

2015 Annual Report

Improving the Lives and Future Prospects of Children and Families



Women's Health



When Mom 2's Leah Will Protect Writers From Becoming '16 And

black-ish



marieclaire

BET 

being **mary jane**



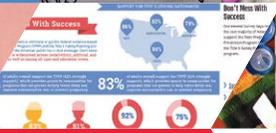
seventeen



YouTube



hulu



FERS

CNN



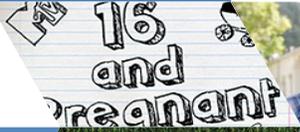
fitpregnancy



Find birth control to fit your body and life at Bedsider.org

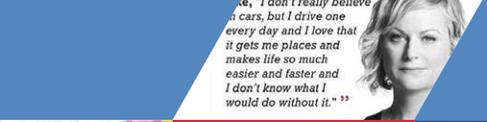


FOX



EASTLOS HIGH

COSMO Latinas



"I don't really believe in cars, but I drive one every day and I love that it gets me places and makes life so much easier and faster and I don't know what I would do without it." 



teen nick

SCHOLASTIC



OUR MISSION OUR GOALS OUR VALUES

The National Campaign to Prevent Teen and Unplanned Pregnancy seeks to improve the lives and future prospects of children and families and, in particular, to help ensure that children are born into stable, two-parent families who are committed to and ready for the demanding task of raising the next generation.

Our specific strategy is to prevent teen pregnancy and unplanned pregnancy among single, young adults. We support a combination of responsible values and behavior by both men and women and responsible policies in both the public and private sectors. If we are successful, child and family well-being will improve. There will be less poverty, more opportunities for young men and women to complete their education or achieve other life goals, fewer abortions, and a stronger nation.

Our efforts are focused on three primary **goals and outcomes:**

- Reduce the rate of teen pregnancy by 20% by 2020.
- Reduce the rate of unplanned pregnancy among women age 18-29 by 20% by 2020.
- Reduce the disparities in teen and unplanned pregnancy rates among racial/ethnic groups by 50% by 2025.

We **are committed to achieving these goals by keenly focusing on** evidence-based and informed strategies; a bi-partisan, non-ideological approach; the belief that there is a place for everyone and every sector at the table; the recognition that we must meet our audiences where they are; and a relentless pursuit to reduce disparities.

Letter from Campaign CEO

2015 was a monumental year for The National Campaign. Sarah Brown who, along with Governor Tom Kean and Isabel Sawhill, founded the organization in 1996, retired from her role as the founding Chief Executive Officer. I know you join me in sharing a profound sense of gratitude for what Sarah accomplished over the past two decades. The remarkable progress The National Campaign and the nation has made in reducing teen and unplanned pregnancy rates over those years is ample testimony to her brilliance, persistence, and vision. In honor of Sarah's many contributions, we have established the Sarah S. Brown Award for Innovation in Pregnancy Planning and Prevention that will be given out annually to an individual who has made important contributions to the field. Naturally, Sarah herself was the first recipient.

It has been an honor and a privilege to take the helm at The National Campaign—which in 2016 enters its 20th year. Collectively, we can look back on the past 20 years and celebrate historic success: teen pregnancy is down by 55%, teen births have plummeted 61% (down 9% in 2014 alone), and there has been significant progress in all 50 states and among all racial/ethnic groups. But we also need to recognize that our work is not done. Roughly one in four women become pregnant before the age of 20, and the majority of births to women in their 20s are, according to the women themselves, unplanned. Moreover, progress remains uneven. Women living in poverty and women of color are still more likely to experience an unplanned pregnancy.



GINNY EHRLICH

Thus, as we celebrate our tremendous progress, we must also renew our commitment to this issue—and perhaps more importantly, catalyze a renewed sense of urgency about unplanned pregnancy and related issues. There's a lot at stake. To ensure bright and prosperous futures for this generation and the next, we need to ensure that teens and young women have the power to decide when, if, and under what circumstances to get pregnant.

The National Campaign has a critical role to play in leveling the playing field for all women and families—and helping others understand the relationship between unplanned pregnancy and other important issues facing our nation, such as economic development and giving teens and young women the power to decide their futures. The good news is that today we know more about how to move the needle than we did 20, and even 10 years ago. In 2016 and beyond, we will stay the course to improve the lives and opportunities of this and future generations by catalyzing action among broad and diverse constituencies in innovative, effective ways to reduce unplanned pregnancies among teens and young adults.

We know that we make the best progress with strong partners. We hope that we can continue to count on you as an ongoing partner in this work. Your engagement and support has and will continue to make an enormous difference in the lives of millions of women.

Sincerely,

A handwritten signature in black ink that reads "Ginny Ehrlich". The signature is fluid and cursive.

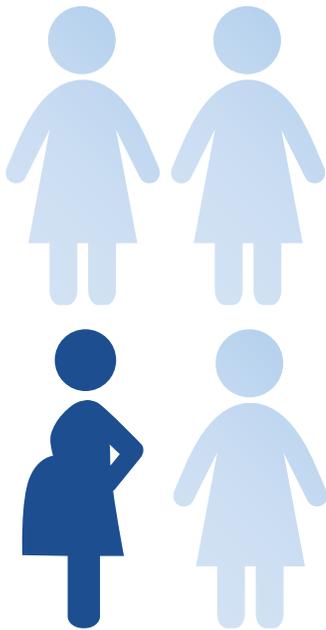
Ginny Ehrlich, D. Ed., MPH, MS
Chief Executive Officer

Our Challenges

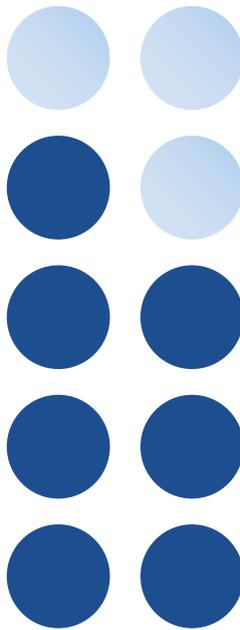
Despite impressive strides, there is much yet to do.

Consider:

It remains the case that roughly one in four teens **get pregnant** by age 20.



Fully seven in 10 **pregnancies** to single women in their 20s are described by the women themselves as **unplanned**.



Pregnancy rates among African-American and Latina teens remain **more than twice** that of non-Hispanic white teens.



- Teen birth rates in the most disadvantaged counties in the U.S. are more than twice as high than those in more affluent counties.
- Birth rates for teens living in rural areas are one-third higher than for teens in more urban areas.
- Roughly four in 10 African-American teen girls get pregnant at least once before age 20.
- Roughly one in three Latina teens get pregnant at least once before age 20.
- In contrast, roughly one in six non-Hispanic white teen girls will get pregnant at least once by age 20.

Why It Matters

Planned pregnancies contribute to brighter futures for this generation and the next. Decreasing unplanned pregnancies among teens and young adults improves:

- Overall child and family wellbeing,
- Educational attainment,
- Outcomes for pregnancies, babies, and future generations,
- Child poverty and income disparities,
- Taxpayers' burden,
- Family turmoil and relationship conflict, and
- Abortion.

Thirty percent of teen girls who have **dropped out of high school** cite pregnancy/parenthood as a key reason.

30%



Less than 2% of those who have a child before age 18 **attain a college degree** by age 30.

2%



COLLEGE



TEEN BIRTH RATE

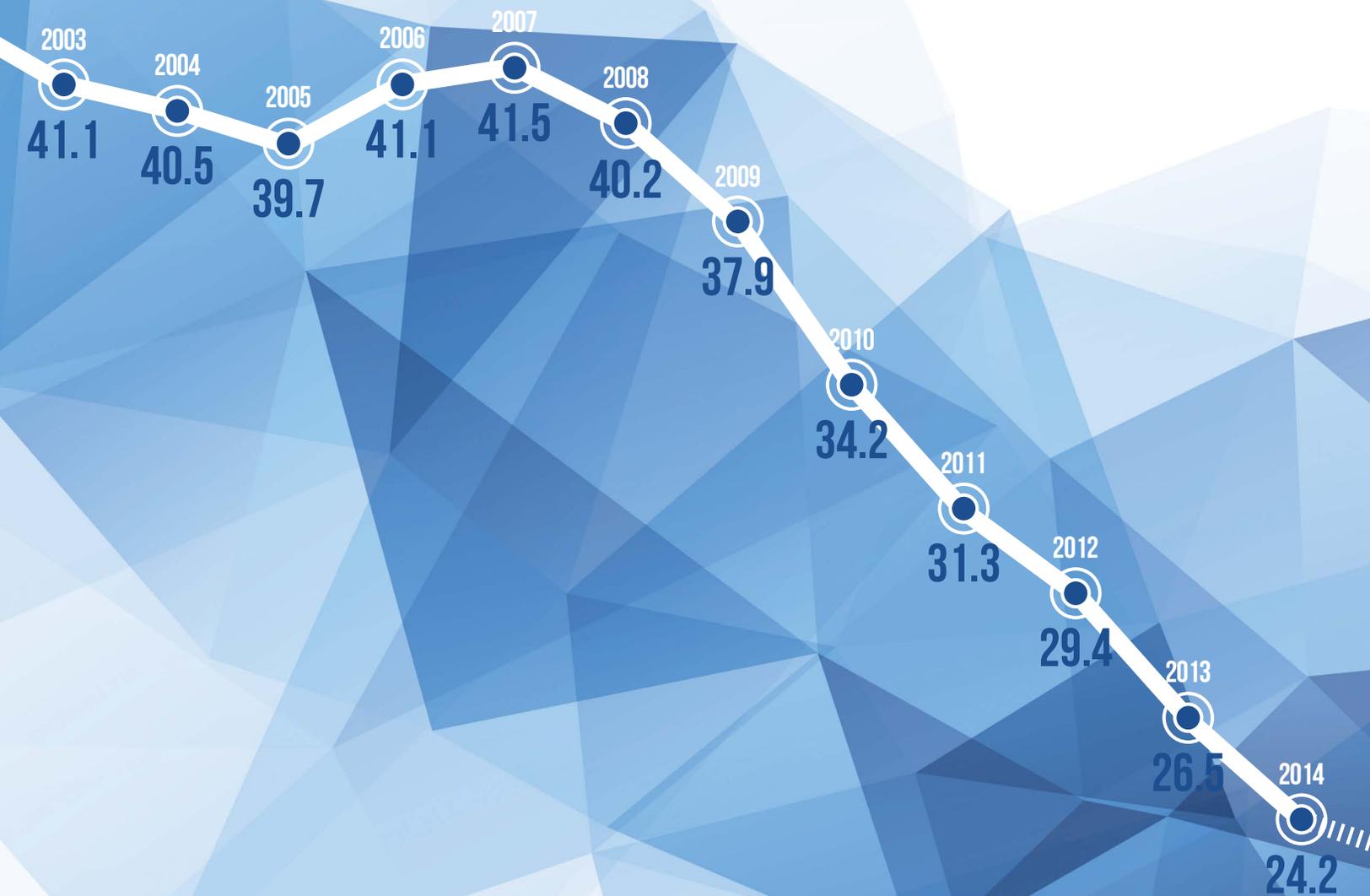
(Per 1,000 Girls Age 15-19) 1991-2014

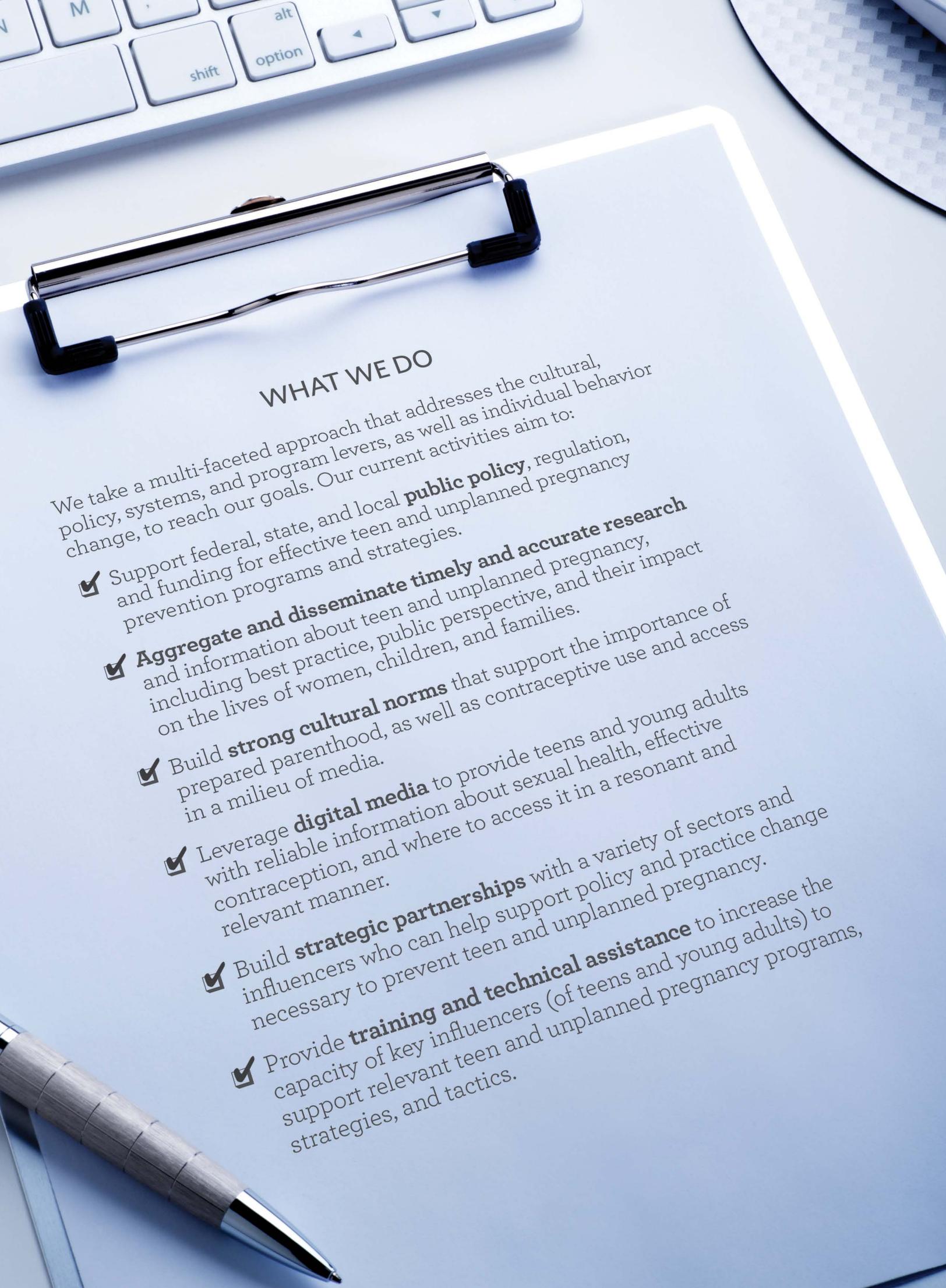
Our Victories

Over the past two decades, teen pregnancy and childbearing has plummeted to **historic lows**. Since peaking in the early 1990s:

- The teen pregnancy rate is down 55%.
- The teen birth rate is down 61%.
- There have been impressive declines in all 50 states.
- All racial/ethnic groups have had record declines.

Truly historic progress on an issue many once considered intractable.





WHAT WE DO

We take a multi-faceted approach that addresses the cultural, policy, systems, and program levers, as well as individual behavior change, to reach our goals. Our current activities aim to:

- ✔ Support federal, state, and local **public policy**, regulation, and funding for effective teen and unplanned pregnancy prevention programs and strategies.
- ✔ **Aggregate and disseminate timely and accurate research** and information about teen and unplanned pregnancy, including best practice, public perspective, and their impact on the lives of women, children, and families.
- ✔ Build **strong cultural norms** that support the importance of prepared parenthood, as well as contraceptive use and access in a milieu of media.
- ✔ Leverage **digital media** to provide teens and young adults with reliable information about sexual health, effective contraception, and where to access it in a resonant and relevant manner.
- ✔ Build **strategic partnerships** with a variety of sectors and influencers who can help support policy and practice change necessary to prevent teen and unplanned pregnancy.
- ✔ Provide **training and technical assistance** to increase the capacity of key influencers (of teens and young adults) to support relevant teen and unplanned pregnancy programs, strategies, and tactics.

“The National Campaign works with everyone from OMB to MTV.”

— **Ginny Ehrlich**, Chief Executive Officer,
The National Campaign

Key Values and Principles

All of our work is guided by five key values and principles:

1.

We are non-ideological and work hard to find common ground on this issue.

2.

We listen carefully to young people themselves and allow their unique viewpoints to inform our work.

3.

We work in highly leveraged ways with some of the most powerful individuals and organizations across a myriad of sectors to help achieve our goals.

4.

We work relentlessly to eliminate the disparities that remain in rates of teen and unplanned pregnancy.

5.

We rely extensively on the best available evidence to inform everything we do.

Our work can be divided into four major areas:

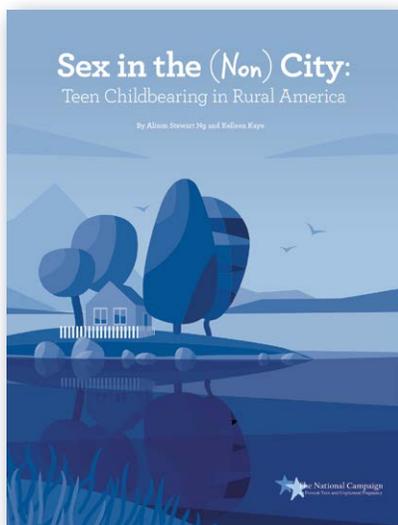
- **Research**
- **Communications**
- **Partnerships**
- **Policy**

The following four case studies highlight some of our accomplishments in each of these key areas during 2015.

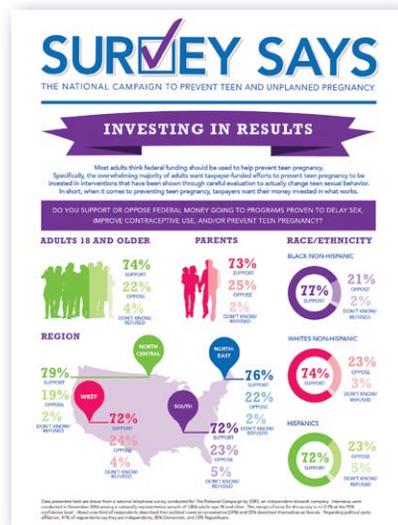
Focus on Research

The National Campaign’s Research Program ensures that there is a solid and rigorous foundation of evidence to support and inform all of the organization’s policies and activities as well as the field at large. We are seen as a trusted source of current, accurate, and objective information about unplanned pregnancy among teens and young adults. Our research is widely used by the press, policymakers, practitioners, and others to inform and advance their work. Our **online data portal** welcomed nearly 100,000 visitors in 2015 and our research publications were downloaded more than 91,000 times.

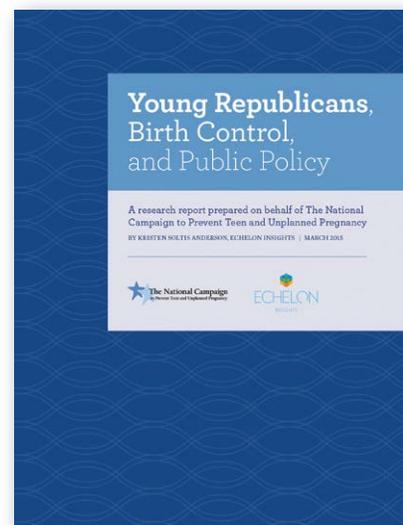
In 2015 we developed and widely distributed a number of research products, including:



Sex in the (Non) City: Teen Childbearing in Rural America—groundbreaking research noting that rates of teen childbearing in rural areas are far higher than rates in urban areas and the reasons behind these disparities.



Survey Says—monthly public opinion polling on a wide range of topics, from the widespread and bi-partisan support for making it easier for young people to access birth control to the role parents can play in helping their children avoid too-early pregnancy and parenthood.



Young Republicans, Birth Control, and Public Policy—a first-of-its-kind exploration of what young Republicans feel about contraception overall and the role it plays in their lives, and specific public policies related to birth control.

"I love that at every fork in the road, when there's a choice between evidence and politics, on either side, you guys always go with the evidence."

— Will Saletan, *Slate*

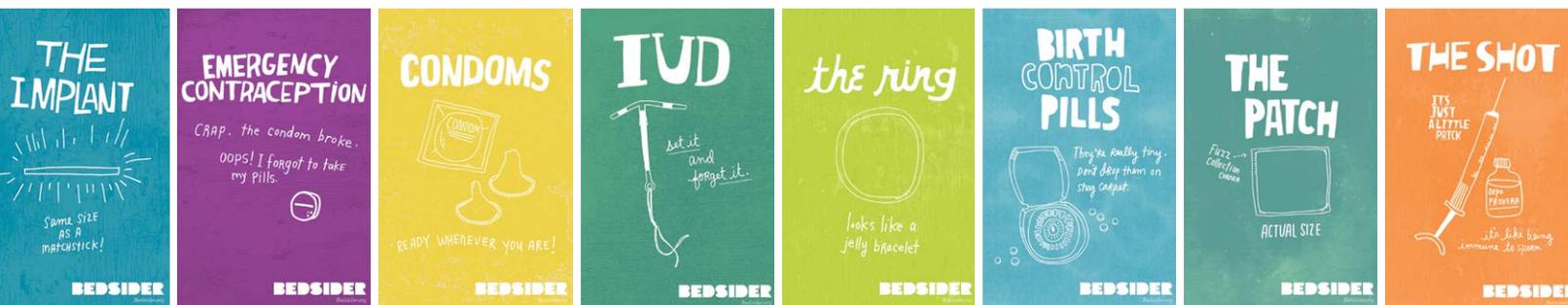


Focus on Communications

We have a demonstrated track record in using digital media for good. In fact, we have positively changed teens' and young adults' sexual attitudes, knowledge, and behavior by meeting them where they are—on their devices. One example of our work is **Bedsider.org**, our online birth control support network for women age 18-29.

An independent, random assignment evaluation of our Bedsider program shows that it has made a difference in the lives of the more than 19 million people it has served. Bedsider is in a class by itself as the first digital intervention in reproductive health in the U.S.—with adults as an audience—that has been shown to prevent unplanned pregnancy. Among women age 18-29 who participated in the yearlong randomized controlled trial, compared to women in a control group:

- Women who used Bedsider were 2.54 times **less likely** to have unprotected sex.
- Women who used Bedsider were 3.79 times **less likely** to report an unplanned pregnancy.
- Bedsider welcomed more than **9 million visitors** in 2015 alone.
- Our Bedsider Provider Portal actively engages more than **5,000 medical professionals** nationwide.
- **Bedsider en Español** was launched in the fall of 2015 and is already welcoming tens of thousands of visitors each month.



Focus on Partnerships

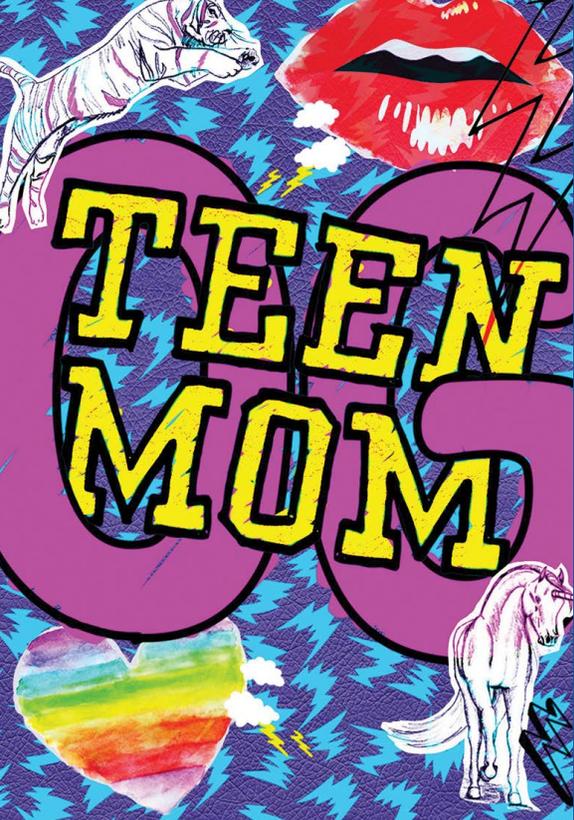
The National Campaign **collaborates with writers, producers, editors, and other media leaders** to integrate our issues and messages into their work. Specifically, we:

- Serve as behind-the-scenes advisors to popular television shows.
- Work with magazine writers and online content creators on story ideas and executions.
- Provide specialized research and resources to entertainment outlets.
- Create custom content for media partners, such as quizzes, blog posts, and discussion guides.

One of our signature partnerships has been with MTV and their wildly popular shows *16 and Pregnant* and *Teen Mom*. The reality shows depict the challenges faced by young mothers, their partners, and their extended families. Independent research shows that these programs have contributed to significant declines in the U.S. teen birth rate. Rather than glamorizing teen pregnancy and parenting as some have suggested, these shows are viewed by teens as more sobering than salacious. Indeed, reality series like these two MTV shows and other constructive programs are key parts of 21st century sex education.

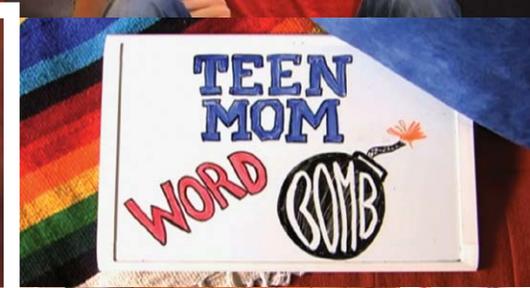
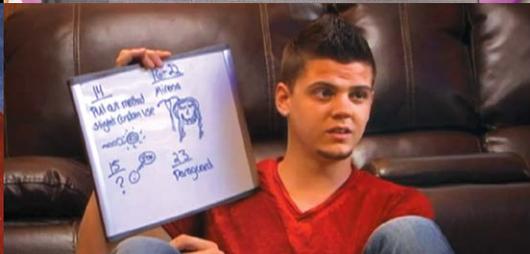
Two out of three teens (12-17) agree that when “there’s a story about teen pregnancy that I can relate to in popular media (such as TV shows, movies, magazines, or online) it makes me think more about my own risk.”





“It’s been a seven-year relationship and I still feel the benefits of working with the Campaign nearly every week that I’m producing the Teen Mom shows. We are not there to proselytize, rather we are trying to document the experiences of these young women, and this approach is supported deeply by the Campaign. The Campaign has pushed forward the idea that pregnant and parenting girls are the real experts and it’s only by listening to them that we can really learn what’s happening. The Campaign also provides us with statistics and suggests questions we might consider asking our participants—for example, regarding birth control use—which often helps guide our creative direction. This results in great scenes and teachable moments, which equals a great show.”

– Dia Sokol Savage, Executive Producer, MTV’s Teen Mom



Focus on Policy

Our Public Policy program **supports and develops policy solutions** that help to reduce unplanned pregnancy among teens and young adults.

Notable successes in 2015 include:

- Securing and maintaining \$175 million annually in federal investments for evidence-based teen pregnancy programs in a highly contentious policy making environment. The federal Teen Pregnancy Prevention Program is seen by experts as a gold standard example of the kind of evidence-based policymaking that is garnering increasing bipartisan support and the Personal Responsibility Education Program funds evidence-based programs that focus on preventing teen pregnancy and that provide young people with information on such topics as communicating with parents and financial literacy.
- Maintaining level funding for Title X family planning services. For more than 40 years, Title X family planning centers have provided high quality and cost-effective family planning and related preventive health services for low-income women and men. The National Campaign worked with other groups in saving Title X from potential elimination.
- Securing a provision that requires health providers employed by the Department of Defense to provide women in the military with counseling on the full range of contraceptive methods and the options that might be best for their particular deployment situations.
- Supporting passage of Arkansas legislation that requires public colleges to teach students how to avoid unplanned pregnancies—based on similar legislation passed in Mississippi with help from The National Campaign.
- Our bi-partisan Congressional Advisory Panel and our Public Policy Advisory Group support and help guide our policy work.

TEEN
CHILDBEARING
IN THE
U.S. COSTS
TAXPAYERS
\$9.4 BILLION
ANNUALLY



“I am so excited that The National Campaign is helping us, lending advice and expertise. This is the most rewarding project I’ve ever worked on and collaborating with the Campaign makes it life changing. Of all the blessings we have, The National Campaign is the biggest one. Thank you, thank you, thank you!”

– **Angela Lasiter**, Arkansas Department of Higher Education who is coordinating implementation of Arkansas’ legislation to address unplanned pregnancy at community colleges and universities.

The National Campaign By the Numbers in 2015



12 MILLION

The combined number of **visitors** to The National Campaign's three websites.

3.1 BILLION

The annual combined circulation of **news articles** mentioning The National Campaign.



250,000

The combined **subscriber base** to National Campaign electronic newsletters and social media channels.

4 X

Women who used Bedsider were nearly **4 times less likely** to report an unplanned pregnancy compared to a matching control group.

“I was being pressured by this boy to have sex, and the thing is that I was not ready...I was watching TV today when I saw your commercial, and I looked up your website. Now I know I wasn’t crazy, I just needed someone to tell me that waiting is OK. I told the boy that I am not ready for sex, and I feel like a giant weight was lifted off my shoulders. He didn’t take it well...but who cares! Thanks, thanks, thanks.”

— Sarah



8

The number of years The National Campaign has been ranked by **Charity Navigator** as a **4-star** charity, an honor only 1% of charities evaluated by Charity Navigator can claim.



24

The number of **hours** our annual #ThxBirthControl **campaign trended** nationwide on Twitter and Facebook.



83

The number of television episodes, magazine/pop culture print articles, and webisodes **reaching tens of millions nationwide** that included National Campaign messaging or that the organization participated in in a meaningful way in 2015.



55

Combined number of National Campaign initiated or influenced legislative or administrative **proposals introduced**, proposed or enacted; and other legislative or programmatic actions in 2015.

Our Impact is Measured and Recognized

We are proud to get the highest marks
and awards from a variety of external entities.

Among its many honors,
The National Campaign has received:



Charity Navigator's
Four-Star rating for the
past eight years—an
honor only one percent
of charities can claim.



GuideStar's **Gold**
Participant rating.



Recognition from Philanthropedia as
one of 25 high-impact non-profits.

MORE THAN 100 AWARDS

FOR HEALTH INFORMATION, CYBERSPACE EXCELLENCE, RESEARCH, AND COMMUNICATIONS.



...and many more.

In 2015, The National Campaign established the Sarah S. Brown Award for Innovation in Pregnancy Planning and Prevention. The award will be given out annually to an individual who has been strong, smart, and bold in making significant contributions to The National Campaign's mission.

We are proud that Sarah Brown—a founder and 20-year leader of this organization—was the first recipient.

Financial Highlights

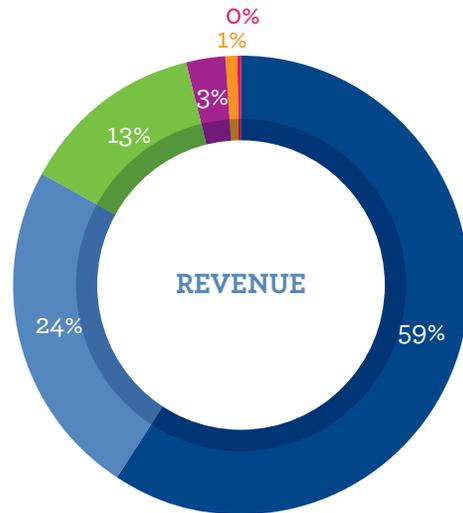
REVENUE

FY 2015

● Grants and contracts	\$ 2,489,011
● Government grants	1,003,913
● Contributions	119,055
● Federated campaigns	3,816
● Non-cash contributions	34,617
● Investment and other income	550,139

TOTAL REVENUE

\$ 4,200,551



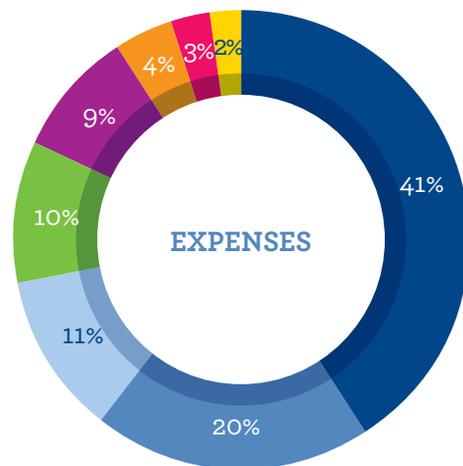
EXPENSES

FY 2015

● Salaries and fringe benefits	\$ 4,302,356
● Travel and meetings	447,799
● Professional services	2,071,316
● Office and other expenses	924,831
● Advertising and promotion	1,191,300
● Technology	1,053,550
● Depreciation	292,385
● Grants and other assistance	214,617

TOTAL EXPENSES

\$10,498,154



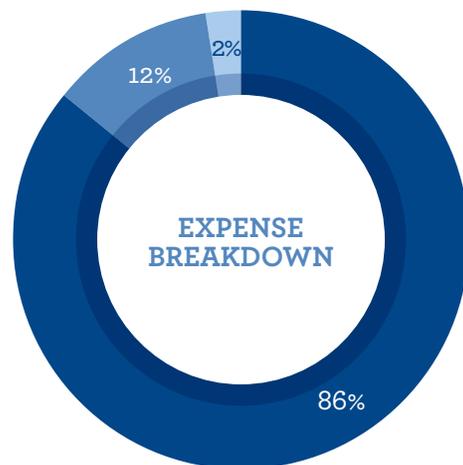
EXPENSE BREAKDOWN

FY 2015

● Total program service expenses	\$ 9,023,061
● Total management & general expenses	1,226,609
● Total fundraising expenses	248,484

TOTAL EXPENSE

\$10,498,154



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CONTACT US:

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202-478-8510

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