

*[[Emotional goal: unintended pregnancy will end my plans, put me in a dependent position.
Behavioral goal: motivate phone call.]]*

ANGIE

Angie:

[baby sounds underneath]

I was 17 when I had my first son. And when you're 17 you're planning to go to college, planning to take a trip around the world...

Heidi:

I thought my plans were over.

Angie:

If I was older when I started having children, the stress wouldn't be as intense. And I wouldn't have to live with my parents. [laughs]

Narrator: *[re-record, for each state]*

Sure, birth control can be a hassle. But what about the alternative?

Call 1-800-230-PLAN. [baby cry] 1-800-230-P-L-A-N.

[[Goals: to get listener to think: "What would I do? How would I feel? I'm not ready." Feel that other people worry about pregnancy, and she should, too. Motivate call for information]]

WHAT WOULD YOU DO?

Narrator:

What would you do if you found out, right now, that you're going to have a baby?
[crying noise]

Heidi:

Oh, no! What do I do? There's a baby--I'm gonna have a baby and what do I do? It's very scary.

Actor:

It'd be like a slap in the face: grow up, quit school, get a job...

Stephanie:

It's just a situation that I really hope to never, ever ever be faced with.

Actor:

The worst situation is to have it be unexpected.

Narrator *[do version for each state]*

Protect your future. Call 1-800-230-PLAN. 1-800-230-P-L-A-N.

Elizabeth:

A child is too important to leave to chance.

[[Key message: all kinds of people use condoms. Using condoms is a loving and pro-child act]]

CONDOMS SAY "I CARE"

[acoustic guitar music under]

Elizabeth:

My husband was actually the one to suggest that we use condoms, the very first time.

The whole act of putting on the condom is not just sensual, but it's also a loving thing.

Saying, I care about the consequences.

I care now, I care later; I care.

Narrator:

Over half of all pregnancies are accidents.

A child is too important to leave to chance.

Call 1-800-230-PLAN. *[version for each state]*

[[Goals: parents will feel that talking about birth control is a way to show caring; parents will be motivated to get information to help them with such talks]]

DAD & DAUGHTER

[guitar music]

Elizabeth:

When I was in high school, my father told me that, naturally he'd prefer if I abstained.

But if I made that choice, that he would really prefer that I were on birth control.

I thought that was really great. That he would care that way.

I mean, I'm sure that that was really hard for my dad to sit down and think, well, my youngest daughter just might wanna do this.

Narrator: *[male]*

For information about sex and birth control, call 1-800-230-PLAN.

[version for each state]

Elizabeth:

As a parent, I would want my child to have the right information. I would respect my child enough to give it to 'em straight.

[[Listeners should feel: I better have condoms with me, just in case. Using condoms is both acceptable and important.]]

"IT JUST HAPPENED"

Actress:

I went away to college, and I started dating this guy. And one night, it just happened. I wasn't thinking, you know? And when I woke up the next morning, it was, oh my god— who knows who else he's been with!

Stephanie:

Anybody that didn't want to use a condom would really scare me. Because that would mean that they didn't want to use a condom with whoever else they were with. And I mean that's just a very risky behavior.

Narrator:

Protect yourself.

For confidential information, call 1-800-230-PLAN. 1-800-230-PLAN.

[version for each state]

[[Audience is both genders. Listeners will feel: Mature guys carry and use condoms. They protect your future plans. If you don't have condoms, don't have sex. Men should think about birth control.]]

MARK AND LUCAS

Mark:

I think that guys that aren't protected, and they don't take responsibility for the woman if they get her pregnant - those guys need to grow up.

Lucas:

Everybody should carry condoms. They know that they have to use 'em.

Mark:

Usually either I was smart enough or the girl was smart enough to say, Well, if we're gonna, we're gonna have to drive to the store, y'know? Or, let's just wait.

Narrator: *[female]*

A child is too important to leave to chance.

And so's your future.

Call 1-800-230-PLAN.

[version for each state]