

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.

If pregnancy is a concern, they are repeatedly encouraged to link to, or call, to a national pro-life pregnancy assistance agency called OptionLine. This email link and toll-free phone number offer immediate 24/7 one-on-one service. Statistically we have been informed that **approximate 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 placed TeenBreaks.com in direct competition with the abortion clinics, pro-abortion groups and Planned Parenthood for that all important first-place spot. The Rosetta Foundation's national budget allows them to be in that primary position only until late mornings on weekdays. When their 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 Website

When a teen wants to look up “abortion”, “teen abortion”, “teen pregnancy” or “teen pregnancy symptoms” they often *google* (or search for) one of those keywords and the first screen they see will give them a screen with choices to multiple (even millions of) links.

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.

Now through the use of sponsored links, 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 website and we pay a fee for that visit.

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

Issues	Hooking Up	Pregnancy	Abortion	Adoption
Thoughts	Guys	Girls 12-14	Cutting	

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, learn about the different types of abortion procedures

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 proves this point.



The message from OptionLine on this Abortion Option page reads:

Having trouble dealing with your abortion?

It helps to talk with someone who has
 "been there, done that" by phone or e-mail.
 It's all free and confidential too.

800-295-HELP – OPTIONLINE.ORG

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 plans to continue this vital outreach.

<u>COMBINED TOTAL*</u> <u>ALL THOSE REACHED IN ILLINOIS</u> BEGINNING NOVEMBER 1, 2005		<u>THE CARING OUTREACH**</u> SUPPLEMENTAL TOTAL NUMBERS STATE-WIDE IN ILLINOIS BEGINNING NOVEMBER 1, 2005	
After 3 months	17,610	After 3 months	7,629
After 1 year	62,013	After 1 year	22,525
24 months / 2 years	130,587	24 months / 2 years	63,126
30 months / 2½ years	195,847	30 months / 2½ years	105,181

* 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 2 ½ half million visits nation-wide

** These 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* 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. Pro-lifers 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

The Pew Charitable Trust, a liberal foundation that is a funding source for Planned Parenthood has funded a number of studies on the attitude of Gen Y and have become rather panicky over their conservative and anti-abortion views. The Pew Foundation quoted sources showing a significant number of those under 25 going to the polls to vote as compared to those voting four years previously. These developments have been recognized in a number of articles.



Remember this article?

“Surprise Mom: I’m Against Abortion”

The New York Times, 2003

Poll in 2007 Shows That Younger Voters Are Turning Against Abortion

Younger voters, especially women, are embracing a pro-life position in surprising numbers and in sharp contrast to attitudes that held sway 15 years ago, according to a new study.

The study by Overbrook Research, a public consulting firm in Illinois, examines public opinion data from Missouri. With proportions of blacks, Catholics and union members in line with national averages, the state is viewed as “highly representative of the American electorate,” the study says.

Over 30,000 survey interviews were conducted in the state between 1992 and 2006. Participants were asked: “On the debate over abortion policy, do you consider yourself to be pro-life, pro-choice or somewhere in between?” Those who gave a definitive answer were then asked how strongly they held their view.

Results in 1992 were largely in step with what study authors Christopher Blunt and Fred Steeper call the “self-interest hypothesis.” Women and men under 30 were the most ardently “pro-choice” (39 percent) and the least likely to be strongly “pro-life” (23 percent).

Today, by contrast, among the current generation of 18- to 29-year-olds, 36 percent say they are strongly “pro-life,” while just 18 percent say they are strongly “pro-choice,” the study authors said.

The trend was particularly evident among women in that age bracket. 40 percent identify themselves as strongly “pro-life” and only 20 percent as strongly “pro-choice.”

The data reverses a two-to-one ratio that was evident in 1992, the study noted.

Blunt, who is president of Overbrook Research, told Cybercast News Service in an interview that “Generation Y” voters have a very different frame of reference on abortion now than was evident in 1992.

You can read this entire article online at:

<http://www.overbrookresearch.com/docs/turnaround-on-abortion.pdf>

This 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.

Stories Shared by Teens

We know that once a teen uses this site they are passing the word to others. They particularly like leaving their stories on both this site and its sister MySpace site. We have received many

emails from teens telling us of their gratitude for the site, *of babies not aborted*, of dismay when abandoned by boyfriends, and of sorrow when pressured by parents to abort - heartbreaking stories that convince us that we must continue this outreach.



Nani wrote: *I came to this website to educate myself...now I feel that I can make a decision that I won't regret. I was thinking of abortion; but after learning more about it, I definitely won't take that route. Thank you.*

Heather from Illinois wrote – *We were both truly happy and couldn't wait for our baby to be born. We decided that we had to tell our families because we thought they would help us. His family was truly amazing and said they would help us out no matter what. My family was different. My mom instantly decided that I was going to get an abortion. My mother threatened to kick me out and take my car. She talked me into an abortion. I did it, and it was the biggest mistake of my life. I regret it every day. Abortion is a life long choice. It does not just end when you leave the clinic. I cry all the time just because I wish that I could see my child. I'm just hoping that God will give me a second chance and allow me to one day start a family.*

Stephanie has a different story. She writes – *My mom tried to push me into getting an abortion...I found this website. It changed my mind and gave me the strength to stand up to my mother.*

Stacey – *I came to teenbreaks.com to research abortion for a speech I had to do for school. I started off thinking that I was going to do my speech on pro-choice, believing that abortion was not bad. Teenbreaks.com changed my whole perception on abortion. After seeing the aborted babies and how the mothers felt afterward, I decided to do my speech on pro-life. After my speech a classmate came up to me and told me she was pregnant and was thinking about getting an abortion until she heard what abortion really was like. I made a difference in my classmate's life, and I want to thank teenbreaks.com for helping me see the reality of abortion. Because of this site another life was saved. Thank you.*

Abigail from Illinois wrote - *I think teen breaks has saved me from making the worst decision (sic) yet. I'm only in the 7th grade and I wanted to have a baby with my boyfriend. So I talked to him about it and he said he was ready...Thank goodness this site has a special section for younger girls!*

Hannah wrote: *I really like this website. It has encouraged me so much. I am not a virgin, and I live with the pressure of that everyday. I am now a secondary virgin, and its all thanks to this site.*

Laura in Chicago wrote: *I was 16 when I first had sex. Me and my neighbour were very much in love, no one new about it. At the time he was a happily married man with 3 kids of his own. We began sleeping together just after christmas when he and his wife were on the verge of divorce. In march i fell pregnant, to begin with i was too scared to tell him so for months i kept it to myself. My belly began to swell, when he noticed something was wrong. I had to tell him. He offered to pay for the abortion and drove me to the local clinic. He put me in the waiting room and left. He gave me money for a cab. It was the worst ordeal in my entire life, just knowing my baby was being ripped out of me. I'll never forgive myself or him for killing our child. I cry almost every night and i can't bring myself to speak to him. I wouldn't recommend an abortion to anyone.*

One young man named **Wesley** tried desperately to encourage his girlfriend to keep their baby. He writes.... *“one evening she told me in two simple words, “it’s gone.” Despite the fact that I would have raised the child with or without her, I couldn’t choose to be a father. I don't think a single day has passed where I haven't thought about it. I know I've prayed and I've cried about it, but nothing’s going to change. The one thing that I thought would become the greatest joy in life, has become the greatest pain. It hurts more than words could ever describe. I feel empty--as if a part of me is missing. And I felt helpless--because there was nothing I could do about it....”*

Heather from Illinois got involved with an older man and did not find it difficult to have her first abortion at 14. So she had three more before she was 18. Then she got pregnant again and looked up abortion on the internet. Amazed as the size of the baby and pictures of abortions she now realizes that what she did to her babies was in her words - awful. She writes: *“all the things I didn't feel then came back times ten. If I had seen pictures and knew this years ago, I would not have done it. I cried and prayed that the Lord would forgive me along with the little babies that did not have a choice. So now I am six and half months pregnant with a baby....”*

Monique, a fifteen year old, also from Illinois, had an abortion at 20 weeks. She tells us that it took three days for the abortion to be completed and they *“were the three worst days of my life”*.

You can help pass the word.

You can help us increase free traffic to TeenBreaks!

The Rosetta Foundation uses many avenues to promote TeenBreaks. Traffic on TeenBreaks, multiple links, a blog and a MySpace account bring the site to the forefront of numerous search engines.

One means of increasing traffic is word of mouth especially by teens themselves. Also, teens love to “blog”. So a TeenBreaks blog has been created to allow them to share their stories. Check it out at <http://TeenAbortionIssues.com>.

Help Spread the Word

Here are some things you can do to help make an impact of this outreach and save more lives

- Posters, bookmarks and small cards are available by going to:
<http://www.teenbreaks.com/media.cfm>
Great to use with youth organizations and in the classroom
 - Encourage others to check out the site
 - Link to it, or promote it, on your personal or organizational website
 - Short descriptions of the TeenBreaks website and promotional ads can be downloaded at:
<http://www.thecaringoutreach.org/promo.pdf>
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