

iDecide2B

SM, Print, Radio, Focus Groups

The iDecide2B Campaign is a multimedia initiative for pregnant and parenting teens in Washington, DC. Promoting the messages to the target audience to finish high school and continue their education, the campaign is grounded in a theme of self empowerment and responsibility while encouraging pregnant and parenting teens to decide to be Safe, Smart, Educated and Protected.

The campaign components include: radio public service announcements; an English and Spanish poster, postcard and brochure; social media outreach on Facebook and Twitter; podcasts; an Evernote Shared Notebook, and promotional items.

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There is nothing more powerful than being able to say, "I decide."

Be that teenage parent who decides to finish high school, go to college, and step into a brilliant future.

Be that teenage parent who decides to be **Safe. Smart. Protected. Educated.**

For referrals on teen pregnancy and parenting services, call New Heights II at **202-698-3924**

Like us on Facebook with keyword "iDecide2B"
Follow us on Twitter at [Twitter.com/iDecide2B](https://twitter.com/iDecide2B)

The iDecide2B Campaign is supported by the Department of Human Services/Income Maintenance Administration in partnership with the DC Public Schools, DC Student Support Center and the University of the District of Columbia/Institute for Human Service Delivery.