



A Collaboration Spotlight: Part 1

We Think Twice Campaign and Sexual Risk Avoidance Education Resources

November 10, 2020

AGENDA

Welcome and Opening Remarks

Overview of the Collaborative Projects: OPRE and FYSB

Background

We Think Twice

- ✓ Social Media Engagement
- ✓ Teen Hub Website
- ✓ Youth-Focused Products

Sexual Risk Avoidance Education Materials

- ✓ Educational Materials and Resources
- ✓ Community Saturation

Questions and Answers

Welcome and Opening Remarks

Nanci Coppola

Senior Legislative & Policy Advisor

Office of Population Affairs

Office of the Assistant Secretary for Health

Sharing and Celebrating the Benefits of Collaboration

- Collaboration Goal:
 - Generate theory and evidence-based products and resources
 - Address evidence gaps (related to sexual risk avoidance education)

- Many Voices and Perspectives:
 - Office of the Assistant Secretary for Health
 - Office of Population Affairs
 - Administration for Children, Youth and Families', Family and Youth Services Bureau
 - Office of Planning, Research and Evaluation
 - RTI International (contractor)
 - Mathematica (contractor)
 - Youth
 - Youth-serving providers and grantees

Welcome and Opening Remarks

Elizabeth Darling

Commissioner and Acting Associate
Commissioner

Administration on Children, Youth & Families

OPRE Overview

Sexual Risk Avoidance and Sexual Risk
Cessation Research

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OPRE Overview

- The Office of Planning, Research and Evaluation (OPRE) builds and disseminates knowledge about effective approaches to helping low-income children and families through rigorous research and evaluation projects including:
 - Evaluations of existing programs and innovative approaches to help low-income children and families
 - Research syntheses
 - Descriptive and exploratory studies
- OPRE conducts research and other activities in the areas where Congress has given us authority and funds
- OPRE also coordinates several efforts across ACF: Performance Management, the Paperwork Reduction Act (PRA), the Public Assistance Reporting Information System (PARIS), Advance Planning Documents (APDs), and the general improvement and use of data

OPRE Sexual Risk Avoidance (SRA) and Sexual Risk Cessation (SRC) Research

- Background
 - Work began in 2017 with the goal to expand knowledge related to supporting optimal health for youth on two topics: sexual risk avoidance and sexual risk cessation
 - Work has been conducted collaboratively between OPRE/ACF and OASH/OPA
 - Some of the research is being/will be used to inform select FYSB products
- Project Overview - brief overview of the SRA/SRC work (more detail during the 12/7/20 webinar):
 - MoRAToRIOHM: SRA conceptual model
 - MYReASOHN: SRC conceptual model, program model, and curriculum module
 - IDEAS: SRA national survey for youth and parents, case studies
 - SSAvER: Literature reviews and economic analyses on benefits of youth sexual delay and the success sequence

MoRAToRIOHM/MYReASOHN: Developing Conceptual Models for Sexual Risk Avoidance and Cessation

- Project goals
 - Develop two complementary conceptual models related to preventing youth risk behaviors
 - Identify factors that research suggests influence outcomes related to youth sexual risk avoidance and cessation
 - Inform ongoing SRA program innovations and improvements
 - Contribute to an optimal health model for youth
- Products: Two briefs
 - “Conceptual Models to Depict the Factors that Influence the Avoidance and Cessation of Sexual Risk Behaviors Among Youth” (released February 2020)
 - “Factors Influencing Youth Sexual Activity: Conceptual Models for Sexual Risk Avoidance and Cessation” (to be released December 2020)

MYReASOHN: Program Model and Curriculum Module for Sexual Risk Cessation

- Project goals
 - Engage and inform policymakers and practitioners about how to encourage sexually experienced youth to avoid further sexual risk by resuming the avoidance of sex
 - Develop a program model to help guide programs to help youth with sexual experience to return to avoiding sexual risk
 - Create a supplemental curriculum module on sexual risk cessation
- Products: Brief and module
 - "Respect Yourself: How Healthy Boundaries and Healthy Choices Lead to Optimal Health" (to be released December 2020)
 - "A Cessation Curriculum Module for High School Students" (to be released December 2020)

IDEAS:

Information, Data Collection, and Exploration of Avoidance of Sex

- Project goals
 - Identify age-appropriate strategies, skills, messages, and themes that resonate with youth; inform ongoing program innovations and improvements
- Study 1: National survey of youth and parents
- Key study activities:
 - Identify factors associated with SRA through secondary data analysis of the National Longitudinal Study of Adolescent to Adult Health (Add Health) to inform survey items
 - Identify and develop survey items
 - Pilot test surveys with youth and parents; conduct surveys
- Products: TBD (study on hold due to COVID-19)

IDEAS: Information, Data Collection, and Exploration of Avoidance of Sex (cont.)

- Study 2: Case studies of SRAE programs
- Key study activities:
 - Identify programs that engage in or have developed unique approaches or programming
 - Conduct site visits, classroom observations; document reviews; and semi-structured interviews with program, school, and/or community-based staff
- Products: Study briefs
 - “IDEAS from the Field: Case Study of the Healthy Visions Program” (released June 2019)
- Upcoming: Case study on parent engagement

SSAvER: Savings from Sexual Avoidance and Empowerment Over Risks

- Study 1: Calculate the economic savings from delayed voluntary sexual activity
- Key study activities:
 - Review existing research on the benefits of delayed sexual activity
 - Design and conduct an economic analysis of the savings from delayed voluntary sexual activity
 - Obtain input from outside experts to inform the economic analysis
- Products: Study reports
 - “Assessing the Benefits of Delayed Sexual Activity: A Synthesis of the Literature” (released July 2020)
 - “Economic Benefits of Delayed Sexual Activity” (to be released December 2020)

SSAvER: Savings from Sexual Avoidance and Empowerment Over Risks (cont.)

- Study 2: Conduct an economic analysis of the “success sequence”
- Key study activities:
 - Review prior research on the success sequence
 - Design and conduct an analysis of the association between the success sequence and household income and family stability in early adulthood
 - Obtain input from outside experts to inform the analysis
- Products: Study reports
 - “Success Sequence: A Synthesis of the Literature” (to be released December 2020)
 - “Benefits of the Success Sequence for Household Income and Family Stability ” (to be released winter 2021)

Family & Youth Services Bureau Overview

Research, Training, and Social Media Projects

LeBretia White

Program Manager

Adolescent Pregnancy Prevention Program

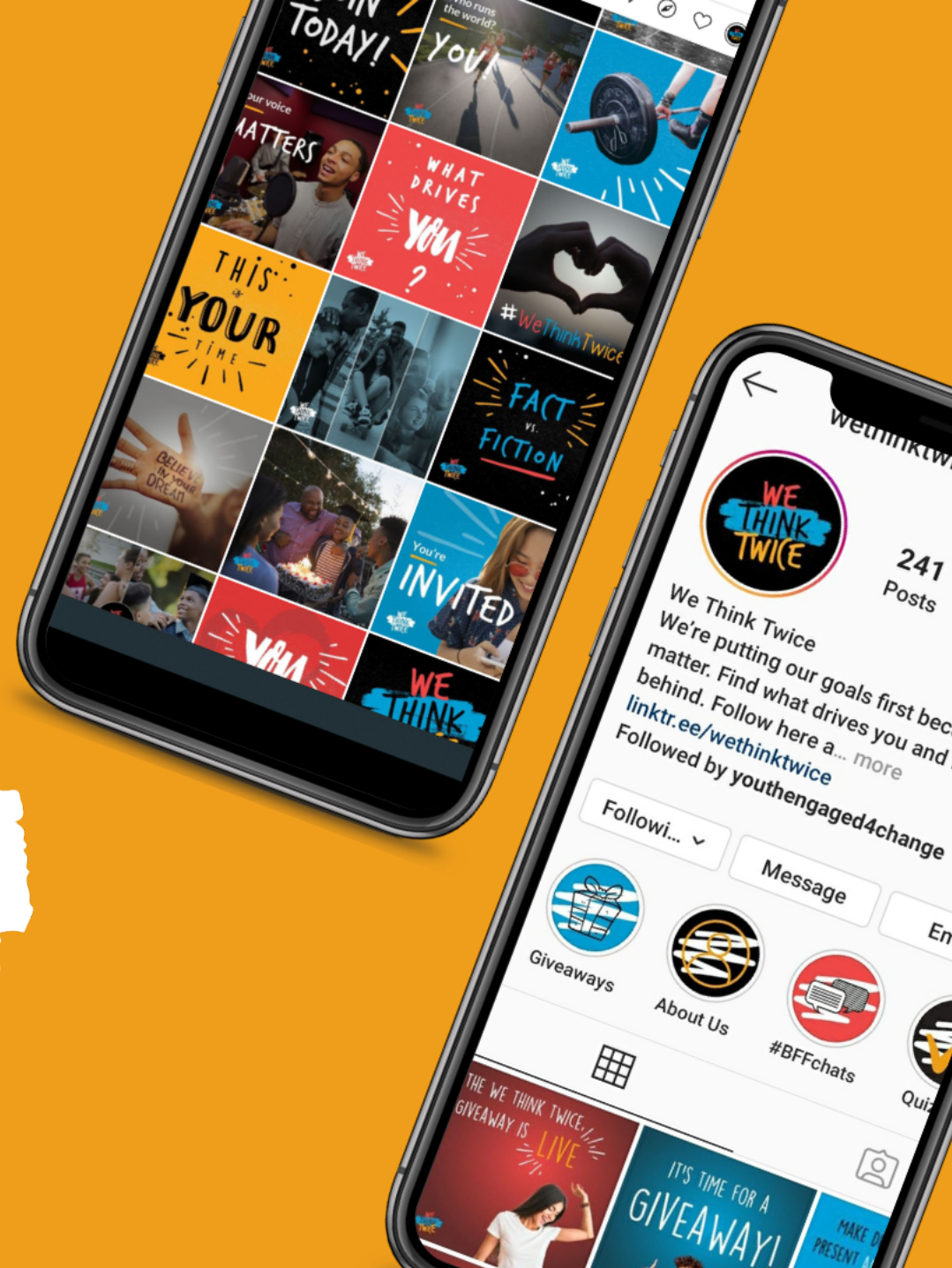
Family & Youth Services Bureau

Email: lebetia.white@acf.hhs.gov

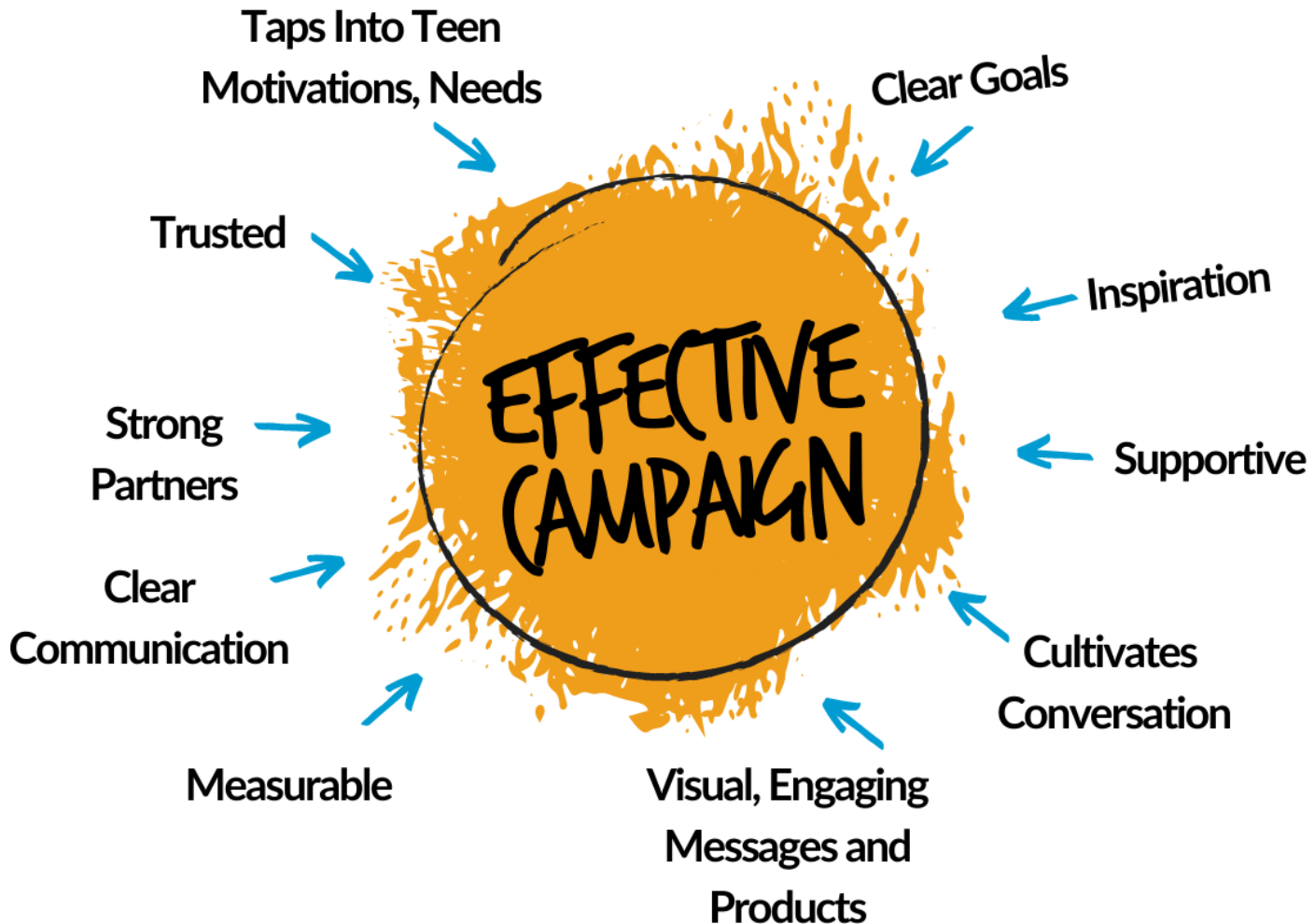
Research, Training and Social Media Projects

- **Social media marketing** for a youth audience to promote avoidance of non-marital sexual activity and other risky behavior while affirming healthy decisions
- **Community saturation** plans and resources that support normalization of sexual delay for teens with the optimal goal of reserving sex for marriage
- **Training and technical assistance resources** for the optimal health model of sexual risk avoidance and sex cessation model for sexually experienced youth
- **Research-to-practice educational resources** that promote the avoidance of sexual and other risky behaviors among youth (targeted to facilitators, educators, and other youth service providers)
- **Research-to-practice products** on economic savings associated with teen sexual delay (*under development*)

Background



A Starting Point: Develop a Shared Sense of Quality

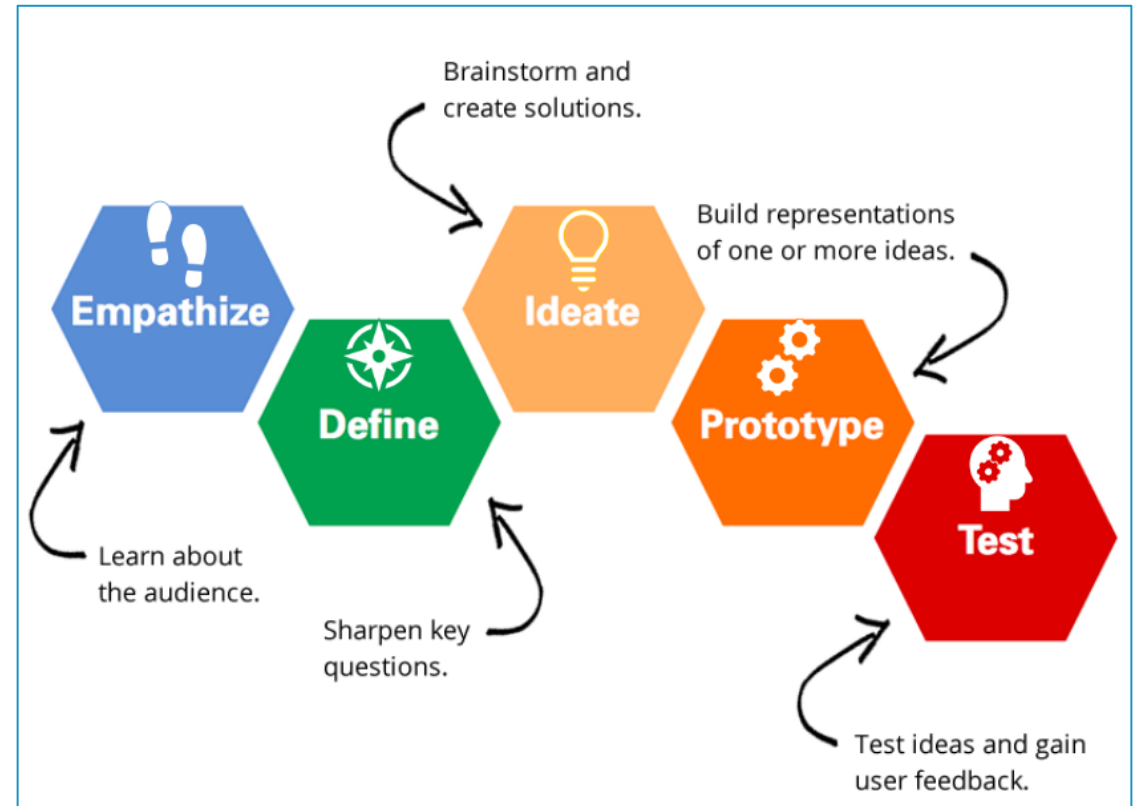


What makes a youth-focused, health campaign *effective*?

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

The Challenge

Today's young people are making healthier decisions, but there is still room for improvement

How might we harness communication and health marketing to...
drive smart decisions among youth ages 13–19 so they can avoid sexual risks, set and pursue their goals, develop healthy relationships with people that encourage them be their best self, and **achieve optimal health**, which means avoiding sexual risks and delaying the onset of sexual activity?

Poll: How are you engaging youth in designing programs, campaigns, and related materials?

1. We involve **youth in research** through surveys, interviews, and focus groups
2. We ask for **youth reactions** to our ideas, messages and/or products
3. We ask for **youth ideas and contributions** through a youth advisory council or similar group
4. We **involve youth in program promotion and content creation**
5. We **do not currently engage youth** in these ways

Poll: What is the biggest barrier you experience when trying to engage youth through youth-centered design?

1. We don't have **time** for it
2. We don't have **resources** (money) to support it
3. We don't **know how**
4. There's too much of an **administrative burden** to overcome
5. **Parents and other caregivers** don't want youth involved
6. **Youth** aren't interested
7. There is **no interest** in my program/at my organization at this time

Research Methods

Secondary Sources

Conducted a **literature scan**, **campaign scan**, **social media listening** and a **curricula review**

- PubMed, Web of Science, PsycINFO, ScienceDirect, ERIC and gray literature
- Audiense, Brand24 (now BrandWatch), TweetReach, BuzzSumo

Primary Sources

Established the *Creative Test Kitchen*, known to youth as “The Hive,” to engage youth in **co-creation** and **rapid testing**

- In-person and virtual focus groups using video conferencing
- Online research community using the platform, CMNTY.com



The Hive, an Online Research Community of Youth

PURPOSE

Create, incubate, and test ideas for message development, content creation, and engagement strategies

METHODS

- **Design sessions** with Adolescent Pregnancy Prevention grant program participants and other established groups of youth
- **Ongoing youth engagement** through idea-generating, testing, feedback-gathering platform

The Hive, an Online Research Community of Youth

BY THE NUMBERS

134
youth
participants

98 **29**
female male

9
10–12 years

81
13–17 years

44
18–22 years

10
in-person
sessions

4
virtual focus
groups

84
online activities

59
White

33
Black

42
other
races

The Hive, an Online Research Community of Youth

IN THEIR OWN WORDS

"We don't like [it] when adults use our language or try too hard, like you're patronizing us."

"Include stories and people that are real/relatable."

"I have joined The Hive months ago and it has changed my life completely. I was interested in The Hive 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."

"What makes a good hashtag? It's positive."

"We know this stuff but sometimes you don't think it could happen to you."

Tips for Engaging Youth in Research and Design in a Cost-Effective Manner

Research

1. Consider using libraries and community-based settings for in-person research and youth-centered design sessions.
2. Think of engaging youth across multiple “touch points” (not just on the front end); you may engage youth in planning, research, design, and/or implementation
3. Offer more than one activity with varying levels of effort for youth to participate in
4. When it comes to usability research, you can still identify opportunities for improvement from testing with just 3-5 participants and running as many small tests as you can afford

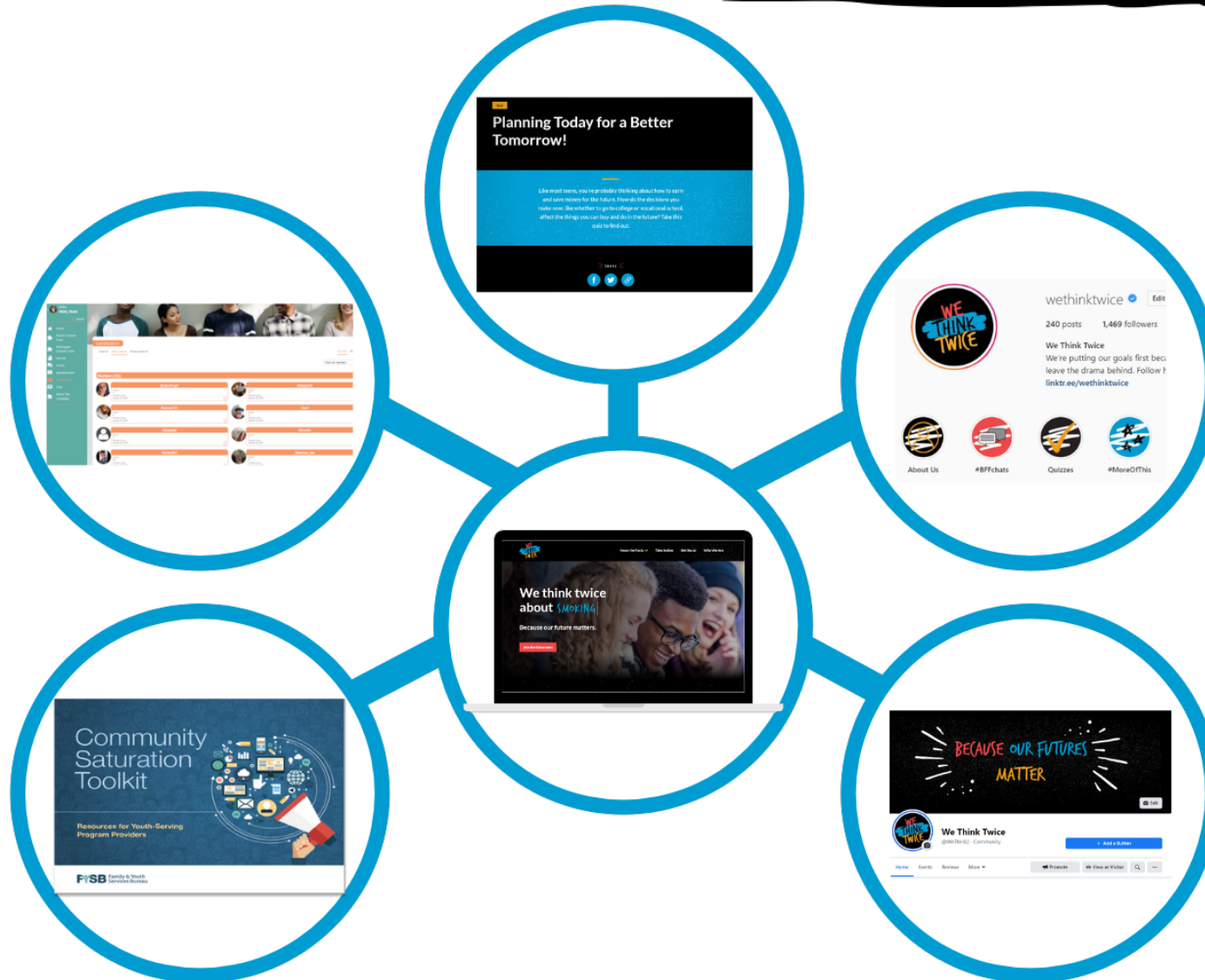
Design

1. Ask youth participants for permission to share their feedback as user-generated content
2. Use social media content-creation tools such as Canva, Snappa, and Animoto to create socially optimized graphics and multimedia with your branding
3. Lean on Creative Commons and databases like Unsplash or Pixobay to find photography
4. Refer to Giphy.com for potential GIFs and animations to use and credit appropriately

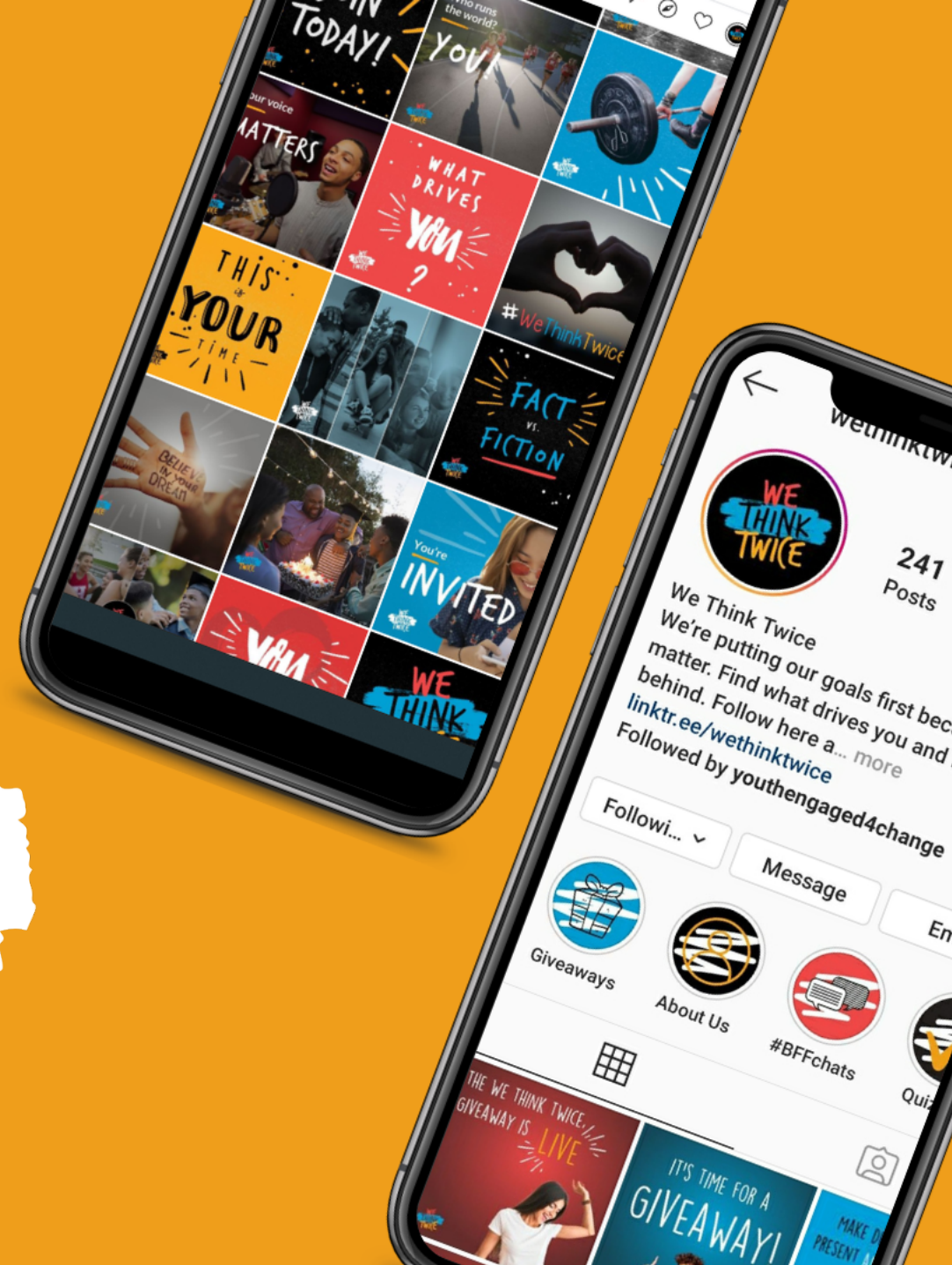
Introducing...

WE
THINK
TWICE

We Think Twice Components



Social Media Engagement



Campaign Activities

IMPLEMENT



Community Engagement

- Post 3–5 times per week, publishing 240+ Instagram and Facebook posts that support goal setting and optimal health
- Participate in the online ecosystem following a comment and engagement policy
- Hosted a Playlist Contest and a Motivational Quote Giveaway, with more in the works
- Engage youth influencers in campaign activities

DEVELOP



Social Media Messaging and Products

- Use organic post metrics and The Hive to brainstorm and fine-tune social media content
- Develop a variety of content types across stories and posts, including text-based graphics, photos, videos, and animated GIFs and memes
- Use social media advertising to cross-promote youth website and youth products and drive engagement

MEASURE



Metrics

- Approximately 50% of our followers are ages 13–17
- Engagement continues to outperform industry standards
- Monitor metrics monthly
- Met and exceeded all of Year 1 campaign objectives

Campaign Progress: A Movement in Motion

EXPOSURE



6.97 million

social media impressions*

**The total number of times content has been seen by Instagram users. Paid & Organic impressions combined.*

ENGAGEMENT



8.04%

Average Instagram engagement rate while increasing followers

INFLUENCE



300+ youth

engaged through The Hive and testing activities, resulting in 3 posts tagged by youth and youth organizations

ACTION



98,267

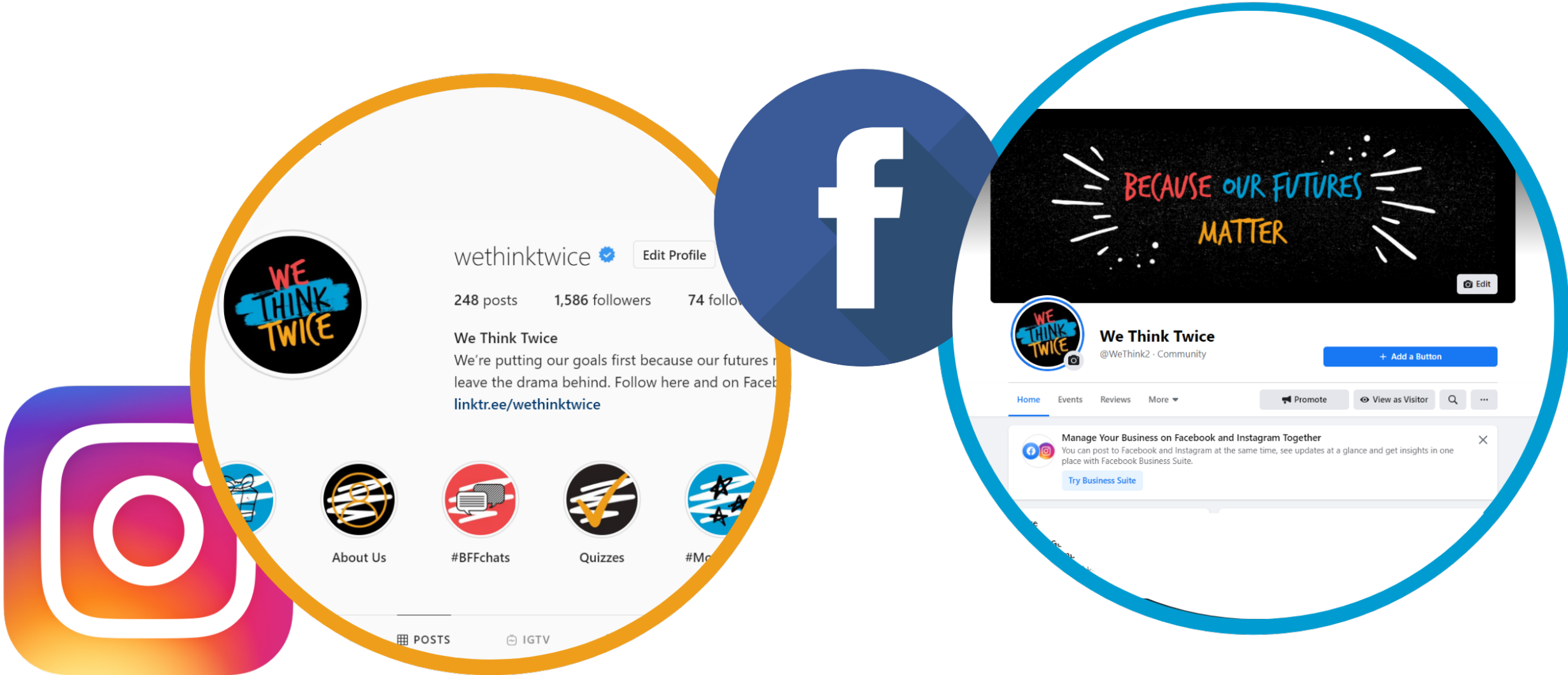
video views and story completions**

***Video views are based on GIFs posted to our Instagram account, and story completions are from the profile highlights. Paid & Organic metrics combined.*

ACHIEVEMENTS

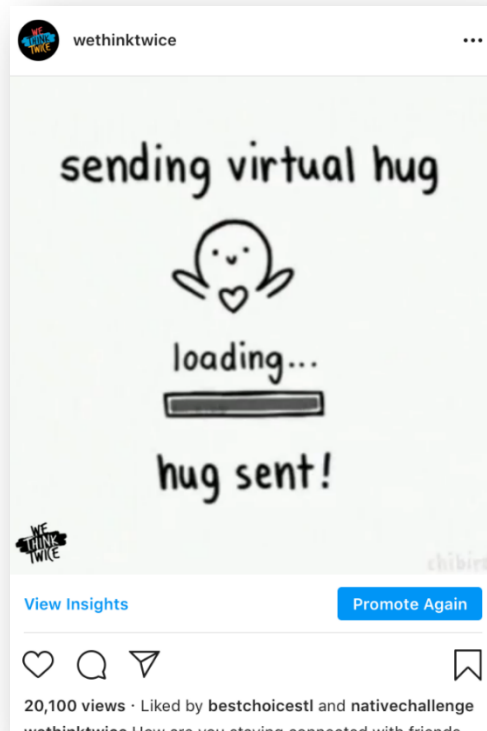
*July 2019 through
October 2020*

We Think Twice on Instagram and Facebook



Top Performing Content

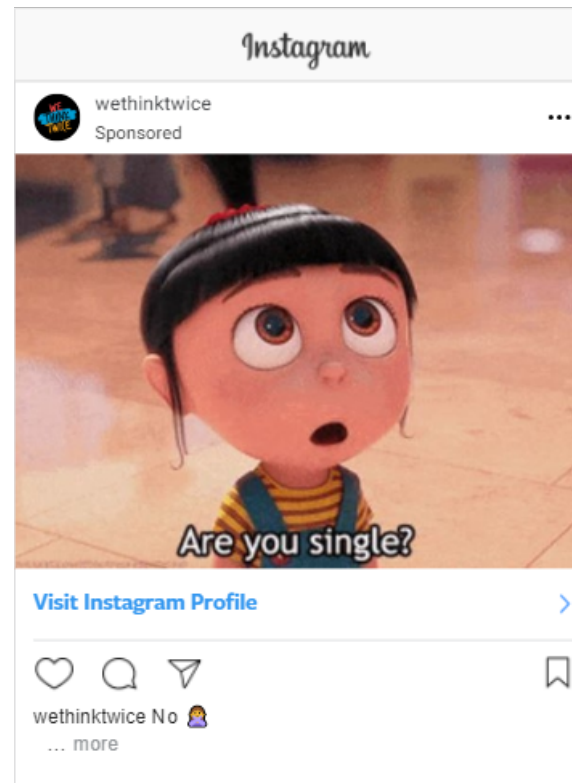
Best* Organic Post



**Performance calculated by Best Engagement Rate: Engagements/Impressions before Promotion*

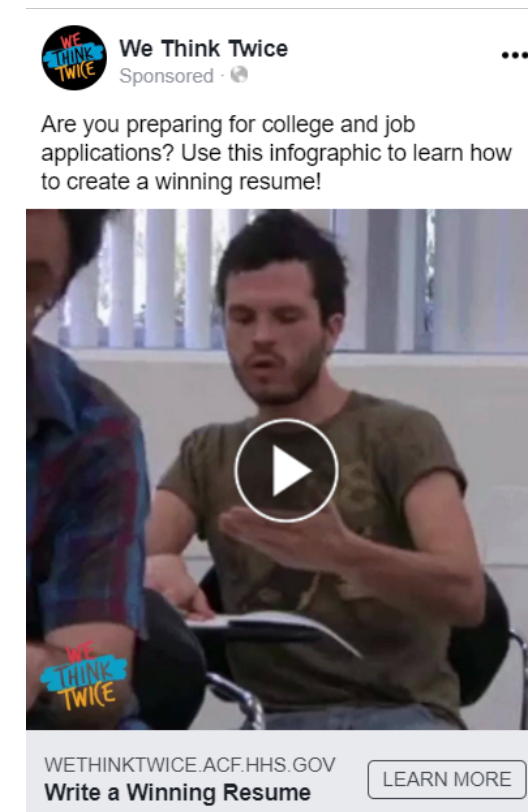
Best Promoted Post

Resulted in 131 new followers



Best Ad

Resulted in 4,666 website clicks



Hosting Contests & Giveaways

226 Quote Submissions
127 Participants
10 Winners of a \$50 Gift Card

Motivation Quote Contest, October 21–November 5

201,127

impressions

1,101

post engagements

2,236

story views

132,386

people reached

76

new follows

3,382

story impressions

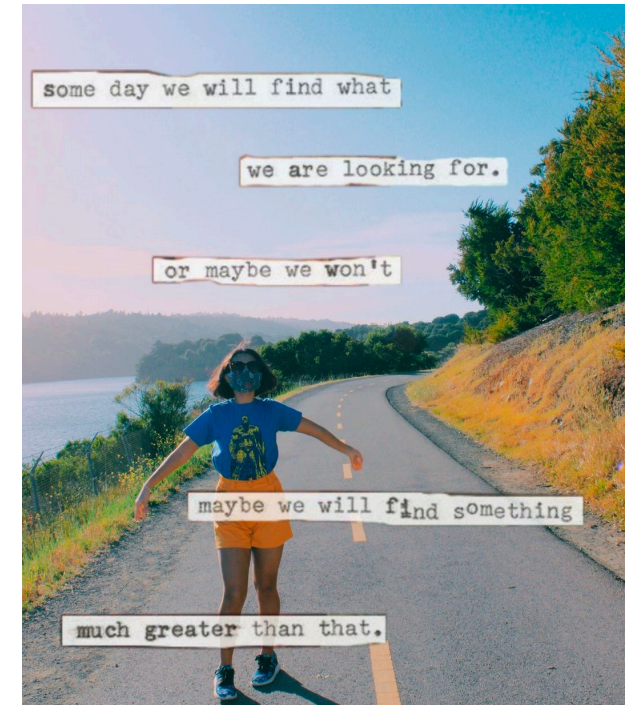
Youth-Serving Organizations

Ok, Inc. and @YouthEngaged4Change also helped promote the event (thank you!)

\$900 total budget



[@medha.upadhyay](#), Class of 2020 Graduate, swimmer and Native American youth, who also owns her own Etsy shop
7,740 followers



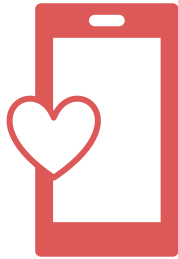
Engaging Instagram Influencers

Influencer posts exposed more people to the We Think Twice brand



135,500

people reached



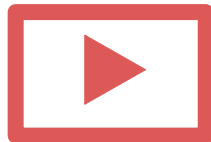
12,680

post engagements



156,300

impressions



39,900

video views

\$1,350 total budget

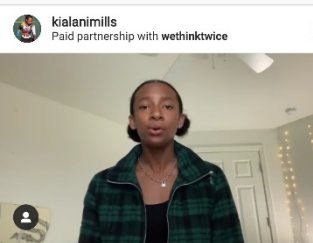
Three influencers posted to promote the contest with 214,000 total followers



[@brettraio](#), a 17-year-old faith-based singer/songwriter from Maine
58K followers



[@kialanimills](#), a 14-year-old aspiring professional singer from Phoenix, AZ
69K followers



[@evandances](#), a 15-year-old hip hop dancer from America's Got Talent from Villa Park, IL
58K followers

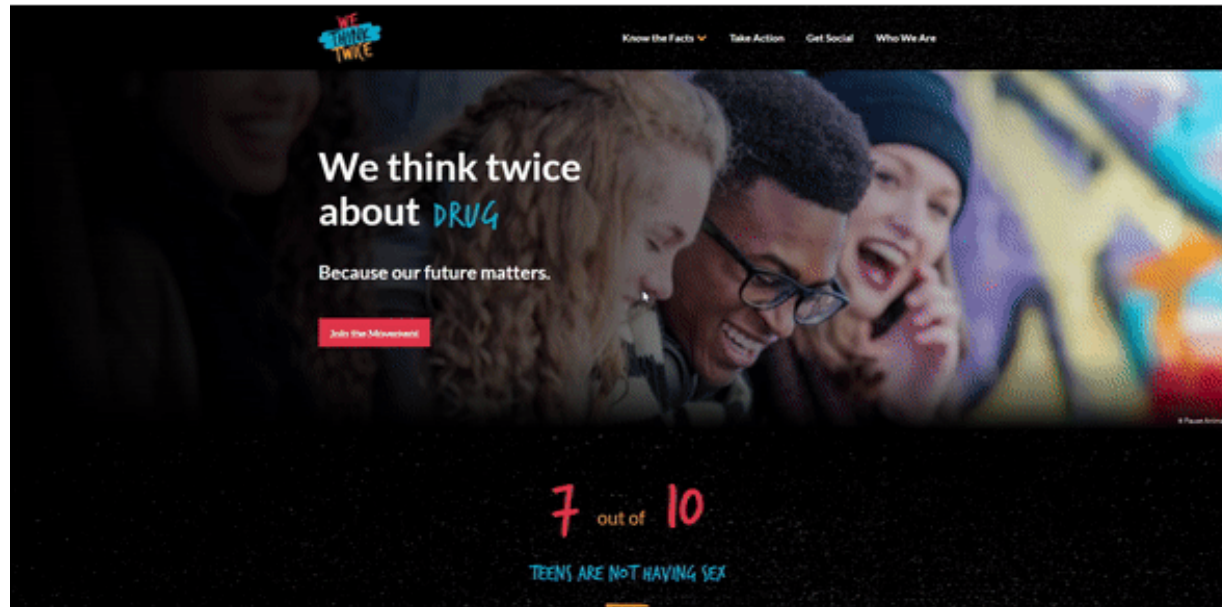


Teen Hub Website



Campaign Website

- ✓ Hub for youth-facing products and campaign information
- ✓ Optimized for mobile devices
- ✓ Updated weekly with new social media content
- ✓ Updated monthly with new featured products on the homepage
- ✓ Offers opportunities for both youth and youth-serving providers to get involved



Campaign Website

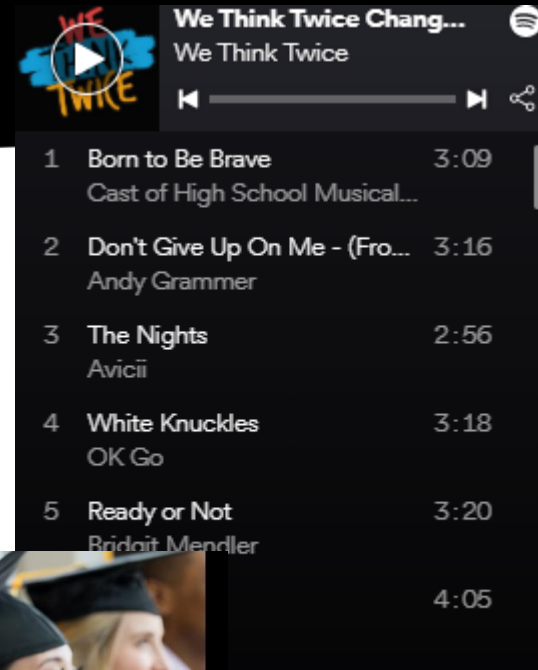
Highlights We Think Twice products and other youth-friendly resources

Topics:

- Healthy Relationships
- Goal-Setting and Success
- Smart Choices
- Mental Health (including coping with COVID-19 challenges)

Products:

- Quizzes
- Listicles
- Playlists
- Instagram posts
- Videos
- Infographics



Over the course of their lifetime, how much more do people with a high school diploma or GED make than those who don't have either?

\$1,200,000 more

\$500,000 more

\$120,000 more



Reach and Engagement

Most Popular Pages

1. Homepage
2. Perfect Person Quiz
3. Planning Today for a Better Tomorrow Quiz
4. Write a Winning Resume Infographic
5. Mental Health & COVID-19
6. Check Your Reality Quiz
7. Your Goals, Your Future Listicle
8. Take Action
9. Changemakers Playlist

EXPOSURE



21,521
Users

23,008
Sessions

30,347
Pageviews

ENGAGEMENT



0:43

Average Session
Duration

1.37

Pages per Session

INFLUENCE



15,667

Users via Social
Media

2,923

Users via Direct Link

961

Users via Email

ACTION



5,209

Quiz Submissions

2,056

Video Views

263

Downloads

Time Period: April 24 – November 5, 2020

Key Insights

Optimizing youth-facing websites for mobile devices is critical

- **80%** of our users are visiting the site on their **mobile devices**
- **76%** of users are arriving on the site from **social media advertising**

Teens are more likely to engage in short products that provide a “fun” hook and deliver the educational content at the end

- **95%** of teens who visited the page for our “Perfect Person” quiz completed the quiz, compared with only **29%** of teens who visited the page for our “Check Your Reality” quiz
- “Perfect Person” uses a **personality-quiz format** (“Who is the perfect person for you? Find out.”), like BuzzFeed quizzes, whereas “Check Your Reality” asks questions to **test the teen’s knowledge**



It's most important that your perfect person treat you with

Kindness

Equality

Respect



How many high school students have tried a prescription drug without a prescription?

About 3 out of 10

About 2 out of 10

About half of high school students, 5 out of 10

Key Insights

Advertising across Instagram, Facebook, and Google increases the exposure to and engagement with campaign products

- **Test different placements** and have Facebook optimize for you; for some products our newsfeed ads performed better, and for others stories performed better
- **A/B test** the creative (i.e., the graphic) and try using GIFs!
- Conduct **keyword research** first and try to integrate those words into the website content
- Leverage **interest targeting** based on the product topic (e.g., "job searching" and "resume for first job" for our Resume Infographic, "BuzzFeed quiz," "love," and "romance" for our Perfect Person quiz)
- With the right content and targeting, the ads can be a **smart and affordable investment**; we spent only \$350 to produce 4,813 clicks and 4,000 quiz submissions
- **Learn from organic metrics** to shape ad content and future products

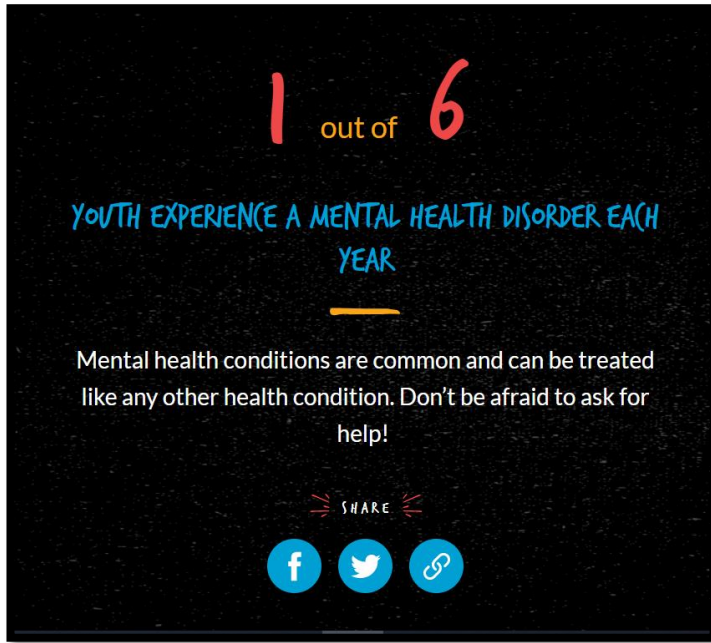


YOUR PERFECT PERSON
IS OUT THERE!

TAKE THIS QUIZ
TO FIND OUT WHO

WE
THINK
TWICE

Responding to Teens' Reality: Mental Health and COVID-19



1 out of 6

YOUTH EXPERIENCE A MENTAL HEALTH DISORDER EACH YEAR

Mental health conditions are common and can be treated like any other health condition. Don't be afraid to ask for help!

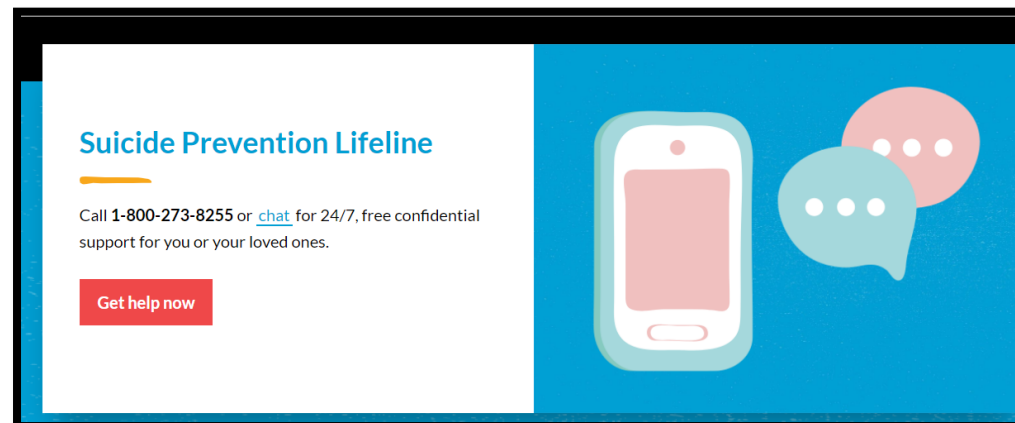
SHARE

f t l

Google Trends data show that most of the top searches related to mental health contained "COVID-19," indicating that including that term in the title/content could meet a growing need and interest.

In Your Words

- “ I see a therapist once a week, by choice. We don't judge and we feel safe to talk about anything with each other. It is great to have someone to talk to. —Amber, 19
- “ In order to keep a healthy mind, body, and soul, I keep all things that calm me closely. My close circle of friends keep each other in check and keep each other confident about life. —Kaylee, 18

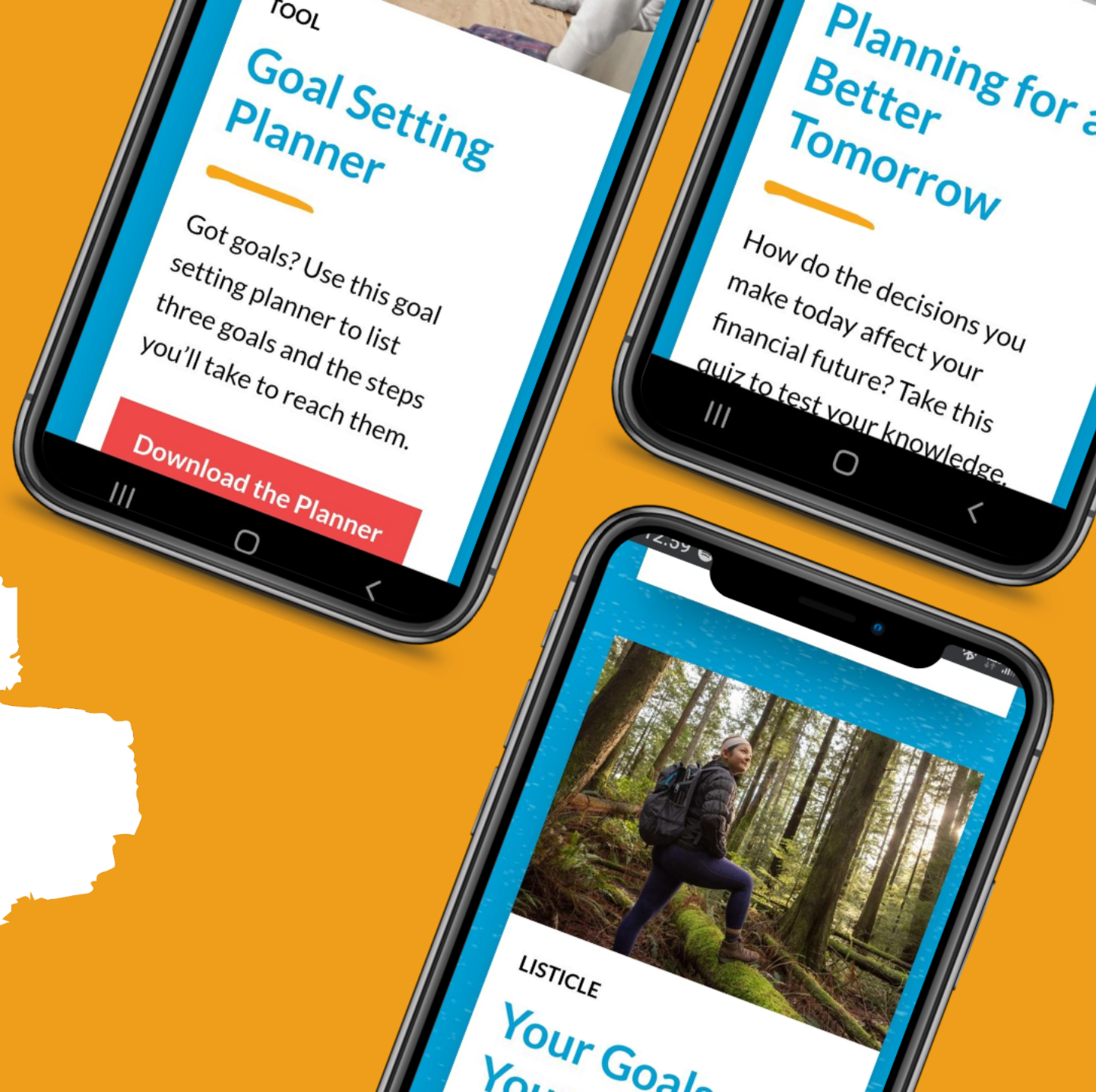


Suicide Prevention Lifeline

Call 1-800-273-8255 or [chat](#) for 24/7, free confidential support for you or your loved ones.

[Get help now](#)

Youth-Focused Products



Youth-Focused Products



Live on the We Think Twice Website

QUIZZES

- *Check Your Reality*
- *Perfect Person*
- *Real Cost of Caring for a Baby in Your Teen Years*
- *Planning Today for a Better Tomorrow*

LISTICLES

- *6 Secrets to Becoming an Inspiring Teen Leader!*
- *Your Goals. Your Future: 4 Steps You Can Take Today to Prepare for Tomorrow*

VIDEO

- *Dreams Over Drama*

MOTIVATIONAL SPOTIFY PLAYLIST

- *Changemakers Playlist*

PLANNER

- *Goal-Setting Planner*

INFOGRAPHIC

- *Write a Winning Resume*

Under Development



GAME

- *Healthy Relationships Challenge*

MATCHING ACTIVITY

- *Find Your Mentors*

VIDEOS

- *Our Goals, Our Lives* (inspiring stories)

Demo of Digital Products

Sexual Risk Avoidance Education Materials



Product Examples



“Plug and Play” Activities for Youth

- *Discovering Your Interests and Talents*
- *Checking Our Assumptions: What do people REALLY think and do?*
- *Reality Check: Understanding Messages About Sex in the Media*

Facilitator Resources/Training Materials

- *Toolkit for Engaging Parents and Caregivers in Optimal Health Programming (completed)*
- *Creating Safe Spaces: A Facilitator’s Guide to Trauma-Informed Programming for Youth in Optimal Health Programs (completed)*

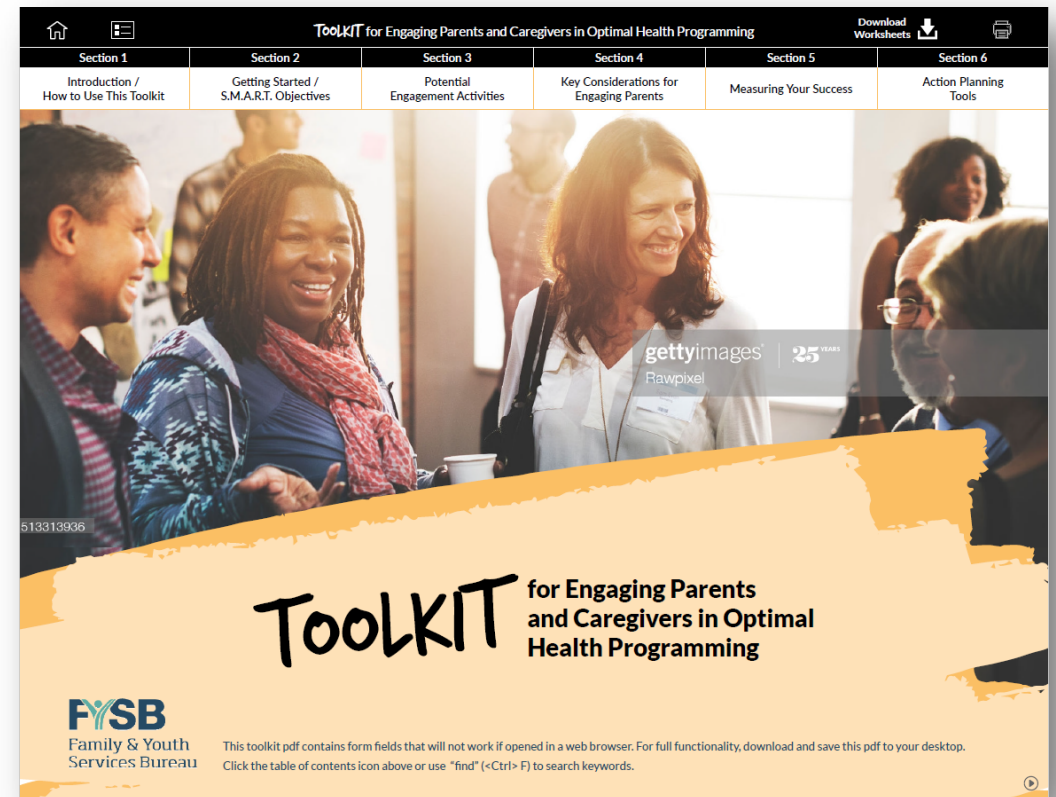
Materials/Resources to Support Caregiver Education

- *Name TBD (tools to help parents and caregivers talk with their teens about sex and relationships)*
- *Name TBD (interactive caregiver–youth “activity guides”)*

Demo

Toolkit for Engaging Parents and Caregivers in Optimal Health Programming

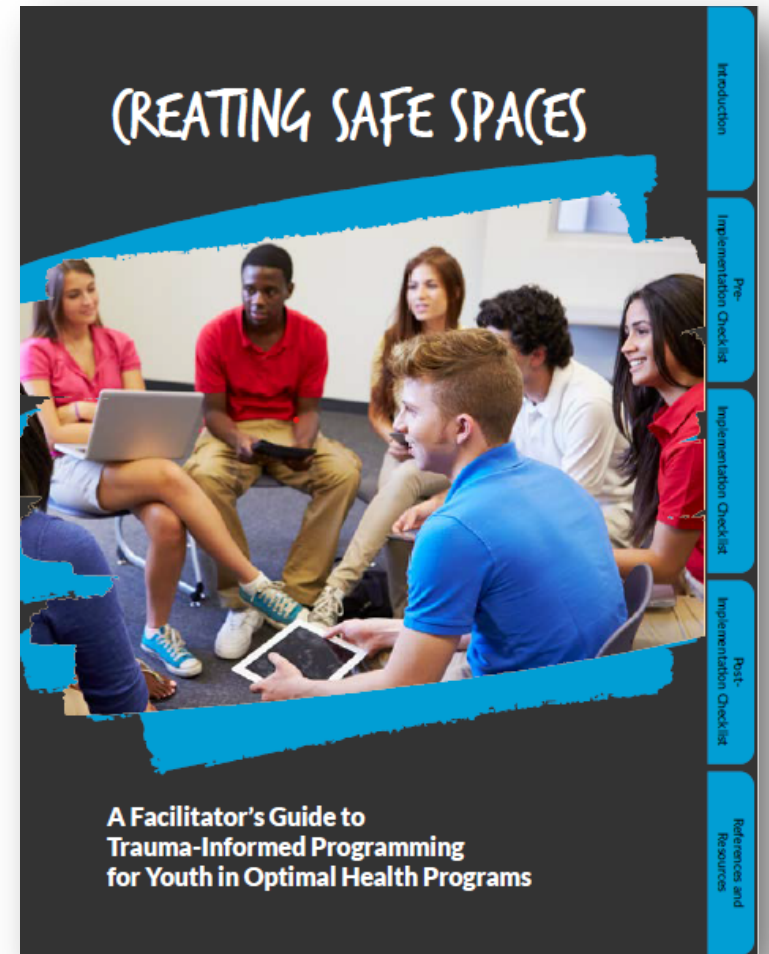
Interactive toolkit, including action planning tools, to help organizations set up and implement a parent engagement strategy



Demo

Creating Safe Spaces: A Facilitator's Guide to Trauma- Informed Programming for Youth in Optimal Health Programs

Fillable guide and checklist to enable facilitators to integrate a trauma-informed approach into their programming



Community Saturation



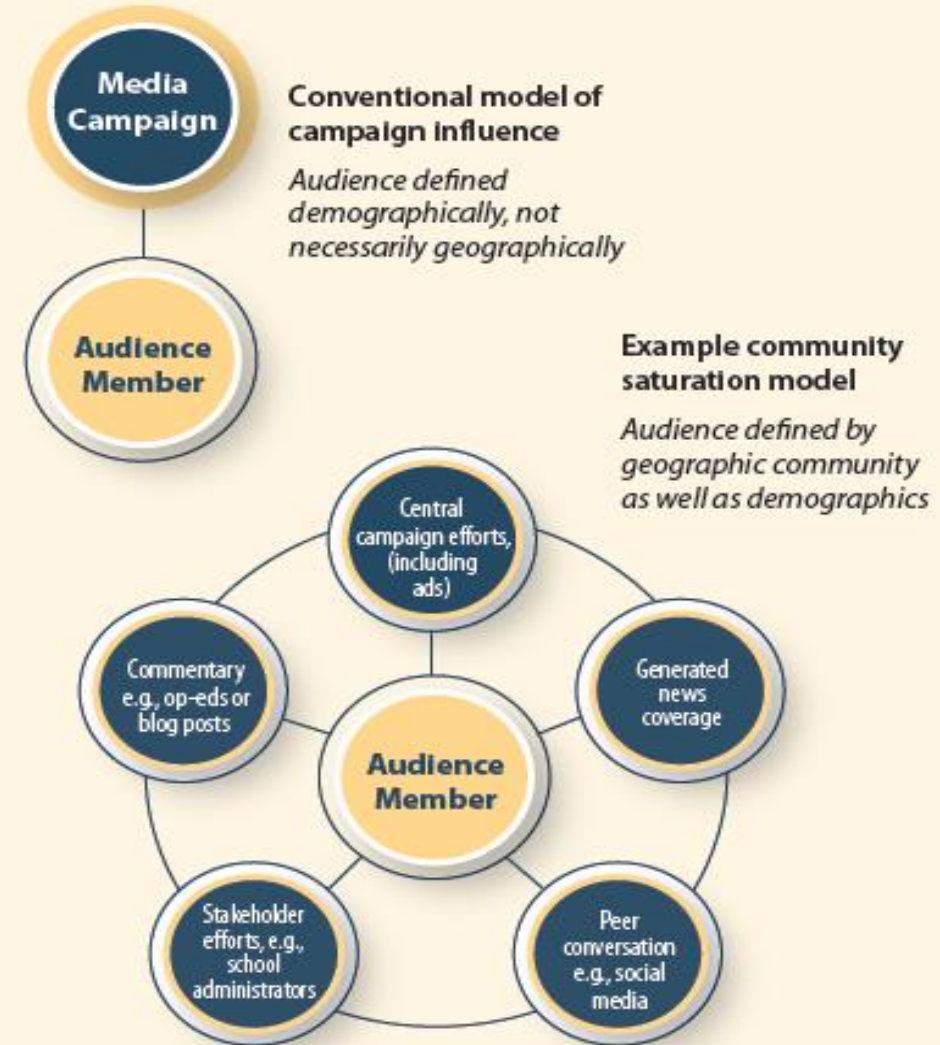
Community Saturation in Action...



- A local organization has revamped their program for homeless youth; the program seeks to increase the number of homeless youth that complete high school in their community:
 - Determine who are the best **community partners** (schools, other youth-serving program providers...other individuals, groups, organizations)
 - Determine key players on the **team** and what they plan to accomplish (objectives)
 - Identify, select, implement **engagement activities** given limited resources
 - Monitor and **measure activities**

What Is Community Saturation?

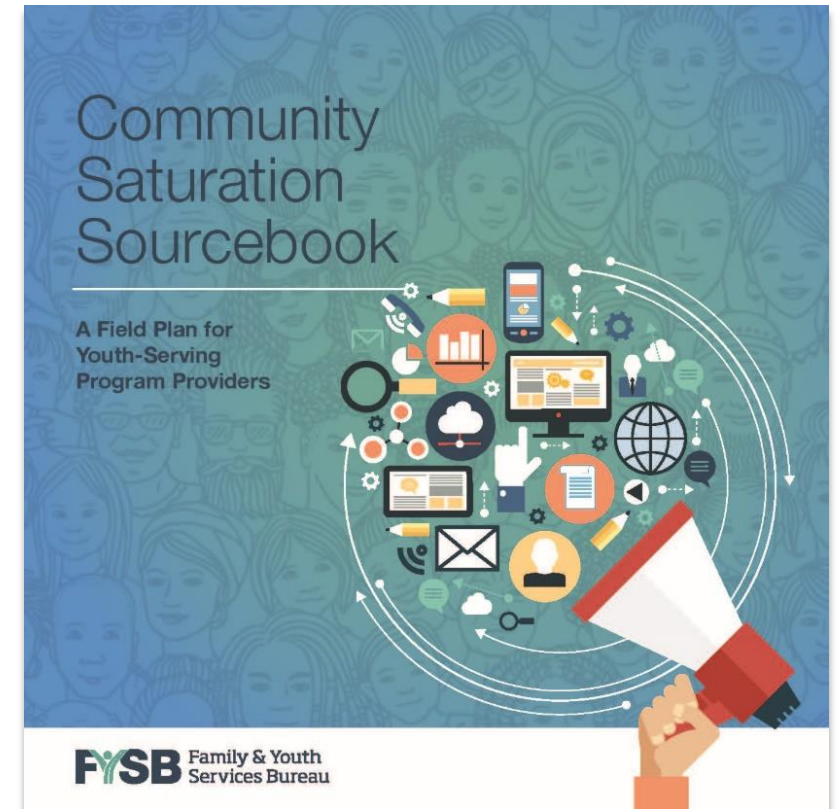
Community saturation ensures that a substantial proportion of an information environment in a specific community includes references to key health messages



Want to Know More About Community Saturation?

Sourcebook: Community Saturation Primer

- Equips youth-serving program providers with guidance on the following:
 - Assessing a community's readiness for community saturation
 - Planning specific activities to disseminate messages
- Offers recommendations tailored to specific stakeholder groups and their needs
- Provides practical information for some key activities identified in the *Field Plan*



Why Use the Toolkit?

Potential Stakeholders

- ▶ Youth-serving program providers
- ▶ Community leaders
- ▶ Policymakers
- ▶ Faith-based organizations
- ▶ Schools or school health officials
- ▶ Community-based organizations or community partners
- ▶ Health care professionals
- ▶ Media channels and outlets
- ▶ Parents or caregivers
- ▶ Anyone who develops public health communication materials for youth and/or youth-serving organizations



What Is the Community Saturation Toolkit?

Toolkit: How-To Guide

- Provides practical information, guidance, and recommendations on how to implement community saturation



Why Use the Toolkit?

- **Expand** or **reinforce** messages from your program and increase likelihood that they will have optimal health outcomes
- **Promote** behavior change



What Is in the Toolkit?

- Step-by-step processes to implement sustained and coordinated messaging across your community

Processes



- Plans to help ensure that youth in your program are exposed to your program messages in different and varied contexts, which may reinforce the messaging

Plans



- Suggested activities (e.g., low, medium, and high effort) to jumpstart message sharing throughout your community

Activities



- Proven strategies that may increase the likelihood of positive behavior change

Strategies



The Toolkit

Step 1

Identify Your Target Audience

Knowing your community and your audience is crucial. The more you know and understand about your community and audience, the easier it will be to develop meaningful activities that meet a need and/or help build or expand common ground. There are several strategies that you can use to learn more about your community and audience. An audience profile is a helpful tool for pulling these strategies together and considering what may be most relevant to various audiences. Below, we describe steps for both learning more about your audience and creating an audience profile. In [Step 2](#), we provide additional strategies for how to synthesize the information about your community more broadly.



Step 3

Engage Your Community to Amplify Messages

At this point, you should have completed [Steps 1 and 2](#). This means you have identified and prioritized your audiences, built your community team, and defined the objectives for your community saturation efforts. Step 3 focuses on engaging the community and taking specific action steps to ensure the messages you have developed are effectively coordinated and shared across the community. This step is focused on doing the work of community saturation.



Step 2

Build the Team and Define Your Objectives for Community Saturation

Congratulations—you have completed [Step 1](#) and have gathered information about your community and identified and prioritized your audiences for community saturation. Step 2 focuses on building your community team, synthesizing the information you have gathered about your community, and defining the objectives for your community saturation efforts. This is a critical step for organizing your approach, being able to measure the success of the work, and determining where to invest important time and resources.

Step 4

Evaluate the Saturation Plan and Use Your Results

Step 4 offers tools for assessing the implementation of your community saturation efforts and includes information about the kinds of measures you may consider for monitoring implementation and strategies for using the data collected to improve your overall efforts. This step ensures that your community saturation efforts reach the target audience.

Your S.M.A.R.T. objectives developed in the worksheet from [Step 2](#) outline what you will be tracking to determine the overall success of your community saturation initiative (see also [Worksheet 1](#) at the end of this section). This section includes more detailed information about specific measures you can track to assess the reach and engagement of your messaging activities. Consider selecting some of these measures to evaluate progress toward your S.M.A.R.T. objectives. You may also identify measures beyond what is included in this step depending on your S.M.A.R.T. goals and objectives and budget.



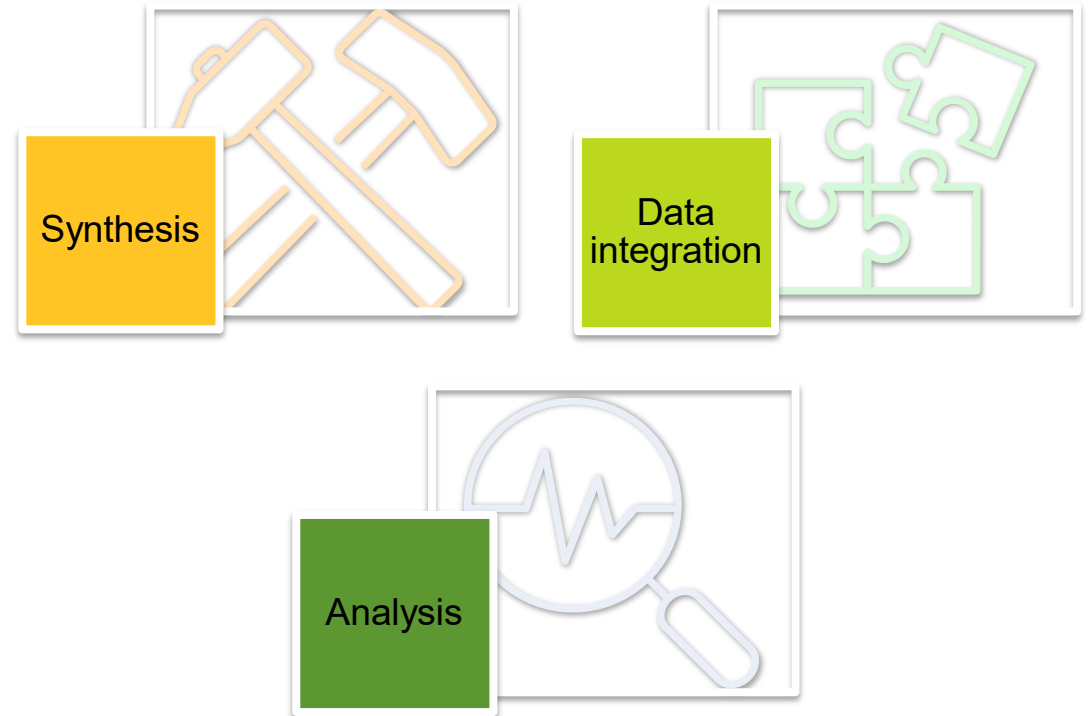
Step 1: Identify Your Target Audience

- Create an audience profile
- Formative/primary research
- Secondary or existing research
- Demographics
- Psychographics
- Organizational characteristics



Step 2: Build the Team and Define Your Objectives

- Synthesize existing data, resources, and needs
- Integrating data to determine community saturation objectives
- SWOT analysis
- SMART goals and objectives



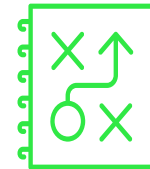
Step 3: Engage Your Community to Amplify Messages

- Understand available resources
- Leverage partnerships
- Coordinate a network of youth-serving organizations



partnerships

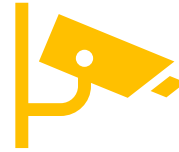
coordination



resources

Step 4: Evaluate the Saturation Plan and Use Your Results

- Monitoring implementation of efforts
- Using evaluation results



monitoring

evaluation



coordination

Where Can You Find the Community Saturation Sourcebook and Toolkit?

<https://teenpregnancy.acf.hhs.gov>

FYSB Family & Youth Services Bureau
Adolescent Pregnancy Prevention Program

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


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Resources

Home » Resources » Community Saturation Toolkit: Resources for Youth-Serving Program Providers



COMMUNITY SATURATION TOOLKIT: RESOURCES FOR YOUTH-SERVING PROGRAM PROVIDERS

The toolkit is a how-to guide that provides youth-serving program providers with practical information, guidance, and recommendations on how to implement a community saturation approach aimed at promoting behavior change through a coordinated messaging approach. The toolkit is a companion resource to the Community Saturation Sourcebook.

Files:
Toolkit (PDF)

+ Topics

Sexual Risk Avoidance, Dissemination and Promotion

Spread the Word



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 Hive:
thehive.cmnty.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
www.wethinktwice.org



How Youth Can Get Involved



Follow **@WeThinkTwice**



Visit **www.WeThinkTwice.org**



Encourage the youth you serve to join our online research community, **The Hive**, where they can earn points toward gift cards and help shape our campaign!

<https://thehive.cmnty.com/authorize>



If you are interested in helping us coordinate **design sessions** with groups of youth virtually, please email us: **APPTTA@rti.org**

The image features a solid orange background. In the center, there is a white, irregularly shaped area that resembles a piece of torn paper. The edges of this white shape are jagged and uneven. Centered within this white area is the word "Questions?" in a bold, black, sans-serif font.

Questions?