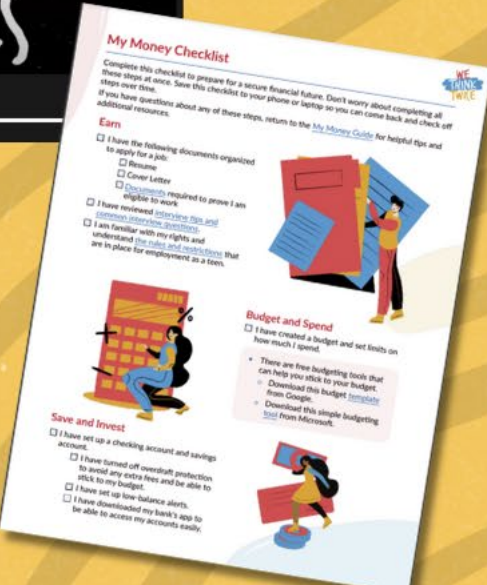


REUNITE, REIGNITE, RE-ENERGIZE: INNOVATING FOR THE FUTURE
U.S. Department of Health and Human Services Administration on
Children, Youth and Families (ACYF) Family and Youth Services Bureau
(FYSB) Adolescent Pregnancy Prevention Program Grantee Conference
May 23-25, 2023

Integrating the *We Think Twice*[™] Campaign into YOUR APP Programming

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DISCLAIMER

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Learning Objectives

After completing this presentation, you will be able to:

- Identify and experiment with *We Think Twice*[™] materials and describe several ways to use and disseminate them in your day-to-day work with the youth you serve.

- Demonstrate how youth-centered design activities enhance your ability to gather input and feedback from youth to inform your own programming; Practice creating youth-centered questions and activities you can use in your work.

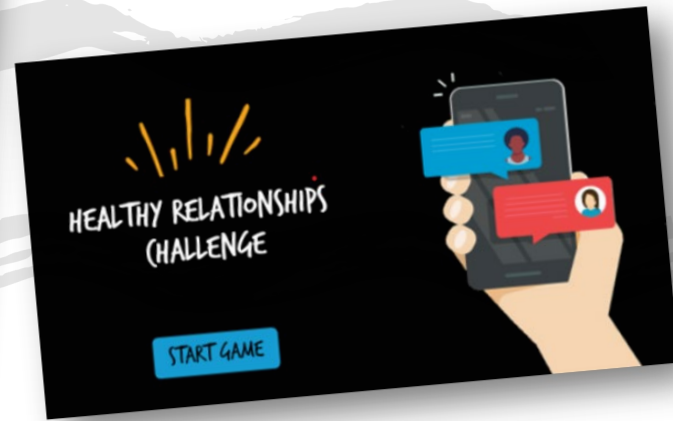
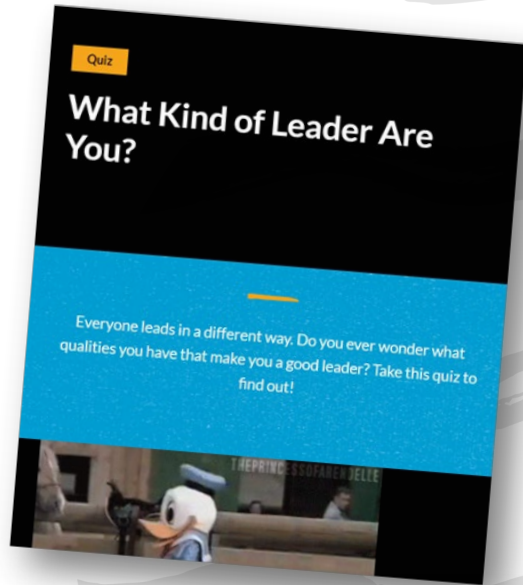
- Apply youth input into future *We Think Twice* programs that would be beneficial for youth, parents, guardians, and other stakeholders.



PART 1.

Get to know *We Think Twice*TM

Aims of the *We Think Twice*™ Digital Media Campaign



- Design a comprehensive digital media campaign *with youth for youth*
- Shift perceptions and social norms and support resistance to negative peer pressure
- Build teen knowledge and skills to
 - Form **healthy relationships**,
 - Set **goals** for the future, and
 - Feel **empowered** to make **healthy decisions**.
- Support the goals of FYSB's Adolescent Pregnancy Prevention program and its grantees.

Components of the *We Think Twice*™ Campaign



We Think Twice Insiders



We Think Twice Website & Teen Products



@WeThinkTwice
Launched July 2019 on
Facebook and Instagram



Products for Professionals (The Exchange)



Resources for Parents
(Coming Soon)

Website Designed *With* and *For* Youth



[Explore Resources](#) ▼

[Get Involved](#)

[Your Stories](#)

[Who We Are](#)

We think twice about **RELATIONSHIPS**

Because our future matters.

[Explore Resources](#)



We Think Twice[™] Website

SCAVENGER HUNT







www.wethinktwice.acf.hhs.gov



We Think Twice™ Instagram



wethinktwice  Following  Message  

724 posts 5,723 followers 156 following

We Think Twice
Community
Follow us for tips on setting goals, relationships, mental health, planning for life after high school, and more.
www.wethinktwice.org + 1



Digital Tools



Relationships



Goals



Mental Health



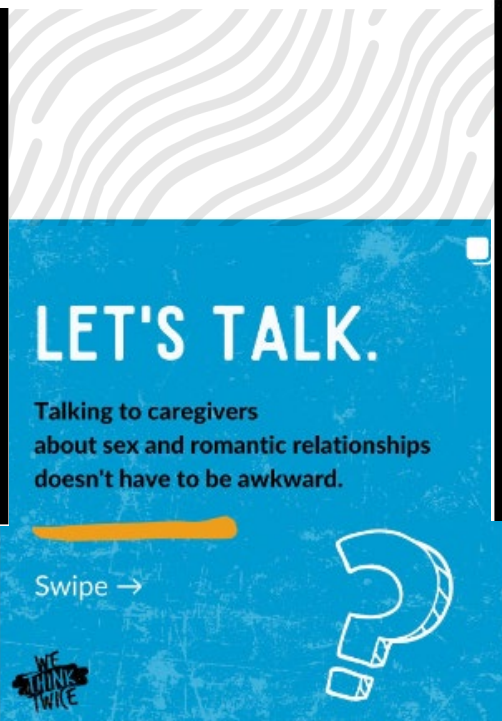
Ask the Expert



Confessions



About Us



We Think Twice™ Instagram

SCAVENGER HUNT



www.instagram.com/wethinktwice





We Think Twice™ Resources for Professionals

FYSB Family & Youth Services Bureau
Adolescent Pregnancy Prevention Program

Contact Us Login Print

THE EXCHANGE

Advancing knowledge, collaboration and partnerships to prepare teens for the future

- ABOUT US
- GET SUPPORT
- RESOURCES
- EVENTS

We Think Twice: Resources for Professionals

With support from the Family and Youth Services Bureau, the *We Think Twice* campaign has developed a valuable set of resources for youth-serving professionals designed to help youth form healthy relationships, set goals, and feel confident in their decision not to engage in risky behaviors. This collection of resources includes classroom activities and interactive tools for integrating trauma-informed approaches into programming and engaging parents and caregivers.

We invite you to take advantage of these resources in your own work and share them among your professional networks.


To help you get started, we've provided easy-to-use promotional language you can share on your social media channels, blogs, newsletters, podcasts, and more! Click "Share This Resource" to see sample promotional text.



FINDING MY PASSION
A "PLUG AND PLAY" ACTIVITY FOR YOUTH

Finding My Passion
Help youth discover what they love to do and what gives them a sense of purpose in this hands-on lesson plan.


SHARE THIS RESOURCE



CHECKING OUR REALITY
A "PLUG AND PLAY" ACTIVITY FOR YOUTH

Checking Our Reality
Middle and high school students will learn the differences between peer influence and peer pressure with this lesson. Includes a facilitator's guide, quiz activity, and other materials.

SHARE THIS RESOURCE



CREATING SAFE SPACES

Creating Safe Spaces: Facilitator Guide to Trauma-Informed Programming
This facilitator's guide and tools help you create and deliver adolescent health and development programming using a trauma-informed approach.

SHARE THIS RESOURCE

Resources for Professionals

SCAVENGER HUNT



teenpregnancy.acf.hhs.gov/content/we-think-twice-resources-professionals





Insights from the Scavenger Hunt – Sharing in Large Group

- What is one digital product that might particularly interest your youth, and why? What makes it compelling?
- How might youth in your programs contribute to *We Think Twice*?
- What are some topics we might want to address that are not currently available on the website? Specifically, what are some mental health topics?
- How will you incorporate some of the *We Think Twice* resources for professionals into your own programming?

PART 2.

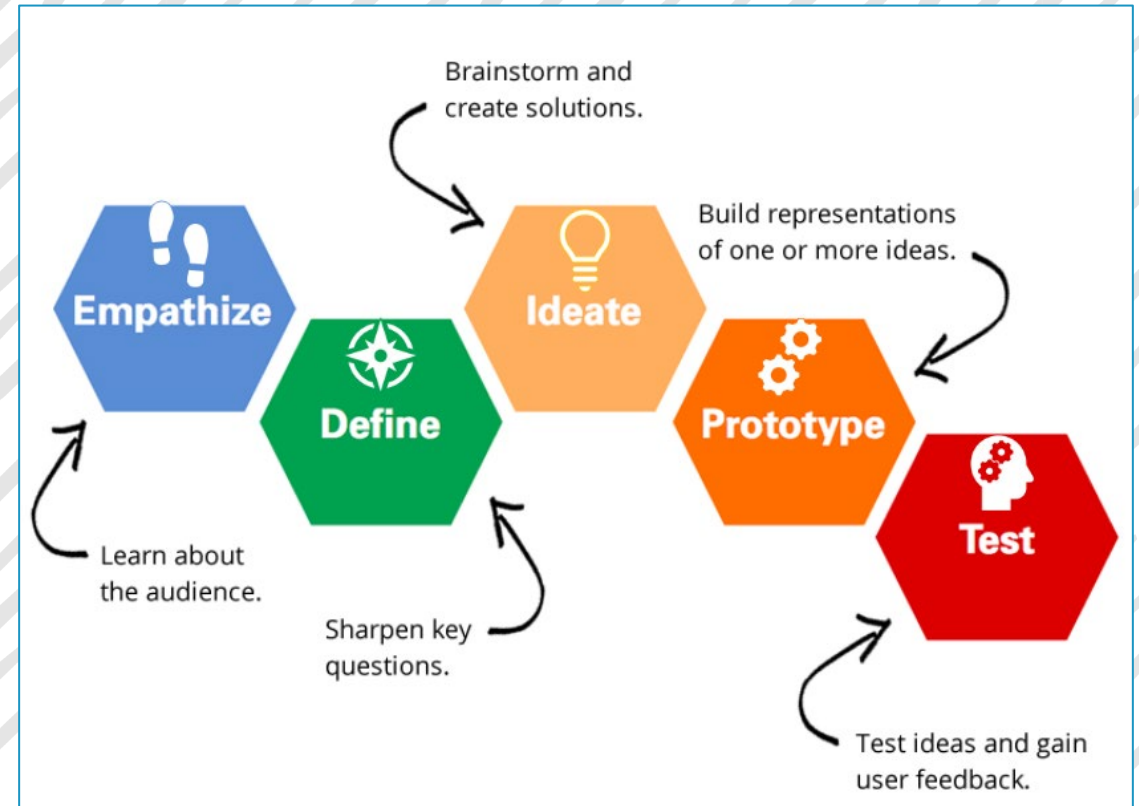
**Use youth-centered design to
enhance YOUR programming.**

A Key Criteria: Youth-Centered Design



Understanding and empathizing with youth's realities and then co-creating, co-designing and testing solutions with them.

Or simply:
designing *with* youth *for* youth



Source: Stanford d.school

Engaging Youth in Content Creation – *We Think Twice*™ Insiders



The screenshot displays the user interface of the 'We Think Twice Insider Community' website. At the top, a dark navigation bar contains the following links: Home, Member Consent Form, Parent Consent Form, Journal, Forum, Questionnaire, Challenge, Community, and About the Campaign. Below the navigation bar is a large banner image showing three young people (two men and one woman) smiling. Underneath the banner is a 'Carousel' section with a purple and blue abstract patterned background. The carousel text reads 'We Think Twice' and 'Follow We Think Twice on Instagram!' with a yellow 'Follow Us' button. Below the carousel is a 'WELCOME!' section featuring the 'We Think Twice' logo and a welcome message: 'Welcome to the We Think Twice Insider Community!'. The message includes details about the community's purpose, age range (13-19), and a reward of a \$15 gift card for 75 points. A 'GET STARTED' button is at the bottom of this section. To the right of the welcome message is a 'TASK LIST' section with a blue header. It lists three tasks: 'Managing Stress' (marked 'EXPIRED'), 'Cartoon Humans vs. Cartoon Animals' (marked 'EXPIRED'), and 'Parental Consent Form'. Each task has a right-pointing arrow.

Home Member Consent Form Parent Consent Form Journal Forum Questionnaire Challenge Community About the Campaign

Carousel

We Think Twice
Follow We Think Twice on Instagram!
Follow Us

WELCOME!

WE THINK TWICE

Welcome to the We Think Twice Insider Community!

We want to bring people together, online, to achieve more than we could on our own.
That's why we've invited youth, ages 13-19, to join our online community to help shape the [We Think Twice campaign](#).
Together, we want to think and talk about relationships, friends, sex, school, social media, growing up, and more.
Earn points by participating in as many activities as you have time for!
For every 75 points you earn, you will receive a \$15 gift card!
For the safety of all users, we ask that you do not connect offline.

GET STARTED

TASK LIST

TASKS

EXPIRED Managing Stress →
Read and add an idea

EXPIRED Cartoon Humans vs. Cartoon Animals →
Read and add an idea

Parental Consent Form →
Finish the task

What Do Insiders Do?



Journals

- We are developing a **quiz on leadership styles** and need your feedback! Which two images would you offer for teens to choose between? This quiz will be similar to a fun, BuzzFeed-style quiz.

Challenge

- Rate these 9 **Topic Ideas** (teens rated the following topics: Vaping, hobbies, money management, mental health, etc.)

Questionnaire

- Feedback on the "Find Your Mentors" tool
- Feedback on **interactive digital planner**



What Do Insiders Do?



Forums

- Smart Decisions
- Relationships
- Goal Setting
- COVID-19
- Mental Health
- Post Your Own!

Polls

- Are you familiar with “check-cashing stores” and/or “payday lending stores”?
- Which title do you like best for the Explore Resources section of our web page? This section will include informative videos, quizzes, and other tools.



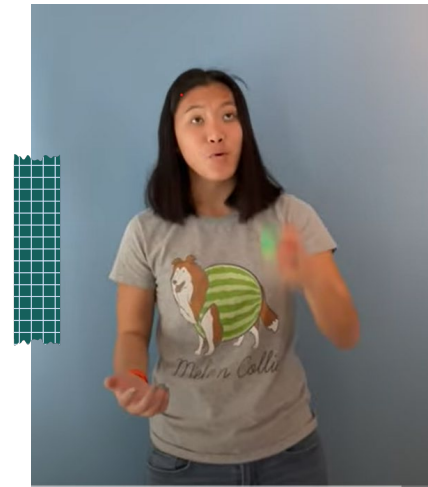
Youth-generated Content



Create Your Future Arts Contest Honorable Mention, Katie. The inspiration: "My goal this year is to improve in all aspects of my life. My graffiti style art shows the areas in my life I would like to improve."




My entry is a painting of a moment of joy exchanged between myself and my cousin... I remember how I felt, **I remember all of our worries drifting away and having the ability to just exist in this bubble of happiness with one another.** So when I'm asked: what makes you smile? Family, friends, and people who are there for me when I need to take my mind off things; people who have my best interests at heart and want to ensure that I can make the most of every second of my life with no regrets.



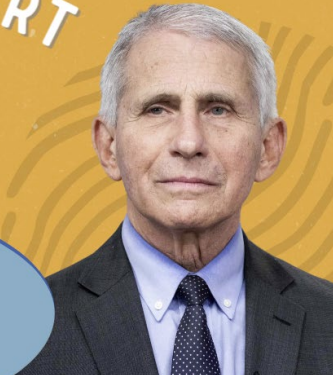
Ask the Experts



TEENS
ASK THE EXPERT



COVID-19
DR. ANTHONY FAUCI

A portrait of Dr. Anthony Fauci, an older man with short grey hair, wearing a dark suit, a light blue shirt, and a patterned tie. He is looking directly at the camera with a neutral expression.

TEENS
ASK THE EXPERT



MENTAL HEALTH
DR. JILL EHRENREICH-MAY

A portrait of Dr. Jill Ehrenreich-May, a woman with blonde hair and glasses, wearing a purple top and a necklace. She is smiling and looking towards the camera.

TEENS
ASK THE EXPERT



SEXUAL HEALTH
DR. VINCENT GUILAMO-RAMOS

A portrait of Dr. Vincent Guilamo-Ramos, a man with dark hair, wearing a dark suit, a light blue shirt, and a blue tie. He is smiling and looking towards the camera.

TEENS
ASK THE EXPERT



RELATIONSHIPS
ANGELA LEE

A portrait of Angela Lee, a woman with short dark hair, wearing a blue shirt and a colorful patterned bow tie. She is looking thoughtfully to the side with her hand near her chin.

Youth Gain Skills Through Involvement



It lets me talk about what it's like to be a teenager and feel like I'm actually helping to make things better for other teens. It definitely helps me feel less like adults just rope all teens together as moody, impulsive almost-adults. Another pro is that we get compensation for our time, which is really cool.

>500
young people across
the United States

It's been really interesting getting to talk with a lot of different people from all across the country, and that experience is unique.

have helped shape the campaign so far!

It is a safe space for teens to discuss interesting things and contribute to something bigger than themselves. It's also fun because I get to read and write things I normally wouldn't.

I have joined [The Insiders] months ago and it has changed my life completely. I was interested in [The Insiders] because you were changing the way teenagers and young adults were thinking. I want to be able to participate, help, and encourage a goal setting mindset.

Activity: What do you need to learn from YOUR youth?



Breakout Groups

- Brainstorm **3 questions** you can ask your youth to gain insight into their needs and priorities, and how you can best serve them. Consider the following:

Do you know

- what topics and issues they are most concerned about?
 - what your youth value most?
 - what they most like and don't like about the programming you offer?
 - what draws youth to your programming and what keeps them engaged?
 - how they like to learn?
- Share with other grantees one way you're already engaging youth in design and decision-making in your own programs.

PART 3.
Tell us what
***We Think Twice*[™] can do for you.**

Activity: What do YOU need from *We Think Twice*™?



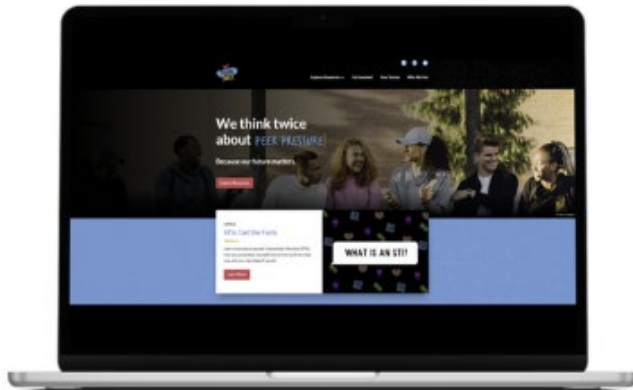
Breakout Groups

- Brainstorm **3 resources** you would like to see us create for youth-serving professionals. Consider the following:
 - What topics do youth in your community need the most right now?
 - What resources can we create that enable you to hear directly from youth (i.e., youth-generated or youth-informed)?
 - What can we create that you can give directly to youth (e.g., infographics, short animated videos)? What topics would you like us to cover?



Breakout Groups

- Brainstorm **3 approaches** you would like us to consider in creating products and resources for parents, guardians and other caregivers. Think about the following:
 - What topics do parents, guardians and caregivers need the most?
 - How could *We Think Twice* materials for parents complement your own programming with youth (e.g., something that youth could take home to engage with their parents as a supplement to your curriculum or other programming)?
 - What kinds of products can help you reach and engage parents?



We Think Twice™
Website



**Resources for
Professionals**



We Think Twice
Instagram & Facebook

Get Involved



Create

Want to voice your opinion and earn gift cards while you do? Join our online research community.

Shape the Campaign »

TEENS

Follow us and sign up for the WTT™ Insiders:
wethinktwiceinsiders.comnt.com/authorize



Champion

Does your organization serve youth? Are you an influencer who wants to collaborate?

Reach Out »

ORGANIZATIONS

Reach out to partner with us:
wethinkt@gmail.com



Amplify

Are you a parent, caregiver, teacher, coach, or youth mentor? Spread the word about We Think Twice with the teens in your life.

Share our Instagram »

EVERYONE

Share and promote our website and Instagram:
www.wethinktwice.org
www.instagram.com/wethinktwice/



Questions?

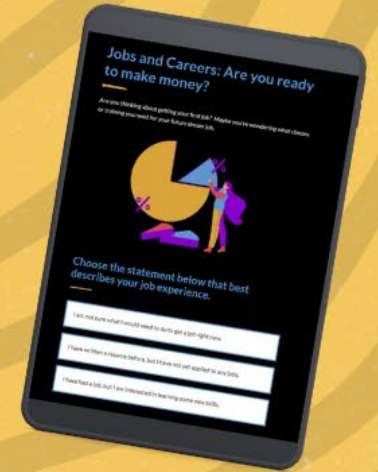
Let's Connect!

Barri Burrus- barri@rti.org

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Owen Burns- owen.burns@acf.hhs.gov



Session Evaluation



Please complete a brief evaluation form for all workshops and panels on Tuesday, May 23 and Wednesday, May 24 by scanning the QR code below or visiting the following link:

<https://tinyurl.com/SessEval232323>

