

GET INVOLVED GUIDE

NATIONAL TEEN PREGNANCY PREVENTION MONTH MAY 2017

National Teen Pregnancy Prevention Month—and the National Day (May 3)—takes place this May. On the National Day and throughout the month of May, teens nationwide will be asked to visit StayTeen.org to participate in the National Day Quiz and our new game, *Level Up: An Epic Swiping Adventure*, both of which challenge them to think carefully about what they might do “in the moment.” The purpose of National Teen Pregnancy Prevention Month is straightforward. Young people should understand that they have the power to decide if, when, and under what circumstances to become pregnant and that they need to think seriously about what they would do in a stressful situation before they’re caught in the heat of the moment.

If you have a young person in your life, consider supporting the National Day—there are lots of ways that you can get involved whether you have a few minutes or a few hours. Here’s how.

IF YOU HAVE LESS THAN 5 MINUTES

- Follow [@TheNC](https://twitter.com/TheNC) and [@StayTeen](https://twitter.com/StayTeen) on Twitter and like us on Facebook ([Facebook.com/TheNationalCampaign](https://www.facebook.com/TheNationalCampaign) and [Facebook.com/StayTeen](https://www.facebook.com/StayTeen)); follow #StayTeen and for targeted updates.
- Follow Stay Teen on Instagram ([Instagram.com/StayTeen_](https://www.instagram.com/StayTeen_)) and favorite or re-gram any posts that you like.
- Use our sample social media language to send out your own posts (see below). Make sure to tag everything with #StayTeen.
- Link to the National Day event page from your website (TheNationalCampaign.org/event/national-teen-pregnancy-prevention-month).
- Share our National Day *Survey Says* and accompanying infographics via your social networks, website, or electronic newsletter (TheNationalCampaign.org/event/national-teen-pregnancy-prevention-month).
- Use the facts and stats below on your your social networks, website, or in your electronic newsletter.
- Beginning on May 1, play *Level Up* and take the National Day Quiz (StayTeen.org), encourage the young people in your life to do the same, and share both via your social networks, website, or electronic newsletter.
- Beginning on May 1, use your social media networks to spread the word—re-tweet, favorite, like, and share any National Day updates that strike your fancy. Make sure to tag everything with #StayTeen.

IF YOU HAVE 10-15 MINUTES

- Distribute a National Month press release to raise awareness in your community; see below for sample language.
- Create a Facebook Event (learn how here: [Facebook.com/help/210413455658361](https://www.facebook.com/help/210413455658361) or search “Events” in the Help Center) and invite your network to join you in supporting the National Month.
- Add the following copy to your organization’s electronic or print newsletter:
Suggested Title: It’s the National Day
Suggested Language: The 16th annual National Day to Prevent Teen Pregnancy takes place on May 3, 2017. On the National Day and throughout National Teen Pregnancy Prevention Month, teens nationwide are asked to visit StayTeen.org to take the National Day Quiz and play an educational and engaging new game, *Level Up*. Sponsored by The National Campaign to Prevent Teen and Unplanned Pregnancy, the fun and interactive Quiz and game challenges teens to think carefully about what they might do “in the moment.” The message of the National Day is simple and straightforward: *Sex has consequences*. Learn more about this event and ways you can get involved here: TheNationalCampaign.org/event/national-teen-pregnancy-prevention-month.

IF YOU HAVE 30 MINUTES OR MORE

- Download *8 Tips for Talking to Your Teen* (available here: TheNationalCampaign.org/event/national-teen-pregnancy-prevention-month) and start a conversation with a young person in your life.
- Write a blog post or article for your local news outlet. Need some help getting started? See below for sample language.
- Host a Twitter chat to get your community talking about teen pregnancy and the importance of reminding teens to enjoy their teen years. Use #StayTeen or #NTPPM to organize the chat.
- Beginning on May 1, take the National Day Quiz, play *Level Up*, and share both with the young people in your life. Download the Quiz parent discussion guide and use it to start a conversation about sex, love, relationships, and making good decisions.

FACTS & STATISTICS

The national data below can be tailored for you state by visiting The National Campaign’s National & State Data web portal (TheNationalCampaign.org/data). Just select your state to get specific information on teen birth and pregnancy.

- The teen birth rate has declined 64% since peaking in 1991; the the teen pregnancy rate has declined 55% since peaking in 1990.
- Despite these historic declines, the United States still has the highest teen birth rate in the industrialized world.
- Nearly 1 in 4 teens become pregnant at least once before age 20.
- United States taxpayers spend \$9.4 billion annually on costs associated with teen childbearing.

SAMPLE SOCIAL MEDIA LANGUAGE

- May is the National Teen Pregnancy Prevention Month. How do you score? Find out. Take the Quiz at <http://www.StayTeen.org>. #StayTeen
- Let your young people know that they have the power to decide their futures! Share the Quiz & Game at <http://www.StayTeen.org>. #StayTeen
- This May, help the teens in your life Level Up! Share our new game/help them learn about smart decisions. <http://www.StayTeen.org>. #StayTeen
- Today is the National Day to Prevent Teen Pregnancy! Encourage the teens in your life to take the Quiz/play Level Up! <http://www.StayTeen.org>. #StayTeen
- Today is the National Day to Prevent Teen Pregnancy! Find out how you score. Take the National Day Quiz at <http://www.StayTeen.org>. #StayTeen
- Use your smarts to outwit peer pressure. Play Level Up this May and see if YOU can reach the next level! <http://www.StayTeen.org>. #StayTeen
- Parents: Take the Quiz/play Level Up w/your kids and get talking. They want to hear from you!<http://www.StayTeen.org> #StayTeen
- Parents: Take the Quiz, play the game, and share resources from <http://www.StayTeen.org> w/ur kids. They want to hear from you! #StayTeen
- The “talk” you had years ago with your teen might need a sequel. Need some conversation starters? We’ve got you covered. TheNationalCampaign.org/event/national-teen-pregnancy-prevention-month #StayTeen
- Parents, you’re more powerful than you know. Find easy tips for talking to your teens: TheNationalCampaign.org/event/national-teen-pregnancy-prevention-month #StayTeen
- I support teen pregnancy prevention—now it’s your turn! Learn more and get involved here: TheNationalCampaign.org/event/national-teen-pregnancy-prevention-month #StayTeen
- Nearly 1 in 4 US girls gets pregnant at least once before age 20. Learn more and support the #NTPPM: TheNationalCampaign.org/event/national-teen-pregnancy-prevention-month #StayTeen

DID YOU KNOW?

Teens consistently say that **parents**—not peers, not partners, not popular culture—most influence their decisions about relationships and sex.

The National Day Quiz and *Level Up* game may be geared towards young people, but both are an opportunity for adults to reach out to the teens in their lives and broach this otherwise awkward topic. If you’re a parent or if you work with parents, share this information with them as well as the following advice:

Remember—even if your child stonewalls you or appears uninterested in (or horrified by) these conversations, it’s your job as their parent to keep talking. Trust us—it makes a difference.

SAMPLE PROCLAMATION LANGUAGE

Please feel free to use any/all of the following language to create your own resolution or proclamation for release on the National Day to Prevent Teen Pregnancy or at any time during the month of May (National Teen Pregnancy Prevention Month).

Whereas:

- Despite historic progress over the past two decades, nearly one in four teenagers in the United States become pregnant, the highest teen pregnancy rate among comparable countries;
- Despite significant progress in all 50 states and among all racial/ethnic groups, great disparities in teen pregnancy remain;
- Teen pregnancy is closely linked to a number of critical social issues such as poverty, educational attainment, involvement in the criminal justice and child welfare systems, and more;
- Teen childbearing costs U.S. taxpayers about \$9 billion each year;
- A child is nine times more likely to grow up in poverty if he or she is born to unmarried teen parents who have not yet completed high school;
- Less than half of mothers who have a child before they turn 18 ever graduate from high school, and less than two percent of mothers who have children before 18 have a college degree by age 30;
- Children of teen mothers are more likely to be born prematurely and at low birthweight;
- Children of teen parents are two times more likely to suffer abuse and neglect than would occur if their mothers had delayed childbearing;
- Eight in 10 adults view teen pregnancy as an important problem (more than half say it is a very important problem);
- Seven in 10 adults and a plurality of teens wish that teens were getting more information about both abstinence and contraception, rather than either/or;
- 61% pf adults agree that there should be more community efforts to reduce teen pregnancy;

Now, therefore, I, do hereby proclaim [May 3, 2017/the month of May] as the [National Day to Prevent Teen Pregnancy/ National Teen Pregnancy Prevention Month] in the [city/state] of [city or state name].

OR

It is the sense of the [Congress/Legislature] that the [Nation/state] should intensify its efforts to reduce the high rates of teen pregnancies and births by declaring May 3, 2017 the National Day to Prevent Teen Pregnancy and by raising awareness about the importance of this critical issue, promoting parent-child communication, and investing in programs that have been proven to reduce teen pregnancy.

SAMPLE PRESS RELEASE LANGUAGE

Please feel free to use any/all of the following language to create your own localized press release. For teen pregnancy and birth data tailored to your state, visit The National Campaign's Data Portal: TheNationalCampaign.org/data/.

Hundreds of Thousands of Teens Expected to Participate in National Teen Pregnancy Prevention Month

(Washington, DC)—Hundreds of thousands of teens nationwide are expected to participate in National Teen Pregnancy Prevention Month this May, particularly on the 16th annual National Day to Prevent Teen Pregnancy, taking place on May 3, 2017. The purpose of National Teen Pregnancy Prevention Month is to focus the attention of teens on the importance of avoiding too-early pregnancy and parenthood through an interactive online quiz.

Throughout the month of May, teens nationwide are asked to visit StayTeen.org and take the National Day Quiz and play *Level Up: An Epic Swiping Adventure*, two interactive, engaging digital resources that challenge them to think carefully about what they might do “in the moment” through a series of interactive scenarios.

The extraordinary declines in teen pregnancy and childbearing over the past two decades prove that progress can be made on tough issues. In fact, few social problems have improved quite as dramatically over the past 20 years as teen pregnancy.

The latest news on the teen pregnancy front has been incredibly positive. Since the early 1990s, teen pregnancy and birth rates in the United State have declined by 55% and 64% respectively and are now at record low levels.

INSERT QUOTE FROM YOUR ORGANIZATION HERE

For more information on National Teen Pregnancy Prevention Month and the National Day to Prevent Teen Pregnancy, please visit

TheNationalCampaign.org/event/national-teen-pregnancy-prevention-month.

About [YOUR ORGANIZATION]: Insert “About Us” language here.

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SAMPLE NEWSLETTER LANGUAGE

Please feel free to use any/all of the following language to create an article for your local electronic or print newsletter or blog. For teen pregnancy and birth data tailored to your state, visit The National Campaign's Data Portal: TheNationalCampaign.org/data/.

16th Annual National Day to Prevent Teen Pregnancy is May 3, 2017

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Throughout the month of May, teens nationwide are asked to visit StayTeen.org and take the National Day Quiz and play *Level Up: An Epic Swiping Adventure*, two interactive, engaging digital resources that challenge them to think carefully about what they might do “in the moment” through a series of interactive scenarios. The goal of these resources is simple: young people should understand that they have the power to decide if, when, and under what circumstances to become pregnant and that they need to think seriously about what they would do in a stressful moment of peer pressure.

The National Day Quiz and *Level Up* game deliver important messages about teen pregnancy prevention, bullying, risky behavior, and challenge teens to think carefully about what they might do “in the moment.”

More than 600,000 teens participated in The National Campaign's Teen Pregnancy Prevention Month activities in 2016 and nearly 6 million individuals have taken the National Day Quiz since it was launched in 2001. Among the findings from a group of teens who participated in the 2015 National Day Quiz:

- 92% said the Quiz made them think about what they might do in such situations;
- 70% said the Quiz made the risks of sex and teen pregnancy seem more real to them;
- 67% said the Quiz made them think about things they hadn't thought about before;
- 66% said they'd talk to their friends and 49% said they'd talk to their parents or other adults about the situations described in the Quiz;
- 53% said they'd learned something new from the Quiz about the consequences of sex.

For more information about the National Day and ideas on how you can help promote the event, please visit TheNationalCampaign.org/event/national-teen-pregnancy-prevention-month.