

Memorandum



CITY OF DALLAS

DATE January 4, 2019

HONORABLE Mayor and Members of the City Council:
TO Mayor Pro Tem Casey Thomas, II (Chair), Deputy Mayor Pro Tem Adam Medrano (Vice Chair), Councilmember Omar Narvaez, Councilmember Mark Clayton, Councilmember B. Adam McGough, Councilmember Carolyn King Arnold

SUBJECT **NTARUPT**

Summary

At the request of the Human and Social Needs Committee, Terry Goltz Greenberg, CEO of Ntarupt, will provide a briefing to the Human and Social Needs Committee on the progress of the public awareness campaign it is planning and executing, in part, pursuant to a contract with the City.

Background

The North Texas Alliance for the Prevention of Teenage Pregnancy (Ntarupt), a non-partisan nonprofit, was awarded up to \$300,000 to be made available to implement teen pregnancy prevention and intervention services, including the creation of a city-wide public awareness campaign that focuses on zip codes with the highest teen birth rates. Ntarupt works an Alliance of more than 50 local organizations to impact teen pregnancy. Ntarupt provides evidence-based, medically-accurate, age-appropriate reproductive health education for teens and parents; refers teens to reproductive health care and counseling; provides training and technical assistance to partners; works with the city's largest stakeholder institutions through a prevention plan (partnering with the City) and is in the process of creating a public awareness campaign modeled after a successful campaign in Milwaukee. The Milwaukee campaign is credited with helping that city exceed an ambitious goal set in 2008 to reduce teen birth rates by 46% and to see a 65% reduction in teen birth rates since 2006.

Should you have any questions or concerns, please contact myself or Jessica Galleshaw, Director of Office of Community Care.

A handwritten signature in blue ink, appearing to read 'Nadia'.

Nadia Chandler- Hardy
Assistant City Manager and Chief Resilience Officer

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney Interim
Carol A. Smith, City Auditor Interim
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizzor Tolbert, Chief of Staff to the City Manager

Majed A. Al-Ghafry, Assistant City Manager
Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Directors and Assistant Directors

Campaign Strategy

1.7.19



ntarupt

north texas alliance
to reduce unintended
pregnancy in teens

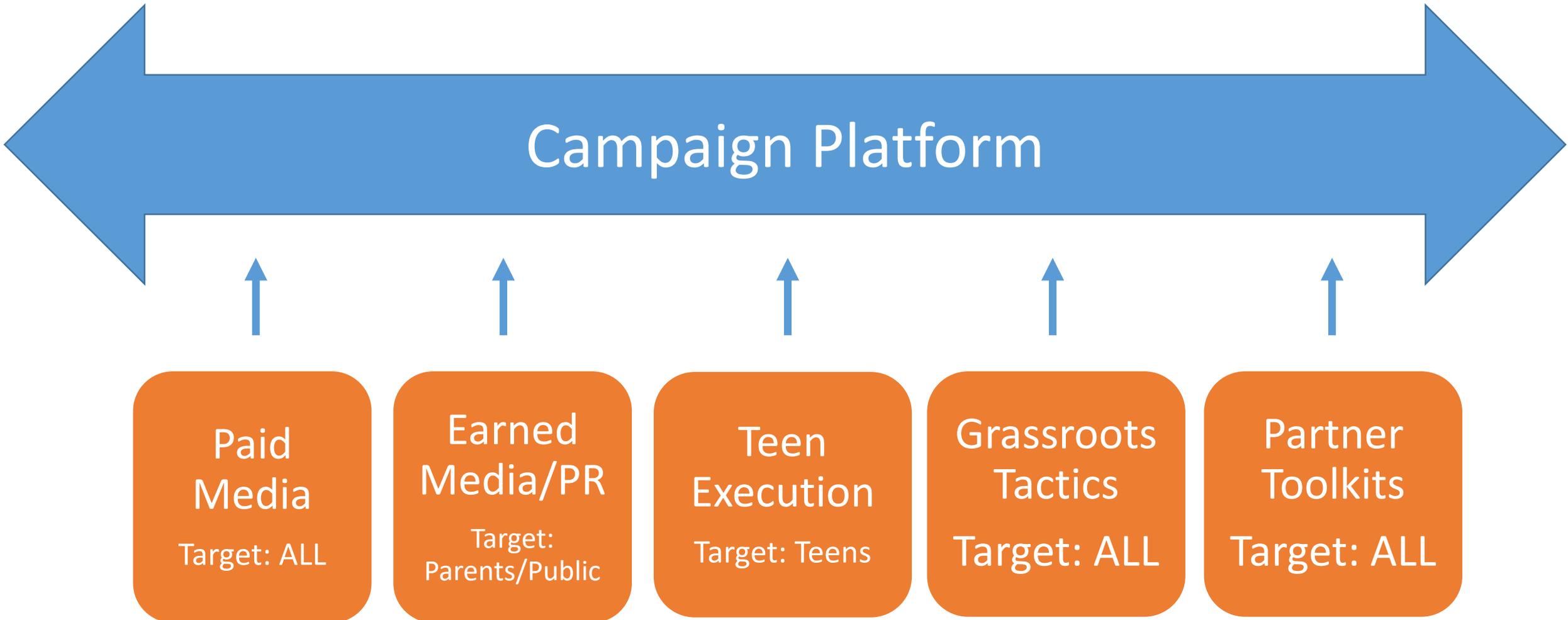
Opportunity. Uninterrupted.

Campaign Updates

- City Alignment
- DISD Partnership
- Campaign Co-Chairs
 - *Clay Jenkins & Karen O'Brien (Univision)*
- Media Partnership: Univision
- Community Advisory Group
- Have hired:
 - PR Consultant
 - Digital Media Manager

Campaign Strategy & Set -Up

Online “Campaign Hub”; Surgical/targeted tactics to drive stakeholders to site



Campaign:

AWARENESS

- Campaign will **bring awareness** to the high teen birthrate in the city, short and long term effects of teen pregnancy on individuals, families and the community at large: social, economic, medical, educational, etc.
- Campaign will bring awareness to and **drive stakeholders to resources**: clinics, parent or teen classes, various local organizations

EDUCATE

- Campaign will **provide educational tools** in the areas of: contraception, abstinence, STIs and sexual health; tips for talking with your partner/parent/child/doctor; parent pledge, education about “readiness” to have a baby

SPEAK UP

- Campaign will feature an “Advocacy Toolkit” giving stakeholders the ability to advocate for medically accurate sexual health education, and promote campaign website through shareable content
- “Advocacy Toolkit” will give partner organizations the ability to promote campaign messaging through asset sharing

Campaign

Promotional Plan

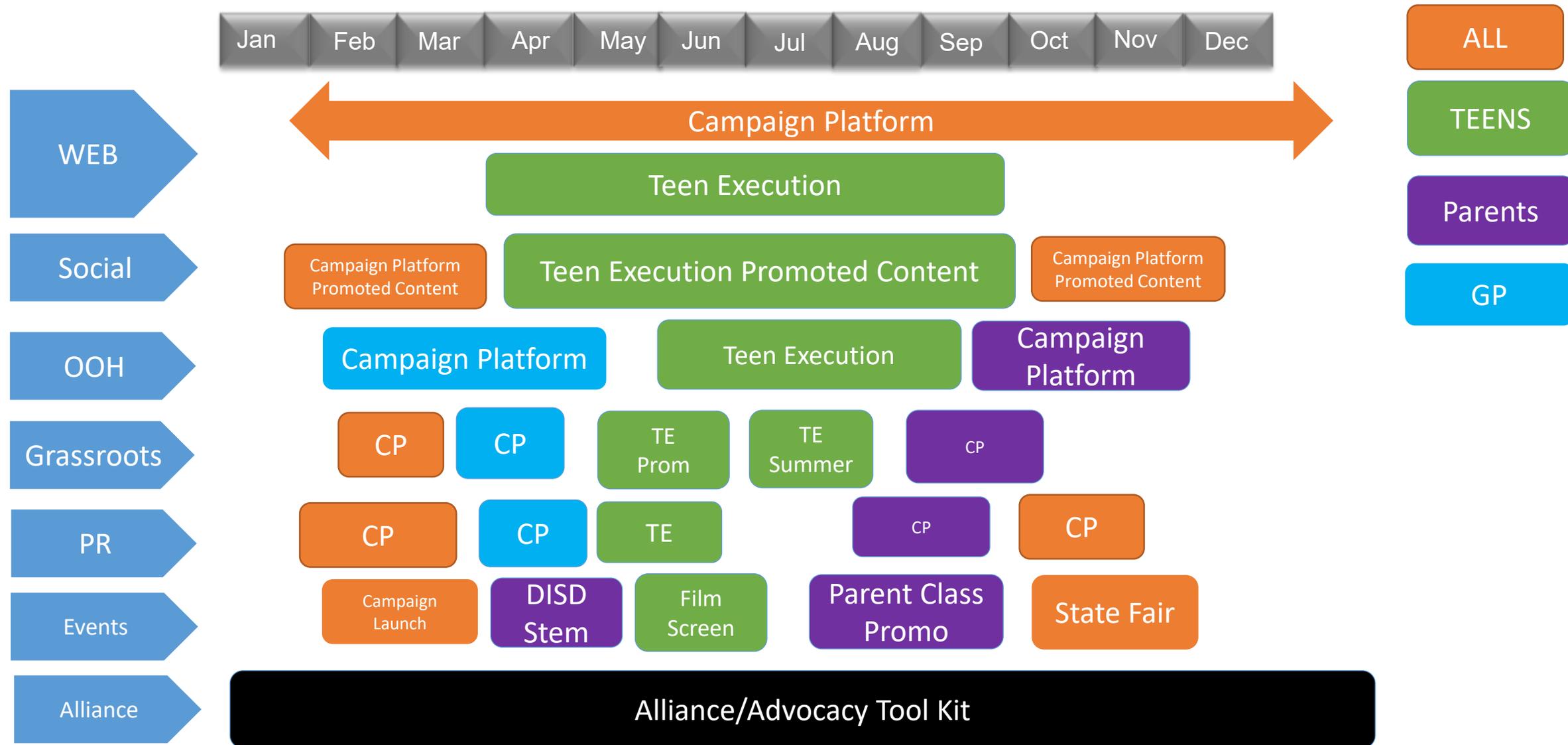
The Dallas Morning News



Campaign



2019 Campaign Launch



Launch Timelines

2.24.19 – Campaign website to live date // Film Contest

2.25.19 – Campaign Media Event/PR Push

3.1.19- Campaign Media Begins

4.1.19- Teen execution

Next Steps

- Web Development
- Finalize Media Buys & Assets
- Brief Stakeholders (Chairs, Teen Pregnancy Group (Mayor) Board, Etc.)
 - Talking Points
 - Media Training
- Launch Plan
- Grassroots Executions & Creative Plan