

Social Media Toolkit

Title: Teen Pregnancy Prevention

For use during week 15 (April 13-April 19, 2020)

Launch Date: April 6, 2020

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

This toolkit contains five Facebook posts, five Instagram posts, ten hashtags, and ten tweets related to teen pregnancy prevention.

In 2018, the U.S. birth rate for teens aged 15–19 years was 17.4 births per 1,000 females, with rates generally lower in the Northeast and higher across the southern states.¹ In 2017, the birth rate of this age group was 18.8, accounting for 5.0 percent of all births in 2017.² The 2017 teen birth rate is seven percent less than 2016, when the birth rate was 20.3, and 70 percent less than 1991 when it was at a record high of 61.8. The teen birth rate has declined to a new low each year since 2009.²

A study of the Pew Research Center³ notes possible factors for the decline in teen pregnancy rates. Factors include less sex, use of more effective contraception and more information about pregnancy prevention. The number of teens using some form of highly effective contraceptive methods is increasing. The share of sexually active female teens who have used emergency contraception (e.g., the morning-after pill) rose from 8% in 2002 to 23% in 2011-15. A Centers for Disease Control and Prevention analysis of the roughly 600,000 low-income teens who used the Title X National Family Planning Program for contraception found that the use of long-acting reversible contraceptives such as IUDs and implants—which are considered more effective than other means of contraception—rose from 0.4% in 2005 to 7.1% by 2013.³

Pregnancy prevention programs and messages directed toward teens may also have had an impact on the declining birth rate. A 2014 Brookings Report⁴ found that reality TV shows that follow the struggles of teen mothers like the MTV programs *16 and Pregnant* and *Teen Mom* may have contributed to up to a third of the decline in teen births from June 2009, when they began airing, through the end of 2010.

In spite of this declining teen birth rate in the U.S., the national teen pregnancy rate continues to be higher than the rates in other Western industrialized nations. Racial and ethnic disparities remain, with higher rates of teen pregnancy for Hispanic and non-Hispanic black adolescents than non-Hispanic white adolescents.

Teen pregnancy prevention is a major public health issue because it directly affects the immediate and long-term well-being of mother, father, and child. Teen pregnancy and childbirth contribute significantly to dropout rates among high school females, increased health and foster care costs, and a wide range of developmental problems for children born to teen mothers.⁵

Addressing teen pregnancy prevention requires broad efforts that involve families, service providers, schools, faith- and community-based organizations, recreation centers, policymakers, and youth. The development and implementation of evidence-based prevention efforts require an understanding of the problem including knowledge of target populations, trends in the rates of teen pregnancy and birth, and the risk and protective factors associated with teen pregnancy. This information can be used to inform decisions—such as choosing which risk and protective factors to focus on—in order to help better guide the effective implementation of evidence-based practices to prevent teen pregnancies.⁵

Target audience/high-risk subsets

**Describe target audience*

The target audience would be everyone. Although this toolkit is about teen pregnancy, it is not only for adolescent females, but everyone.

**Describe high-risk or sub-populations, if appropriate*

Teens or preteens.

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

None

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

[Child Welfare League of America](#)

[International Planned Parenthood Federation](#)

[Planned Parenthood](#)

[Teen Pregnancy Prevention Program \(Office of Health and Human Services\)](#)

References

¹Hamilton, Brady E. (reported by). (2019, November 8). *QuickStats: Birth Rates* for Teens Aged 15–19 Years, by State* — National Vital Statistics System, United States, 2018. *Morbidity and Mortality Weekly Report (MMWR)*. Retrieved on 3/27/20 from: <https://www.cdc.gov/mmwr/volumes/68/wr/mm6844a5.htm>

²Centers for Disease Control and Prevention. (2018). Births: Final data for 2017. *National Vital Statistics Reports, 67(8)*. Retrieved on 3/26/20 from https://www.cdc.gov/nchs/data/nvsr/nvsr67/nvsr67_08-508.pdf - PDF

³Livingston, Gretchen and Deja Thomas. (2019, August 2). Why is the teen birth rate falling? Pew Research Center. Retrieved on 3/24/20 from: <https://www.pewresearch.org/fact-tank/2019/08/02/why-is-the-teen-birth-rate-falling/>




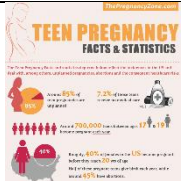

⁴Dews, Fred. (2014, February 12). Video: How MTV's 16 and Pregnant Reduced Teen Births. *Brookings Now*. Retrieved on 3/27/20 from: <https://www.brookings.edu/blog/brookings-now/2014/02/12/video-how-mtvs-16-and-pregnant-reduced-teen-births/>

⁵Youth.gov. [Internet]. Pregnancy Prevention. Retrieved on 3/26/20 from: <https://youth.gov/youth-topics/pregnancy-prevention>

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Sandy Vasenda NEOMED MPH Student																																					
Estimated time used to create	11 hours																																					
Date submitted	March 27, 2020																																					
DUE date & TARGET date for release (Monday)	Due Date: March 13, 2020 Target Date for Release: March 30, 2020																																					
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format & language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee</td> <td>3/26/20</td> <td>AL</td> <td>AL</td> <td></td> </tr> <tr> <td>KT</td> <td>4/2/20</td> <td>KT</td> <td>KT</td> <td>KT</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table> <p>Approvers Instructions</p> <ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Reviewer</th> <th style="width: 70%;">Items for review</th> </tr> </thead> <tbody> <tr> <td>Public health content</td> <td>Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.</td> </tr> <tr> <td>Social media content</td> <td>Layout, imaging, length of posts</td> </tr> <tr> <td>Format and language</td> <td>Good grammar, punctuation, format compliant with toolkit guidelines.</td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee	3/26/20	AL	AL		KT	4/2/20	KT	KT	KT											Reviewer	Items for review	Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.	Social media content	Layout, imaging, length of posts	Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.
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Accuracy	Sources of all data are provided (all credible sources) YES or NO																																					
Social Media Platforms Included	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 25%; background-color: #ffff00;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td>5</td> <td>5</td> </tr> <tr> <td>Twitter</td> <td>10</td> <td>10</td> </tr> <tr> <td>Instagram</td> <td>5</td> <td>10</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td>10</td> <td>5</td> </tr> <tr> <td>Video (YouTube)</td> <td>Optional</td> <td></td> </tr> <tr> <td>Print media (e.g. press release)</td> <td>Optional</td> <td></td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td>Optional</td> <td></td> </tr> </tbody> </table>					Platform	Ideal number	In this toolkit	Facebook	5	5	Twitter	10	10	Instagram	5	10	Hashtags (for Twitter or Instagram)	10	5	Video (YouTube)	Optional		Print media (e.g. press release)	Optional		Other (list): Photos Blog post ideas	Optional										
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FACEBOOK

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 1		https://www.cdc.gov/vitalsigns/young-teen-pregnancy/infographic.html	None	3/26/20	Source: Centers for Disease Control and Prevention
Facebook 2		https://www.alabamapublichealth.gov/teens/teen-pregnancy.html	None	3/26/20	Source: Alabama Public Health
Facebook 3		https://www.cdc.gov/vitalsigns/larc/index.html	How effective is LARC at preventing pregnancy compared with other birth control commonly used by teens?	3/27/20	Source: Centers for Disease Control and Prevention
Facebook 4		https://www.thepregnancyzone.com/teen-pregnancy-facts-and-statistics/	Teen Pregnancy: Facts and Statistics	3/27/20	Source: The Pregnancy Zone
Facebook 5		https://www.nationwidechildrens.org/family-resources-education/700childrens/2017/05/beyond-the-birds-and-the-bees-talking-with-your-children-about-getting-pregnant		3/27/20	Source: Nationwide Children's

TWEETS

Twitter best practices

- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	Studies show that #teens who report having ongoing conversations with their parents about sex wait longer to begin having sex and are more likely to use #condoms and other #BirthControl methods when they eventually become #SexuallyActive. https://bit.ly/39njsOP
Tweet 2	Parents should talk with their #teens about their expectations of them and help them think through how to handle communicating with a partner, using #protection, and resisting #PeerPressure. https://bit.ly/39njsOP
Tweet 3	The best way for #SexuallyActiveTeens to prevent #pregnancy and STIs is to use both an effective form of #BirthControl and a #condom every time. https://bit.ly/39njsOP
Tweet 4	Parents should teach youth about the meaning of #consent. #Consent should be verbal, mutual, sober and enthusiastic. Silence does not equal consent. Anyone can change their mind at any point. https://bit.ly/39njsOP
Tweet 5	Intrauterine devices (#IUDs) and implants, known as Long-Acting Reversible Contraception (#LARC), are the most effective types of #BirthControl for teens. https://bit.ly/2UIhG5A
Tweet 6	Talk with a health care provider to learn about the best types of BirthControl and use it and #condoms correctly every time. https://bit.ly/2UIhG5A
Tweet 7	Target messages at #TeenBoys, not just at the #Girls. https://bit.ly/3arQMFG
Tweet 8	The most effective way to #communicate with your #teen is to ask questions, and then listen to the answer. It's important not to rush right into what you want to say, but to give your #teen an opportunity to talk about it first. https://bit.ly/2WPVBom
Tweet 9	Despite declines in #TeenPregnancy and BirthRates in the U.S., the national TeenPregnancy rate continues to be higher than the rates in other Western industrialized nations. https://bit.ly/2y8GADO
Tweet 10	Addressing #TeenPregnancy prevention requires broad efforts that involve #families, service providers, schools, faith- and community-based organizations, recreation centers, policymakers, and youth. https://bit.ly/2y8GADO

INSTAGRAM

Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

<p>Instagram 1</p>	<p>Photo by Amy Humphries on Unsplash</p> 	<p>Website: https://unsplash.com/s/photos/teen-pregnancy Retrieved on 3/27/20 Teen pregnancy and childbirth contribute significantly to dropout rates among high school females, increased health and foster care costs, and a wide range of developmental problems for children born to teen mothers (CDC, National Center for Chronic Disease Prevention and Health, 2011)</p>
<p>Instagram 2</p>	 <p>Attribution: "Coastal Health District, PATHS" by Krystle Kibler is licensed under CC BY-NC-ND 4.0</p> <p>Website: Creative Commons (https://mir-s3-cdn-cf.behance.net/project_modules/max_1200/5b0fff8800187.59a380b49ecc5.jpg alt="Coastal Health District, PATHS")Coastal Health District, PATHS" by Krystle Kibler is licensed under </p>	<p>Retrieved on 3/27/20</p> <p>Though women are able to give birth as soon as they begin menstruating, there are some possible risks when you have a child early on in your teen years. These things are not guaranteed to happen, but it is a good idea to talk to your doctor about your reproductive health to know about any concerning signs or symptoms for your body (American Pregnancy Association).</p> <p>Website: https://americanpregnancy.org/unplanned-pregnancy/teen-pregnancy-issues-challenges/</p>

style="margin-right: 5px;">CC BY-NC-ND 4.0</p>


Instagram 3



Attribution: "[Coastal Health District, PATHS](#)" by Krystle Kibler is licensed under [CC BY-NC-ND 4.0](#)

Retrieved on 3/27/20

Going through a teen pregnancy with your boyfriend can get tricky, especially if the pregnancy was not planned. It's likely both his and your first experience with pregnancy, and if you are early/new in your relationship, you may not already have a solid foundation to fall back on. If you're still learning basic things about each other, pregnancy can make all of that more confusing. Plus, there may be added pressure on the relationship from thoughts like, *is he going to be a good father? Or will he really stay with me? Or are we going to get married?* Instead of keeping these thoughts inside and allowing them to grow and bother you, talk to someone you trust, and after taking the time to think things through, talk to your boyfriend. When talking to your boyfriend, try not to sound like you're accusing him of anything; that will just put him on defense! Teen pregnancy is challenging whether you work together or not. Don't judge him on his first reactions. It will be helpful to plan on multiple conversations. This will give both of you a better time to adjust to things and think through all the teen pregnancy and personal challenges you might experience (American Pregnancy Association)

		<p>Website:</p> <p>https://americanpregnancy.org/unplanned-pregnancy/teen-pregnancy-issues-challenges/</p>
<p>Instagram 4</p>	 <p>Attribution: "Pregnant!" by drewesque is licensed under CC BY-NC-ND 2.0</p> <p>Website:</p> <pre><p style="font-size: 0.9rem;font-style: italic;">"Pregnant!" by drewesque is licensed under CC BY-NC-ND 2.0</p></pre>	<p>Retrieved on 3/27/20</p> <p>Most teenage girls don't plan to get pregnant, but many do. Teen pregnancies carry extra health risks to both the mother and the baby. Often, teens don't get prenatal care soon enough, which can lead to problems later on. They have a higher risk for pregnancy-related high blood pressure and its complications. Risks for the baby include premature birth and a low birth weight. If you're a pregnant teen, you can help yourself and your baby by</p> <ul style="list-style-type: none"> Getting regular prenatal care Taking your prenatal vitamins for your health and to prevent some birth defects Avoiding smoking, alcohol, and drugs Using a condom, if you are having sex, to prevent sexually transmitted diseases that could hurt your baby (MedLine Plus) <p>Website:</p> <p>https://medlineplus.gov/teenagepregnancy.htm</p>

Instagram 5



Attribution

"Money Shot" by Beverly Sutphin is licensed under CC BY-NC-ND 2.0

`<p style="font-size: 0.9rem;font-style: italic;">"Money Shot" by Beverly_Sutphin is licensed under CC BY-NC-ND 2.0</p>`

Retrieved on 3/27/20

Although the teen pregnancy rate has declined by 55 percent since 1990, teens are still becoming pregnant and giving birth and 82 percent of those are unintended pregnancies. While it is possible that a teen who becomes pregnant can experience a healthy pregnancy and be an excellent parent, many pregnant and parenting teens struggle with multiple stressors, health risks and other complex issues. Being pregnant as a teenager puts you at higher risk for having a baby born too early, with a low birth weight and, tragically, higher risk of death (Nationwide Children's).

<https://www.nationwidechildrens.org/family-resources-education/700childrens/2016/10/risks-of-teen-pregnancy>

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#SexEd
Hashtag 2	#TeenPregnancy
Hashtag 3	#NTPPM (National Teen Pregnancy Prevention Month)
Hashtag 4	#PregnancyPrevention
Hashtag 5	#TeenHealth
Hashtag 6	#Contraceptives
Hashtag 7	#FamilyPlanning
Hashtag 8	#Pregnant
Hashtag 9	#Contraception
Hashtag 10	#Teen