Office of Adolescent Health

Get Involved!

In National Teen Pregnancy Prevention Month

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

- 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 & Objectives

- **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.
Teen Pregnancy: Why it Still Matters

- Historic declines in teen pregnancy.

- Progress is not victory!

- Celebrate the successes; recognize the challenges.

- Teen Pregnancy Prevention Month shines a spotlight.
The OAH Teen Pregnancy Prevention Program

- Investing in Proven Approaches
- Investing in Research and Demonstration
- Investing in Communities and Youth with the Greatest Need
Existing Teen Pregnancy Prevention Month Activities

- History of Teen Pregnancy Prevention Month
- OAH Teen Pregnancy Prevention Month Events
- The National Day to Prevent Teen Pregnancy
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](http://TheNationalCampaign.org/event/national-day-2016)
North Texas Alliance to Prevent Teen Pregnancy

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
National Day to Prevent Teen Pregnancy

- 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 RUPTURE YOUR LIFE

http://tinyurl.com/NTARuPT2016
The National Day to Prevent Teen Pregnancy

Abstinence is the only 100% effective way to not make you one of these statistics.

Abstinence is the ONLY way to make sure this doesn't happen to YOU!!

100% abstinent

SC has the 8th highest teen birth rate in the nation among 15-19 year olds!!!
May is Teen Pregnancy Prevention Month…
Plunging up the facts…

5,532 SC teens gave birth in 2012!

In SC, 57% of high school students have had sex.
Sooo…not everyone’s doing it!!!
Project Prom

Get the Facts!!!
Fewer than half of all high school students have had sex. The only way to be sure you don’t get pregnant—or get someone pregnant—is to practice abstinence.

Teen Pregnancy Prevention Month: Sponsored by The Children’s Council

Let’s Get Real About Teen Pregnancy
39% of teens say they have never considered how a pregnancy would affect their lives.

Teen Pregnancy Prevention Month: Sponsored by The Children’s Council

Sex Has Consequences!
200,000 teen girls will get pregnant in a year.
Over 1,900 get pregnant each day.
80 teens get pregnant each hour.

Think About It!

Teen Pregnancy Prevention Month: Sponsored by The Children’s Council

The Children’s Council

ADOLESCENT HEALTH

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SC Campaign to Prevent Teen Pregnancy

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
Thumbs Up!

- **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
Lessons Learned

- 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

What You Can Do: If You Have 2 Minutes

- 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.
What You Can Do: If You Have 2 Hours

- 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?
Conclusion

- 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:
Get in Touch

OAH: oah.gov@hhs.gov

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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

Watch us on YouTube
www.youtube.com/teenhealthgov