

2023 ADOLESCENT PREGNANCY  
PREVENTION GRANTEE CONFERENCE

# REUNITE REIGNITE RE-ENERGIZE

INNOVATING FOR THE FUTURE  
MAY 23-25 | ATLANTA, GEORGIA



**FYSB** Family & Youth  
Services Bureau  
Adolescent Pregnancy  
Prevention Program

ADMINISTRATION FOR  
**CHILDREN & FAMILIES**

# FYSB Updates

Presented by: Corey Palmer, Kati Derick, MeGan Hill, Owen Burns

May 24, 2023

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# Agenda



- Program Staff
- New Division Name
- NOFOs & Awards
- Performance Measures
- T&TA Support
- *We Think Twice*<sup>TM</sup>
- *The Exchange*
- Q&A
- Appendix
  - Contractor Support
  - Key Websites
  - Resources

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# ACYF/FYSB Leadership



Rebecca Jones Gaston  
Commissioner, ACYF



Kimberly Waller, JD  
Assoc. Commissioner, FYSB



Debbie Powell  
Deputy Assoc. Commissioner, FYSB

# APP Program Staff



Resa Matthew, PhD, MPH  
Acting Director, Division of  
Positive Youth Development;  
Director, Division of Data,  
Performance, and Policy



CAPT Corey Palmer, MS, MPH  
Program Manager



Ricky Richard, MPH  
Program Specialist



Kathleen Derrick, BA  
Program Specialist



MeGan Hill, MPH, MCHES  
Program Specialist



Cheri Thompson  
Program Specialist



Tecia Sellers, BS  
Program Specialist



Shakira Williams, MPH (CTR)  
Program Specialist



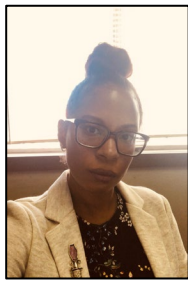
Dara Yah'ya, MEd  
Program Specialist



Nakia Martin-Wright, MS, CHES  
Program Specialist



Katherine Godesky, MSW, MPH  
Program Specialist



Se'an Bournes, MS (CTR)  
Program Specialist



Latanya Bispham-Robinson, MSW  
Program Specialist



Owen Burns (CTR)  
Communications  
Manager



Jamaal Smith (CTR)  
Executive Assistant

# New Division Name

- Pregnancy prevention efforts are rooted in positive youth development
- In order to lift-up the incredible work being done by all APP programs and honor the deep history of focusing our work on Positive Youth Development
- Whether you're a PREP grantee, SRAE grantee or both, we work towards a common goal of positive and healthy outcomes for youth
- A PYD approach builds healthy life skills and elevates youth voices and lived experience
- No impact on APP grantees, your work is not affected
- Name selection was a collaborative effort among Federal Project Officers and FYSB leadership. We have renamed our division to:

**Division of Positive Youth Development (DPYD)**

# Notice of Funding Opportunity & Awards

Application publication and closing dates not yet available.

## FY2023 GD-SRAE Competitive NOFO

- Published: May 19, 2023
- Applications due: July 18, 2023
- Tentative Grant Review Dates: August 2023
- Awards: September 30, 2023
- Available funding: approx. \$20 million

## FY2023 Title V Competitive SRAE NOFO

- Published: May 19, 2023
- Applications due: July 18, 2023
- Tentative Grant Review: August 2023
- Awards: September 30, 2023
- Available funding: approx. \$4.7 million

## FY2023 Competitive PREP NOFO (*NH Only*)

- Tentative Grant Review: August 2023
- Awards: September 30, 2023
- Available funding: approx. \$250,000

# Notice of Funding Opportunity & Awards

## FY2023 Non-Competing Continuation Awards

- Submissions processed by FYSB, awaiting award, effective date September 30, 2023

## FY2024 Awards

- State PREP & Title V State SRAE Awards through Letter of Intent Process (fall/winter of 2023)

## FY2024 anticipated NOFOs

- Title V State SRAE
- Title V Competitive SRAE
- GD-SRAE
- State PREP
- Competitive PREP





# PREP Performance Measures

2021-2022

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Percentages shown may not represent the total  
number of youth served. Not all youth responded.

# PREP Performance Measures

## Scale of PREP 2021-2022

\$72 million in grantee funding

- State PREP, Competitive PREP, Personal Responsibility Education Innovative Strategies, Tribal PREP
- 1,386 facilitators
- 80% of youth completed at least 75% of the programming

417 Grantees

416 Providers

434 Programs

87,059 Youth

# PREP Performance Measures

## PREP Program: 87,059 Youth

Race	
White	49%
Black/African American	30%
American Indian/ Alaskan Native	7%
Asian	6%
Native Hawaiian/ Pacific Islander	5%
Did Not Report	3%
Ethnicity	
Hispanic/Latino	37%

Grade	
Middle School	39%
High School & Older	61%
Age	
10-12	15%
13-14	43%
15-16	30%
17-18	10%
19+	2%

# PREP Performance Measures

## Adulthood Preparation Subjects (APS) Implemented by PREP Grantees

- 93% Healthy Relationships
- 83% Healthy Life Skills
- 77% Adolescent Development
- 52% Parent-Child Communication
- 41% Educational & Career Success
- 33% Financial Literacy



# PREP Performance Measures

Youth in  
PREP

<b>MOST IMPLEMENTED PROGRAM MODELS – OVERALL PREP</b>	<b>87,059 YOUTH</b>
<b>Making Proud Choices!</b>	35.1%
<b>Draw the Line/Respect the Line</b>	10.5%
<b>Be Proud! Be Responsible!</b>	6.2%
<b>Reducing the Risk</b>	6.2%

# PREP Performance Measures

Youth in  
PREP

## PREP Baseline Risk Behaviors

<i>Sexual Activity: High School Only</i>	
Ever Had Sex	31%
Ever been pregnant or gotten someone pregnant	13%
Ever had an STI	3%

## PREP Outcomes at Program Exit

*As a result of the PREP program, participants reported that they were more likely to...*

High School Only

Abstain from sex (50%). Reasons included:

- Risk of STIs (89%)
- Risk of pregnancy (88%)
- Plans for the future (80%)

*Of those who do not plan to abstain, participants reported as a result of participating in their PREP program...*

- 64% plan to use condoms
- 57% plan to use birth control
- 39% are less likely to have sex in the next 3 months

# PREP Performance Measures

As a result of the PREP program, participants reported they were more likely to...

Youth in  
PREP

<b>Healthy Relationships</b>	80%	Better understand what makes relationships healthy*
<b>Sexual Coercion</b>	74%	Resist or say no to someone who pressures them in sexual acts*
<b>Educational Career Success</b>	73%	Graduate high school or get GED*
	71%	Care about doing well in school*
	66%	Get more education after high school
<b>Peer Pressure</b>	69%	Resist or say no to peer pressure*
	65%	Speak up or ask for help if others are being bullied
<b>Financial Literacy</b>	68%	Felt confident about how to track expenses
	58%	Feel confident about how to open a bank account*
<b>Parent Child Communication</b>	57%	Talk with parent/guardian about things going on in their life
	42%	Talk with parent/guardian about sex

\* Indicates an improvement from 2020-2021

# SRAE Performance Measures

2021-2022



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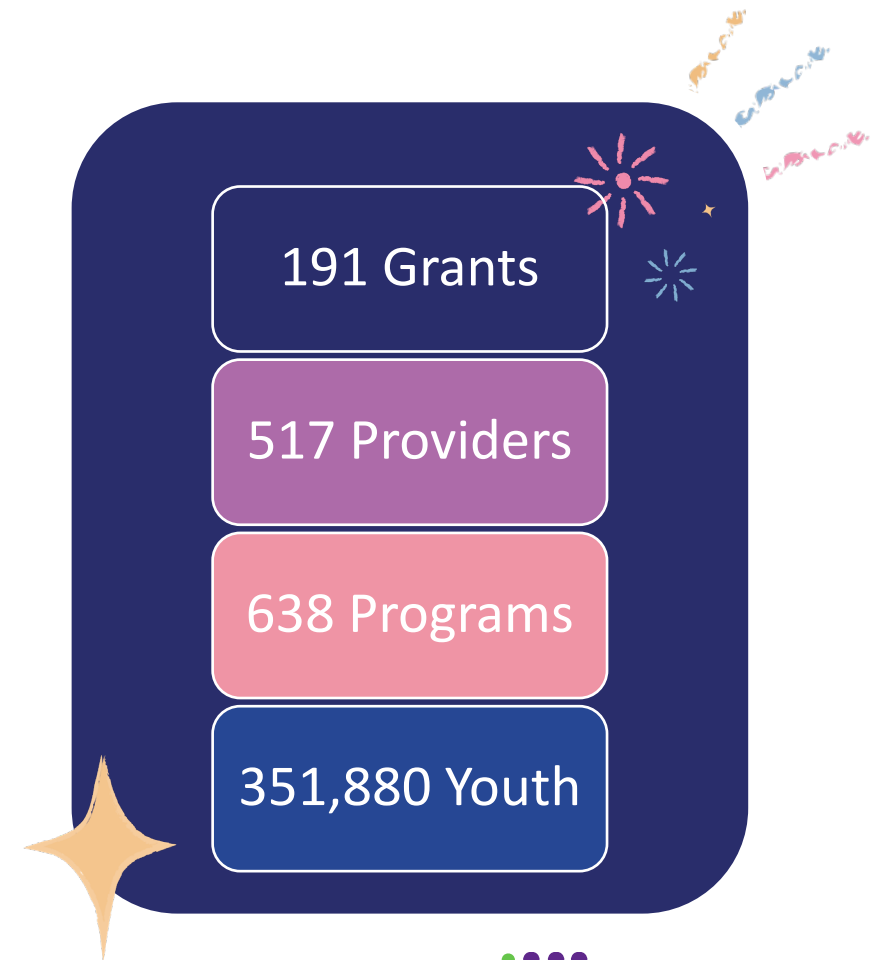


# SRAE Performance Measures

## Scale of SRAE FY2022

\$100 million in grantee funding

- Title V State SRAE, Title V Competitive SRAE, General Departmental-SRAE
- 2,180 facilitators
  - 18,699 parents or other care giving adults received programming
- 86% of youth completed at least 75% of programming



# SRAE Performance Measures

## SRAE Program: 351,880 Youth

Race	
White	55%
Black/African American	30%
American Indian/Alaskan Native	7%
Asian	4%
Native Hawaiian/Pacific Islander	2%
Did Not Report	2%
Ethnicity	
Hispanic/Latino	22%

Grade	
Middle School	57%
High School & Older	41%
Did Not Report	2%
Age	
10-12	25%
13-14	45%
15-16	23%
17-18	6%
19 and older	1%

# SRAE Performance Measures

Youth in  
SRAE

<b>MOST IMPLEMENTED PROGRAM MODELS – OVERALL SRAE</b>	<b>351,880 YOUTH</b>
<b>Choosing the Best</b>	23.7%
<b>REAL Essentials</b>	14.3%
<b>Making a Difference!</b>	8.4%
<b>TYRO® Youth</b>	5.6%

# SRAE Performance Measures

Youth in  
SRAE

## SRAE Baseline Risk Behaviors

### *Sexual Activity: High School Only*

Ever Had Sex	22%
Ever been pregnant or gotten someone pregnant	2%
Ever had an STI	3%

## SRAE Outcomes at Exit

*As a result of the SRAE program, participants reported that they were more likely to...*

### High School Only

- Abstain from sex (49%). Reasons included:
  - Risk of pregnancy (80%)
  - Risk of STIs (80%)
  - Plans for the future (70%)

### *Success Sequence*

- 63% delay sex until graduate HS
- 60% delay sex until graduate college
- 56% delay sex until they get married

# SRAE Performance Measures

As a result of the SRAE program, participants reported that they were more likely to...

Youth in SRAE

Healthy Relationships	83%	Better understand what make relationships healthy
Goal Setting	77%	Make plans to reach goals*
Sexual Coercion	75%	Resist or say no to someone who pressures them in sexual acts
Peer Pressure	70%	Speak up or ask for help if others are being bullied
	68%	Resist or say no to peer pressure
Self-Regulation	70%	Think about consequences before making a decision
	69%	Work together to find a solution when they disagree with a friend
	65%	Manage emotions in healthy ways
Make decisions not to use drugs	55-60%	Alcohol, vaping, cigarettes, marijuana, prescription pills*

\* Indicates an improvement from 2020-2021

# Performance Measures



## Conclusions

- PREP saw an increase of over 10,000 youth served over the last reporting period. Continued growth is anticipated in 2022-2023 with CPREP, TPREP, and PREIS grantees moving into full implementation.
- SRAE *has* seen a 25% increase in youth participants served from the last reporting period.
  - Youth are facing numerous challenges. It's vital that in both PREP and SRAE programs recognize the issues and respond—meeting youth where they are to collaborate and help improve adolescent health outcomes.

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# Training & Technical Assistance

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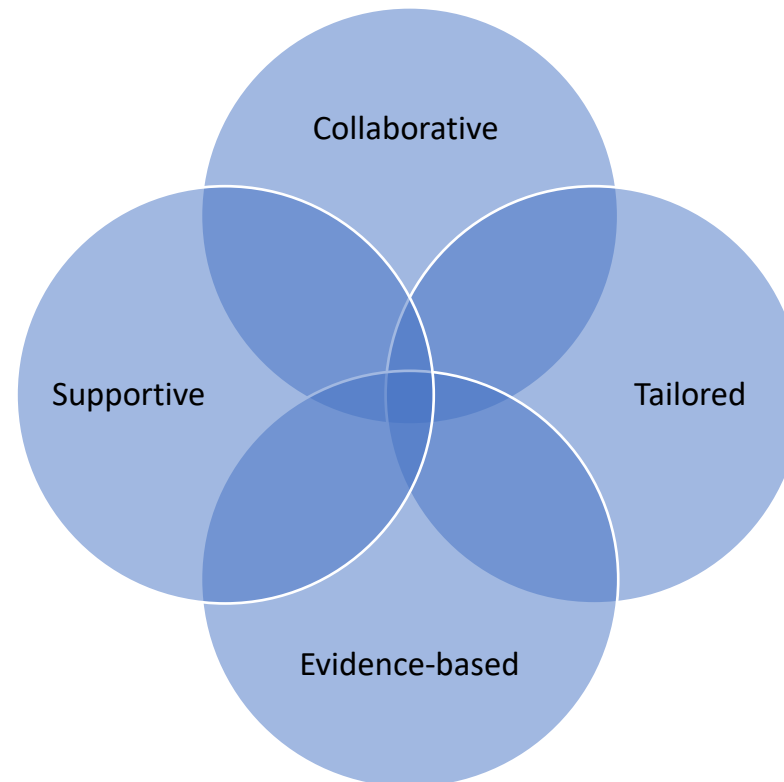
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# Training & Technical Assistance

RTI is the T&TA provider supporting both PREP and SRAE programs.

In that role, they assist APP grantees with:

- Individual and group TA
- Developing and updating T&TA resources and materials
- Training & resources
- Program management & implementation
- Disseminate findings and accomplishments
- Ad hoc TA support





# Liaison Groups & Office Hours

## Liaison Groups

- Smaller groups of grantees that meet on a regular basis (usually every other month).
- Facilitated by a TA provider.
- Topics based on the needs of the group.
- Extension of individual T&TA
- Compiled based on funding stream and location.

## Office Hours

- Topically based opportunities to connect with other grantees and share strategies.
- These are drop-in sessions, no pre-registration required.
- Open to sub-recipients.
- Find out about them through e-newsletters and the Events calendar on *The Exchange*.

Contact: [apptta@rti.org](mailto:apptta@rti.org) or [sraetta@rti.org](mailto:sraetta@rti.org)

# T&TA for PREP and SRAE Grantees

## Proactive TA

- As resources allow, the TA team also offers individual, proactive TA.
- A TA provider will reach out and offer a 1-hour complimentary TA session on a topic of your choice.

## Questions?

Reach out to [APPTTA@RTI.org](mailto:APPTTA@RTI.org) or [SRAETTA@RTI.org](mailto:SRAETTA@RTI.org)

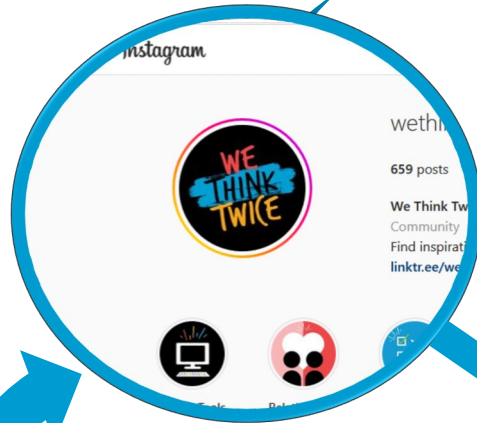
# *We Think Twice™*

- Multi-faceted digital media campaign
- **With** youth – **For** youth
- Development and content input from our online teen forum, the WTT™ Insiders
- Build teen knowledge and skills to
  - form **healthy relationships**,
  - set **goals** for the future
  - feel **empowered** to make healthy decisions
- Shift perceptions and social norms, and support resistance to negative peer pressure
- Support the goals of the APP program and grantees



# We Think Twice™

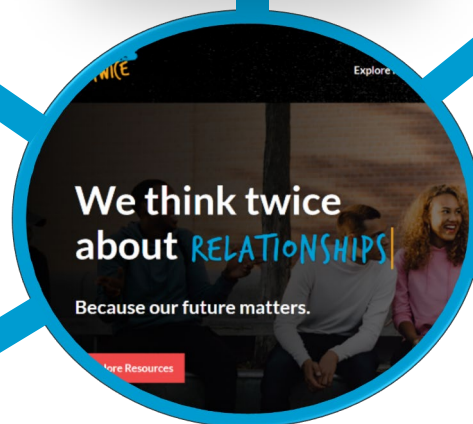
@WeThinkTwice Instagram & Facebook Launched July 2019



Engaging content for youth



WTT Insiders



[www.wethinktwice.org](http://www.wethinktwice.org)  
Launched April 2020



Adolescent Development Products (*The Exchange*)

# *We Think Twice*™

The *We Think Twice* Instagram page has grown a lot since the first virtual APP Grantee Conference in June 2020.

How much bigger is our Follower audience?



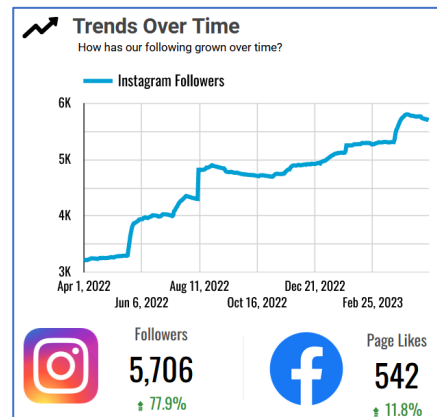
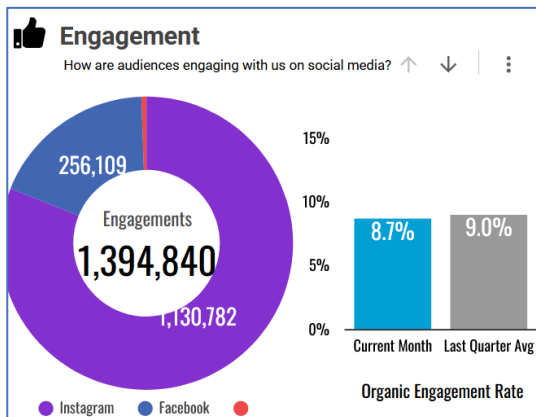
ANSWER

~607%

# We Think Twice™ Metrics

## Instagram Engagement

44.4 million impressions  
3x average engagement rate

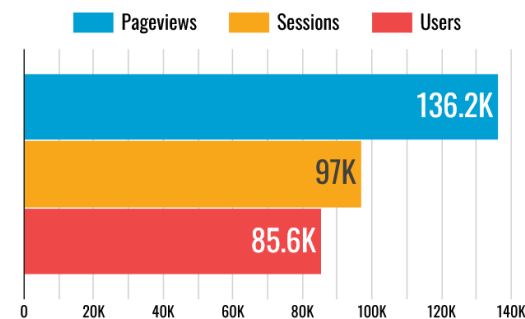


## Website Traffic

- Visitors are 13-24, on their mobile device
- 71% are female
- Highest traffic from CA, TX, FL, NY, NC

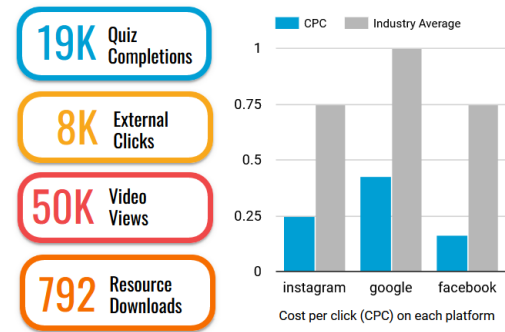
### Exposure

What is the reach of the website and are we increasing its visibility?



### Action

To what extent are priority audiences taking key actions on the website?



# We Think Twice™

How does WTT drive youth towards Positive Youth Development?

Let's check it out.



A screenshot of the We Think Twice Instagram profile. The profile name is 'wethinktwice' with a verified badge. It shows 728 posts, 5,672 followers, and 156 following. The bio reads: 'We Think Twice Community Follow us for tips on setting goals, relationships, mental health, planning for life after high school, and more.' The profile picture is a circular logo with 'WE THINK TWICE' in a stylized font. Below the profile picture is a 'Digital Tools' icon showing a computer monitor with a Wi-Fi signal.

A website banner featuring a group of diverse young people sitting on a bench outdoors, engaged in conversation. The text on the banner reads: 'We think twice about RELATIONSHIPS | Because our future matters.' There is a red 'Explore Resources' button at the bottom left. The top navigation bar includes 'Explore Resources', 'Get Involved', 'Your Stories', and 'Who We Are'. Social media icons for Instagram, Facebook, and YouTube are visible in the top right corner.

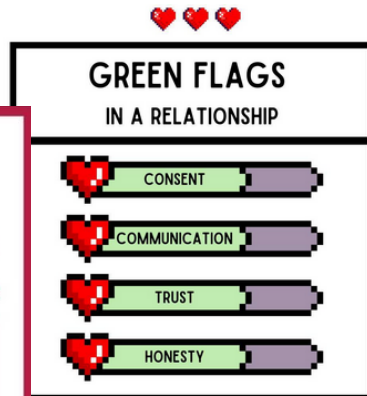
# We Think Twice™



## Instagram

Contests were extremely successful at driving engagement and followers.

Other topics varied widely.



## Website

**Top Web Pages**  
Which web pages are receiving the most pageviews and engagement? Use the column headers to sort by pageviews, unique pageviews, and average time on page.

Page Title	Page Views	Unique Page Views	Avg. Time on Page
What Kind of Friend Are You?   We Think Twice	27,724	24,920	00:05:45
Healthy Relationship Checklist   We Think Twice	13,985	12,546	00:02:35
We Think Twice - designed with teens for teens	6,818	5,587	00:01:04
Join the Youth Movement   Advice for Teens   We Think Twice	5,901	4,608	00:00:58
Find Your Mentors   We Think Twice	5,238	4,828	00:01:32



# Campaign Awards

## **We Think Twice Digital Media Campaign**

Annual Communicator Awards: Award of Excellence, Campaigns and Series - Health and Wellness; 2022

AVA Digital Awards: Platinum, Web-Based Production | Social Media | Social Campaign (Multiple Platforms); 2022

## **We Think Twice Website**

National Association of Government Communicators, Blue Pencil and Gold Screen Awards: Award of Excellence; 2021

## **Digital Tools & Resources**

Graphic Design USA Health + Wellness design competition (Multiple Products); 2021

Materials Contest Winner, Multi-Media Materials; American Public Health Association, Public Health Education and Health Promotion Section (Healthy Relationships Challenge: Online Game); 2021

Award of Excellence, Society for Technical Communication, Carolina Competition (Community Saturation Sourcebook: A Field Plan for Youth-Serving Program Providers); 2021

AVA Digital Awards: Honorable Mention, Web-Based Production | Short Form Web Video < 3 Minutes (Our Goals, Our Lives Video Series); 2022

Digital Health Awards: Bronze (Creating Safe Spaces: Facilitator's Guide to Trauma-informed Programming; Toolkit for Engaging Parents and Caregivers in Optimal Health Programming); 2022

Digital Health Awards: Merit (Checking Our Reality: A "Plug and Play" Activity for Youth; Finding My Passion: A "Plug and Play" Activity for Youth); 2022

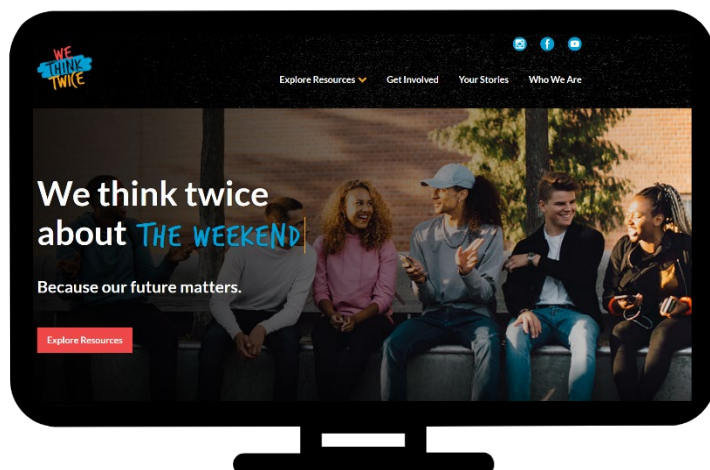
\* Materials Contest Winner, Training Materials; American Public Health Association, Public Health Education and Health Promotion section (Toolkit for Engaging Parents and Caregivers in Optimal Health Programming); 2022



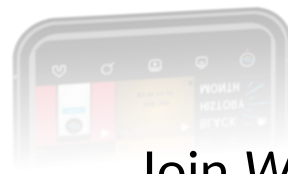
# What can you do?

Pass it on to your young people...

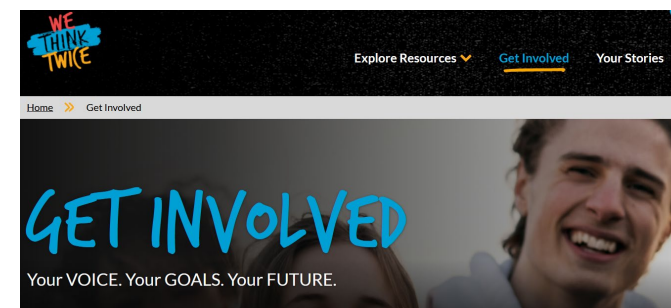
- Instagram [@WeThinkTwice](https://www.instagram.com/wethinktwice)
- Facebook [@WeThink2](https://www.facebook.com/wethinktwice)



[www.WeThinkTwice.org](http://www.WeThinkTwice.org)



Join *We Think Twice*™ Insiders

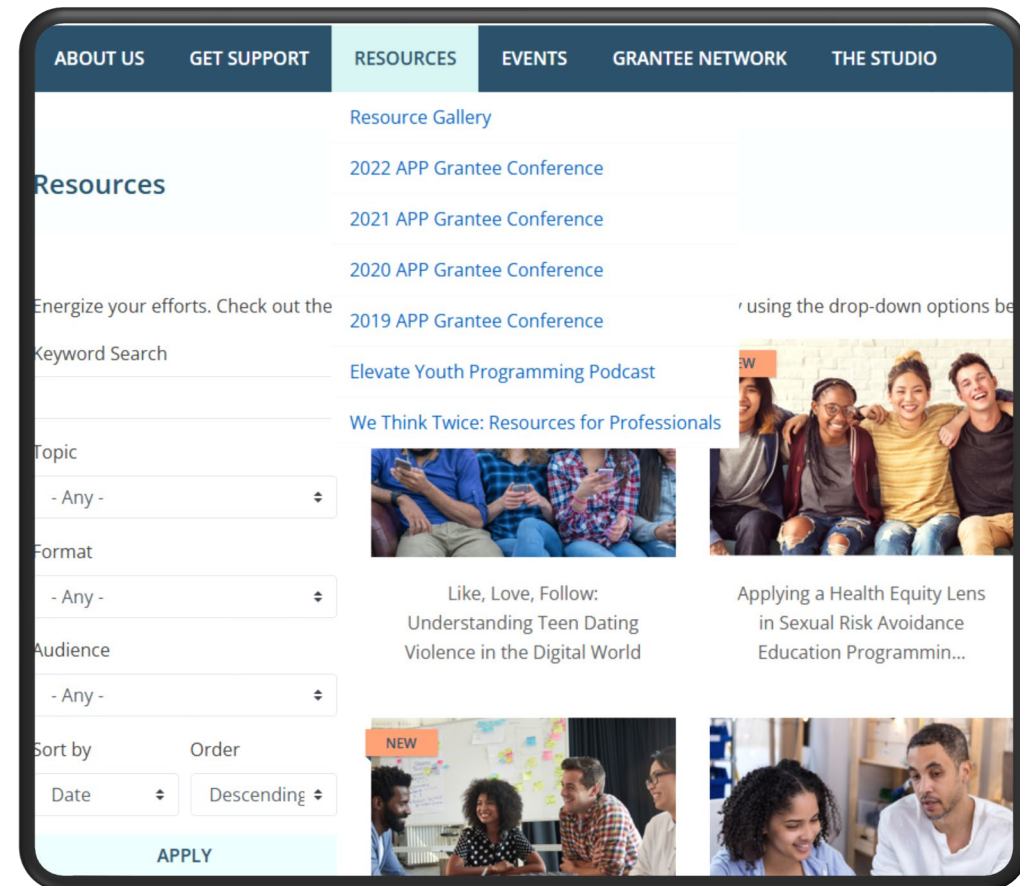


[www.wethinktwice.org/take-action](http://www.wethinktwice.org/take-action)

# The Exchange

Digital Hub for information and resources to assist APP programming, inform youth-serving organizations, and assist parents and caregivers.

- Desktop & Mobile
- Search Resources
  - ✓ Filter for search results
- View Events
  - ✓ Navigable event types



# The Exchange

- Private section exclusively for grantees, requires login
  - 20% more content for grantees
  - Coming Soon!
    - New Help Center
    - New Social Media Shareables in the Studio
- Ask your Primary POC to “Invite” you to *The Exchange* (view *Login page for instructions*)

The screenshot displays the 'THE EXCHANGE' website. The header includes the logo, a tagline 'Advancing knowledge, collaboration and partnerships to prepare teens for the future', a search bar, and a navigation menu with links for 'ABOUT US', 'GET SUPPORT', 'RESOURCES', 'EVENTS', 'GRANTEE NETWORK', and 'THE STUDIO'. The main content area is titled 'Help Center' and contains several sections: 'Helpful Links' with 'Request Technical Assistance' and 'View Upcoming Events'; 'Critical Grant Dates' listing 'April 21, 2023: Discretionary and Mandatory NOFO publication' and 'May 23-25, 2023: APP Grantee Conference'; 'Grantee Foundational Documents' with dropdown menus for 'I am a...' and 'I want to learn about...'; three featured document cards with 'NEW' tags and titles like 'Building Brand Identity to Mitigate Misinformation and Connect with Audienc...', 'Substance Use and Sexual Risk-Taking: Connecting the Dots for Adolescent He...', and 'Advancing Equity in Sexual Health Education: A Toolkit for Adolescent Pregn...'; and 'FAQs' with expandable questions such as 'HOW DO GRANTEE STAFF GET AN ACCOUNT ON THE EXCHANGE?' and 'HOW DO I REQUEST TECHNICAL ASSISTANCE?'. A 'SEE MORE IN THE RESOURCES GALLERY' button is also present.

# The Exchange: Studio Tool

**THE EXCHANGE | STUDIO**  
Customize Materials + Promote Your Program = Increase Your Impact

1. Welcome 2. Format 3. Customize 4. Download

**Select your format:**

- Infographic About Your Grant
- Infographics on APP Topics
- Social Media Shareables
- Tip Sheets on APP Topics

The 'Social Media Shareables' option is highlighted with a red box, showing a preview of a shareable graphic with the text 'Promote Positive Youth Development'.

1. Welcome 2. Format 3. Customize 4. Download

**Select your content:**  
Click the Select Style button to see the variations for each background style type, then select the type you want.

**Pick a style**

Color Background Image Background

**Pick one message to feature on your social media shareable:**

- National Child Abuse Prevention Month
- National Minority Health Month
- Sexual Assault Awareness Month
- Encourage Parent-Child Communication
- Equip Teens with Financial Education
- Help Adolescents Avoid Sexual Risks
- Help Youth Embrace Optimal Health
- Promote Positive Youth Development
- We support LGBTQIA2S+ Youth
- Teach to Foster Behavior Change

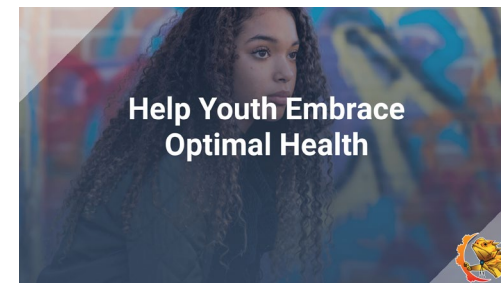
**Pick a message**

**Make it your own. Add your organizational logo.**  
Upload your organization's logo. You'll get the best results if you use a .png file (over 300 dpi) that image files will work too: .jpg, .tiff, .svg.

Upload your logo:  
[Browse...] No file selected.  
Don't have a logo? No worries! Just click the "Next" button below, and we'll include the FYSB logo instead.

**Add your logo**

Voilà



# The Exchange

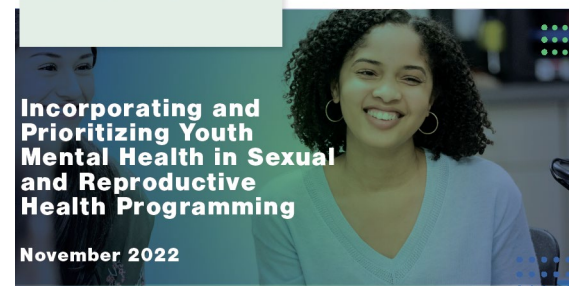
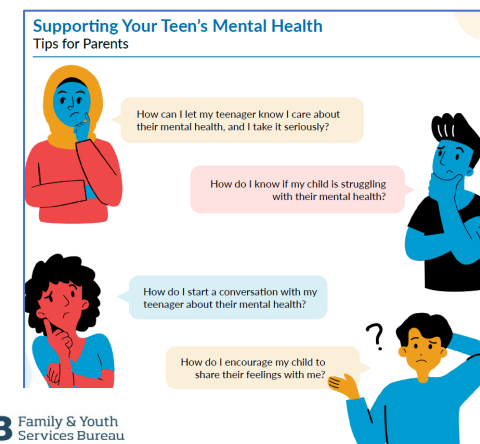
## Adolescent Development Products

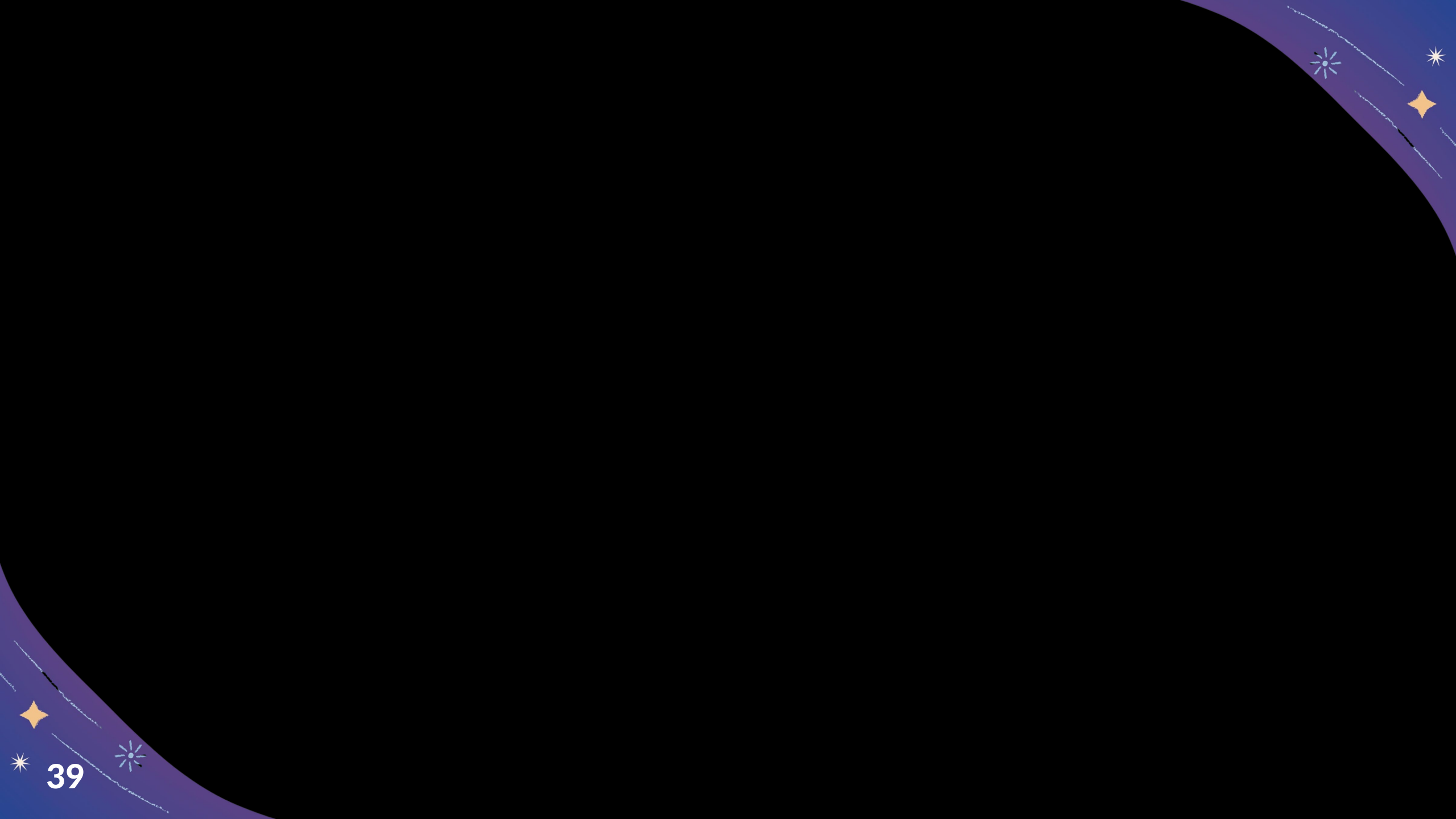
### Resources for Professionals

- Health Equity Toolkit
- Elevate Youth Programming: Season 2
- Prioritizing Youth Mental Health
- Mental Health-Wellbeing Plug & Play
- Being Tech Smart Plug & Play
- Building Healthy Relationships Plug & Play
- Media Literacy Plug & Play

### Resources for Parents

- Supporting Your Teen's Mental Health – Tips for Parents





An illustration of a person with large, dark, curly hair, seen from the back and side, reaching their right hand up towards a large, dark blue speech bubble. The speech bubble contains the word "Questions?" in white, bold, sans-serif font. The background is white with decorative blue curved borders at the top and bottom, featuring small white and yellow starburst patterns.

**Questions?**



# Contractor Support

Contracts	Contractors
APP T&TA Contract	RTI
PREP Local Evaluation Support (LES)	Abt Associates
PMAPS (Performance Measures and Adulthood Preparation Conceptual Models)	Mathematica
SRA Research, Evaluation & Social Media Marketing (WTT)	RTI
SRA T&TA Contract	RTI
SRAE National Evaluation	Mathematica
SRAE Performance Analysis Study	Public Strategies
Medical Accuracy	Gray Matters

# Key Websites



Adolescent Pregnancy  
Prevention Program

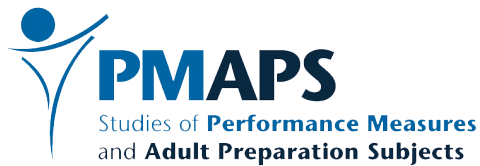
[www.acf.hhs.gov/fysb/adolescent-pregnancy-prevention](http://www.acf.hhs.gov/fysb/adolescent-pregnancy-prevention)

THE EXCHANGE

[teenpregnancy.acf.hhs.gov/](http://teenpregnancy.acf.hhs.gov/)



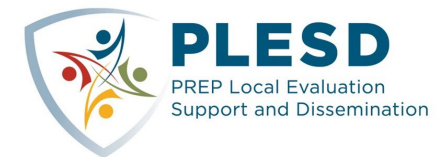
[www.wethinktwice.org](http://www.wethinktwice.org)



[www.prepeval.com/](http://www.prepeval.com/)



[www.sraepas.com](http://www.sraepas.com)



<http://www.preplesd.com>

# Resources

**PMAPS:** <https://www.prepeval.com/DataCollectionResources.html>

- PREP Online Data Collection Webinar Handout on Testing Web-based Surveys
- FAQs on Online Data Collection: <https://www.prepeval.com/DataCollectionTraining.html>
- PREP Performance Measures: Guidance for Online Survey Data Collection

**SRAENE:** Virtual Data Collection for Local Evaluations Webinar

- <https://sraene.com/resource/Virtual%20Data%20Collection%20for%20Local%20Evaluations%20Webinar>
- Video Series on High-Quality Data Collection: <https://sraene.com/search-video-resources>

**SRAE PAS:** <https://www.sraepas.com/tta-resources/>

- Tip Sheet: Obtaining Parental Consent for Online Data Collection Involving Youth
- Tip Sheet: Considerations When Testing SRAE Participant Entry and Exit Web-based Survey Performance Measures
- <https://www.sraepas.com/webinars/>
- Webinar: Online Survey Data Collection for SRAE Performance Measures Data – October 3, 2022

**CDC Survey Data**

- Adolescent Behaviors and Experiences Survey (ABES) | CDC: <https://www.cdc.gov/healthyyouth/data/abes.htm>
- YRBS Explorer (2021) | CDC: <https://yrbs-explorer.services.cdc.gov/#/>
- YRBS Data Summary & Trends Report: [https://www.cdc.gov/healthyyouth/data/yrbs/yrbs\\_data\\_summary\\_and\\_trends.htm](https://www.cdc.gov/healthyyouth/data/yrbs/yrbs_data_summary_and_trends.htm)