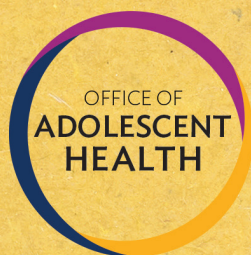




# TAG Toolkit

## October 2015





# TAG Toolkit

**Adolescent Health: Think, Act, Grow (TAG)** is a national call to action to improve adolescent health in the U.S. TAG is a comprehensive, strengths-based approach to adolescent health. TAG calls upon organizations and individuals working with teens to prioritize activities that improve adolescents' physical, social, emotional and behavioral health. TAG emphasizes that the adolescent years and the transition to adulthood are important times for intervening to promote current and life-long health.

*In this toolkit you'll find free TAG resources to help you:*

- Get Started with TAG
- Spread the Word about TAG
- Show Your Support for TAG

TAG is led by the Office of Adolescent Health in the U.S. Department of Health and Human Services.

## Toolkit Contents

### ➔ Get Started with TAG

Visit the TAG Website	3
Read the TAG Playbook	3
Take Action	3
For Professionals	3
For Families	3
For Teens	3

### ➔ Spread the Word about TAG

Tweets	4
Facebook Posts	4
LinkedIn Posts	5
Sample Blog Text	6
Sample Newsletter Text	7
TAG Factsheet	8
TAG Slide Deck Template	8
TAG Videos	9

### ➔ Show Your Support and Join TAG

TAG Banners	10
Sign Up for TAG Updates	10



### Office of Adolescent Health

Website: <http://www.hhs.gov/ash/oah>

Email: [oah.gov@hhs.gov](mailto:oah.gov@hhs.gov)

Phone: (240) 453-2846

# Get Started with TAG



## ➔ Visit the TAG Website

Don't miss our website with loads of materials on the TAG Call to Action, the Five Essentials for Adolescent Health, specific actions you can take to improve adolescent health, and resources to help you in your activities. <http://www.hhs.gov/ash/oah/tag>

## ➔ Read the TAG Playbook

The TAG Playbook outlines actions that stakeholders can take to improve adolescent health. Download it here <http://www.hhs.gov/ash/oah/tag/playbook.pdf>.

Contact OAH at [tagteam@hhs.gov](mailto:tagteam@hhs.gov) if you would like printed copies to distribute at meetings, conferences, and other events.

## ➔ Take Action

### For Professionals

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The TAG website offers specific actions that youth-serving professionals, such as educators, youth leaders, and healthcare providers, can take to improve adolescent health and development. Check out the For Professionals section: <http://www.hhs.gov/ash/oah/tag/for-professionals>

### For Families

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TAG also highlights actions that families can take. Visit For Families here to learn more: <http://www.hhs.gov/ash/oah/tag/for-families.html>

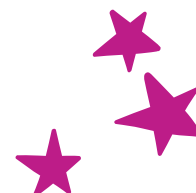
### For Teens

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TAG suggests four areas that adolescents can focus on to get healthy and stay healthy:

- Health Care
- Getting Involved
- Healthy Relationships
- Healthy Habits

Visit TAG's section For Teens: <http://www.hhs.gov/ash/oah/tag/for-teens.html>



# Spread the Word about TAG

## ➔ Sample tweets and posts

Use or adapt these sample tweets and posts to announce TAG via Twitter, Facebook or LinkedIn.  
Don't forget to use the #TAG42mil hashtag!

### Tweets

Do you care about teens? Join Think, Act, Grow (TAG)!  
<http://1.usa.gov/1zRo19X> #TAG42mil

Work with teens? Help improve their health and healthy development! <http://1.usa.gov/1zRo19X> #TAG42mil

We've got 42 million opportunities to improve teen health...join us! <http://1.usa.gov/1zRo19X> #TAG42mil

There are 42 mil teens in the U.S. That's 42 mil opportunities to improve health <http://1.usa.gov/1zRo19X> #TAG42mil

All of us can help adolescents grow to be healthy & strong. Join the TAG call to action! <http://1.usa.gov/1zRo19X> #TAG42mil

We're joining #TAG42mil to help adolescents be healthy. You can too! <http://1.usa.gov/1zRo19X>

Want to help adolescents grow into healthy adults? It starts w/ you & me. Join #TAG42mil <http://1.usa.gov/1zRo19X>



Twitter Graphic  
[DOWNLOAD](#)

### Facebook Posts

There are 42 million adolescents in the United States. That's 42 million opportunities to support good health and positive development. Everyone can play a part, including you! Learn more about your role with Adolescent Health: Think Act Grow. <http://1.usa.gov/1zRo19X>

Most human growth and development occurs in infancy and adolescence. Young people face significant risks and also have many strengths. We can make adolescence a time of positive change and growth if we all work together. Learn more with Adolescent Health: Think, Act Grow. <http://1.usa.gov/1zRo19X>



Facebook Share Graphic  
[DOWNLOAD](#)





## Spread the Word about TAG

### LinkedIn Posts

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#### **Together, We Can Promote Adolescent Health**

The U.S. HHS Office of Adolescent Health is leading a national call to action to improve the health and healthy development of America's 42 million adolescents.

Adolescent Health: Think, Act, Grow, or TAG, calls on youth-serving professionals, families, and youth to take action! Learn more: <http://1.usa.gov/1zRo19X>

#### **Making the Most of Adolescence**

Most human growth and development occurs during infancy and adolescence. Young people face risks and also have many strengths. If we all do our part, we can improve the health and healthy development of the 42 million teens in the United States. Learn more about Adolescent Health: Think, Act, Grow (TAG) <http://1.usa.gov/1zRo19X>

#### **Join a National Call to Action to Improve Adolescent Health**

The U.S. HHS Office of Adolescent Health and others are working together to support the health and healthy development of adolescents in the United States through a national call to action. Whether you're a youth-serving professional, family member, or teen, you can play a role in improving adolescent health. Learn about Adolescent Health: Think, Act, Grow (TAG) here: <http://1.usa.gov/1zRo19X>



# Spread the Word about TAG

## ➔ Sample Blog Text

Join us in spreading the word about TAG by promoting it in your blog. We've prepared some sample text below that can be used or modified. Use examples of ways your organization is already working to promote adolescent health.

- The U.S. Health and Human Services' Office of Adolescent Health (OAH) has issued a national call to action, Adolescent Health: Think, Act, Grow (TAG) to professionals working with young people, families, and teens to take steps to improve adolescent health and healthy development. <http://www.hhs.gov/ash/oah/tag>
- Adolescence is a time of rapid growth and change, and an important opportunity to intervene and promote current and life-long health.
- There are 42 million adolescents between the ages of 10 and 19 in the U.S. today. That's 42 million opportunities to improve teen's health and support their healthy development!
- Building on research and best practice, OAH obtained input from more than 80 leaders of youth-serving organizations on what adolescents need to be healthy. See the TAG Playbook at <http://www.hhs.gov/ash/oah/tag/playbook.pdf>

- These leaders identified **Five Essentials for Healthy Adolescents** as the central framework for the call to action.

### To be healthy, adolescents need:

1. Positive connections with supportive people
2. Safe and secure places to live, learn and play
3. Access to high-quality, teen-friendly health care
4. Opportunities for teens to engage as learners, leaders, team members and workers
5. Coordinated, adolescent- and family-centered services

- Describe your organization's work on adolescent health and how it relates to one or more of the **Five Essentials**.
- Our organization is proud to join OAH and Adolescent Health: Think, Act, Grow (TAG) to prioritize and improve the health of America's 42 million adolescents.





# Spread the Word about TAG

## ➔ Sample Newsletter Text

Below, we've prepared some sample newsletter text that can be adapted to fit your needs.

- Adolescent Health: Think, Act, Grow, or TAG for short, is a national call to action to improve adolescent health in the U.S. Led by the U.S. Department of Health and Human Services' Office of Adolescent Health, TAG is a comprehensive, strengths-based approach to adolescent health.
- There are 42 million adolescents between the ages of 10 and 19 in the U.S. today. That's 42 million opportunities to improve teen's health and support their healthy development!
- TAG calls on all professionals working with young people, families, and teens to take steps to improve adolescent health and healthy development.
- Learn more about TAG and how you can act to improve adolescent health today by downloading the TAG Playbook at [www.hhs.gov/ash/oah/tag](http://www.hhs.gov/ash/oah/tag)
- Follow OAH on Twitter at [@TeenHealthGov](https://twitter.com/TeenHealthGov) and [#TAG42mil](https://twitter.com/TAG42mil) for the latest information on the TAG call to action.

### Additional information can be included:

Did you know that 1 out of 8 Americans are adolescents between the ages of 10 and 19? Too little attention has been paid to improving the overall health and healthy development of America's 42 million adolescents.

Adolescence is a time of rapid change and development and it is a critical time for intervening to set the course for lifelong health. Most of the nation's adolescents are generally healthy, but issues such as mental health, alcohol, tobacco and drug misuse, obesity and violence sideline too many young people.

OAH, together with leaders in adolescent development, identified Five Essentials that all adolescents need to grow and to flourish.

**Five Essentials for Healthy Adolescents** serve as the core framework for the call to action.

### To be healthy, adolescents need:

1. Positive connections with supportive people
2. Safe and secure places to live, learn and play
3. Access to high-quality, teen-friendly health care
4. Opportunities for teens to engage as learners, leaders, team members and workers
5. Coordinated, adolescent- and family-centered services

OAH is challenging adults and organizations that serve youth to get involved or expand your activities to promote adolescent health.

The Adolescent Health: Think, Act, Grow (TAG) campaign offers specific action steps, and resources you can use to:

- **Take action.** Use the Five Essentials and TAG action steps to improve adolescent health. Use TAG to expand your work through new collaborations or partnerships.
- **Spread the word.** Tweet or write a blog post about TAG, and share with your networks.
- **Show your support and join TAG.** Sign up for updates on the TAG website and download banners. Tell us how you are taking action on TAG.

TAG calls on all adults and teens to make the health and healthy development of adolescents a high priority. We know that many of the determinants of adolescent health

# Spread the Word about TAG

lie largely outside the health service system. For this reason, TAG encourages involvement of all organizations and adults that work with adolescents, specifically those working in the following sectors:

- Healthcare
- Public health
- Out-of-school time and community programs
- Education
- Faith-based
- Social services

TAG is also for parents, grandparents, other family members, caregivers, and teens themselves.

For more information visit OAH at [www.hhs.gov/ash/oah/tag](http://www.hhs.gov/ash/oah/tag) Follow OAH on Twitter at [@TeenHealthGov](https://twitter.com/TeenHealthGov) and [#TAG42mil](https://twitter.com/TAG42mil) for information on the campaign.

## ➔ TAG Factsheet

Download a one pager about TAG that you can use to raise awareness about the TAG Call to Action.

[DOWNLOAD](#)



## ➔ TAG Slide Deck Template

Download sample slides on TAG that you can use in presentations and meetings.

[DOWNLOAD](#)





# Spread the Word about TAG

## ➔ TAG Videos

OAH worked with the President's Council on Fitness, Sports & Nutrition (PCFSN) to develop two Public Service Announcements about adolescent health. Anthony Robles and Caitlin Cahow, two accomplished athletes and PCFSN members have an inspiring message for adults who care about youth.



### Anthony Robles PSA

View and share the PSA with Anthony Robles, three-time All American and National College Athletic Association Champion in 2011, at <https://www.youtube.com/watch?v=tnIJysTtVE>



### Caitlin Cahow PSA

View and share the PSA with Caitlin Cahow, world champion ice hockey player and two time US Olympic medalist, at <https://www.youtube.com/watch?v=cJ7nVomFIQo>

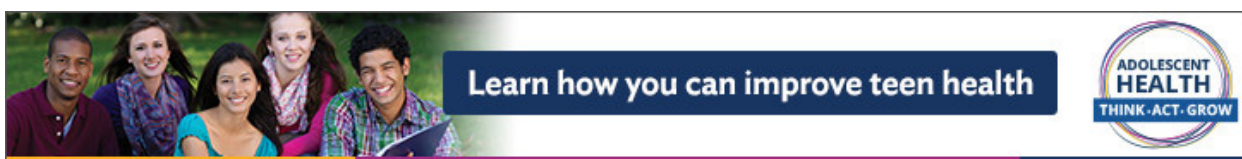




# Show Your Support and Join TAG

## ➔ Download a banner to support the TAG effort

Download a TAG banner to support the TAG effort. Use the banners on your website or in your newsletters and link back to the TAG website <http://www.hhs.gov/ash/oah/tag/action.html>.



## ➔ Sign Up for TAG Updates

Visit the OAH website to sign up for the latest TAG updates <http://www.hhs.gov/ash/oah/tag/join.html>