

# National Campaign Helps Reduce the Rate of Teen Pregnancy by One-Third in 10 Years

National Campaign to Prevent Teen Pregnancy

#### **SUMMARY**

From 1997 to 2008, the National Campaign to Prevent Teen Pregnancy (Campaign) worked to reduce the rate of teen pregnancy and early parenting in the United States—the highest among industrial nations—by one-third in 10 years. The Campaign's messages encompassed both support for teens delaying sexual activity and for providing teens with adequate contraceptive education and services, especially for those teens who are sexually active.

# **Key Results**

- By 2005, the U.S. rate of teenage pregnancy had declined by more than one-third since the early 1990s, according to the Centers for Disease Control and Prevention. Current (2008) projections from the National Center for Health Statistics suggest that the Campaign has met its 1996 goal as well (data on pregnancy rates in 2006 are still not available). Teen births also fell to the lowest level ever recorded. "We have good reason to believe we played some role" in these declines, said Sarah Brown, CEO of the Campaign.
- Campaign messages appeared in newspapers and magazines and on television and radio programs seen by hundreds of millions of people.
- The Campaign changed the national debate on teen pregnancy. According to Nancy Barrand, RWJF special advisor for program development and program officer for this project, "They came into being when everything was polarized around abortion. It was one of the reasons why people couldn't talk about teenage pregnancy. [The Campaign] offered a different conversation....It was extraordinarily important."

# **Key Findings**

 Respondents to a survey of the Campaign's five target groups—media executives, state and community leaders, state and local purchasers of Campaign materials, public policy leaders and journalists—ranked it as their primary resource on preventing teen pregnancy.

- State and local leaders of coalitions to address teen pregnancy, and people who bought Campaign materials, overwhelmingly asserted that the Campaign made them more effective.
- The Campaign also persuaded less traditional players in the field—media executives, journalists and policy-makers—that they could have an impact on teen pregnancy.
- Most respondents considered the Campaign an objective source of information on a topic that is often politically and ideologically controversial.

# **Funding**

The Robert Wood Johnson Foundation (RWJF) provided \$5,227,910 to the Campaign from February 1997 to January 2008. The Campaign received \$29 million in additional funding from foundations, corporations, the federal government and individuals, but RWJF provided seed funding and was the largest single donor during that time. For additional information see Other Funding.

#### THE PROBLEM

During his State of the Union address in January 1995, President Bill Clinton identified teen pregnancy as "our most serious social problem." The White House then convened a series of meetings, including one chaired by the President himself in October 1995, to discuss the merits and possible activities of a nonpartisan, private sector-led campaign to reduce teen pregnancy.

## The Risks of Teen Pregnancy

Isabel Sawhill, Ph.D., of the Brookings Institution, Washington, volunteered to plan such a campaign in consultation with advocates who attended the meetings and others. These advocates cited several reasons to create the Campaign. Among them:

- More than 40 percent of young women in the United States became pregnant before they reached age 20—the highest rate in the fully developed world. Some 85 percent of those pregnancies were unintended.
- Teen pregnancy and childbearing carry high levels of risk for both mothers and babies:
  - Teen mothers have a maternal death rate 2.5 times higher than mothers aged 20– 24.
  - Teen mothers are also more likely to live in poverty and depend on public assistance, and are much less likely to finish high school and attend college.

 Their children are at greater risk of low birthweight and infant mortality, and suffer from higher rates of abuse and neglect and more health and developmental problems.

# **New Federal Programs Seek to Discourage Teen Pregnancy**

Around this time (1995–1996), the federal government began tackling teen pregnancy. The Welfare Reform Act of 1996 required unmarried minor parents who receive welfare benefits to stay in school and live at home, or in an adult-supervised setting. The law also provided new funding for state abstinence education efforts.

The U.S. Health and Human Services Department also created a national strategy to curb teen pregnancy. However, several gaps remained.

# **No Strong Voices**

Some states and communities had coalitions to prevent teen pregnancy, but without national backing, these coalitions were often fragile and sometimes ineffective, according to organizers of the Campaign.

Efforts to reduce teen pregnancy had also foundered on differences in values, cultural traditions, religious dictates and definitions of moral behavior between conservatives and liberals. Compounding this problem, television, movies, music videos and magazines often depicted sex between unmarried people without consequences or contraceptives.

In short, the nation had no organized, consistent message against teen pregnancy. A consensus emerged among Campaign organizers that teen pregnancy rates would not drop dramatically without persistent and visible leadership to focus the nation's attention on the problem and the urgent need for solutions.

#### **CONTEXT**

Although it has never been one of its explicit priorities, RWJF has allocated more than \$179 million to reducing teenage pregnancy (including the \$5.2 million for the Campaign). Its initial efforts—supporting school-based health centers that, among other things, referred high school students to contraceptive counseling and services—generated considerable controversy when they were introduced in the 1980s. See the RWJF *Anthology* chapter for a full description of these efforts.

Of particular note was RWJF's *School-Based Adolescent Health Care Program*, which started in 1987. It addressed the multiple factors that make it difficult for adolescents to obtain needed and timely health services, and that place this group at risk of serious health problems (alcohol and drug abuse and associated violence, trauma and depression,

and the high prevalence of early sexual involvement and associated sexually transmitted disease and pregnancy). Some 18 communities participated in the program.

Because of the controversial nature of some health center activities, such as the prescription and dispensing of contraceptives, RWJF initiated a communications effort to assist individual sites in addressing the concerns of community residents, and to maintain public focus on the full range of health services provided by the health centers.

RWJF has also supported the *Nurse-Family Partnership* program since 1979, starting with a demonstration project in Elmira, N.Y., that used registered nurses to take preventive health services into the homes of young, low-income pregnant women and first-time mothers, with one of the sought-for outcomes being prevention of future pregnancies.

Randomized controlled trials conducted in Elmira and subsequently Memphis, Tenn., and Denver showed the home visits yielded positive health and developmental outcomes for children and mothers. After two decades of research, David L. Olds, Ph.D., architect of the intervention, initiated a national program to replicate the model across the country. For more on Olds and his model, see *The Story of David Olds and the Nurse Home Visiting Program*.

In 2007, the Denver-based program—named the *Nurse-Family Partnership*®—embarked on a \$50-million expansion plan aimed at fielding 6,000 nurse visitors and serving approximately 99,000 families by the year 2017.

As of December 2007, 113 state, county and city agencies and private organizations provided *Nurse-Family Partnership* services in 290 counties in 23 states. An estimated 860 registered nurses were active as home visitors. Enrollment in the program averaged 13,272 families at any one time during the year. The cumulative number of families served by the program since the first dissemination effort in 1996 totaled an estimated 80,423. For more information, read the Program Results.

RWJF also funded many projects that address teen pregnancy—for which Program Results have been posted:

- Drugs, Sex, HIV: Programs Teach At-Risk Urban Girls How to Play it Safe
- Latina Health Project Offers Outreach, Educational, Clinical and Counseling Activities
- An Overlooked Group in the Fight to Prevent Teen Pregnancy
- Let's Talk: Improving Physician-to-Patient Communication About Sexually Transmitted Diseases
- Multi-State "Best Friends" Program Prevents Risky Behaviors Among Teenage Girls

- More Condom Use Plus Less Sex Equals Decline in Teenage Pregnancy Rate
- Economists Analyze Nine High-Risk Youth Behaviors
- Students' Sexual Behavior Unchanged in Philadelphia AIDS Prevention Study
- Evaluating the Will Power/Won't Power<sup>®</sup> Teenage Pregnancy Prevention Program for Girls Ages 12 to 14

#### THE PROJECT

From 1997 to 2008, the National Campaign to Prevent Teen Pregnancy, a new, private sector-led organization based in Washington, worked to reduce 1996 teen pregnancy rates by one-third by 2005.

Organizers emphasized the need to avoid divisive debates over abortion and reproductive rights, and to focus on the common goal of preventing teen pregnancy. The Campaign's messages included support for teens delaying sexual activity as well as others providing teens with information about adequate contraceptive education and services, especially for those teens who are sexually active.

The Campaign relied on four RWJF grants (ID#s 031008, 035270, 041210 and 050963), among other funding, to pursue five main tasks:

- Convince national leaders and organizations to take a clear stand against teen pregnancy.
- Enlist the help of the media in reducing teen pregnancy.
- Support and stimulate state and local coalitions to reduce teen pregnancy.
- Lead a national discussion about the role of religion, culture and public values in reducing teen pregnancy.
- Publish credible, research-based information on effective approaches to preventing teen pregnancy.

# **A Bipartisan Organization**

Campaign leaders wanted the effort to be bipartisan from the start. They recruited participants from across the political spectrum, and from academia, foundations and the media.

Thomas Kean, former Republican governor of New Jersey (and now chair of the RWJF Board of Trustees), chaired the Campaign's 25-member national board and remains its chair to this day. Former U.N. Ambassador Andrew Young, former Surgeon General C. Everett Koop, M.D., actress Whoopi Goldberg, *Washington Post* publisher Katherine

Graham and Bruce Rosenblum, president of Warner Bros. Television Group, were among the members.

The Campaign also created bipartisan congressional advisory panels. These were cochaired in the Senate by Joseph Lieberman (I-Conn.) and Olympia Snowe (R-Maine), and in the House by Nita Lowey (D-N.Y.) and Mike Castle (R-Del.).

#### **Activities**

Project staff recruited national, state and community leaders to participate in four task forces:

- Media.
- State and Local Action.
- Religion and Public Values.
- Effective Programs and Outreach.

These task forces spearheaded much of the Campaign's work. Specifically, staff and task force members:

- Testified before key congressional committees, hosted briefings and provided technical assistance and background information for members of Congress and their staff and for policy leaders in numerous states as well. For example, the Campaign:
  - In November 2002, held a policy roundtable on Capitol Hill, moderated by board member and then CNN anchor Judy Woodruff on "Teen Pregnancy: Not Just Another Single Issue." More than 100 people attended, and many more viewed it via Web broadcast.
    - An accompanying report, *Not Just Another Single Issue: Teen Pregnancy Prevention's Link to Other Critical Social Issues*, showed that teen pregnancy is at the core of pressing concerns such as poverty and welfare reform.
  - In June 2003, hosted "Leadership Teens: Seeking Solutions to Teen Pregnancy Prevention," a forum for youth and congressional leaders. Members of the Campaign's Youth Leadership Team also met with members of Congress or their staff from their home states.
- Briefed editors, reporters, producers, writers and executives at numerous newspapers
  and magazines, and television and cable networks, on teen pregnancy and how to
  incorporate related storylines and messages into their work.
- Published research-based reports, fact sheets and issue briefs, and created videos, public service announcements and presentation materials, on a range of topics. The most popular publications included:

- Emerging Answers and Emerging Answers 2007, a guide to what research shows works to prevent teen pregnancy. The Campaign sold, distributed, or downloaded about one-quarter million copies.
- Science Says, briefs that translate research on key aspects of teen pregnancy into accessible language for policy-makers and others.
- 14 and Younger: The Sexual Behavior of Young Adolescents, which addresses questions concerning this age group's sexual activity, pregnancy rates, contraceptive use, dating patterns and communication with parents about sex and related issues.
- Provided site visits, technical assistance and information on teen pregnancy to state and local groups in almost every state. For example, the Campaign:
  - Held "structured community dialogues" in San Bernardino County, Calif., and Glendale, Ariz., to diffuse conflict over issues such as sex education, and help local leaders understand the seriousness of teen pregnancy. The Campaign published a report based on the first dialogue entitled While the Adults Are Arguing, the Teens Are Getting Pregnant.
  - Held conferences and teleconferences for state and local leaders on topics such as the public costs of teen pregnancy, and tapping welfare funds to finance prevention programs.
  - Issued the first state-level estimates of the public-sector costs of teen childbearing, to make the economic case for investing in preventing teen pregnancy.
  - Launched a section of its Web site devoted to local and state challenges related to teen pregnancy, including child poverty, school dropout rates, single-parent families and alcohol use among adolescents.
- Sponsored regional meetings in New Orleans, Indianapolis, Phoenix, Tucson (Ariz.),
  Santa Fe (N.M.) and Washington to bring together faith leaders, teens and others to
  discuss what faith communities can do to help teens avoid pregnancy and
  childbearing. The Campaign also created several publications on how the faith
  community can address teen pregnancy.
- Held an annual National Day to Prevent Teen Pregnancy, beginning in 2002. This
  online event relied on an interactive quiz to encourage teens to stop and think about
  the consequences of sex. The quiz presented several risky scenarios and asked teens,
  "What would you do?" Participants received a score that suggested how well they had
  weighed the risks and made plans to counter them.
- *Teen People* and national, state and local organizations helped promote the day and organized related events. From 2002 to 2008, nearly 3.5 million teens participated in the national day.

Conducted national phone surveys annually, beginning in 2001, to gauge the attitudes
of teens and adults on teen sex and pregnancy. For the results of these surveys, see
Findings.

# **Campaign Evolution**

The Campaign evolved in several ways over 12 years. Among these changes, it:

- Sought more youth involvement. For example, the Campaign established a 23-member Youth Leadership Team, developed a 5,000-member Youth Online Network and held focus groups to learn more about the needs of youth and the messages that would resonate with them.
- Strengthened its public policy approach. The Campaign hired a director of public
  policy in 2001; began holding more Capitol Hill briefings and one-on-one meetings
  with members of Congress and staff; and began working with organizations such as
  the National Governors' Association and the National Conference of State
  Legislatures.
- *Began a Latino Initiative in 2007*, after research indicated that the birth rate for Latinas aged 15–19 rose in 16 of 37 reporting states and the District of Columbia between 1990 and 2005. Activities included:
  - Establishing a "Latino Initiative Advisory Group" comprising Latino leaders from many sectors.
  - Producing publications on how faith communities can provide culturally relevant information on teen pregnancy.
  - Making presentations at national meetings of Latino/a organizations.
  - Collaborating on a feature story on teen pregnancy in the May 2006 issue of Latina.
  - Hiring culturally competent staff.
- In 2007, broadened its focus to include preventing unplanned pregnancies among people in their twenties, and changed its name to the National Campaign to Prevent Teen and Unplanned Pregnancy. According to Campaign staff, while rates of teen pregnancy were declining, unplanned pregnancies among young adults, especially those who were single, were increasing among some subgroups, including very low-income women.

As with teen pregnancy, unplanned pregnancy also can lead to poor outcomes for children and mothers, such as lower income, increased risk of single parenthood, health problems associated with late entry into prenatal care and, of course, abortion.

# **Challenges**

The Campaign sometimes found it difficult to maintain its moderate, nonpartisan stance when forming partnerships. According to staff, teen sex and pregnancy are so ideologically charged, in Washington in particular, that even the most benign activities can be seen as leaning "left" or "right."

For example, when the Campaign held a seminar with Advocates for Youth, a liberal organization based in Washington, it drew criticism from the right. When the Campaign published poll data showing that American teens and adults strongly preferred that teens refrain from sex during their school years, the Campaign drew criticism from the left.

According to the Campaign, polling data and experience suggest that most Americans have a moderate, common-sense view of how to address teen pregnancy, while advocacy groups take more extreme positions. The Campaign described this finding in *Halfway There: A Prescription for Continued Progress in Preventing Teen Pregnancy*.

#### **Assessment**

RWJF provided a fifth grant (ID# 045746) to help fund two polls to gather more information on the Campaign's work:

- In 2002 and 2003, the Campaign assessed the impact of the National Day to Prevent Teen Pregnancy by surveying a sample of teens who took the online quiz. The Campaign polled 295 respondents in the first assessment, and 3,376 respondents in the second assessment, following up with 224 of the latter two weeks later.
- In 2002 the Campaign contracted with McKinsey & Co., Washington, and Alliance Research to conduct telephone surveys of a total of 300 representatives of five of the Campaign's target groups:
  - Media executives.
  - State and community leaders.
  - State and local purchasers of Campaign materials.
  - Public policy leaders.
  - Journalists.

In each case, McKinsey tested a hypothesis (such as whether Campaign meetings with Hollywood writers and producers led to changes in their attitudes about teen pregnancy, and catalyzed their interest in incorporating messages about the subject into their work). For the results, see Findings. Both RWJF and the David and Lucile Packard Foundation funded this work.

In 2005, General Mills, (whose CEO is a member of the Campaign's national board) asked its Consumer Insights Division to assess how pregnancy prevention messages embedded in the storyline of "Dawson's Creek" affected the attitudes and behavioral intentions of regular viewers.

For the results of these surveys, see Findings.

# **Other Funding**

The Campaign raised more than \$29 million in additional funding from foundations, corporations, the federal government and individuals.

Foundations included the Carnegie Corporation, Henry J. Kaiser Foundation, Summit Foundation, Annie E. Casey Foundation, William and Flora Hewlett Foundation, David and Lucile Packard Foundation, Charles Stewart Mott Foundation, W.K. Kellogg Foundation and Turner Foundation.

Corporations included General Electric, Bristol-Meyers Squibb and Johnson & Johnson. Federal agencies included the U.S. Department of Health and Human Services.

The Campaign also received in-kind contributions from General Mills, Johnson & Johnson, McKinsey & Co. and Ogilvy & Mather.

#### **Communications**

The Campaign produced numerous reports, fact sheets, videos and public service announcements on topics related to teen pregnancy, as well as several book chapters and one journal article. Between 1999 and 2007 the Campaign distributed more than 7.6 million copies of these materials.

Staff also gave conference presentations, held many press conferences and created a Web site. See the Bibliography for more information.

#### **RESULTS**

Campaign staff reported the following results in reports to RWJF:

- By 2005, the rate of teenage pregnancy had declined by one-third from the early 1990s, and current (2008) projections suggest that the Campaign has met its 1996 goal as well (data on pregnancy rates in 2006 are still not available). Teen births also fell to the lowest level ever recorded. "We have good reason to believe we played some role" in these declines, said Campaign CEO Brown.
- Campaign messages appeared in media outlets reaching hundreds of millions of people. For example:

- Newspapers included the New York Times, Washington Post, Chicago Tribune, and USA Today. Television and radio outlets included CNN, ABC, NBC, MSNBC, Fox News Channel, CBS Network Radio News, Associated Press Radio, National Public Radio and CNN Radio.
- *Teen People* (with a monthly readership of 8 million) published more than 12 articles on abstinence, teen parenthood, sex education and related topics. The magazine also co-sponsored two contests for teens in public service ads.
- Black Entertainment Television (BET) produced six special episodes of *Teen Summit* with the Campaign, featured Campaign information on its Web site and included articles on teen pregnancy in *Heart and Soul* magazine. BET won an NAACP Image award and several cable awards for its shows on preventing teen pregnancy.
- The WB Network, which airs teen shows, devoted storylines about teen pregnancy on "Felicity," "Seventh Heaven" and "Dawson's Creek." WB collaborated with the Campaign to conduct online surveys after episodes of "Felicity" and "Seventh Heaven."
- After a Campaign briefing with head writers and executive producers, Fox Television Network's "Get Real" devoted two episodes to a teen character's decisions on sexual activity, contraception and discussions with her parents.
- ABC Television worked with the Campaign to produce an educational video and discussion guide based on a storyline in "One Life to Live" featuring a teen's pregnancy. The Campaign distributed the video free to 13,000 youth groups and schools.
- Public service announcements on teen pregnancy worth \$3 million appeared free
  of charge in magazines such as *Teen People*, *Teen* and *In-Style*, and on television
  networks such as MTV and VH1. Celebrities who appeared in the spots donated
  their services.
- The number of state and regional coalitions addressing teen pregnancy rose from 36 to 52, according to Campaign CEO Brown. The most commonly downloaded materials from the Campaign Web site focus on state and community issues.
- In 2004, Rep. Jane Harman (D-Calif.) reintroduced the Teen Pregnancy Prevention Act, which incorporated input from the Campaign's congressional advisory panels. This bill, which would have authorized \$20 million in grants to public and private programs, became part of the 2005 Putting Prevention First Act, which had 115 co-sponsors in the House and 9 in the Senate. In the House it was referred to the Subcommittee on Health in May 2005; in the Senate, it was read twice

and referred to the Committee on Health, Education, Labor, and Pensions in January 2005.

• The Campaign changed the national debate on teen pregnancy, according to two RWJF program officers. RWJF's Barrand said, "They came into being when everything was polarized around abortion. It was one of the reasons why people couldn't talk about teenage pregnancy. [The Campaign] offered a different conversation....It was extraordinarily important." Added Dwayne Proctor, RWJF senior program officer: "They were able to take an issue that is dicey for the country to think about and make it something that could be talked about."

## **FINDINGS**

In With One Voice 2007: America's Adults and Teens Sound Off About Teen Pregnancy, the Campaign reported the following findings from its annual national polls:

- Nearly half (47 percent) of teens say parents exert the strongest influence on their decisions about sex. Just 18 percent of teens cite friends as the biggest influence, while 7 percent cite religious leaders, 5 percent cite siblings, 4 percent cite teachers and sex educators and 3 percent cite the media.
- **Support is overwhelming for abstinence messages.** Fully 93 percent of adults and 90 percent of teens think it is important for teens to receive a strong message that they should not have sex until they are at least out of high school.
- Adults and teens strongly believe that young people need more information about both abstinence and contraception. When asked whether teens should receive more information about abstinence, contraception or both, three-quarters of adults (73 percent) and more than half of teens (56 percent) said young people should receive more information about both.
- **Boys are expected to have sex.** Some 58 percent of boys, 66 percent of girls and 75 percent of adults believe teen boys often get the message that they should have sex.
- **Girls are expected to look sexy.** Some 57 percent of girls, 61 percent of boys and 74 percent of adults believe that teen girls get the message that attracting boys and looking sexy is one of the most important things girls can do.
- Three-quarters of teens do not believe it is embarrassing for teens to admit they are virgins. Just over half (54 percent) of adults agree.

In 2003 National Day Evaluation, the Campaign reported the following impact on teens who took the online quiz:

 Some 63 percent said the quiz made the risks of sex and teen pregnancy more real to them.

- Some 79 percent (almost four out of five) said the quiz made them think more about what to do in risky situations.
- More than half (53 percent) said they learned something new about how to handle sex, love and relationships.

In *The National Campaign to Prevent Teen Pregnancy: A Study of Its Impact on Five Key Customer Groups* (media executives, state and community leaders, state and local purchasers of Campaign materials, public policy leaders and journalists), McKinsey reported the following findings from its survey:

- Respondents in all five target groups ranked the Campaign as the primary resource on preventing teen pregnancy. Respondents agreed strongly that the Campaign offers high-quality products and services, and considered it an objective source of information on a politically and ideologically controversial topic.
- State and local leaders of coalitions to address teen pregnancy, and people who bought Campaign materials, overwhelmingly asserted that the Campaign had made them more effective.
- The Campaign also persuaded less traditional players in the field—media executives, journalists and policy-makers—that they can have an impact on teen pregnancy.
- Most respondents considered the Campaign an objective source of information on a topic that is often politically and ideologically controversial.

In Assessing the Impact of Teen Pregnancy Prevention Messages in Dawson's Creek: A Survey of Dedicated Viewers, General Mills reported the following findings from its survey:

- Some 68 percent of viewers aged 13–17 said the show made them more aware of the risks and consequences of sex.
- Some 62 percent of respondents said it helped them decide to be more cautious about sex.
- Nearly half (49 percent) said the show taught them positive messages about teen relationships.
- More than two-thirds (68 percent) said they had talked to their friends about "Dawson's Creek" episodes.

#### **LESSONS LEARNED**

1. When advocating for social change, set a measurable goal. From the start, the Campaign aimed to reduce teenage pregnancy by one-third within 10 years. That

- target kept participants motivated, and gave them a yardstick by which to measure progress. (Project Director/Brown)
- 2. Work with people and organizations from across the political spectrum. The Campaign cultivated congressional leaders from both major parties as well as a broad range of interest groups. If it had collaborated only with people who thought alike, it would not have accomplished as much. (Project Director/Brown)
- 3. **To enlist the support of a broad range of organizations, speak the language of each group.** For example, in working with faith leaders, Campaign staff spoke about values and morality. When addressing entertainment media, staff spoke about target audiences and ad revenue. With businesses, staff talked about the bottom line. (Project Director/Brown)
- 4. **Ask potential partners to contribute in ways that align with their values.** For example, Campaign staff found that faith leaders were eager to encourage parent-child communication, but most were unlikely to teach about contraception. (Project Director/Brown)
- 5. When tackling a contentious social issue, begin with baseline public opinion data. In hindsight, the Campaign CEO said that she should have done more public opinion polling from the outset, to assess people's attitudes toward teen pregnancy and how those changed over time. (Project Director/Brown)
- 6. When seeking to influence a large number of people, take a "wholesale" rather than a "retail" approach. The latter means working one-on-one. The former means reaching large numbers of people through Web sites, teleconferences, publications and partnerships with other organizations, such as the entertainment industry. As Campaign CEO Brown noted, "A single hour of television on the WB network or a one-page article in *Teen People* can reach millions of teens."
- 7. When collaborating with the entertainment media, come prepared with concrete ideas on how to help people do their jobs. When Campaign staff met with television producers and writers, they did not say the shows "should" cover teen pregnancy. Instead, they made it clear they understood the needs of writers and producers, and offered ideas on how to incorporate messages into storylines for specific characters. (Project Director/Brown, Program Officer/Proctor)
- 8. **Research plays a large role in public advocacy.** Particularly in an ideologically charged field, an effective organization needs to be seen as grounded in science. "It's easy to get buffeted by arguments and whims of the day unless you are grounded in good research, numbers and trends," said Campaign CEO Brown. "A strong grounding in science allows you to be more purposeful and avoid many political culture wars."
- 9. When advocating for social change, keep in close touch with the targeted groupin this case, teens. The Campaign developed a number of ways to do so, including its

Web site, Youth Leadership Team, annual public service announcement contest with *Teen People* magazine and Youth Network. (Project Director/Brown)

#### **AFTERWARD**

In 2008, the Centers for Disease Control and Prevention reported the first increase in teen births in 15 years. Campaign staff responded by commissioning research to learn more about that change, and began working with state and local coalitions to convince policy-makers and the public not to become complacent about teen pregnancy.

A three-year, \$18-million grant from the William and Flora Hewlett Foundation is enabling the Campaign to pursue its broader mission of reducing unplanned pregnancies among young adults even while it continues to focus particularly on teens.

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Teen Pregnancy, Out-of-Wedlock Births, Healthy Relationships, and Marriage. (Fact sheet) Washington: National Campaign to Prevent Teen Pregnancy, 2007. Available online.

*Teen Pregnancy, Poverty, and Income Disparity.* (Fact sheet) Washington: National Campaign to Prevent Teen Pregnancy, 2007. Available online.

*Teen Pregnancy, Substance Abuse, and Other Risky Behavior.* (Fact sheet) Washington: National Campaign to Prevent Teen Pregnancy, 2007. Available online.

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Teen Sexual Activity, Pregnancy and Childbearing Among Latinos in the United States. Washington: National Campaign to Prevent Teen Pregnancy, 2007.

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- Latina Teen Pregnancy and Educational Attainment
- Latino Teen Sexual Behavior and Contraceptive Use

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*The Costs of Teen Childbearing*. (Fact sheet) Washington: National Campaign to Prevent Teen Pregnancy, 2007. Available online.

*The National Campaign to Prevent Teen Pregnancy*. (Brochure) Washington: National Campaign to Prevent Teen Pregnancy, 2008. Available online.

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*Ways to Say No.* (Postcard) Washington: National Campaign to Prevent Teen Pregnancy, 2001. (All postcards are available online.)

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With One Voice 2003: America's Adults and Teens Sound Off About Teen Pregnancy. Washington: National Campaign to Prevent Teen Pregnancy, 2003. Available online.

With One Voice 2007: America's Adults and Teens Sound Off About Teen Pregnancy. Washington: National Campaign to Prevent Teen Pregnancy, 2007. Available online.

# **Audio-Visuals and Computer Software**

A Walk In Your Shoes: Teen Parent, a 30-minute documentary in which two teen couples switch lives for a day and learn about teen parenting. New York: Noggin/The N, aired on Noggin/The N, May 7, 2003.

*Media Reel Highlights*, a 5-minute video featuring clips of the Campaign's collaborations with various entertainment television shows. Washington: National Campaign to Prevent Teen Pregnancy, 2003.

*Media Reel Highlights*, a 5-minute video featuring clips of the Campaign's collaborations with various entertainment television shows. Washington: National Campaign to Prevent Teen Pregnancy, September 2004.

National Day Audio Public Service Announcements, eight 15- and 30-second Public Service Advertisements promoting the National Day to Prevent Teen Pregnancy. Washington: National Campaign to Prevent Teen Pregnancy, May 2004. (Watch videos online.)

Ricki Lake Public Service Announcements, television PSAs for the National Campaign done by Ricki Lake. New York: *Ricki Lake Show*, 2002.

Ricki Lake Public Service Announcements, television PSAs for the National Campaign done by Ricki Lake. New York: *Ricki Lake Show*, 2003.

*Ricki Lake Show: Preventing Teenage Pregnancy*, a 60-minute talk show episode celebrating the National Day to Prevent Teen Pregnancy. New York: *Ricki Lake Show*, aired on May 8, 2002.

*Ricki Lake Show: Preventing Teenage Pregnancy*, a 60-minute talk show episode celebrating the National Day to Prevent Teen Pregnancy. New York: *Ricki Lake Show*, aired on May 7,2003.

Sex Has Consequences PSA DVD/CD-ROM, an interactive bundle containing a series of 15- and 30-second PSAs created by young filmmakers; available to individuals or organizations interested in using them on their Web sites or for broadcast purposes. (Order PSA package online.)

Stay Teen Public Service Announcements, seven print executions and 20 video executions designed with input from teens and, in some cases, wholly by teens themselves. These ads are able to live in both traditional media, such as print and television, as well as new media, such as the Internet.

*Stolen*, produced with pro-bono help from Ogilvy & Mather, this three-minute DVD is meant to capture the interest of those audiences not intimately familiar with teen pregnancy. New York: Ogilvy & Mather, 2005.

The National Campaign to Prevent Teen Pregnancy: 10th Anniversary Celebration, a DVD of the program (speeches and videos) of the National Campaign's 10th anniversary gala. Washington: National Campaign to Prevent Teen Pregnancy, 2005.

The National Campaign to Prevent Teen Pregnancy: 2005–2006 Media Reel, this sixminute clip reel highlights the National Campaign's work with the Entertainment Media in 2005 and 2006. Washington: National Campaign to Prevent Teen Pregnancy, 2006.

The National Campaign to Prevent Teen Pregnancy: Media Program Highlights, an eight-minute DVD narrated by Ricki Lake describing the National Campaign's work with the entertainment media. Burbank, CA: Warner Bros., 2005.

The National Day to Prevent Teen Pregnancy CD-ROM, an interactive CD-ROM explaining the National Day and allowing the user to view the 2005 National Day online quiz. Washington: National Campaign to Prevent Teen Pregnancy, 2005. Available online.

*Too Young*, produced with pro bono help from Ogilvy & Mather, this three-minute DVD is meant to capture the interest of those audiences not familiar with the consequences of teen pregnancy. New York: Ogilvy & Mather, 2006.

# **Survey Instruments**

"Survey on Parents and Teenagers 2003," International Communications Research, fielded August–September 2003.

"Questionnaire for State Coalition Directors," National Campaign to Prevent Teen Pregnancy, fielded September–December 2003.

"National Day 2003: First Post-Test," National Campaign to Prevent Teen Pregnancy, fielded May 2003.

"National Day 2003: Second Post-Test," National Campaign to Prevent Teen Pregnancy, fielded May–June 2003.

"National Day 2003: Partner Evaluation Survey," National Campaign to Prevent Teen Pregnancy, July 2003.

"The Parent Gap: Teen Pregnancy and Parental Influence," International Communications Research, fielded August—September 2003.

"National Day 2004 Post-Test," National Campaign to Prevent Teen Pregnancy, May 2004.

"Putting What Works to Work Needs Assessment," Philliber Research Associates, September 2003–January 2004.

"Survey on Parents and Teenagers 2004," International Communications Research, fielded August–September 2004.

"Putting What Works to Work Needs Assessment-Publication Evaluation Surveys," Philliber Research Associates, March 2004—October 2004.

"With One Voice 2004: America's Adults and Teens Sound Off About Teen Pregnancy," National Campaign to Prevent Teen Pregnancy and International Communications Research (ICR), fielded September 2004. Available online.

"Teen Focus Groups," Teen Research Unlimited (TRU), fielded October–November 2004.

"Teen Pregnancy Prevention for Youth in Foster Care," National Campaign to Prevent Teen Pregnancy, fielded May–June 2005.

"The National Day to Prevent Teen Pregnancy 2006 National Day Evaluation," National Campaign to Prevent Teen Pregnancy, fielded May 2006.

"Kiss and Tell: What Teens Say about Love, Trust, and Other Relationship Stuff," National Campaign to Prevent Teen and Unplanned Pregnancy and International Communications Research (ICR), fielded September 2006. Available online.

"Public Awareness and Opinion about Unwanted Pregnancy," National Campaign to Prevent Teen Pregnancy, Glover Park Group, and Public Strategies, Inc., fielded March 2007.

"Las Voces que se Hicieron oi'r: Adultos y Adolescentes Latinos Hablan sobre el Embarazo en la Adolescencia," or "Voices Heard: Latino Adults and Teens Speak Up About Teen Pregnancy (en Espanol), "National Campaign to Prevent Teen Pregnancy and International Communications Research (ICR), fielded September 2006. Available online.

"With One Voice 2007: America's Adults and Teens Sound Off About Teen Pregnancy," National Campaign to Prevent Teen Pregnancy and International Communications Research (ICR), fielded September 2006.

Assessing the Impact of Teen Pregnancy Prevention Messages in Dawson's Creek: A Survey of Dedicated Viewers. Washington: National Campaign to Prevent Teen Pregnancy, 2003.

### **World Wide Web Sites**

www.thenationalcampaign.org. This site is the National Campaign's new home on the www.teenpregnancy.org. In addition, the new site also incorporates information

regarding Internet and is gradually absorbing the content housed on our original award-winning site, 20-somethings and unplanned pregnancy.

# **World Wide Web Coverage**

"Ads on teen sex cut straight to consequences" featured on www.msnbc.com, October 16, 2000.

"Ads Spark Controversy" featured on www.msnbc.com.

Bill Albert featured in Kaiser listserv commenting on declining teen pregnancy rates, August 9, 2000.

Belle Sawhill and Tom Kean op-ed featured in Kaiser listsery, September 7, 2000.

Bill Albert interviews with *www.chickclick.com* (Web site now defunct) about second-chance homes on August 15, 2000. The story appeared on their Web site on August 16, with a link to the Campaign's homepage. The chickclick story was also picked up in its entirety by the Web site, *newsyoucanuse.com*. (No longer available).

Bill Albert participated in a one-hour teen pregnancy chat on www.WebMD.com, September 1999.

Campaign polling featured on "Connect for Kids" listsery, July 10, 2000.

Campaign appears in the first volume of the CDC's Community Coalition Partnership Programs for the Prevention of Teen Pregnancy listsery, October 6, 2000.

Campaign's new 'What Teens Want' fact sheet featured on "Connect for Kids" listsery, July 3, 2000.

"Contraceptive Use by Teens" featured on www.drkoop.com.

"Family Planning Perspectives," an interview with John Hutchins, at *www.healthscout.com*, quotes Campaign's poll and links to Campaign's Web site, June 21, 2000.

www.Freedomchannel.com runs interview with Sarah Brown on how teen pregnancy issues will figure into the election, August 8, 2000.

Grant Hill e-postcard appears in the Kaiser Reproductive Health Report, January 18, 2000.

www.Katrillion.com featured the Campaign in a story about second-chance homes on August 14, 2000.

Latest polling data and press release given to Kaiser Report appeared on June 30, 2000.

Marion County, Ohio, used the Campaign's tips, as well as the Teen and Parent Tips banners, on its Web site: www.marion.net/BEPART/beresponsible.html, May 11, 2000.

Mayo Clinic Web page (www.mayoclinic.com) runs a piece about the July polling data, August 19, 2000.

"OK To Wait" featured on www.webmd.com.

"Parents Make a Difference" featured on www.healthscout.com.

Sarah Brown does video presentation that appears as a fifth-page story on www.Freedomchannel.com.

Sarah Brown featured in Kaiser listserv commenting on declining teen birth rates, July 14, 2000.

Sarah Brown interviewed by www.Freedomchannel.com, January 6, 2000.

Sarah Brown is featured guest for live, 60-minute web discussion on *www.People.com*. Link to Campaign web page is established.

www.Speakout.com features the National Campaign as a partner and creates link to Campaign's Web site, September 29, 2000.

www.stayteen.org. Web site created and launched by the National Campaign in May 2007 in tandem with Stay Teen, our new teen pregnancy prevention ad campaign for teens and by teens. The site is interactive and cutting edge, particular draws to this technologically savvy target audience.

www.teenpregnancy.org. Web site created to facilitate public access to user-friendly materials for practitioners, policymakers, and advocates on teen pregnancy prevention research and related issues. Washington: National Campaign to Prevent Teen Pregnancy, 2004. (This Web site has updated on an ongoing basis throughout the entire grant period.)

"Teen Birth Rate Falling" featured on www.latimes.com.

"Teen Pregnancy Ads Shock" featured on www.chickclick.com.

"Teens Having Less Sex, Using More Contraception" featured on www.kiwibox.com.

The Campaign creates a partnership with www.zaphealth.com, August 1, 2000.

The Central New York Council on Adolescent Pregnancy, www.community.syracuse.com, provides a link to Campaign's site on their page, June 28, 2000.

www.Time.com creates link on November 8, 1999 to Campaign homepage following report on teen sex.

www.Timeto.com features Parents Matter and Ten Tips on their web page, October 5, 2000.

Winners of Teen People postcard contest featured in Kaiser listsery, October 6, 2000.

The following Web sites featured stories on 'Emerging Answers,' released May 30, 2001:

- www.abcnews.com
- www.cnn.com
- www.foxnews.com
- www.msnbc.com
- www.aol.com
- www.startribune.com
- www.tampatribune.com
- www.plannedparenthood.org
- www.usatoday.com
- www.postregister.com

# **Presentations and Testimony**

Sarah S. Brown, "Teen Pregnancy Prevention Efforts," at House Ways & Means Human Resources Subcommittee, November 15, 2001, Washington. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah S. Brown, "A National Perspective on Teen Pregnancy," at CAWP Forum for Women State Legislators, November 17, 2001, Washington. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Susan Golonka (NGA) for Isabel Sawhill, "A National Perspective on Teen Pregnancy," at National Governors Association's Health and Human Services Policy Advisors Retreat, November 30, 2001, Santa Fe, NM. Proceedings available from National Campaign to Prevent Teen Pregnancy.

John Hutchins, "Building on Success: Emerging Answers in Teen Pregnancy Prevention," at Advocates for Youth Annual Conference, December 3, 2001, Washington. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah S. Brown, "Oklahoma: You're Okay!," at Issue Forum on Older Teens and Teen Pregnancy Prevention, January 24, 2002, Oklahoma City. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sally Sachar and Karen Troccoli, "Teen Pregnancy Prevention and Youth Development: A National Perspective," at Building and Sustaining Partnerships for Delaware Youth Development sponsored by the Delaware Department of Health & Social Services and the Delaware Department of Education, February 1, 2002, Dover, DE. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Rochelle Tafolla, "Consejos a los Padres: Outreach and Advice for Hispanic Parents," at Association of Maternal and Child Health Programs Annual Conference, March 4, 2002, Washington. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah S. Brown, "Consejos a los Padres: Outreach and Advice for Hispanic Parents," at Georgia Campaign for Adolescent Pregnancy Prevention Annual Conference, March 24, 2002, Atlanta. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Isabel V. Sawhill, "Issues in TANF Reauthorization: Building Stronger Families," at Senate Finance Committee, May 16, 2002, Washington. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Jennifer Henry, "Teen Pregnancy and Youth Development: A National Perspective," at Building and Sustaining Partnerships for Delaware Youth Development sponsored by the Delaware Department of Health & Social Services and the Delaware Department of Education, June 4, 2002, Dover, DE. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah Brown/Andrea Kane, "Teen Pregnancy Prevention," at Friends of the Family Board Meeting, June 28, 2002, Baltimore. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Karen Troccoli, "Consejos a los Padres: Outreach and Advice for Hispanic Parents," at American Nurses Association Annual Meeting, July 1, 2002, Philadelphia. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Karen Troccoli, "Parents as Partners: Teen Pregnancy Prevention in the U.S.," at National Young Woman's Health Summit, Office of Women's Health, U.S. Department of Health and Human Services, August 2, 2002, Washington. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Karen Troccoli, "Teen Pregnancy in the U.S.," at Administration for Children and Families Northeast Hub, August 14, 2002, Philadelphia. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sally Sachar, "Teen Pregnancy and What Can Be Done To Make a Difference," at Planned Parenthood of North Texas Annual Meeting, October 1, 2002, Dallas. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sally Sachar, "Staying Connected with Kids Through the Middle and High School Years," at Virginia Parent-Teacher Association Conference, November 15, 2002, Richmond, VA. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sally Sachar, "Meeting Our National Challenge," at Alabama Department of Public Health, December 4, 2002, Montgomery, AL. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah S. Brown, "Preventing Teen Pregnancy," at Pediatric Grand Rounds, Baylor College of Medicine, Texas Children's Hospital Faculty, December 6, 2002, Houston. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sally Sachar, "The National Day to Prevent Teen Pregnancy," at Northern Virginia Teen Pregnancy Prevention Healthy Mothers, Healthy Babies Coalitions, January 1, 2003, Arlington, VA. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Karen Troccoli, "Communicating about Sex and Relationships with Teens," at Bethesda Chevy Chase High School, February 1, 2003, Bethesda, MD. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah S. Brown and Andrea Kane, "The Abstinence Wars," at Healthy Schools Network meeting of the National Association of State Boards of Education, National School Boards Association, Council of Chief State School Officers, March 12, 2003, Washington. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah Brown, "California-Let's Celebrate!," at California Annual Teen Pregnancy Prevention Leadership Conference, March 19, 2003, Anaheim, CA. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Cynthia Costello, "Putting What Works to Work," at CDC, Regional Training Center Conference, April 22, 2003, Atlanta. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Andrea Kane, "A National Perspective on Teen Pregnancy," at Jacksonville Alliance for the Prevention of Adolescent Pregnancy, April 24, 2003, Jacksonville, FL. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sally Sachar, "Growing Successful Youth in 2003," at Lucas County Health Department's Youth Forum, May 15, 2003, Toledo, OH. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Andrea Kane, "Connecting the Dots between Teen Pregnancy Prevention, Responsible Fatherhood, and Early Childhood Programs," at North Carolina Practitioners Network for Fathers and Families, Winston-Salem, NC. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah S. Brown, "Teen Pregnancy: Not Just Another Single Issue," at South Carolina Campaign to Prevent Teen Pregnancy Summer Institute, June 16, 2003, Columbia, SC. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Cindy Costello, "Never Too Soon: Parents, Sex, and Middle Scholl Students," at National Parent-Teacher Association (PTA) Convention, June 21, 2003, Charleston, SC. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sally Sachar, "Effective Programs," at Louisiana Department of Education: State After-School and Rural Education Conference, June 26, 2003, New Orleans. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sally Sachar, "Teen Pregnancy in the United States: An Opportunity to Partner for Prevention" and "Glass Half Full: What We Know about Effective Programs for Preventing Teen Pregnancy" at 35th Annual Conference of the National School Nurses Association, June 30, 2003, Cincinnati. Proceedings of the conference available from National Campaign to Prevent Teen Pregnancy.

Sarah S. Brown, "14 & Younger: The Sexual Behavior of Young Adolescents," at Office of Family Planning National Staff Meeting, July 16, 2003, Broomfield, CO. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Andrea Kane, "Teen Pregnancy Prevention: The Role of Parents and What Teens Want to Know From Them," at Children Rights Council Symposium, July 18, 2003, Washington. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sally Sachar, "Meeting Our National Challenge," at North Alabama Unwed Pregnancy Prevention Summit. Topic, September 4, 2003, Montgomery, AL. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Andrea Kane, "A National Perspective on Teen Pregnancy Prevention," at New Jersey Governor's Advisory Council on Adolescent Pregnancy, September 20, 2003, Trenton, NJ. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Andrea Kane, "Teen Pregnancy Prevention," at HOPE (Hispanics Organized for Political Equality), September 24, 2003, Washington. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Andrea Kane, "The Role of National Non-Profits in Bringing the Voices of Teens to Policymakers," at National Latino Council on Alcohol and Tobacco Control, September 25, 2003, Washington. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah S. Brown, "Dangerous Liaisons: Substance Abuse and Sexual Behavior," at the National Center on Addiction and Substance Abuse at Columbia University's Conference, October 10, 2003, New York. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah S. Brown, "Teen Pregnancy Prevention Overview," at Network for Family Life Education, October 20, 2003, New Brunswick, NJ. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Cynthia Costello, "14 and Younger: Sexual Behavior of Young Adolescents," at 2003 Pennsylvania Statewide Conference on Teen Pregnancy Prevention, October 20, 2003, State College, PA. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah S. Brown, "14 and Younger: Sexual Behavior of Young Adolescents," at New York Office of Family Planning and Cicatelli and Associates, October 21, 2003, New York. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah S. Brown, "The Abstinence Wars: So How Bad Are They?," at Kentucky Teen Pregnancy Coalition Annual Meeting, October 27, 2003, Louisville, KY. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah S. Brown, "What's Working in Teen Pregnancy Prevention," "Not Just Another Single Issue," and "14 & Younger: The Sexual Behavior of Young Adolescents," at FutureNet and the Iowa Network for Adolescent Pregnancy Prevention and Parenting Annual Conference, October 28–29, 2003, Johnston, IA. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Andrea Kane, "The Public Policy Landscape for Human Services," at Volunteers of America Leadership Conference, November 17, 2003, Washington. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Andrea Kane, "Policy Implications of Louisiana's Fragile Families Research," at State of Louisiana. Fragile Families Conference, January 7, 2004, New Orleans. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Bill Albert, "Real Life. Real Talk. A Community Discussion on Teen Sexual Health," at Planned Parenthood of Wisconsin. Real Life. Real Talk, February 25, 2004, Milwaukee. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah Brown, "Getting to Know You...," at Best Friends Foundation National Training Conference, February 26, 2004, Washington. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah Brown, "14 & Younger," at Policy Forum on Statutory Rape at the Department of Health and Human Services, March 11, 2004, Washington. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Cynthia Costello, "Putting What Works To Work," at Centers for Disease Control and Prevention's Grantee Meeting, March 4, 2004, Atlanta. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah S. Brown, "National Perspective on Teen Pregnancy Prevention," at Society of Adolescent Medicine's Annual Conference, March 24, 2004, St. Louis. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah S. Brown, 'Not Just Another Single Issue," at Georgia Campaign for Adolescent Pregnancy Prevention Annual Conference, March 28, 2004, Atlanta. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Cynthia Costello, "Teen Pregnancy Prevention Programs: Translating Scientific Research into Practice," at Society for Public Health Education, Directors of Health Promotion and Education, CDC 2004 Midyear Conference, May 5, 2004, Orlando, FL. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Karen Troccoli, "Overview of Teen Pregnancy Prevention," at Alabama Coalition to Prevent Teen Pregnancy Annual Meeting, May 13, 2004, Birmingham, AL. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Cynthia Costello, "Putting What Works To Works," at Pennsylvania Regional Training Center's Teen Pregnancy Prevention Leadership Group Meeting, May 13, 2004, Baltimore. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Andrea Kane, "Families Matter: What Parents Need to Know and Do to Help Prevent Teen Pregnancy," at Family Support America Annual Conference, May 14, 2004, Chicago. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah S. Brown, "Teen Pregnancy: Trends, Attitudes, and Prevention Strategies," at National Governors' Association's Annual Retreat for Human Service Policy Advisors, June 10, 2004, Santa Fe, NM. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Bill Albert, "Getting the Attention of the Media" and "The Media and the Message," at South Carolina Campaign to Prevent Teen Pregnancy's Annual Summer Institute, June 14–16, 2004, Charleston, SC. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Andrea Kane, "Teen Pregnancy Prevention and Responsible Fatherhood," at National Partnership for Community Leadership's Meeting "International Fatherhood Conference: The Year of the Family," June 18, 2004, Detroit. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Andrea Kane, "Teen Sexual Behavior: Do You Really Know the Facts?," at National PTA Annual Convention, June 26, 2004, Anaheim, CA. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah S. Brown and Marisa Nightingale, "Teen Pregnancy and the Media," at MacArthur Foundation Staff Seminar, July 7, 2004, Chicago. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Andrea Kane, "Just the Facts," at Central Texas Partnership for Teen Pregnancy Prevention Meeting, August 19, 2004, Austin, TX. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah S. Brown, "Putting What Works to Work: Preventing Teen Pregnancy," at State Family Planning Administrators Annual Conference, August 23, 2004, Atlanta. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Andrea Kane, "Teen Pregnancy Prevention," at HOPE (Hispanas Organized for Political Equality) Latina Action Day Conference, September 13, 2004, Washington. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah Brown, "T" Pregnancy Prevention Initiative," at California Wellness Foundation, September 16, 2004, Woodland Hills, CA. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Cynthia Costello, "Another Chance: Preventing Additional Births to Teen Mothers" and "Strategies for Preventing Additional Births Among Teen Mothers," at Massachusetts Alliance on Teen Pregnancy 2004 Teen Pregnancy Institute, September 21, 2004,

Worcester, MA. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Kristen Tertzakian, "Parent Power: What Parents Need to Know and Do to Help Prevent Teen Pregnancy," for the New Mexico Teen Pregnancy Coalition's Annual Meeting, December 3, 2004, Albuquerque, NM. Available online.

Sarah Brown, "Reducing Teen Pregnancy: What's It Going To Take?" at the Adolescent Sexual Health Conference sponsored by the Virginia Department of Health, May 5, 2006, Richmond, VA.

Sarah S. Brown and Marisa Nightingale, "Teen Pregnancy and the Media," at Johns Hopkins University School of Public Health, September 22, 2004, Baltimore. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Kristen Tertzakian, "Local Public Health Efforts to Address Teen Pregnancy/STD Prevention," at CityMatch. ACCHO Conference on Emerging Issues in Maternal and Child Health, October 21, 2004, Washington. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Sarah Brown, "Putting What Works to Work: Preventing Teen Pregnancy," at Pennsylvania State University: 2004 Teen Pregnancy Prevention Conference, October 25, 2004, University Park, PA. Proceedings available from National Campaign to Prevent Teen Pregnancy.

Andrea Kane, "Not Just Another Single Issue," at New Mexico Department of Health's Unidos Infectious Diseases Conference, October 27, 2004, Las Cruces, NM. Proceedings available from National Campaign to Prevent Teen Pregnancy.