

Social Awareness campaign

Teen Pregnancy

By New York City Human Resources Administration

Hypothesis

- Social awareness campaigns should raise the public's consciousness regarding social behaviors.
- Educate
- They should convey the message in an understandable manner for their specific audience.
- They should not offend any social category.

“NotNow” awareness campaign

- Author: New York City Human Resources Administration.
- Medium: Print



Dad,
you'll be
paying to
support me
for the next
20 years.

THINK BEING A TEEN PARENT WON'T COST YOU?
NY STATE LAW REQUIRES A PARENT TO PAY CHILD SUPPORT UNTIL A CHILD IS 21.

Text "NOTNOW" to 877877 for
the real price of teen pregnancy.

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Honestly Mom...
chances are
he won't
stay with you.
What happens
to me?

ARE YOU READY TO RAISE A CHILD BY YOURSELF?
90% OF TEEN PARENTS DON'T MARRY EACH OTHER.

Text "NOTNOW" to 877877 for
the real price of teen pregnancy.

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I'm twice
as likely **not**
to graduate
high school
because
you had me
as a teen.

**KIDS OF TEEN MOMS ARE TWICE AS LIKELY NOT TO
GRADUATE THAN KIDS WHOSE MOMS WERE OVER AGE 22.**

Text "NOTNOW" to 877877 for
the real price of teen pregnancy.

Standard text messaging rates may apply. Check with your service provider.

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Analysis

- Copy + argumentation techniques; Negativity vs. Positivity
- Exploitation of stereotypes and myths: poverty and education, gender stereotypes;
- Legal and ethical approach;

- How efficient was the campaign?
- Was the message received by the right category?
- Harm vs benefit;
- Is there no bad publicity?
- What would have been a supererogatory acts in this situation?

- What do you think is the best technique for awareness raising? Which emotions should they appeal to?
- What other approaches can I use?