



eNewsletter (Text)

September 16, 2009

Audience Insights: Communicating to Teens (Aged 12–17)

Centers for Disease Control and Prevention

Today's teens are the most marketing savvy and brand-conscious generation to date. Their health behaviors and outcomes reflect their economic, racial, gender, and geographic disparities. Audience Insights can help you to communicate more effectively with your audience in order to influence their behavior. These Audience Insights (http://www.cdc.gov/healthmarketing/pdf/AudienceInsight_teens.pdf) will help you capture the attention of the 25 million teens in the United States.

Large U.S. Cities Vary Widely in Teen Births

Child Trends

The 2009 edition of Child Trends' annual *Facts at a Glance* (http://www.childtrends.org/Files//Child_Trends-2009_08_31_FG_Edition.pdf) contains teen birth data for 73 of the largest cities in the U.S. The report also includes data by city on the percentage of teen births that are repeat births (two or more births to teen mothers). The report, which is based primarily on Child Trends' analyses of data from the National Center for Health Statistics, also includes national and state-level trends in teen childbearing. City-level data are from 2006, the most recent year for which such data are available.

Evidence-Based Programs Offered For Review by the Alabama Campaign to Prevent Teen Pregnancy

Alabama Campaign to Prevent Teen Pregnancy

The Alabama Campaign to Prevent Teen Pregnancy has recently added to their Resource Library and now has over ten evidence-based programs that are available for review! Some of these programs include: Be Proud! Be Responsible!, Reducing the Risk, SiHLE, and Teen Outreach Program (TOP). For more information on evidence-based programs and to view the complete list of programs available for review from the

Alabama Campaign to Prevent Teen Pregnancy visit us on our website (<http://acptp.org/pages/?pageID=97>).

OPA Clearinghouse

Office of Population Affairs Clearinghouse

The OPA Clearinghouse is sponsored by the Office of Population Affairs, Office of Public Health and Science, U.S. Department of Health and Human Services. The OPA Clearinghouse collects, develops, and distributes free publications on family planning, including information on contraception (abstinence, sterilization, etc.), reproductive health (cervical cancer, pap tests, etc.), and sexual health (sexually transmitted infection and disease, etc.). For more information visit the OPA Clearinghouse website (<http://www.opaclearinghouse.org>).

Video Contest from Healthy Teen Network

Healthy Teen Network

Teens and young adults (ages 12-24) are invited to submit video clips (no longer than 30-seconds) sharing, from their points of view, what it means to be a healthy teen or young family. All entries that meet the guidelines will be featured on Healthy Teen Network's YouTube channel. Selected entries will be shown at Healthy Teen Network's 30th Annual Conference, to be held in Tampa, Florida, October 21-24, 2009.

Winners will be selected by a panel made up of Healthy Teen Network staff members. Videos will be judged on content, theme, creativity, and audio/video quality. Prizes will include Flip Mino Digital Video cameras and cash prizes.

Click here (http://healthyteenconference.org/Documents/video_contest.pdf) for full details and contest entry form. *Deadline for submissions is September 18, 2009.*

Rethinking Responsibility

National Campaign to Prevent Teen and Unplanned Pregnancy

Exactly what is the role of personal responsibility in pregnancy planning and prevention? In the new book released by The National Campaign, *Rethinking Responsibility: Reflections on Sex and Accountability*, 29 individuals—all leaders in their respective fields—examine this very issue.

To learn more about teen and unplanned pregnancy, read excerpts from the essays, read the essays in their entirety, or to learn more about the authors, please visit the Rethinking Responsibility webpage. (<http://www.thenationalcampaign.org/responsibility/>)

Facebook

Alabama Campaign to Prevent Teen Pregnancy

The Alabama Campaign is now on Facebook! (<http://www.facebook.com/acptp>)
Become a fan of our page and join us in teen pregnancy prevention!

Have you been to our website recently? Be sure to check it out at www.acptp.org!

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.