HHS Office of Population Affairs
National Teen Pregnancy Prevention Month

Supporter Toolkit

11 Ways You Can Get Involved
Sample Social Media Language
Sample Newsletter Language
Sample Customizable News Release
National Teen Pregnancy Prevention Month (NTPPM) highlights the historic declines in the rates of teen pregnancy and births in the United States in all 50 states and among all racial/ethnic groups. Despite these positive trends, there is more work to be done. Want to get involved? Your organization can be a catalyst for change! Here’s a list of activities that you can use to get involved:

1. **Get Active on Social Media.** Leading up to May and throughout the month, post your own unique content or use the sample tweets and Facebook messages found in this Supporter Toolkit to keep NTPPM 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 newsmakers informed about and involved in NTTPMM by sending out a news release. Use your own language or adapt the template found in this Supporter Toolkit. You can also use our sample language to write an op-ed or a letter to the editor of your local newspaper.

3. **Write a Blog Post.** Does your organization have a blog? Write an article about NTTPM, why it’s important, and how your organization plans to support it. Share details on events and how the community can get involved. Share your post via social media and on your organization’s webpage and use #NTPPM. See the OPA National Teen Pregnancy Prevention Month webpage for additional resources.

4. **Update Your Organization’s Website.** Your homepage is prime real estate to highlight the work you’re doing to support NTTPM. Let everyone who comes to your homepage know what you’re doing and how they can participate. Use our suite of free digital content including a Participation Badge, a Learn More banner, and images sized for use on your social media channels. Visit OPA’s webpage to learn more and download the full suite of products.

5. **Host a Twitter Chat.** A Twitter chat is a live Twitter event, typically moderated and focused on a single topic and filtered using a pre-determined hashtag. To create a Twitter chat, choose a date and time (lunchtime is often a good timeslot), select a hashtag (such as #NTPPM), and publicize your event using all your communication channels (e-newsletter, social media, website, blog, etc.). Then prepare a few questions and answers and have fun! See Hootsuite’s step-by-step Twitter chat guide.
Ways You Can Get Involved in National Teen Pregnancy Prevention Month

6. **Create a Facebook Event.** A Facebook event is an easy and fun way to mobilize your community and get them involved. Learn more about creating a Facebook event.

7. **Host a Webinar.** Hosting a webinar is a great way to get the word out and engage your community. Focus on your organization’s NTPPM activities or on more general information about the critical importance of teen pregnancy prevention.

8. **Get Youth Involved.** Do you work with a youth leadership team, teen advisory board, or another teen group? Ask them to send you pictures for Instagram, Twitter, and Facebook; share status updates on their social media channels; help host events through their schools or clubs; or spread the word to their friends and family. See the OPA National Teen Pregnancy Prevention Month webpage for more ideas.

9. **Work with Partners to Host Virtual Events.** Invite community partners to host or co-host a virtual event, such as a podcast, webinar, Facebook event, or Twitter chat.

10. **Work with Local Educators to Spread the Word.** If you have partners at local high schools, ask them to share information about NTPPM with students and parents.

11. **Share Information with Civic Leaders and Decision-makers.** Write to your local, state, or federal decision-makers about the important work your organization does to prevent teen pregnancy, the youth you serve, and the goals of NTPPM.

*Don’t forget to use and share our free resources, from sample language to infographics, to amplify your efforts. Visit the OPA National Teen Pregnancy Prevention Month webpage for everything you need.*
Teen births have declined in all 50 states and among all racial/ethnic groups but there is still more work to be done! [https://www.hhs.gov/ash/oah/news/teen-pregnancy-prevention-month](https://www.hhs.gov/ash/oah/news/teen-pregnancy-prevention-month) #NTPPM


Optimal health is a holistic approach with the goal of attaining the best possible health outcomes by promoting healthier behavior. Learn from @HHSPopAffairs how parents and caring adults can support adolescent’s optimal health: [https://www.hhs.gov/opa/reproductive-health/optimal-health/index.html](https://www.hhs.gov/opa/reproductive-health/optimal-health/index.html) #NTTPM


Want to get involved in National Teen Pregnancy Prevention Month? Check out @HHSPopAffairs’s Toolkit: [https://www.hhs.gov/ash/oah/news/teen-pregnancy-prevention-month](https://www.hhs.gov/ash/oah/news/teen-pregnancy-prevention-month) #NTPPM


Since peaking, the teen birth rate has seen historic declines but there is more work to be done. [https://www.hhs.gov/ash/oah/news/teen-pregnancy-prevention-month](https://www.hhs.gov/ash/oah/news/teen-pregnancy-prevention-month) #NTPPM

This month is dedicated to raising awareness about teen pregnancy and how it can be prevented. Want to learn more and get involved? [http://www.hhs.gov/ash/oah/news/teen-pregnancy-prevention-month](http://www.hhs.gov/ash/oah/news/teen-pregnancy-prevention-month) #NTPPM


Optimal health is a holistic approach with the goal of attaining the best possible health outcomes by promoting healthier behavior. Learn from OPA how parents and caring adults can support adolescent’s optimal health: [https://www.hhs.gov/opa/reproductive-health/optimal-health/index.html](https://www.hhs.gov/opa/reproductive-health/optimal-health/index.html) #NTTPM

Support National Teen Pregnancy Prevention Month!

Despite historic declines, the U.S. teen birth rate is still higher than that of many other countries, including Canada and the United Kingdom. Get more information from the Office of Population Affairs: https://www.hhs.gov/ash/oah/adolescent-development/reproductive-health-and-teen-pregnancy/teen-pregnancy-and-childbearing/index.html.

We can do better. Join us this May for National Teen Pregnancy Prevention Month—31 days devoted to appreciating the historic progress we’ve made and spotlighting what communities are doing now.

Throughout the month of May, [Insert your organization name here] will be: [Insert your organization’s National Teen Pregnancy Prevention Month plans here]. For more information or to participate in any of these events, please contact [Insert contact Information here].
Title

Despite Historic Declines in Teen Pregnancy and Birth Rates, There is Still More Work to be Done

[Insert your organization’s name here] Celebrates National Teen Pregnancy Prevention Month

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May [XX], 20[XX]—Despite historic declines in the rates of teen pregnancy and births in the United States, and a [XX%] reduction in the teen pregnancy rate in [Insert your state], the U.S. teen birth rate is still higher than that of many other countries¹ and [Insert your state] has the [XXth] highest teen pregnancy rate in the country.²

[find your state’s % decline in teen pregnancy and birth rates as well as national rates in OPA’s data sheets]

In order to focus attention on all the progress that has been made and spotlight what communities are doing now, [Insert your organization’s name here] joins organizations across the country in participating in National Teen Pregnancy Prevention Month. Throughout the month of May, [Insert your organization’s name here] will be: [Insert your organization’s national teen pregnancy prevention Month plans or link to plans here]. For more information or to participate in any of these events, please contact [Insert contact Info]. [Insert quote from organization spokesperson or CEO]

While May is a critical time to consider teen pregnancy and how it impacts individuals and the community as a whole, it is important to note that this issue is one to focus on year-round. [Insert Information about:

• your program and the work you do
• steep declines in rates
• quotes from youth/community–members served by your work]

About [Insert your organization’s name and URL here with any other boilerplate language].

References: