



Office of Adolescent Health

Get Involved!

In National Teen Pregnancy Prevention Month

Get Involved in National Teen Pregnancy Prevention Month
April 26, 2016



- Teen Pregnancy: Why It Still Matters
- The OAH Teen Pregnancy Prevention Program
- Existing Teen Pregnancy Prevention Month Activities
- Stories from the Field
- What You Can Do
- Q&A
- Conclusion

Introductions

- Jessica Pika, Communications Director, The National Campaign to Prevent Teen & Unplanned Pregnancy
- Courtney Peters, Project Director, North Texas Alliance to Reduce Teen Pregnancy
- Miranda Langley, Program Coordinator, The Children's Council
- Kim Wicker, Communications Manager, The South Carolina Campaign to Prevent Teen Pregnancy



- Goals: Educate partners and stakeholders about how they can support Teen Pregnancy Prevention Month.
- Objectives: After participating in this webinar, attendees will be able to:
 - Identify at least three ways they can participate in Teen Pregnancy Prevention Month.
 - Be aware of what others are doing in their communities and nationwide.
 - Implement a plan to participate in Teen Pregnancy Prevention Month.

- Historic declines in teen pregnancy.
- Progress is not victory!
- Celebrate the successes; recognize the challenges.
- Teen Pregnancy Prevention Month shines a spotlight.

- Investing in Proven Approaches
- Investing in Research and Demonstration
- Investing in Communities and Youth with the Greatest Need

- History of Teen Pregnancy Prevention Month
- OAH Teen Pregnancy Prevention Month Events
- The National Day to Prevent Teen Pregnancy

- 15th Annual National Day!
- National Day Quiz: Live on May 1
- Use #StayTeen
- Additional Resources:
 - Get Involved Guide
 - 8 Tips for Parents (English and Spanish)
 - Sample Newsletter, Press Release, Social Media Language
 - Survey Says—data and downloadable/shareable infographics (live on May 2)
- <http://TheNationalCampaign.org/event/national-day-2016>

Background:

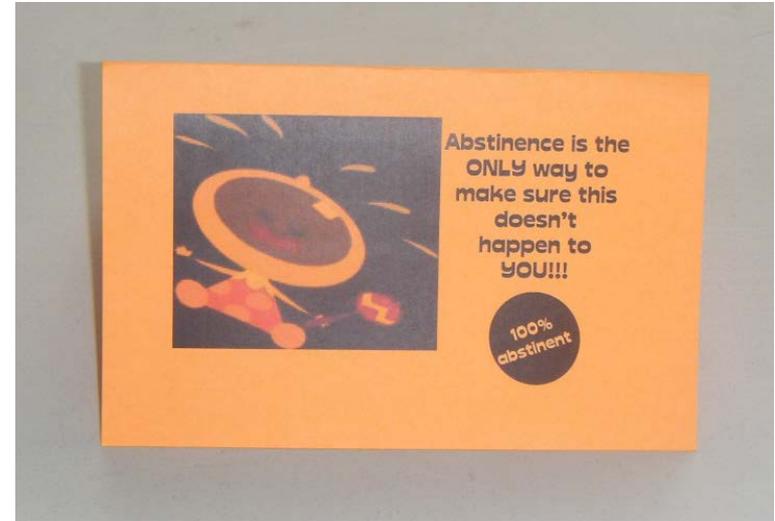
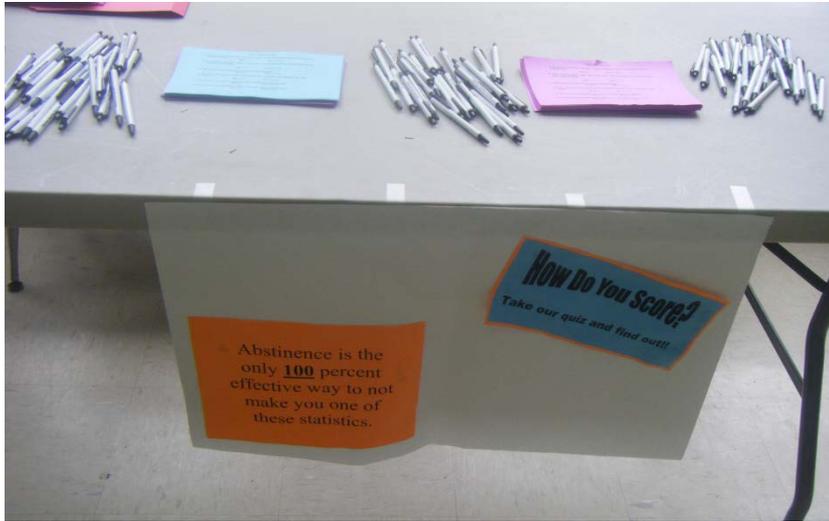
- Second Annual National Day to Prevent Teen Pregnancy
- Planned by the Alliance's PR/Outreach Committee
- Volunteers from partner organizations, YLC, and community
- Raising awareness, encouraging community dialogue, and promoting healthy behaviors

- 11 AM to 3 PM on April 30th
- Held at local HBCU (Paul Quinn College)
- Pulls from target zip codes and high need areas
- Expecting 150-200 adolescents
- Free rapid HIV testing, teen panel, teen parent panel, drumline competition, talent show, and local resources for parents and teens and vendors

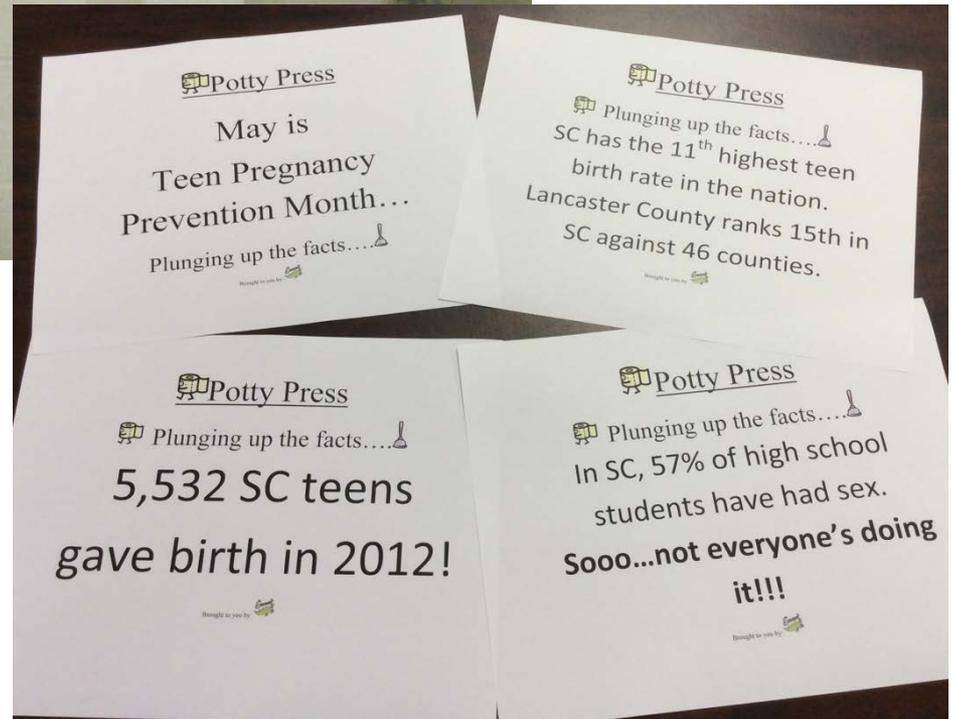
#NTARUPT2016
JOIN US IN CELEBRATING THE NATIONAL
DAY TO PREVENT TEEN PREGNANCY
APRIL 30 | 11AM - 3PM

DON'T LET A
TEENAGE PREGNANCY
NTARUPT
YOUR
LIFE

The National Day to Prevent Teen Pregnancy



Potty Press



Project Prom



Our Mission

To improve the health and economic well being of individuals, communities, and the state of South Carolina by preventing teen pregnancy.

Our Approach

- Communication with target markets
- Customization of approaches
- Capacity building at all levels of a community
- Commitment to research, evaluation and a long-term investment





SC Campaign joins organizations across the country to raise awareness about teen pregnancy prevention. While South Carolina teen birth rates have declined by 61% since 1991, our state still has the 13th highest teen birth rate in the country.

SC Campaign staff will participate in events across South Carolina to raise awareness about teen pregnancy prevention and local partners, including county proclamations, lunch and learns, community meetings, events, and fundraisers.





South Carolina Campaign to
**PREVENT TEEN
PREGNANCY**

Signature Events

- Blue Jeans for Teens
- Midlands Gives
- Young Professionals Night
- National Day Quiz
- Bowl-a-thon and Walk-a-thon
- Legislative Day
- Lunch and Learns
- Volunteer Opportunities
- Proclamations
- Phone Bank



■ Successes

- Increased exposure across the state
- Outreach efforts that lead to long-term partnerships
- Involvement from and connection to local partners
- Ability to remind stakeholders about statistics and other opportunities, like Summer Institute
- Buy-in from staff and board
- Outreach to faith-based groups, parents and young people
- Ability to do some fundraising

- May is a very busy time for schools and other organizations, so flexibility is a must!
- Continuing to improve logistics for so many events within a 2-3 week period
- Effective partnerships with local communities/organizations to host events
- Navigating funding changes and their impact on local partners

TPP Month Supporter Kit

HHS Office of Adolescent Health
National Teen Pregnancy Prevention Month

Supporter Kit

12 Ways You Can Get Involved in National Teen Pregnancy Prevention Month

Sample Social Media Language

Sample Newsletter Language

Sample Customizable News Release

Sample Customizable News Release
Title | Despite Historic Declines in Teen Pregnancy and...

Sample Social Media Language
Twitter | Teen births have declined in all 50 states and among all racial/ethnic groups, but there is still more work to be done! #NTPPM

Sample Newsletter Language
Title | Support National Teen Pregnancy Prevention Month!

12 Ways You Can Get Involved in National Teen Pregnancy Prevention Month

Between 2010 and 2015, the Office of Adolescent Health funded 102 organizations to serve youth in 39 states and Washington, DC. In 2015, OAH funded a new group of 84 organizations for a five year period. This strong national commitment to teen pregnancy prevention reflects what many groups and community organizations are doing on a daily basis to raise awareness and maintain a continued focus on this issue. Every May, the nation turns its attention to teen pregnancy prevention for a full month. National Teen Pregnancy Prevention Month highlights both the historic declines in the rates of teen pregnancy and births in the United States (significant declines have occurred in all 50 states and among all racial/ethnic groups). Nevertheless more work needs to be done because great disparities remain. Want to get involved? Your organization can be a catalyst for change. In May whether you have two minutes, two hours, or two days to devote to supporting National Teen Pregnancy Prevention Month. Take a look at the list of activities that you can use to get involved.

- 1. Get active on social media.** Leading up to May and throughout National Teen Pregnancy Prevention Month post your own unique content or use the sample Tweets and Facebook messages found in this Supporter Kit to keep National Teen Pregnancy Prevention Month at the top of your news feed. Be sure to tag everything with #NTPPM to keep the conversation going.
- 2. Send a news release.** Get your local news makers informed about and involved in National Teen Pregnancy Prevention Month by sending out a news release. Use your own language or adapt the template found in this Supporter Kit—either way, send out your support for National Teen Pregnancy Prevention Month to local press and news makers to get the word out. Remember, you can use our sample language to develop anything from a letter to the editor of your local newspaper to writing an op-ed.
- 3. Write a blog post.** Does your organization have a blog? Take advantage of that space by writing a short or long article explaining what teen pregnancy prevention is, why it is important, what you are doing, and how people avoid an unintended pregnancy and what you are doing to help how your organization plans to support...

HHS Office of Adolescent Health
Web: www.hhs.gov/ash/oah/news/national-teen-pregnancy-prevention-month.html

- If you don't have much time, consider:
 - Getting social: Sample language is available—just copy & paste. Or create your own social language and tag it with #NTPPM.
 - Creating a ThunderClap campaign: It only takes a few minutes to sign up and then ThunderClap does the social sharing for you (and your audience!). Learn more here: <https://www.thunderclap.it/>
 - Updating your webpage: Use some of that real estate to point to the OAH TPP Awareness Month webpage.

■ If you have *some* time, consider:

- Writing a blog post: Do you have your own blog or a space to share content? Write a quick entry about teen pregnancy prevention or TPP Awareness Month.
- Sending a news release: Use your own language or adapt the template—either way, send out your support for National Teen Pregnancy Prevention Month to local press and newsmakers to get the word out.
- Hosting a Twitter chat: Choose a date and time, select a hashtag, and publicize your event. Then prepare a few questions and answers and have fun!
- Creating a Facebook event: A Facebook event is an easy and fun way to mobilize your community and get them involved without the cost of hosting an in-person event. (Learn more here: <http://www.Facebook.com/help/210413455658361>.)



What You Can Do: If You Have 2 Days

- If you have more time, consider:
 - Hosting a webinar: focus solely on your organization's National Teen Pregnancy Prevention Month activities or on more general information about the critical importance of teen pregnancy prevention.
 - Getting your youth leaders involved: Do you have a youth leadership team, teen advisory board, or other teen group with whom you regularly meet? Get them involved in National Teen Pregnancy Prevention Month!
 - Working with partners to host in-person events: Consider inviting community partners to host or co-host an in-person event.
 - Working with educators to spread the word among students: If you have partners at local high schools, consider approaching them to share information about the Month with students and parents.
 - Sharing information with civic leaders and policymakers.



Questions?

- 2016 TPP Awareness Month Activities
 - OAH: Twitter Chat (May 6, 12pm ET), Digital Town Hall webinar (May 11, 2pm ET)
 - Federal Partners
- Supporter Kit and more National Teen Pregnancy Prevention Month Resources:
 - <http://www.hhs.gov/ash/oah/news/national-teen-pregnancy-prevention-month.html>

Get in Touch

OAH: oah.gov@hhs.gov

The North Texas Alliance
to Reduce Teen
Pregnancy

(214) 717-6477

www.ntarupt.org

@NTARuPT



The Children's Council

(803) 283-4995

mlangley@comporium.net

<https://www.facebook.com/TheChildrensCouncil29720/>



The SC Campaign to
Prevent Teen Pregnancy

(803) 771-7700

www.teenpregnancysc.org
www.facebook.com/SCCampaign

@SCCampaign



Connect With Us!



Use OAH's Award Winning Website

www.hhs.gov/ash/oah/



Follow Us on Twitter

[@TeenHealthGov](https://twitter.com/TeenHealthGov)



Watch us on YouTube

www.youtube.com/teenhealthgov

