



Office of
Population Affairs

National Teen Pregnancy Prevention Month Toolkit

HHS Office of Population Affairs

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National Teen Pregnancy Prevention Month

National Teen Pregnancy Prevention Month (NTPPM) celebrates the historic decline in rates of teen pregnancy and births in the United States and highlights the importance of helping adolescents reach their full potential.

NTPPM is about more than preventing teen pregnancy. It's about ensuring positive outcomes for adolescents. Connecting youth to services and opportunities that help them reach their full potential can help prevent teen pregnancy. This means engaging youth within their communities, schools, organizations, and families in a manner that is productive and constructive. Caring adults can work with community partners to engage teens in activities that utilize and enhance their strengths. [Learn more about positive youth development.](#)

Teen pregnancy prevention efforts should provide youth with opportunities for healthy and successful development. OPA's Teen Pregnancy Prevention (TPP) Program grantees implement effective programs that focus on developing positive outcomes for adolescents, including supporting positive youth development, preventing sexually transmitted infections, building healthy relationships, and more. [Learn more about OPA's grant programs and their accomplishments.](#)

Everyone can play a part in promoting healthy behaviors and outcomes for adolescents. Share the messages and activities in this toolkit with your networks.

In this toolkit you will find:

- Ways to celebrate National Teen Pregnancy Prevention Month
- Sample social media posts to share on your social channels
- Sample newsletter copy and sample news release
- Information about OPA's TPP and Title X grant programs

Why Do We Need NTPPM?

Despite historic declines, the teen birth rate in the United States is still higher than that of many other countries, including Canada and the United Kingdom.

Almost 172,000 babies were born to young women between the ages of 15 and 19 in the U.S. in 2019.¹

There are especially high birth rates among vulnerable youth, including youth in the child welfare and juvenile justice systems,² youth who are homeless, parenting teens, and LGBTQ+ youth.

In 2018, the birth rate per 1,000 females age 15 to 19 in the United States was:³

- Hispanic = 26.7
- Black = 26.3
- White = 12.1

¹ Martin, J., Hamilton, B., Osterman, M., & Discroll, A. (2020). *Births: Provisional Data for 2019*. National Vital Statistics System (Report No. 008). Retrieved from <https://www.cdc.gov/nchs/data/vsrr/vsrr-8-508.pdf>

² Centers for Disease Control and Prevention. *Teen Pregnancy in the United States*. *Reproductive Health: Teen Pregnancy*. [cited 2018 January 9]; Available from: <https://www.cdc.gov/teenpregnancy/about/index.htm>

³ Martin, J., Hamilton, B., & Osterman, M. (2019). *Births: Final Data for 2018*. Retrieved from https://www.cdc.gov/nchs/data/nvsr/nvsr68/nvsr68_13-508.pdf

Celebrate National Teen Pregnancy Prevention Month

You can make a difference! Here's how to get involved

- 1. Get Active on Social Media:** Post your own content or use the [sample social media posts](#) in this toolkit to keep NTPPM at the top of your news feed in April and May. Include [#NTPPM](#) in your posts to join the conversation.
- 2. Tune in to OPA's Twitter Takeover:** This year, TPP grantee youth will take over the OPA Twitter handle to share information about their experiences in TPP programs and in their daily lives. Follow [@HHSPopAffairs](#) and keep an eye out for our youth Twitter Takeover days!
- 3. Update Your Website to Promote NTPPM:** Tell everyone who comes to your homepage what you're doing to support NTPPM and how they can participate. Use our content, including images sized for use on websites and social media channels. Download these images from the [OPA website](#).
- 4. Write a Blog Post or Newsletter Article:** Write an article for your blog or newsletter about NTPPM, why it's important, and how your organization plans to support it. Share details on events and how the community can get involved. Use this [OPA sample newsletter language](#).
- 5. Send a News Release:** Involve your local newspaper, radio, and TV stations in NTPPM by sending out a news release. Use your own language or [adapt the template](#) found in this toolkit. Write an op-ed or a letter to the editor of your local newspaper using our sample language.
- 6. Get Youth Involved:** Ask your youth leadership team, teen advisory board members, or another teen group in the community to send pictures or videos to post on your organization's social media feeds, share status updates on their social media channels, and spread the word to their friends and family. Don't forget to tag [@HHSPopAffairs](#) and use [#NTPPM](#) in your posts!
- 7. Work with Caring Adults to Spread the Word:** Ask your partners at local middle and high schools to share information about NTPPM with students, parents, guardians, and other caring adults.
- 8. Share Information with Civic Leaders and Decision Makers:** Write to your local, state, or federal decisionmakers about the important work your organization does, the youth you serve, your accomplishments, and the goals of NTPPM. OPA has resources about [positive youth development](#), [preventing pregnancy](#), [sexually transmitted infections](#), and [supporting adolescent development](#) for parents, caring adults, youth-serving professionals, community members, and healthcare providers to help adolescents reach their full potential.

OPA recognizes the hard work that individuals, organizations, and communities have been doing during this challenging year. Any way you can participate in NTPPM this year will help promote adolescent health.



General NTPPM Posts

- National Teen Pregnancy Prevention Month is about more than preventing teen pregnancy; it is about ensuring positive outcomes for adolescents. Learn how to support the young people in your community: <https://opa.hhs.gov/NTPPM> @HHSPopAffairs #NTPPM
- Teen pregnancy prevention is more than sharing reproductive health resources. It is about connecting youth to services and opportunities that will help them reach their full potential. <https://opa.hhs.gov/NTPPM> @HHSPopAffairs #NTPPM
- When we work to prevent teen pregnancy, we help youth achieve their full potential. Show your commitment to the well-being of our future leaders and voice your support for #NTPPM: <https://opa.hhs.gov/NTPPM> @HHSPopAffairs
- Although the overall U.S. teen birth rate has declined, these rates aren't distributed equally across youth groups. Vulnerable young people (including youth in foster care and LGBTQ youth) are much more likely to become teen parents. <https://opa.hhs.gov/NTPPM> @HHSPopAffairs #NTPPM
- Every May, the nation celebrates National Teen Pregnancy Prevention month. The #NTPPM toolkit includes a list of activities you can use to make a difference in your community. <https://opa.hhs.gov/NTPPM#toolkit> @HHSPopAffairs

Download OPA's graphics to add to your website and use on your social channels!

Posts for Youth-Serving Professionals

- Teen pregnancy prevention efforts should provide youth with opportunities for healthy and successful development. Caring adults can work with community partners to engage teens in activities that utilize and enhance their strengths. <https://opa.hhs.gov/NTPPM> @HHSPopAffairs #NTPPM
- Looking to integrate teen pregnancy prevention strategies into your youth-serving program? Check out @HHSPopAffairs' adolescent pregnancy prevention trainings and resources for professionals: <https://opa.hhs.gov/grant-programs/teen-pregnancy-prevention-program-tpp/key-resources-tpp-grantees> #NTPPM
- The U.S. teen birth rate is still higher than in many other countries, including Canada and the United Kingdom. OPA has strategies and resources for professionals working to promote adolescent health and reduce teen pregnancy. <https://opa.hhs.gov/grant-programs/teen-pregnancy-prevention-program-tpp/key-resources-tpp-grantees> #NTPPM @HHSPopAffairs



Posts for Healthcare Professionals

- Healthcare providers play a critical role in maintaining and further reducing teen pregnancy rates through the care they provide to adolescents. <https://opa.hhs.gov/NTPPM> #NTPPM @HHSPopAffairs
- Healthcare providers can help reduce teen pregnancy rates by making their clinics teen friendly. This includes providing adolescent patients with confident, private, respectful, and culturally competent services. <https://opa.hhs.gov/NTPPM> #NTPPM @HHSPopAffairs
- Title X clinics provide critical family planning resources and preventive health services for adolescents. During #NTPPM, use @HHSPopAffairs' clinic locator to find your nearest clinic: <https://opa-fpclinicdb.hhs.gov/>

Posts for Parents and Caring Adults

- Parents and caring adults matter! Need tips for talking to your teen about pregnancy prevention? Visit @HHSPopAffairs' website: <https://opa.hhs.gov/adolescent-health/positive-youth-development/pyd-resources> #NTPPM
- Give the teens in your lives opportunities to develop skills that will help them achieve current and future goals. Learn more ways to positively engage youth and help prevent teen pregnancy: <https://opa.hhs.gov/adolescent-health/positive-youth-development/pyd-resources> #NTPPM @HHSPopAffairs

Posts to Encourage Youth to Participate

- Teens: Spread the word that you're committed to protecting your future by celebrating National Teen Pregnancy Prevention Month. <https://opa.hhs.gov/NTPPM> #NTPPM @HHSPopAffairs
- Teens, we want to hear from you! Share your experiences as a TPP program participant, and don't forget to tag @HHSPopAffairs and use #NTPPM in your posts! <https://opa.hhs.gov/NTPPM>





Support Positive Youth Development during NTPPM!

Join the Office of Population Affairs (OPA) this May to celebrate [National Teen Pregnancy Prevention Month \(NTPPM\)](#). NTPPM celebrates the historic decline in the teen birth rate in the United States and highlights the importance of helping adolescents reach their full potential.

Connecting youth to services and opportunities that will help them maximize their strengths can help prevent teen pregnancy. Therefore, teen pregnancy prevention efforts should provide youth with opportunities for healthy and successful development. OPA's [Teen Pregnancy Prevention \(TPP\) Program](#) grantees implement effective programs that focus on developing positive outcomes for adolescents, including supporting positive youth development, preventing sexually transmitted infections, building healthy relationships, and more.

[Download OPA's toolkit](#) and follow OPA on Twitter ([@HHSPopAffairs](#)) to learn how your organization can help play a role in preventing teen pregnancy during NTPPM and all year long.

Help Youth Reach their Full Potential during NTPPM!

[National Teen Pregnancy Prevention Month \(NTPPM\)](#) is about more than preventing teen pregnancy—it's about ensuring positive outcomes for adolescents. This means helping youth acquire the knowledge and skills needed to become healthy and productive adults.

Everyone can play a role in promoting healthy behaviors and outcomes for adolescents. This May, celebrate NTPPM and [download OPA's toolkit](#) to learn how your organization can engage teens in ways that utilize and enhance their strengths.

Raising Awareness of Teen Birth Rate Disparities during NTPPM

[National Teen Pregnancy Prevention Month \(NTPPM\)](#) highlights the historic declines in the rates of teen pregnancy and births in the United States and the work that still needs to be done.

Despite the progress we've made, we continue to see disparities by race, ethnicity, and in the most vulnerable populations—including youth who are homeless, living in foster care, or involved with the juvenile justice system—compared to the general population.

OPA's [Teen Pregnancy Prevention Program](#) and [Title X Family Planning Program](#) grantees provide services and programs to adolescents in high-need communities. By increasing capacity in communities to serve vulnerable youth, we work to decrease the U.S. teen birth rate across all populations.

You and your organization can make a difference by raising awareness of NTPPM--[downloading OPA's toolkit](#), posting the images on your site, and sharing messages through your social channels.



May is National Teen Pregnancy Prevention Month

Join the Office of Population Affairs (OPA) this May for National Teen Pregnancy Prevention Month—31 days devoted to appreciating the historic progress we've made, spotlighting what communities are doing now, and sharing how positive youth development approaches contribute to reducing teen pregnancy. [Download OPA's toolkit](#) and get involved.

Celebrate NTPPM with OPA

National Teen Pregnancy Prevention Month (NTPPM) celebrates the historic decline in the teen birth rates in the United States and highlights the importance of helping adolescents reach their full potential. Join the Office of Population Affairs (OPA) in celebrating NTPPM this month. [Download OPA's toolkit](#) for suggestions on how you can make a difference.



Despite Historic Declines in Teen Pregnancy and Birth Rates, There is Still More Work to be Done

[Insert your organization's name here] Celebrates National Teen Pregnancy Prevention Month

May ***[XX]***, 2021—National Teen Pregnancy Prevention Month (NTPPM)—hosted annually in May by the [Office of Population Affairs](#) (OPA)—celebrates the historic decline in rates of teen pregnancy and births in the United States, while highlighting the work that still needs to be done to help adolescents reach their full potential. Despite the progress we've made, we continue to see disparities by race, ethnicity, and in the most vulnerable populations—including youth who are homeless, living in foster care, or involved with the juvenile justice system—compared to the general population.

NTPPM is about more than preventing teen pregnancy, it is about connecting youth to services and opportunities and ensuring positive outcomes for adolescents. When we work to prevent teen pregnancy, we help youth achieve their full potential.

[Insert your organization's name here] joins organizations across the country in participating in [National Teen Pregnancy Prevention Month](#). Throughout the month of May, ***[insert your organization's name here]*** will be: ***[insert your organization's National Teen Pregnancy Prevention Month plans or link to plans here]***. For more information or to participate in any of these events, please contact ***[insert contact info]***. ***[Insert quote from organization spokesperson or CEO]***.

While May is a critical time to consider teen pregnancy and how it impacts individuals and the community, it is important to note that this issue is one to focus on year-round. ***[Insert information about:***

- ***your program and the work you do***
- ***steep declines in rates***
- ***quotes from youth/community—members served by your work]***

About [Insert your organization's name and URL here with any other boilerplate language].

The [Office of Population Affairs \(OPA\)](#) promotes health across the reproductive lifespan through innovative, evidence-based adolescent health and family planning programs, services, strategic partnerships, evaluation, and research. OPA's grants enable states, tribes, and local programs to prevent teen pregnancy, support expectant and parenting youth, and provide family planning services.

OPA's Teen Pregnancy Prevention Program Grantees

OPA's [Teen Pregnancy Prevention \(TPP\) Program](#) is a national, evidence-based program that provides funding to implement effective programs and develop, test, and evaluate innovative approaches to prevent teen pregnancy across the United States.

The TPP Program was established in 2010 with a Congressional mandate to fund medically accurate and age appropriate programs to reduce teen pregnancy. With an annual budget of approximately \$101 million, the TPP Program focuses on reaching populations with the greatest need with the goal of improving the health of adolescents by reducing rates of teen pregnancy and sexually transmitted infections (STIs).

OPA's TPP grantees are working to support replication of evidence-based teen pregnancy prevention programs in communities with the greatest need; increase capacity in communities to serve vulnerable youth, including homeless youth, parenting youth and those in juvenile detention and foster care; fill gaps in the knowledge of what works to prevent teen pregnancy; and test new, innovative approaches to combating teen pregnancy.

In more than 10 years, the TPP Program has served more than 1.4 million young people across 41 states, Washington D.C., Puerto Rico, and the Marshall Islands. Currently, the TPP Program serves nearly 250,000 young people per year. This program has trained more than 23,000 professionals and established partnerships with more than 19,700 community-based organizations across the United States.

OPA's Title X Family Planning Program Grantees

OPA's [Title X Family Planning Program](#) is the only federal grant program dedicated solely to providing comprehensive family planning and related preventive health services to women, men, and adolescents, with priority given to persons from low-income settings. Title X services are voluntary, confidential, and provided regardless of one's ability to pay. For many clients, Title X clinics are their only ongoing source of healthcare and health education. Most of the individuals served by Title X providers are low-income, female, and under 30 years old. Title X clinics also deliver male-focused family planning and reproductive health services.

In addition to family planning services, Title X clinics also provide essential preventive health services that benefit reproductive health. These services include HPV vaccination, provision of HIV pre-exposure prophylaxis (PrEP), breast and cervical cancer screening, and screening for obesity, smoking, drug and alcohol use, mental health, and intimate partner violence.

For 50 years Title X clinics have provided screening and preventive health services to more than 190 million clients, including 50.8 million adolescents. OPA's Title X clinics have performed more than 18.3 million HIV tests, 37 million Pap exams, and 42 million breast exams.