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The novel approach of the Connecticut program—focusing on staying in school over traditional sex education—closely follows the model promoted by the sweeping, decade-old program it maintains close ties to: the National Campaign to Prevent Teen Pregnancy. Since the Washington-based National Campaign was launched in February 1996 as a nonprofit, nonpartisan group arising from an initiative by President Bill Clinton, the Robert Wood Johnson Foundation has been one of its major patrons. Not only did the Foundation provide more than one-quarter of the roughly \$20 million spent by the National Campaign in its first decade, but the Campaign has received the lion's share of the Foundation's funding of programs to prevent teen pregnancy.

Although reducing teen pregnancy has never been an explicit priority of the Foundation, it is an area in which its investment has coincided with remarkable progress, as both statistics and exhaustive study have documented. When the Campaign was launched, eleven years ago, the rate of unmarried teen births was near its peak after rising sharply in the 1980s, and it was much higher in the United States than in any other industrialized country. Nevertheless, the Campaign set an ambitious goal of reducing teen pregnancy rates by one-third by 2005—a target that, according to the latest data, appears to have been reached.

The Campaign does not and cannot take all—or even most—of the credit for that drop, apparently the result of a combination of changing social attitudes and sexual practices and of successful local efforts like the one in New Britain. But leading authorities in the field credit the Campaign with helping to change the nature of the debate about teen pregnancy, which in the 1980s and into the middle 1990s had become bogged down in America's socially charged culture wars over sex, abstinence, contraception for teenagers, and abortion.

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Sharon Camp, the president of the Guttmacher Institute, a research and public policy organization that focuses on sexual and reproductive health, said that the Campaign, with its approach of incorporating both abstinence education and contraception, enabled state and local officials to first talk about teen pregnancy and then carry out new programs. She said the Campaign's effective politicking helped existing groups such as **Planned Parenthood** since the improved climate allowed lawmakers in some states to increase teenagers' access to confidential counseling and services. "They [the Campaign] provided permission, in a sense," Camp said.

Allan Rosenfield, the dean of the Mailman School of Public Health at Columbia University, largely agreed with Camp's analysis. He said he believes that the Campaign, with its sweeping efforts from the Internet to story placement on daytime television, raised awareness of the issue and helped bring more teens into established programs such as **Planned Parenthood**. That is critical, he explained, because the heightened awareness comes at a time when some schools are eliminating traditional sex education, while larger numbers of traditional gynecologists are hesitant to provide contraception without parental consent. Rosenfield noted that it's hard to quantify the work of any one group, but "a lot of groups have used the materials that the Campaign provided, and that has helped them work together."