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Teen Pregnancy Prevention Campaign Aims to Prevent Premature Grandparents

Serve Marketing is behind a light-hearted take on a serious subject: Teen Pregnancy

MILWAUKEE (October 19, 2015) – Do you have teenagers of your own? Imagine being a grandparent right now. SERVE Marketing’s newest campaign for the United Way of Greater Milwaukee & Waukesha County asks parents to consider this reality – a reality that is more likely if they choose to avoid teaching their children about safe sex.

Launching on Oct. 19, the newest teen pregnancy prevention campaign is timed to align with **Let’s Talk Month** and will run through November in the Milwaukee market. Targeted at parents to encourage them to talk to their teens about sex, the campaign dramatizes how teen pregnancy can affect a family as a whole and asks parents to weigh the benefits of having awkward conversations today or living with the consequences alongside your teenager later.

“Although we know it may be hard to believe, young people – even teenagers – want to hear about sexual health from their parents. It may seem like the media or friends have more influence – but research shows, time and time again, that parents make the most difference on this topic.” said Nicole Angresano, the Vice President of Community Impact at the United Way of Greater Milwaukee & Waukesha County.

Consisting of bus shelters (see below for locations), YouTube videos, digital pre-roll video and five :30 TV spots running on WISN, WVTM, WCGV and WDJT, the campaign features youthful parents in stereotypically “old timer” situations – preparing casseroles at 4 o’clock, clipping coupons, drinking fiber supplements, watching television at unreasonable volumes and more. All pieces direct parents to TalkToYourTeen.org where parents can find resources for starting a productive discussion with their child.

"Most PSA's in the past have encouraged parents to talk to their teens about teen pregnancy by focusing on the consequences to their child," explains Serve Volunteer Creative Director Gary Mueller. "We wanted to take a little fresher approach. One that would catch them surprise and show them in a tongue in cheek way, the consequences to them as young grandparents."

While this take on raising awareness of the issue may be approachable and chuckle-worthy, the reality of Milwaukee's teen pregnancy rates is indeed serious. In 2013, the teen birth rate in Milwaukee was 22.9. And although this rate has declined dramatically over the past 10 years, there are still too many young people becoming parents too soon.

For more information about teen pregnancy, visit www.UnitedWayGMWC.org, or the [BabyCanWait Facebook page](#). Details on SERVE Marketing's community efforts are available at www.ServeMarketing.org.

Bus Shelter Locations: (There are 27 total bus shelter signs; the three listed are high traffic/impression areas.)
Capitol Drive and Humboldt Ave
Wisconsin Ave and 27th Street
Oklahoma Ave and 27th Street

Interview Opportunities:

Nicole Angresano, Vice President, Community Impact, United Way of Greater Milwaukee & Waukesha County

Gary Mueller, Founder/ Executive Creative Director, Serve Marketing

About United Way of Greater Milwaukee & Waukesha County

United Way of Greater Milwaukee & Waukesha County improves our community by mobilizing people and resources to drive strategic impact in Education, Income and Health – the building blocks for a good quality of life. Learn more at:

<http://www.unitedwayGMWC.org>

Be part of the change:

<http://twitter.com/UnitedWayGMWC>

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About Serve

Serve is the country's only all-volunteer, nonprofit advertising agency, whose mission is to give underserved charitable causes a stronger voice in the community. Since 2002, Serve volunteers have created behavior-changing public service campaigns for over 50 local and national nonprofit causes from Shaken Baby Syndrome, statutory rape and teen homelessness to foster care, gun violence and teen pregnancy. Most recently, Serve's work was honored by the White House for its role in helping reduce teen pregnancy in Milwaukee. For more information, go to servemarketing.org.

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