



—  —  
**Why  
Marriage  
Works**  
—  —



*The facts*

The benefits of marriage have been quantified through decades of research. Married people earn and save more money, enjoy better physical and mental health, live longer and exhibit lower rates of substance abuse. In fact, a recent report from the Centers for Disease Control showed that, among the 127,545 adults polled for its National Health Interview Study, married adults tend to be healthier than divorced, widowed or never-married adults.

Children do best when raised by two parents inside a healthy marriage. Children of married parents will most likely do better in school and are more likely to have long-lasting marriages themselves. Boys raised by married parents are also less likely to commit crimes.

As these facts demonstrate, the benefits of marriage are compelling and far-reaching.

*“Healthy marriage is the ideal for our children. Decades of studies show, children raised in a home with a married mother and father do better in every way imaginable. Thanks to Campaign for Our Children for the Marriage Works initiative, bringing this critical message to our young people.”*

U.S. Senator Rick Santorum (R-PA)

*Campaign For Our Children*

A non-profit 501(3)(c) organization, Campaign For Our Children (CFOC) has created compelling programs to lower teen pregnancy rates throughout the U.S. since 1987. Through comprehensive abstinence-plus education, school programs and powerful advertising, CFOC has helped change attitudes among children with measurable results.

Now CFOC is targeting the attitudes of teens aged 15 to 19 with a bold new program, aimed at promoting one of the world's most cherished institutions: marriage.

*We need your support.*

Private contributions, as well as state grants and contracts, help support CFOC. But because we provide materials and services at a very low cost, we must rely on the private sector to continue our mission. Individuals, corporations and foundations have endorsed this effort because they understand the value of CFOC and the Marriage Works campaign as an investment in our present and our future.

To learn how you can help, visit [cfoc.org](http://cfoc.org), [marriageworksUSA.com](http://marriageworksUSA.com) or call 410-576-9015.

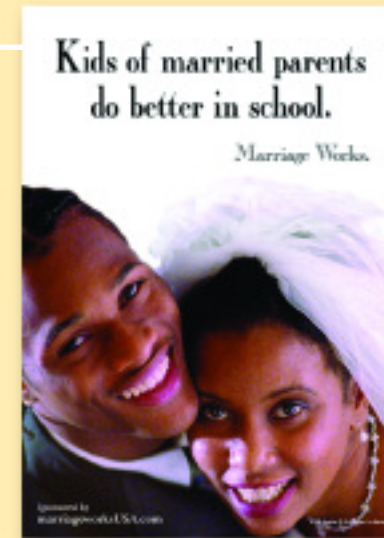
# Getting the word out

Campaign For Our Children has created focused, persuasive communications including TV and radio commercials, billboards, bus shelter ads, school lesson plans and posters, and a website, to drive home the practical benefits of matrimony.

Here are the materials that comprise the heart of the campaign. Its core message is one that can be summed up in just two words: **Marriage works.**



TV & RADIO COMMERCIALS



BUS SHELTER

POSTER



BILLBOARD

BUS SIDE



WEBSITE



“Campaign for Our Children deserves tremendous credit for the Marriage Works initiative. It’s no secret that children thrive when they are raised by two parents in a loving family. The Marriage Works campaign is an important step toward ensuring every Maryland child grows up in a happy, healthy family environment.”

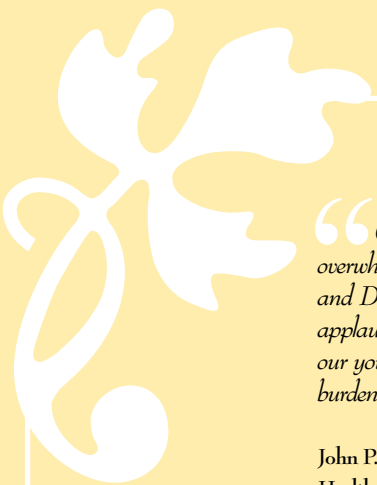
Maryland Governor Robert L. Ehrlich, Jr.

“The ‘Marriage Works’ program is a natural progression in the work of CFOC, a group whose mission has always been to reduce teen pregnancy rates throughout the United States. Mature choices made by youth are most often the result of a stable family life and role modeling of good parents.”

Janet Hardy, M.D.C.M., Pediatrics Professor Emerita at Johns Hopkins University and a member of CFOC’s board of directors

“As a society we’ve underserved the notion of marriage, one of our most cherished institutions, for far too long. It’s time that we look to efforts such as Marriage Works to help reinforce the truth about the benefits of marriage to young men and women. We believe messages such as these will have a positive impact here in Maryland and across the country.”

Maryland Lt. Governor Michael S. Steele



*“CFOC’s program has the potential to make an overwhelmingly positive impact on young people in the MD and DC area as well as throughout the entire nation. We applaud CFOC for taking this critical step toward educating our youth about the benefits of marriage and reducing the burden that out of wedlock teen births places on our taxpayers.”*

John P. Zaremba, Ph.D., president of the Robert Crown Center for Health Education, a Chicago-based organization that provides instruction to children on sex education and other health issues

*“Our emphasis at HHS is on healthy marriages—not marriage for the sake of marriage, not marriage at any cost—but healthy marriages that provide a strong and stable environment for raising children. The Marriage Works program and message is right on track with these goals and ones that we think can make a difference in communities where the program is implemented.”*

Wade F. Horn  
Assistant Secretary for Children and Families,  
U.S. Department of Health and Human Services

*“Marriage Works is a great beginning and the right message to send to today’s teens who are bombarded with confusing messages everywhere they turn.”*

J. B. Powell, Jr., Executive Director, Lockhart Vaughan Foundation

*“Marriage Works embodies the values we believe should be instilled in young people today.”*

Don Johnson, Executive Director, Hult Health Education Center, Peoria, IL

*“All children deserve the benefit of growing up in a nurturing home environment with their biological parents, where possible. However, many young parents enter into relationships without enough information or education about establishing and/or maintaining healthy relationships and marriage. Providing couples with skills to build strong relationships in marriage and creating community awareness to support and encourage such principles is essential to improved child well-being.”*

Joe Jones, President & CEO, Center for Fathers,  
Families and Workforce Development

*“As a society we’ve underserved the notion of marriage, one of our most cherished institutions, for far too long. It’s time that we look to efforts such as Marriage Works to help reinforce the truth about the benefits of marriage to young men and women. We believe messages such as these will have a positive impact here in Maryland and across the country.”*

Maryland Lt. Governor Michael S. Steele

