


The Caring Outreach - Internet Outreach Strategy

Aware that young people are extremely computer savvy, and that 52% of the abortions in the United States are performed on girls under 25, the Caring Outreach has turned to a comprehensive and effective internet site researched and developed specifically for teens as our primary educational outreach to youth.




In January 2005 the Rosetta Foundation went “on-line” with www.TeenBreaks.com - a site created for youth between the ages of 12 and 25 (Gen Y) - with useful and appealing pro-life information on abortion and related issues.

Students in middle school, junior high, high school, and college are using the site by the thousands to read the stories offered by other students and to post their own. Information offered on pregnancy, abortion, adoption, abstinence, and hooking up is being used personally and in school reports.



Pregnant and need help?

Click Here



OR

Text TEEN to 95495

If pregnancy is a concern, they are repeatedly encouraged to call or send a text to a national pro-life pregnancy assistance agency called **OptionLine**. Today, teens live on their smart phones and texting is second nature. There is also a toll-free phone number which offers immediate 24/7 one-on-one service. Statistically we have been informed that **approximately 300** viewers from the state of Illinois are clicking over from TeenBreaks to **OptionLine** each month. If only 1% of those seeking help are saved from an abortion that would be 3 babies saved each month.

Creating an effective website is only a portion of the equation however. It would be useless if no one knew they were there! Those seeking information on the web often use “search engines” and the most popular search engine is *Google*. When abortion key words are typed into that search engine millions of websites are listed. Regardless of how valuable these various websites may be, unless they appear on the first page, preferably at the top of the first page, they will never be selected for viewing.

One way to insure a first page position is to buy *Google AdWords* advertising and become a *sponsored link*. From its inception, Teenbreaks.com used this means to advertise their site.

How Web Advertising Works

Google Adwords advertising for TeenBreaks.com is placed in direct competition with the abortion clinics, pro-abortion groups and Planned Parenthood *for that all important first-place spot* on search engine response pages. The Rosetta Foundation's national budget allows them to be in that primary position only until late mornings on weekdays. When Rosetta's budget for the day is depleted, *that all important first place spot* often defaults to the abortion clinics and pro-abortion groups.

Since seekers rarely go past the first few pages of listed sites. *The Caring Outreach* stepped in with supplemental advertising to insure that in Illinois, pro-abortion sites would not win by default for the rest of each day.

Feedback from youth who have used TeenBreaks.com keeps us posted on current concerns of the students and tells us that the site is highly effective in helping pregnant girls make life affirming decisions, in shifting students to a pro-life position and in encouraging them to choose abstinent lifestyles.

What Happens on the Way to the TeenBreaks.com site

When teens want information on a topic, they often use Internet search engines like Google to find it. They type in keywords like...

- Abortion
- Teen Abortion
- Teen Pregnancy
- Pregnancy Symptoms

After their search, the first screen they see gives them multiple (even millions) of links to choose from. Most websites appearing on page one of these searches are rabidly pro-abortion. The few pro-life sites listed are either designed to appeal to adults or are service-oriented crisis pregnancy organizations.

Through the use of sponsored links, an ad for TeenBreaks.com appears in a primary position at the top of the page, or to the side. When seekers click on our sponsored link they go directly to the TeenBreaks.com website and we pay a fee for that visit.

Once in TeenBreaks, there are multiple topics available such as:

Issues **Hooking Up** **Pregnancy** **Abortion** **Guys** **Adoption**
Love or Lust, **Sexual Abuse** **Girls 12-14** **Cutting**, **Thoughts**

If they click on *Abortion*, they will be greeted with:

ABORTION IS SERIOUS AND PERMANENT.
THERE'S NO TURNING BACK.
SO DON'T BE PUSHED OR INFLUENCED BY OTHERS.

Girls who aborted tell their own stories about why they chose abortion, what the abortion was like, and how they feel now.

What is abortion? If you choose, see the actual pictures of aborted babies and learn about the types of procedures used on them.

Stop Pushing Me to Abort! If your boyfriend, mom, dad, or others are pushing you to abort, find out how to stand up and make your own decision.

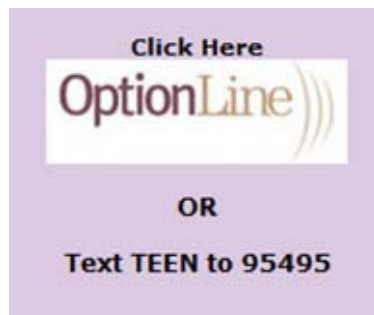
Pushed Into Abortion True stories of girls who were pushed into abortions and girls who refused to be pushed.

Abortion docs speak about their reasons for performing abortions and what its like to have an abortion practice.

Abortion complications - Girls - outlines the immediate and long-term complications specific to teen abortions.

Abortion survivors tell their personal stories of how they were aborted and lived to talk about it!

Both girls and their boyfriends are offered information they need to change their minds with real peer stories about abortion, adoption, and parenting; details of abortion techniques with pictures; and advice, info, and help to continue their pregnancies. TeenBreaks.com does utilize actual abortion pictures with Generation Y. Teens repeatedly told the developers of TeenBreaks that *the pictures are the best argument against abortion*. Subsequent testimonies received on TeenBreaks.com prove this point.



There are caring people who have helped thousands of girls just like you who were pregnant and scared. They will help you confidentially and without cost, and they have lots of experience because lots of girls have gotten pregnant just like you.

So click here to connect to Optionline.org. You can talk with someone by phone or e-mail or be shown where there is a pregnancy center near you. And remember, everything is confidential and without cost! So click on now so you're not alone in this any longer!!!

Numbers Reached

The Caring Outreach began supplementing the TeenBreaks national Google AdWords budget in November of 2005. This enables TeenBreaks.com to be in a primary position on all our keywords for the better part of each and every day *throughout the state of Illinois*. Pleased with the numbers of youth receiving pro-life information through this effort, the Caring Outreach is committed to continuing this vital outreach

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Five Year TeenBreaks Report November 1, 2010

COMBINED* TOTAL		TCO SUPPLEMENTAL TOTAL NUMBERS STATE-WIDE	
ALL THOSE REACHED IN ILLINOIS		IN ILLINOIS	
BEGINNING NOVEMBER 1, 2005		BEGINNING NOVEMBER 1, 2005	
12 Months	62,013	12 Months	22,525
2 years	130,587	2 years	63,126
3 years	247,475	3 years	141,187
4 years	357,118	4 years	209,676
5 years/Oct 31, 2010	506,430	5 years/Oct.31, 2010	277,640

*Rosetta efforts plus The Caring Outreach efforts

* The Combined Totals reflect every one in Illinois who has clicked on TeenBreaks both directly and those who have come through all *Google* sponsored links.

TeenBreaks.com has now registered over six million visits nation-wide

TCO Supplement Totals reflect only those who have “clicked over” at the sponsored link on the *Google* search engine to the TeenBreaks site when *The Caring Outreach (TCO)* pays the advertising charges.

* If TeenBreaks is accessed by typing in www.teenbreaks.com no charges or fees are applied. These “free” clicks are reflected in the Combined Totals. Repeat and referral visits are often without charge for this reason.

Gen Y is Our Future

Research indicates that values and behaviors are “embedded” into the adolescent brain between the ages of 10 and 20 - that includes pro-life or pro-abortion beliefs and values. Prolifers have consistently offered youth factual information on the life issues. Adapting with the times, we are now using the internet since it has become the reference manual of choice for teens. These efforts are proving to have tremendous long-term cultural effects.

The Value of Reaching Out to Youth

News reports about the activities surrounding the January 22, 2011 anniversary of the Supreme Court’s decision on abortion verified the increased involvement of teens and young adults in the

pro-life movement. The *Washington Post* headlined that, “Thousands of **mostly young people** spilled onto the National Mall...” And this was repeated across the nation, as seen in the enclosed.

Research confirms our belief that once young people, who by nature are seekers of the truth, have the facts they will share that information with their peers, become pro-life, help save lives, and continue our battle for hearts and minds.

TeenBreaks.com is a vibrant witness to teens, confirming that we care and want to be there for those who are pregnant and scared. By offering confidential services at no cost, teens have viable alternatives to abortion.

