



eNewsletter (Text)

April 20, 2009

We've Been Framed

"Advertising Secrets That Build Public Support for Young People"

Communication skills are not just for advocates and advertisers -- everyone working in youth services has a vital role to play in building public support for young people. And as advocates for young people, we know firsthand that many adults view teenagers as trouble. Media messages and human nature inevitably "frame" adolescents as a problem, which makes how we communicate about young people even more important.

This unusual workshop (http://www.alavoices.org/files/We-ve_Been_Framed.pdf) applies lessons learned from the world of advertising to the communications challenges of the youth serving community. Just like the companies that market cars and candy bars, we'll analyze what our audiences think about young people and youth programming. Through discussions, worksheets and hands-on activities, participants will learn strategies that create receptive listeners and develop persuasive, audience-centric messages.

Learning to Love MySpace:

Web 2.0 as a Healthy Youth Development Strategy

Social networking websites are the latest craze in the communication world. MySpace is one of the most widely known sites and in 2006 it was the most popular social networking site in the United States. Teens, by far, are the most frequent users, and it's a hobby many adults, especially parents, wish kids would devote less time to. Not only are there technical concerns about viruses and hackers, there are also personal concerns over internet predators and bullies, and rightfully so.

There is no denying that social networking technologies are changing our world and playing an important role in the lives of young people, but our conversations are dominated by concerns over internet fears. Join this workshop (<http://www.acptp.org/uploadedFiles/April%2030%20Flyer%20for%20Webinar.pdf>) to discuss research that reveals the developmentally supportive ways young

Evidence-Based Programs

Alabama Campaign to Prevent Teen Pregnancy

Are you interested in learning about programs that work in preventing teen pregnancy? Evidence-based programs have been proven through rigorous evaluation to be effective in changing sexual risk-taking behavior and preventing teen pregnancy. The Alabama Campaign has recently added an Evidence-Based Programs (<http://www.acptp.org/pages/?pageID=97>) tab to our website and we invite you to visit and learn more about the significance of implementing evidence-based prevention programs.

One in Six Females Projected to Become a Teen Mother: Estimates as High as 1 in 4 in Nine States

Child Trends

An estimated 18 percent of females nationwide will become teen mothers, according to a new Child Trends research brief. The brief, *Estimated Percentage of Females Who Will Become Teen Mothers: Differences Across States*, (http://www.childtrends.org/Files//Child_Trends-2009_03_19_RB_PercentTeenMothers.pdf) also finds that states vary widely in the estimated percentage of females who will have a baby before the age of 20, ranging from 8% in New Hampshire to 30% in Mississippi.

Facebook

Alabama Campaign to Prevent Teen Pregnancy

The Alabama Campaign is now on Facebook!

(<http://www.facebook.com/pages/Alabama-Campaign-to-Prevent-Teen-Pregnancy/48970037604>) Become a fan of our page and join us in teen pregnancy prevention!

The *Alabama Campaign to Prevent Teen Pregnancy's eNewsletter* provides links to articles and websites with information on current events, research, funding opportunities and other items related to teen pregnancy prevention. The inclusion of this information does not imply endorsement by the Alabama Campaign to Prevent Teen Pregnancy (ACPTP) and the opinions expressed do not necessarily represent the official position, policies or views of ACPTP.