

## **DATASPEAK INTERNET AUDIOCONFERENCE**

### **Using Survey and Market Research to Tailor Pregnancy Prevention Efforts to Young Adolescents**

**February 8, 2001  
2:00-3:00 Eastern Time**

#### **AGENDA**

- 2:00-2:10 p.m.      Welcome  
Stella Yu, Maternal and Child Health Bureau (MCHB)  
Trina Anglin, Chief, Office of Adolescent Health, MCHB/HRSA
- Logistics  
Beth Zimmerman, MCH Information Resource Center
- 2:10-2:15 p.m.      Overview  
Sally Sachar, Deputy Director  
National Campaign to Prevent Teen Pregnancy
- 2:15-2:30 p.m.      Survey Research Findings  
Robert Blum, Professor and Director  
Division of General Pediatrics and Adolescent Health  
University of Minnesota
- 2:30-2:45 p.m.      Market Research Findings  
Todd Cunningham, Senior Vice President for Research and Planning  
MTV Network
- 2:45-3:00 p.m.      Question and Answer Period  
Beth Zimmerman, Moderator
- 3:00 p.m.            Adjourn