

THE NATIONAL DAY TO PREVENT TEEN PREGNANCY

MAY 6, 2009

WHAT IS THE NATIONAL DAY?

The eighth annual National Day to Prevent Teen Pregnancy will take place on May 6, 2009. The purpose of the National Day is to focus the attention of teens on the importance of avoiding teen pregnancy and other serious consequences of sex. On the National Day, teens nationwide are asked to take short, online quiz that asks them to reflect on the best course of action in a number of tough sexual situations.

The message of the National Day is straightforward: Sex has consequences. The online quiz (available in English and Spanish) delivers this message directly to teens and challenges them to think carefully about what they might do "in the moment."

Organized by the National Campaign to Prevent Teen and Unplanned Pregnancy, the National Day has widespread support from more than 200 national organizations and media outlets who serve as official National Day partners.

WHY A NATIONAL DAY?

Since the early 1990s, the teen pregnancy rate has declined 38 percent and the teen birth rate has declined 32%. In fact, few social problems have improved quite as dramatically over the past decade plus.

The most recent news on this front, however, has not been positive. In January 2009, the Centers for Disease Control and Prevention (CDC) confirmed that the teen birth rate had increased three percent between 2005 and 2006—the first increase after 14 years of steady decline.

Many teens say they are concerned about pregnancy, but still think "it can't happen to me." But it does - to 750,000 girls every year. And the number one reason teen guys and girls give for not using protection is that they weren't planning to have sex and that it "just happened." Our online quiz is designed to help teens come up with their own plans for avoiding pregnancy.



5 EASY WAYS TO PROMOTE THE NATIONAL DAY

- 1.** Provide a link to the National Day Quiz or run a web banner on your website.
- 2.** Alert others about the National Day through press releases, listservs, and newsletters.
- 3.** Organize a National Day event to raise awareness and encourage teens to take the quiz.
- 4.** Create and distribute Public Service Announcements for the National Day.
- 5.** Get in touch with state and national policymakers to encourage them to promote the National Day, and/or issue a proclamation or resolution.

HOW DO TEENS PARTICIPATE?

By simply logging onto www.StayTeen.org and taking the National Day Quiz. The online Quiz will be posted in both English and Spanish on May 1, 2009 and will be available throughout May. A hard copy version of the Quiz text will also be available so that teens without internet access can still participate. The National Day Quiz is appropriate for *teens ages 13 and up*.

HOW CAN YOU HELP?

WEBSITES

Prominently promote the National Day on your site. Provide related content about teen pregnancy prevention. Run a National Day banner ad.

NATIONAL ORGANIZATIONS

Become an official National Day Partner. Spread the word through your listserv, newsletter or website. Distribute materials promoting the National Day to your local affiliates.

LOCAL ORGANIZATIONS

Make computers accessible so teens can participate. Make the National Day a local event or release new information about teen pregnancy in your community. Send out a press release to your local media outlets about your efforts. Get teens to distribute promotional materials at malls.

BUSINESSES

Consider helping sponsor the National Day or provide incentives (coupons, products, etc) for teens to participate.

POLICYMAKERS

Issue a proclamation in support of the National Day. Sponsor a teen pregnancy prevention event. Use the National Day to introduce a new initiative or highlight a current effort.

PARENTS

Encourage your children to take the Quiz. Use the Quiz as a conversation-starter with your children about sex, love, and values. Alert other parents about the National Day. The National Campaign offers downloadable discussion guide to help you get the conversation started.

MAKING A DIFFERENCE

Thousands of teens participated in a survey evaluating the 2008 National Day. Of these teens:

- 73% said the Quiz made them think about what they might do in such situations;
- 54% said the Quiz made the risks of sex and teen pregnancy seem more real to them;
- 50% said they'd learned something new from the Quiz about the consequences of sex;
- 55% said they'd talk to their friends about the situations described in the Quiz;
- 51% said the Quiz made them think about things they hadn't thought about before;
- 54% said they'd encourage others to take the Quiz;
- 57% said some of the situations in the Quiz were things that they or their friends had faced; and
- 48% said they'd talk to their parents or other adults about the situations described in the

HOW CAN WE HELP YOU?

The following resources are available at our website to help you promote the National Day in your community:

- National Day promotional materials (bracelets, temporary tattoos, and more)
- Sample newsletter and listserv notices
- National Day web banners
- Sample press releases
- Generic and customizable print public service announcements (PSAs)
- Sample PSA radio scripts
- One-pager of ideas to help teens promote the National Day

NATIONAL DAY PARTNERSHIP REQUEST FORM

Becoming an official partner of the 2009 National Day to Prevent Teen Pregnancy is easy. Simply fill out the information below and **fax this form back to Michael Rosst at 202.478.8588**. After we receive your form, a member of the National Campaign's staff will be in touch to confirm your status as a national-level partner. If you have any questions or concerns, please do not hesitate to contact Michael Rosst at 202.478.8507 or mrosst@thenc.org.

ORGANIZATION (please print): _____

WEBSITE: _____

EXECUTIVE DIRECTOR OR PRESIDENT/CEO: _____

PRIMARY NATIONAL DAY CONTACT INFORMATION:

Name: _____

Title: _____

Address: _____

Tel: _____

Fax: _____

Email: _____

As an official partner in the National Campaign to Prevent Teen and Unplanned Pregnancy's 2009 National Day to Prevent Teen Pregnancy, _____ agrees to:
(name of organization)

- promote the National Day throughout our organizational network including our members, chapters, clients, and colleagues;
- promote the National Day on our website and if applicable, provide a link from our website to the National Day Quiz; and
- lend our name to promotional materials created by the Campaign for the National Day.

Signature

Printed Name

