

Briefly...

Responding to the Increase in the Teen Birth Rate: What The National Campaign Plans to Do

RESEARCH

- Conduct and commission additional research into the underlying reasons behind the recent increase in the teen birth rate.

MEDIA

- Launch a large scale digital effort to directly reach older teens with messages and information about preventing too-early pregnancy and parenthood.
- Continue to work with partners in the entertainment media to educate them about the causes and consequences of teen and unplanned pregnancy, and collaborate with them to keep this issue fresh and relevant to their audiences.

STATE AND LOCAL ACTION

- Consider making a limited number of grants to states with steep increases in the teen birth rates, where teen birth rates remain stubbornly high, or where innovative efforts can be supported.
- Recalibrate our annual online National Day to Prevent Teen Pregnancy (3 million teens have participated over the past seven years) to focus on the increase in the teen birth rate and continue to enlist the help of teens and young adults in informing the work of the National Campaign.
- Assist our state partners in crafting communication strategies that we hope will translate the increase in the teen birth rate into greater support for prevention efforts and provide ongoing technical assistance to states on science-based programs to reduce teen pregnancy, through our cooperative agreement with CDC.

PUBLIC POLICY

- Work with the new Administration and Congress to invest in teen pregnancy prevention programs that have evidence of success and that provide states and communities ample flexibility to choose interventions that suit local values and cultures.
- Emphasize to policymakers the public costs of teen childbearing with policymakers at the federal and state level and encourage others concerned about teen childbearing to do the same—a particularly important angle given current economic constraints. Prevention is a good investment. Progress in reducing teen childbearing over the past decade has saved taxpayers billions (\$6.7 billion in 2004 alone).

SPECIAL GROUPS AND PARTNERSHIPS

- Continue working with our Latino partners, particularly focusing on what our new Latino teen polling data (expected to be released in early 2009) suggest for prevention efforts with this demographic.
- Redouble our efforts to reach parents through new materials and partnerships with groups like the Dibble Institute.
- Partner with national organizations, such as Boys and Girls Clubs of America that have existing ways to reach teens directly.
- Focus efforts on populations with high rates of teen pregnancy and childbearing, including the Latino community and youth in and aging out of foster care.