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FOR IMMEDIATE RELEASE

NTARUPT LAUNCHES CITY- AND PRIVATELY-FUNDED “TALK ABOUT IT DALLAS” CAMPAIGN TO PREVENT TEEN PREGNANCY

*Dallas has the highest teen birth rate of any major city in Texas and exceeds national average;
Costs \$100 million in taxpayer dollars annually*

DALLAS, TX (Feb. 27, 2019) – Texas is ranked fourth in the country in teen births, and first in repeat teen births. Dallas County has the highest teen birth rate of any major Texas city and exceeds the national average. In several Dallas County zip codes, the teen birth rate mirrors that of Afghanistan, Honduras, and Iraq. Dallas County teen mothers are more likely to live in poverty, and less likely to complete education that would take them out of poverty: only about half of teen mothers earn a high school diploma by age 22 (compared to 90% of women without a teen birth) and 2% receive a college degree by age 30.

Research cites that [preventing teen pregnancies from occurring is solvable through awareness, resources, and education](#), which is what led Ntarupt (North Texas Alliance to Reduce Unintended Pregnancy in Teens) to create the [“Talk About It Dallas”](#), a city- and privately-funded campaign that launches today. While the campaign is a first of its kind for Dallas, similar campaigns in other cities have proven to be successful, like in Milwaukee, WI where teen birth rates for girls 15 to 17 years old were reduced by 65% over 10 years.

“I launched the Mayor’s Task Force on Poverty to address our city’s economic inequities head-on,” said **Dallas Mayor Mike Rawlings**. “Through that work, we found that teen pregnancy is one of the major contributors to poverty. Curbing that rate is a moral imperative. I am pleased that the City of Dallas is taking part in the solution to this challenge.”

[Research on teen fathers](#) shows that nearly 92% are not married to the mothers of their children, leading to single-parent, single-income households. Reduced income and low

educational attainment by teen mothers results in their children being less likely to receive proper healthcare and nutrition and being more likely to suffer negative health and behavioral outcomes, which combine to perpetuate Dallas' ranking as 3rd highest in the nation for child poverty.

“Every three hours, a baby is born to a Dallas teen mom. If that statistic doesn't wake you up, how about the fact in 2016, there were 3,059 teen births in Dallas County – enough to fill 140 kindergarten classes!” says **Dallas Mayor Pro-Tem Casey Thomas**. “This is a major issue in our city, one that requires immediate action. It's adversely impacting communities and it's something we need to address so our youngest community members are empowered to make healthy decisions for themselves and their families.”

[Research from the Centers for Disease Control](#) indicates teens seek accurate information about sexual health and view their parents as the biggest influencers of their sexual decisions, and, perhaps counterintuitively, that teens who talk with their parents about sex, relationships, birth control and pregnancy have sex at later ages, use condoms and birth control more often if they do have sex, have better communication with romantic partners, and have sex less often.

TalkAboutItDallas.com is the online hub of a multi-year campaign that bridges the information gap by providing parents and teens accurate, non-judgmental, shareable information about sexual health, abstinence, contraception, consent, STIs, sexuality, gender identity, cost to raise a baby, and more. Additionally, the site gives the public information on the long term social and economic effects of teen pregnancy and tools to get involved to help make an impact. It also provides conversation starters for teens, parents, and “askable adults” because while talking about it isn't always easy, it is vitally important.

“At Ntarupt, we believe that medically accurate, evidence-based sexual health information is a right, not a privilege. TalkAboutItDallas.com helps amplify that information throughout our community, connects people with resources, and encourages behavior change,” says **Ntarupt CEO Terry Greenberg**. “We believe that when we give kids the best information, we maximize their opportunities, and maximize the potential of our whole community.”

With a campaign goal to reduce the teen birth rate by 50% by 2022 in Dallas County's 12 zip codes with the highest birth rates, future campaign phases will reach teens and parents where

they are and keep them talking at opportune moments such as prom, spring and summer breaks, and back to school.

The Talk About It Dallas campaign is run by Ntarupt and is supported by Dallas Mayor Mike Rawlings, Dallas Mayor Pro-Tem Casey Thomas, the City of Dallas council members, Dallas ISD, and dozens of programming partners. Funding for the campaign is provided by The City of Dallas, United Way GroundFloor, and public and private donations.

About Ntarupt

Ntarupt (North Texas Alliance Unintended Pregnancy in Teens) is the sole organization in North Texas committed to bringing together community resources for both parents and teens with a focus on teen pregnancy prevention and sexual and reproductive health, which it has been doing since its inception in 2014. Ntarupt also builds capacity within other organizations through technical assistance and trainings, including askable adults, which teaches participants how to be a trusted adult and provide relevant resources to teens who are in their lives. Its new Talk About It Dallas campaign launched February 2019 with the goal to prevent teen pregnancies to reduce the teen birth rate by 50% by 2022 in Dallas County's most afflicted areas. More information at www.ntarupt.org, or on social media at [Facebook](#), [Twitter](#), [YouTube](#), [Instagram](#), [LinkedIn](#), or SnapChat, and #Ntarupt and #TalkAboutItDallas.

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Downloadable multi-media assets available to journalists:

Video of teens talking about being a teen parent and beliefs and misinformation they have about sex: <https://www.youtube.com/watch?v=m1eBTVSIXoE>

Talk About It Dallas GIF: <http://talkaboutitdallas.com/social-posts/>

Startling stats fact sheet: <http://talkaboutitdallas.com/facts-talking-points/>

Graphic to encourage talking about it: <https://talkaboutitdallas.com/press/>