



## Summary

# Evaluation of the 2003 National Day to Prevent Teen Pregnancy

October 2003

On May 7, 2003, nearly 300,000 teens participated in the second annual National Day to Prevent Teen Pregnancy by taking an online quiz. Sponsored by the National Campaign to Prevent Teen Pregnancy and National Day founding partner *Teen People* magazine, the purpose of the National Day is to focus the attention of teens on the importance of avoiding teen pregnancy and other serious consequences of sex. On the National Day, teens nationwide are asked to take a short, online quiz that asks them to reflect on the best course of action in a number of tough sexual situations. In addition, over 150 national organizations, media outlets, businesses, and websites signed on as official National Day partners in 2003.

*Thanks to the National Day quiz, if I ever get myself into a situation like that I will know how to respond.*  
- Girl, 16

This document provides a summary of an evaluation of the 2003 National Day. The evaluation was designed, conducted, and analyzed by National Campaign staff with assistance from independent research and evaluator Susan Philliber (philliberresearch.com). Teens taking the 2003 National Day quiz were asked if they would participate in a voluntary post-quiz survey, also administered online. The survey of teens asked

*"I thought the National Day quiz was a good thing. It helped me realize how little I knew about sex and stuff. I thought I knew a whole lot more than I actually do."*  
- Girl, 13

if the quiz had an effect on the respondents' thoughts and attitudes, as well as asking questions about the respondents' intentions to discuss the quiz with friends and family. Nearly 4,000 individuals responded to the teen survey (3% of all those who took the quiz online).

## Results of the Teen Survey

Respondents to the teen survey were generally positive about the experience of taking the quiz. Specifically, they had the following reactions to the quiz:

*"Even though a lot of my friends aren't virgins I don't mind being one of the few. One of the quiz questions made me feel even more right about my choice of abstinence."*  
- Boy, 17

- 63% said that they and their friends had faced some of the situations in the quiz.
- 79% said that the situations in the quiz made them think about what they would do if in a similar situation.
- 58% said that the quiz made the risks of sex and teen pregnancy more real.
- 50% said that the quiz made them think about things they hadn't before.

*"It did teach me things and made me think about something I was gonna do with my boyfriend. I will have to rethink it now, knowing more about the consequences."  
- Girl, 14*

- 46% said that they had learned something new from the quiz about the consequences of sex.
- 47% said that they would talk to their friends about the issues and situations described in the quiz.
- 36% said they would forward the quiz to friends.
- 29% said that they would speak to their parents or other adults about the quiz.

## Who Took The Survey

Of the nearly 4,000 individuals who took the survey, about 3,400 were teens. Of those teens:

- 85% were female, 14% were male, and 1% did not report their gender.
- 34% were aged 13-14, 49% were aged 15-17, and 17% were aged 18-19
- 34% received a high score of "Always Aware," 52% received a medium score of "In the Know—Most of the Time," 10% received a low score of "Completely Clueless," and 4% do not have valid score data.

*I thought that the quiz was great! I have been in many situations like the ones on this quiz, and I didn't really know how to respond to it, but thanks to the quiz now I know how I should/and will response to the risky situations of sex and pregnancy.  
- Girl, 15*

## How Did They Hear About the National Day Quiz

- 65% said from a website link or banner
- 22% said from their school or community
- 7% said directly from the National Campaign or *Teen People*
- 7% answered other or did not provide data

*"I think the Quiz is a great idea. When you're reading the quiz questions and trying to put the best answer for you, you put yourself in that person's position to see what you would do. With that in mind, if you ever get in that situation you'll remember what you put down. I'm going to have a lot of my friends take that test and see where they are and what they know about sex and using protection."  
- Girl, 16*