

## **Screen: Action Agenda Strategy Web Links-Strategy 1 (Positive community values)**

Title: **Jackson County Media Campaign** (link into below document)

Planned Parenthood Health Services of Southwestern Oregon embarked on an exciting project when it first launched Rights, Respect, Responsibility in 2001, a statewide campaign to infuse teen pregnancy prevention efforts with strategies that have proven so successful in western Europe. Response from diverse communities around the state has been overwhelming and positive. We have partnered with local organizations, clergy, parents and youth.

In the Fall of 2003, in preparation to host a team of media experts from western Europe, Planned Parenthood partnered with the Jackson County Health Department to develop European style television ads promoting parent communication and condom use among sexually active teens. The ads were unveiled at the Medford forum held with the European mass media experts, local public health officials, policy makers and others. The forums showcased effective campaigns in western Europe that are thoughtful, well-researched, entertaining, and responsible to public need.

On the heels of showing the European campaigns, Planned Parenthood, the Jackson County Health Department and a local ad agency unveiled the "Love, Mom and Dad" ads. There were two spots. The first showing words on the screen with such lines as "You're important", "Protect yourself", "Your future is valuable," and "Love, Mom and Dad"--in this spot "o"s were replaced with condoms in the text. The second spot, depicted an older teen couple kissing on the couch, when the young man tells his girlfriend, "I want this moment to last forever", she reaches for an envelope bearing the words, "Love, Mom and Dad" and pulls out a condom to say "I don't." The young man agrees and a voice over says, "One moment doesn't have to last forever."

The ads ran regularly for the month of October. As follow-up, the first ad, showing words on the screen, is still running with the goal of reminding viewers of the message in southern Oregon through the end of 2003.

For more information on Rights, Respect, Responsibility go to [www.wecandobetter.org](http://www.wecandobetter.org) or call Joanne Alba at (541) 342-6042 ext. 14. For more information on the ads contact Maggie Sullivan at (541) 770-3331 ext. 10.