been a fairly epic and sometimes frustrating struggle to reduce teen smoking. We made the single largest investment in children's health care since Medicaid was created. And we're working to get more of our kids -- and increasingly, I hope, this year, their parents -- enrolled in the Children's Health Insurance

Program. And we're working to make our schools safer.

I think that we also need comprehensive strategies to stem violence both in and out of schools. Our program would dramatically expand quality after-school programs. When I started, we had \$1 million dollars for after-school programs; then we went to \$20 million; then we went to \$200 million. This year we've got \$400 million in after-school programs. And I've proposed \$1 billion, and if we pass it, we'll be able to say that every child, at least in every troubled neighborhood in the United States of America, can be in an after-school program. This is a big deal, and I hope you will support it. (Applause.)

I also want to say a word of thanks to all those who have supported AmeriCorps, including City Year and its other components. We've now had more than 150,000 young people earning money for college while serving in their communities. And we're trying to get more and more people to start earlier, to get high school kids, junior high school kids, involved in community service.

Maryland has become the first state in America to require community service as a condition of a high school diploma. And listen to this: The study found that teens who participate in service projects in their communities are 75 percent less likely to drop out of school -- because they're connected in a way that I think is profoundly important.

Hillary talked about the work we're doing with the industry to give parents the tools to protect their children in the new media age. I do think we need a voluntary system that goes across TV, movies and video games. If we can find some way to develop that, it would make a lot of sense. There's a lot of information coming at parents -- you know, I try to sort it all out when I see it. And I think it would be better if there were -- it's almost like you need a dictionary to explain the differences in the TV ratings and movie ratings and the video game ratings, so we have to find some way this can be made more usable.

And today, I want to just mention two things that we're trying to do to help parents and their teenagers. First, I'm signing an Executive Order to prohibit discrimination against parents in the work force of the federal government. (Applause.) Believe it or not, there are still some employers who are reluctant to hire or to promote employees who have children at home. Some of you may have experienced this yourselves. The goal of this order simply says, no glass ceiling for parents. The job they're doing at home is more important, anyway, and if they can do your job, you ought not to stop them.

Second, I am pleased to announce that our National Campaign Against Youth Violence, the National Campaign to Prevent Teen Pregnancy and Tobacco-Free Kids, and the national government have teamed up to produce a comprehensive guide to help parents support their teenagers through this crucial and often difficult developmental period.

Now, I want to introduce our keynote speaker now, and say I'm sorry that I can't stay for the rest of the day, but after he speaks I'll have to leave. But let me say that I want to thank you for coming, again. I want to thank so many of you here for a lifetime of commitment. People ask me all the time, why are we focusing on these things when all the indicators are good and things are going better. This is the time to be thinking about -- I will say again -- how we can deal with the significant challenges of this country. And anybody that thinks that we've done everything we need to do to help the parents with teenagers, hasn't had teenagers and hasn't been around lately.

It seems to me that if we can't deal with these big social issues now, when we're prosperous, when we're doing well; if we can't strengthen the bonds of our community now, when will we ever get around to doing it. That's why we're here. (Applause.)

I want to introduce a person who embodies much of the good that's going on to help parents through having the village do its part -- in the First Lady's words -- to raise our children. Ben Casey is the President of the YMCA of Metropolitan Dallas. He has degrees in psychology and counseling from UCLA and Chapman College. He currently oversees programs -- listen to this -- 145 program centers that serve a quarter of all the families in the greater Dallas region. We've asked him to speak to us today about his extensive experience with teens, the wise new poll which also has some important findings about the way teens and parents view their communication and time together.

And let me just finally say, Mr. Casey, as I bring you up, every minute I have ever spent with young people, as President and before, but especially as President, has reaffirmed to me how special they are, what enormous potential they have. Even the ones that can't make it, really want to and wish they could. And what a profound responsibility we have. And I want to honor you, sir, because you spend every day trying to make sure we don't lose a single one. Thank you. (Applause.)

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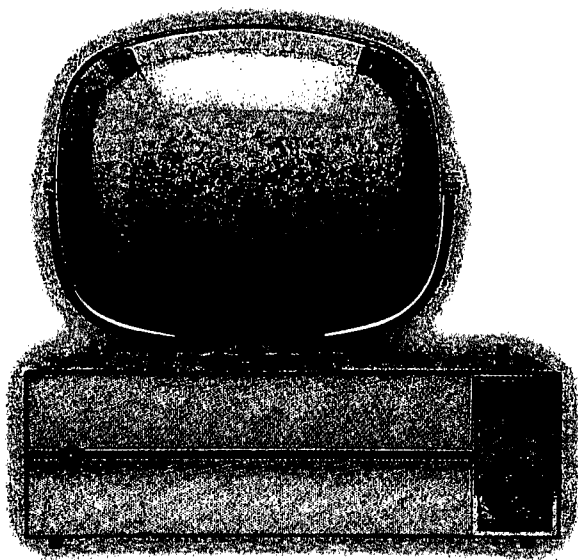
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[Balancing Acts: Work/Family Issues on Prime-Time TV]

Balancing Acts:

Work/Family Issues
on Prime-Time TV



EXECUTIVE SUMMARY

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TOTAL NUMBER OF PAGES (including cover page): _____

NOTES:

Per our conversation -

I'm including more than we discussed
in the hopes that we can figure out a
way to be helpful.

Thanks so much for your
help & attention -

AMA



Teen Crises at Home Bring Unique Pressures To the Workplace

NO ONE COULD HAVE predicted that Jim Owens would have the kind of family crisis that would disrupt his work. A successful self-employed builder, Mr. Owens has two bright teenage children and a wife who has stayed home with them since birth.

But Mr. Owens has had family troubles so severe that he has stopped working for several months. His younger child, a boy in his midteens, became depressed and defiant, began using drugs and recently ran away from a boarding school.

Mr. Owens says his teenager's crisis left him "playing catch-up" with each new turn. "When you have to deal with these problems, it's frightening," he adds.

Troubled teens' problems cut across all boundaries of socioeconomic and family type, and put a unique kind of stress on working parents. "Employers are losing a lot of money" when workers battle problems with teenagers, says Carol Maxym, a psychotherapist, educational consultant and co-author of a



Tim Robinson

new book, "Teens in Turmoil." "If you're worried, terrified, watching your child going down the tubes, and you feel powerless, you're not working at anything near your potential."

ONE NEW JERSEY sales representative, a single mother of an adolescent who ran away and attempted suicide, spent years trying to juggle calls from school officials and counselors with job pressures to produce higher sales. She worked longer hours to make up for time lost during the day.

Though she was the top producer in her region, her bosses complained about the numerous personal calls. She says they told her, "If you really have a problem, go home and take care of it," a move she couldn't afford. Her supervisor also told her, "We can't advance you, you have too many personal problems"; he enlarged her territory instead. The sales rep managed to sustain her output and eventually was recruited by another company.

Best-selling novelist Eileen Goudge says the emotional drain she experienced while her teenage daughter, now 24, wrestled with depression and other problems hurt the quantity and quality of her work. "It was like living with this black thundercloud in your house," she says. "I feel this deep connection with her, and when she's in pain it's hard for me to cope."

During that time, she wasn't able to meet her publisher's requests for a novel a year. The book she was writing at the time didn't sell as well as her others.

Teen crises may be the last workplace taboo. Many parents are ashamed to talk with co-workers or bosses about teen problems, fearing the stigma attached to losing control at home. While bosses expect younger children to need time and attention, many think teens should be on auto-pilot. As a result, many parents feel isolated. "We've come out of the closet in our society about just about everything. You can say your son is gay, your daughter is in rehab, if she's 25," Dr. Maxym says. "But your teen's being out of control, is one of the things people won't say."

SEVERAL PARENTS interviewed for this column say the profound emotions raised by dealing with a troubled teen forced them to re-examine their own lives. One Westchester County attorney says he found himself unable to help his depressed, rebellious teenage son who refused to go to school. After "being at the absolute top in a very competitive field, all of a sudden I was dealing with something that was uncontrollable," the attorney says. Seeing his child in pain "tore a hole out of my being." But learning to relate to his son compelled him to communicate more honestly and openly in other realms of life, including work, he says.

Ms. Goudge also says helping her daughter, who is 24 and doing fine, prompted some healthy changes in her own life. Now, Ms. Goudge is turning out a book a year.

No one knows what proportion of the giant Generation Y population will go off track in adolescence, but teen problems are likely to become more evident in the workplace over the next decade. The number of American teenagers is expected to grow 9%, to about 30 million, by 2008, says WEFA Group in Philadelphia. At least four-fifths of those teens will be raised by working parents. Based on a national study of today's teenagers, more than one-fourth, or 28%, regularly engage in two or more "risk behaviors"—using alcohol, drugs or tobacco; having sex; or engaging in violence. That's "a huge red flag" for potential problems, says Shepherd Smith of the Institute for Youth Development, a Sterling, Va., non-profit promoting parent involvement with teens.

One thing is certain: Adolescent crises will affect many families who don't expect it. Speaking by phone from a motel where he was staying with his son after intercepting his runaway attempt, Mr. Owens says he has worked full-time the past few months toward helping his child, including being present at home, researching residential schools and sending him to a wilderness program. Enrolling him in a boarding school recommended by psychologists was "the most difficult thing I have done in my life," Mr. Owens says.

Fortunately, his business success allowed him to stop working for a while. He says he has no idea what he would have done if he'd had to hold down a salaried post during this time. His efforts were not lost on his son. Coming to the phone, the 16-year-old says, "It surprised me when he came out to meet me." It means a lot to him, he says, that his dad is listening and offering support.

Send your stories about balancing teenagers' needs with work to sue.shellenbarger@wsj.com.

SIMON

PROPERTY GROUP

"TEENS Expo 2000 *

FACTS ABOUT TODAY'S TEENS:

- They're the largest 12+ demo EVER --- 30 million strong -- and will keep growing for the next 10 years.
- They're the wealthiest teen demo EVER -- influencing or spending \$150-billion annually.
- If you then add in the "tweens", the 8 - 12 year olds, the demographic category is that much larger, with tweens influencing the spending of \$128-billion annually, "with a say in all kinds of purchases from soft drinks to cars" and actually spending \$14-billion of their own. (*Newsweek*, Oct. 18, 1999)
- With so much attention focused on this demo, it is time for a NATIONAL EVENT that pays attention & tribute to teens.
- In light of recent events involving teens, there's a national interest in this demo and an unprecedented interest in reaching out to teens, e.g., the recent National Conference on Teens at the White House.
- The two venues most consistently frequented by teens are schools and malls.

CONCEPT FOR MALL-BASED EVENT FOR TEENS:

Simon Property Group has the largest collection of malls in the world, with 250 properties, including malls in the top 70 markets. Simon is in active discussions with many partners regarding the following:

A MALL-BASED, WEEK-END LONG TEEN EXPO IN ALL MAJOR & SECONDARY MARKETS SIMULTANEOUSLY, FEATURING:

- ✓ Request to the White House for declaration of "National Teen Appreciation" Week-end
- ✓ On-mall workshops
- ✓ Giveaways
- ✓ Celebrity appearances
- ✓ Mini Teen Town Meetings involving teens and parents
- ✓ Fashion Shows
- ✓ Music events
- ✓ National partnerships with:
 - One national teen monthly magazine
 - One national daily print
 - One national radio partner with maximum local markets
 - One national TV partner
 - Several non-compete on-line partners
- ✓ National sponsorships
- ✓ Surveys, feedback from teens for local policymakers, etc. that could ultimately influence local/state programs and services for teens

For more information please call Anne-Marie Aigner at Aigner Associates, 617/254-9500.

(* TEENS Expo 2000 is created and produced by Aigner Associates, Inc., Simon Property Group and Simon Brand Ventures/ Simon Live Media Network.)

SIMON

PROPERTY GROUP

FACT SHEET

CORPORATE SUMMARY:

Headquartered in Indianapolis, Simon Property Group (NYSE:SPG) is the largest publicly traded retail Real Estate Investment Trust (REIT) in North America and the country's largest owner, developer and manager of market-dominant retail real estate. Simon has twice the market share as the nearest competitor and employs approximately 5,800 people.

Founded in 1960, Simon has become known as the "Landlord of Choice," due, in part, to its rich history of innovation and creativity in developing the highest quality retail properties in North America. Today, Simon manages a retail network that drives more than \$38 billion in annual sales and maintains a portfolio that consistently outperforms the industry. Additional Simon Property Group information is available at www.shopsimon.com.

SCOPE OF OPERATIONS:

The company currently owns or has an interest in more than 250 properties comprising regional malls, community shopping centers and specialty and mixed-used properties in 36 states and five assets in Europe.

- Contains an aggregate of 184 million square feet of gross leasable area in 36 states
- Owns or manages approximately 190 million square feet of gross leasable area in retail and mixed-use properties
- Over 20,000 leases
- \$38 billion in annual retail sales
- Owns more malls in the top 20 ADI markets than any other developer owns in total
- Approximately 30 million consumer households served
- One million employees work for retailers at Simon Property Group malls

TYPES OF RETAIL STORES OWNED OR MANAGED:

Simon has relationships with tenants across the retailing spectrum, including:

- high fashion
- specialty
- department stores
- mass merchants
- category killers
- discounters
- manufacturers' outlets

SAMPLE MALL PORTFOLIO:

Simon's portfolio includes some of the country's most productive and recognizable properties, including:

- Circle Centre, Indianapolis, IN
- Dadeland Mall, Miami, FL
- The Fashion Centre at Pentagon City, Arlington, VA
- The Florida Mall, Orlando, FL
- The Forum Shops at Caesars, Las Vegas, NV
- Lenox Square, Atlanta, GA
- Mall of America, Minneapolis, MN
- Phipps Plaza, Atlanta, GA
- Roosevelt Field, Long Island, NY
- Town Center at Boca Raton, Boca Raton, FL

Page 2

NEW DEVELOPMENTS:

Simon has recently completed or is currently involved in development activities at several locations, including:

- The Shops at Sunset Place, a 510,000-square-foot destination-oriented retail and entertainment center in South Miami, FL, (opened 1/99)
- The Mall of Georgia in Buford (Atlanta), GA, a 1.6-million-square-foot super-regional mall developed in partnership with Ben Carter Properties, and the adjacent Mall of Georgia Crossing, a 440,500-square-foot power center (opened 8/99)
- Waterford Lakes Town Center in East Orlando, FL, a 985,000-square-foot power center which, when completed, will be the largest open-air shopping center in Florida (Phase I opened 11/99; Phase II to open 11/00)
- Arundel Mills, a 1.3-million-square-foot value-oriented super-regional mall in Anne Arundel County, MD in the middle of the highly trafficked Baltimore/Washington, D.C. corridor, developed in partnership with The Mills Corporation and Kan Am (scheduled to open 11/00)
- Concord Mills in Concord (Charlotte), NC, a 1.4-million-square-foot value-oriented super-regional mall developed with The Mills Corporation and Kan Am (opened 9/99)
- Orlando Premium Outlets, a 430,000-square-foot fashion-oriented outlet center being jointly developed by Simon and Chelsea GCA Realty (scheduled to open 5/00)
- The Shops at North East Mall in Hurst (Dallas/Ft. Worth), TX, a 341,000-square-foot power center, located adjacent to Simon's North East Mall (opened 11/99)
- Major expansions & renovations including North East Mall in Hurst, TX; The Shops at Mission Viejo in Mission Viejo (Orange County), CA; Richmond Town Square in Richmond Heights (Cleveland), OH and The Florida Mall in Orlando, FL, among others.

SIMON BRAND VENTURES:

Simon Brand Ventures (SBV), the strategic marketing initiative of Simon Property Group, is designed to drive additional revenues while providing Simon's more than 100 million shoppers with greater buying power. The goal behind SBV is to provide access to more products, services, discounts, and benefits in any one Simon mall location than anywhere else in the world. SBV initiatives emphasize strategic alliances with major national recognized brands including: AT&T, Browning-Ferris Industries, Ford, JCDcaux, Pepsi, Turner Broadcasting, Visa USA, Enron, Microsoft and Time, Inc. Custom Publishing.

CLIXNMORTAR:

clixnmortar.com is a venture creation firm that incubates, develops and launches products that bring together physical and online retail by leveraging and propelling commerce, consumers and community through continuous online-offline lifestyle and personal information management offerings. clixnmortar.com takes advantage of the online opportunities created by Simon's physical mall space, its more than 2 billion shopper visits annually, and its relationships with key retailers.

SIMON GLOBAL LIMITED:

Simon Global Limited is the entity created by SPG through which to pursue its international initiatives. Headquartered in London, Simon Global will facilitate SPG's participation in the increasing globalization of retailing and the shopping center industry. To date, Simon Global's activities involve an ownership interest in Groupe BEG, a Paris-based developer / owner of shopping centers currently active in a number of European countries. Discussions are ongoing regarding other investment possibilities with an eye towards creating a significant international shopping center enterprise of the standard appropriate to SPG

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PROPERTY GROUP

ALASKA

Anchorage
Anchorage 5th
Avenue Mall

ARKANSAS

North Little Rock
McCain Mall

CALIFORNIA

Brea
Brea Mall
Laguna Hills
Laguna Hills Mall
Mission Viejo
The Shops at Mission Viejo
Santa Rosa
Santa Rosa Plaza
Westminster
Westminster Mall

COLORADO

Aurora
Aurora Mall

FLORIDA

Boca Raton
Town Center
at Boca Raton
Bovington Beach
(West Palm Beach)
Bovington Beach Mall
Bradenton
DeSoto Square
Coral Springs
(Ft. Lauderdale)
Coral Square
Crystal River
Crystal River Mall
Ft. Myers
Edison Mall
Jacksonville
The Avenues
Orange Park Mall
Jensen Beach
Treasure Coast Square
Lakeland
Lakeland Square
Leesburg
Lake Square Mall
Melbourne
Melbourne Square
Miami
Dadeland Mall
Miami International Mall
The Shops at
Sunset Place
Ocala
Paddock Mall
Orlando
The Florida Mall
Seminole Towne
Center (Sanford)
Pensacola
Cordova Mall
University Mall
Port Charlotte
Port Charlotte
Town Center
Port Richey
Gulf View Square
St. Petersburg
Tyrone Square
Vero Beach
Indian River Mall
West Palm Beach
Palm Beach Mall

GEORGIA

Atlanta
Gwinnett Place
Lenox Square
Mall of Georgia (Buford)
Northlake Mall
Phipps Plaza
Town Center at Cobb

ILLINOIS

Alton (St. Louis)
Alton Square
Bourbonnais (Bradley)
Northfield Square
Culmer City (Chicago)
River Oaks Center
Lincolnwood (Chicago)
Lincolnwood Town Center
Moline
SouthPark Mall
Orland Park (Chicago)
Orland Square
Peoria
Northwoods Mall
Springfield
White Oaks Mall

INDIANA

Anderson
Mounds Mall
Bloomington
College Mall
Evansville
Eastland Mall

Greenwood
(Indianapolis)
Greenwood Park Mall
Indianapolis
Castleton Square
Circle Centre
The Fashion Mall-
Keystone at the
Crossing
Lafayette Square
Washington Square
Kokomo
Markland Mall
Lafayette
Tippecanoe Mall
Mishawaka (South Bend)
University Park Mall
Muncie
Muncie Mall
Richmond
Richmond Square

IOWA

Davenport
NorthPark Mall

KANSAS

Topeka
West Ridge Mall
Wichita
Towne East Square
Towne West Square

LOUISIANA

Lake Charles
Pricn Lake Mall
Shreveport
South Park Mall

MARYLAND

Waldorf (Washington, D.C.)
St. Charles Towne Center

MASSACHUSETTS

Braintree
South Shore Plaza
Burlington
Burlington Mall

MINNESOTA

Bloomington (Minneapolis)
Mall of America
Duluth
Miller Hill Mall

MISSOURI

Independence (Kansas City)
Independence Center
Springfield
Battlefield Mall

NEBRASKA

Omaha
Crossroads Mall

NEVADA

Las Vegas
The Forum Shops
at Caesars

NEW JERSEY

East Brunswick
Brunswick Square
Edison
Menlo Park Mall
Jersey City
Newport Centre
Livingston
Livingston Mall
Paramus
Bergen Mall
Rockaway
Rockaway Townsquare
Toms River
Ocean County Mall

NEW MEXICO

Albuquerque
Cottonwood Mall

NEW YORK

Garden City (Long Island)
Roosevelt Field
Huntington (Long Island)
Walt Whitman Mall
Jamestown
Chautauqua Mall
Lake Grove (Long Island)
Smith Haven Mall
Nanuet
Nanuet Mall
New York
Manhattan Mall
Westbury (Long Island)
The Mall at The Source
White Plains
The Westchester
Yorktown Heights (New York)
Jefferson Valley Mall

NORTH CAROLINA

Asheville
Biltmore Square

OHIO

Akron
Summit Mall
Cleveland
Great Lakes Mall (Mentor)
Randall Park Mall

Richmond Town Square

Lima
Lima Mall
Springfield
Upper Valley Mall
Youngstown
Southern Park Mall

OKLAHOMA

Tulsa
Eastland Mall

PENNSYLVANIA

Media
Granite Run Mall
Philadelphia
Cheltenham Square
Pittsburgh
Century III Mall
Ross Park Mall
South Hills Village

SOUTH CAROLINA

Anderson
Anderson Mall
Greenville
Haywood Mall

TENNESSEE

Knoxville
Knoxville Center
West Town Mall
Memphis
Oak Court Mall
Raleigh Springs Mall

TEXAS

Austin
Barton Creek Square
Lakeline Mall
Denton (Dallas)
Golden Triangle Mall
El Paso
Cielo Vista Mall
Sunland Park Mall
Harlingen
Valle Vista Mall
Hurst (Ft. Worth)
North East Mall
Irving (Dallas)
Irving Mall
Longview
Longview Mall
McAllen
La Plaza Mall
Midland
Midland Park Mall
Richardson (Dallas)
Richardson Square
San Antonio
Ingram Park Mall
Rolling Oaks Mall
Sherman
Midway Mall
Tyler
Broadway Square

UTAH

Salt Lake City
Trolley Square

VIRGINIA

Arlington (Washington, D.C.)
The Fashion Centre at
Pentagon City
Charlottesville
Charlottesville Fashion
Square
Chesapeake (Norfolk)
Chesapeake Square
Harrisonburg
Valley Mall
Richmond
Virginia Center Commons
Virginia Beach (Norfolk)
Lynnhaven Mall

WASHINGTON

Kennewick
Columbia Center
Seattle
Northgate Mall
Tacoma
Tacoma Mall

WISCONSIN

Fond du Lac
Forest Mall
Green Bay
Bay Park Square
Sheboygan
Memorial Mall

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OJJDP



www.parentingresources.ncjrs.org

Parenting Resources for the 21st Century puts you in touch with the information you need to meet the challenges of raising a child today.

Find out:

- ▶ How to find child care for your newborn.
- ▶ What to do when your child misbehaves.
- ▶ How your child can benefit from playing organized sports.
- ▶ Who can help when you suspect your teenager is using drugs.
- ▶ Where to find information on college scholarships.

This Web site has been developed in cooperation with and support from the Office of Juvenile Justice and Delinquency Prevention (OJJDP) and the Coordinating Council on Juvenile Justice and Delinquency Prevention.

Those without Internet access can learn about the resources featured on the Web site by calling OJJDP's Juvenile Justice Clearinghouse (800-638-8736) for additional information and assistance.

The Parenting Resources for the 21st Century online guide links you with answers to these questions and many more in a user-friendly and easy-to-access format. Just go to www.parentingresources.ncjrs.org (online June 2000) and find the parenting information you need by choosing any one of the site's eight categories:

- ▶ Family Dynamics
- ▶ Health and Safety
- ▶ Child Care and Education
- ▶ Family Concerns
- ▶ Youth Development
- ▶ Out-of-School Activities
- ▶ Resources
- ▶ What's New

Whether you're a parent, a grandparent, or any other person who cares for—or about—children, this Web site will provide the resources you need.