



Chicago's Action Plan for Healthy Adolescents

*Successful Strategies for Improving Adolescent Health
Webinar Series*

**Adolescent Health:
Think, Act, Grow (TAG)SM**

Produced and Recorded February 2016





Evelyn Kappeler
Director
OAH



Suzanne Elder,
Former Director, Office of
Adolescent Health, City of
Chicago

Adolescent Health: Think, Act, GrowSM (TAG)



A comprehensive, strengths-based approach to improving adolescent health

Goals:

- Raise awareness about the importance of adolescent health
- Engage stakeholders (youth serving organizations and caring adults)
- Get adolescent health on the national agenda
- Spur action



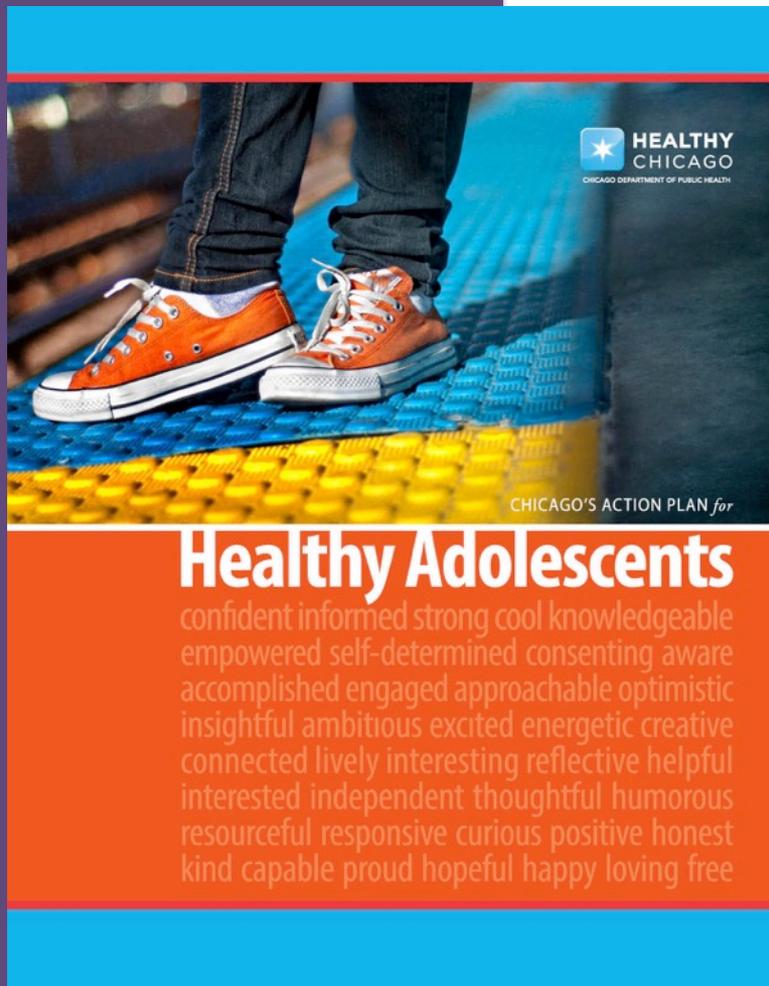
ADOLESCENT HEALTH: Think, Act, Grow

Policies & Programs for Adolescent Health

CHICAGO, ILLINOIS

Suzanne M. Elder, MPP

Youth-Focused Agenda



HEALTHY CHICAGO
CHICAGO DEPARTMENT OF PUBLIC HEALTH

CHICAGO'S ACTION PLAN *for*

Healthy Adolescents

confident informed strong cool knowledgeable
empowered self-determined consenting aware
accomplished engaged approachable optimistic
insightful ambitious excited energetic creative
connected lively interesting reflective helpful
interested independent thoughtful humorous
resourceful responsive curious positive honest
kind capable proud hopeful happy loving free

- Led by recognized City agency.
- Informed by youth.
- Frames adolescent health as chronic disease prevention.
- More than 50 partners from multiple sectors contributed.
- Measurable goals and strategies.

Youth > Recipient of Services

Public
Health

Education

Primary & Mental
Health Care

Juvenile
Justice

Design

Health Insurance

Data & Analytics

NGOs

- They are authors, advisors, workers, team members, and leaders.
- They are key to leveraging assets from multiple sectors and sources.
- Adept at identifying issues and elevating awareness among peers.
- Able to articulate and amplify issues for peers and policymakers.

Taking a Different View

*How Does it
Make People Feel?*

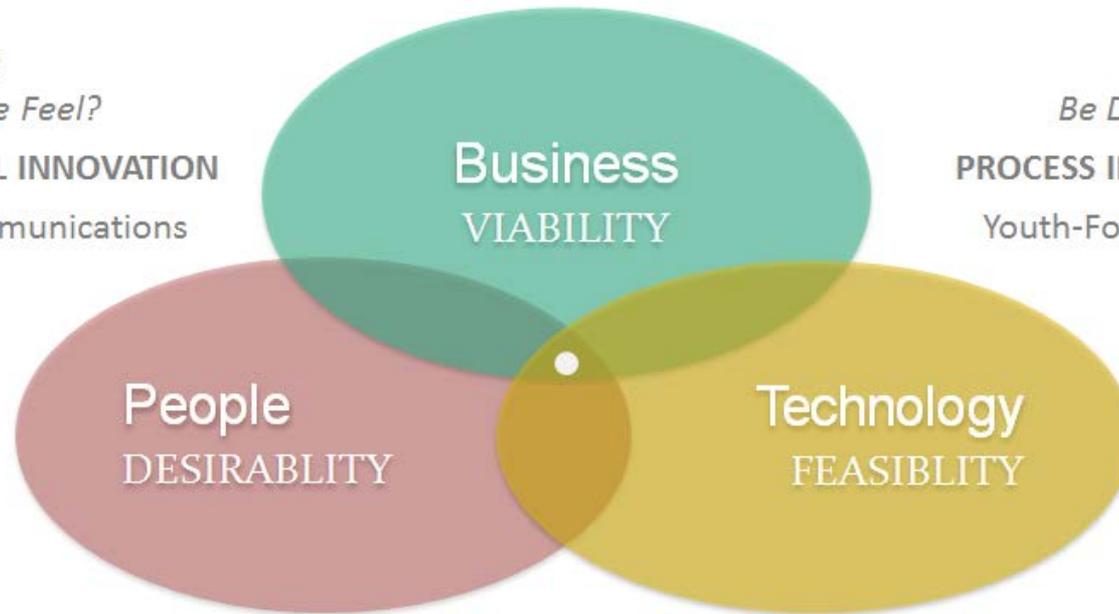
EMOTIONAL INNOVATION

Health Communications

*How Can it
Be Done Better?*

PROCESS INNOVATION

Youth-Focused Policy



Does it Do What People Want?

FUNCTIONAL INNOVATION

School-Based Health Services

Youth-Informed Policy

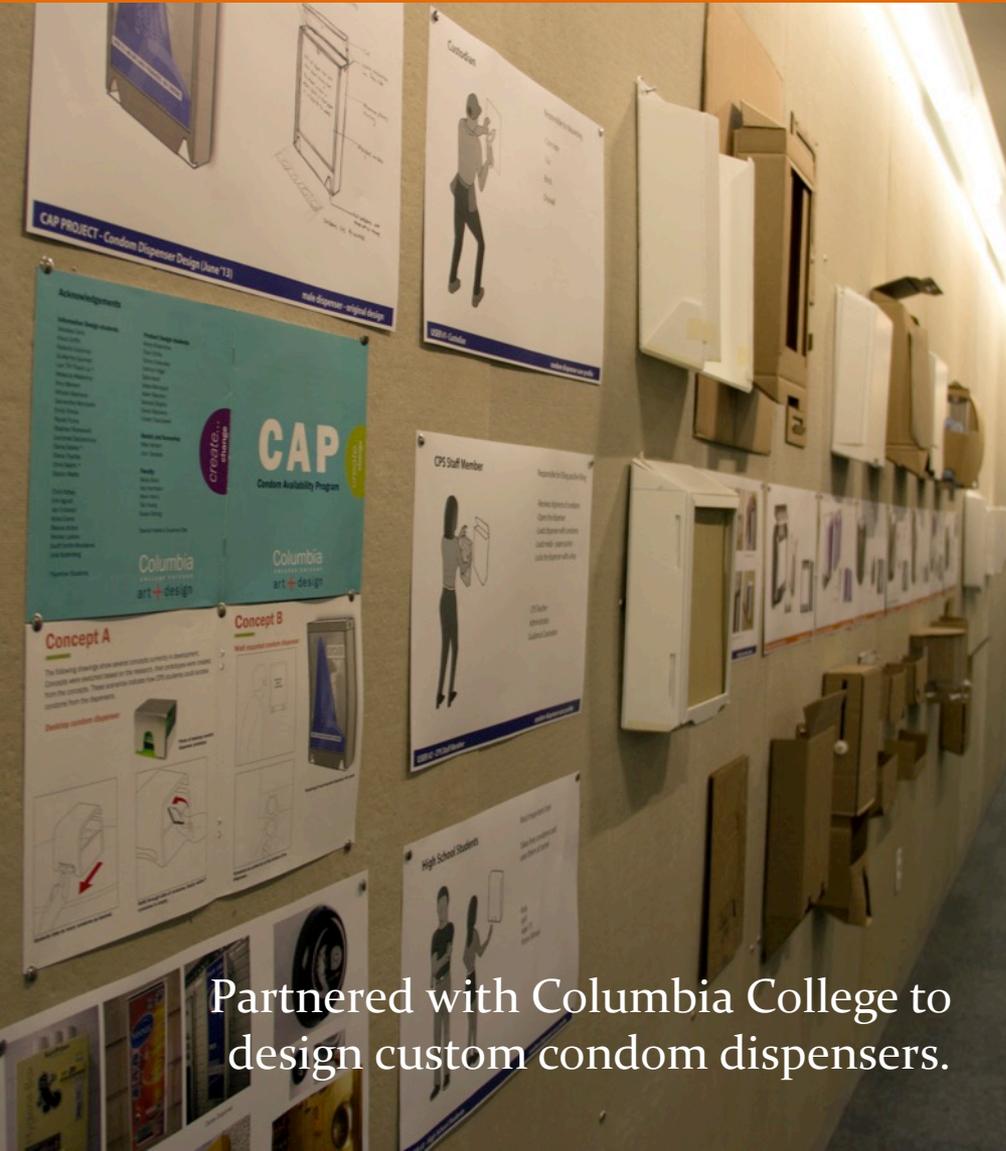


Enacted state and local policies to:

- Protect the privacy of minors and others seeking sensitive health services.
- Protect the privacy of students with HIV.
- Encourage minors to seek help for alcohol-related emergencies.
- Enable minors to self-consent to HPV vaccination.
- Require a comprehensive, medically accurate sexual health curriculum be taught to all Chicago Public Schools students, K-12.
- Modify state legislation.



Youth-Driven Programs



Partnered with Columbia College to design custom condom dispensers.

Condom Availability Program expanded access to free condoms and health information.

▶ Dispenser features interchangeable face and accepts full sleeve of male condoms as shipped by manufacturer



◀ Bucket-loading dispenser designed to dispense both male and female condoms.

Condom Availability Program

Developed in partnership with the Office of Adolescent Health, Informatics, STI/HIV division, and Public Information



Condom Dispensers & Fulfillment

Features:

- Dispensers
- Face Inserts
- Condoms
- Online Reordering
- Customer Data

Partners:

- Chicago Public Schools
- High Schools
- Community Partners
- Columbia College
- Student Designers

Condom Finder Mobile App

Features:

Locate the nearest free Condom, STI Test, Birth Control (LARC) Provider, Mental Health and Substance Abuse Treatment Providers

Partners:

- Student Coders
- Great Good Studios
- AIDS Foundation
- Peer Health Exchange
- Mikva Challenge Teen Health Council

Legislative Affairs

Board Policy:

Medically Accurate, Comprehensive Sexual Health Education

State Legislation:

EOB policy

Council Resolutions:

STI Month (April) and Teen Pregnancy Prevention (May)

Partners:

- AHAC
- Mayor's Office Legislative Affairs

Public Awareness

Theme

Chicago Wears Condoms

Features:

- Safer Sex Kits
- CWC Wristlets
- Outdoor Ads

Partners:

- Chicago Public Schools
- Mikva Challenge Teen Health Council
- Illinois Caucus for Adolescent Health
- Peer Health Exchange
- Ad Agency

Purpose

Use design and technology in public health practice to decrease unplanned pregnancies and STIs.

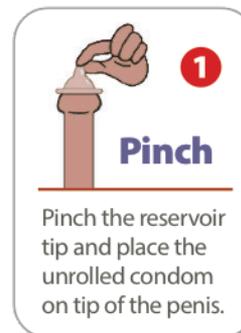
Deviance ≠ Problem

Teen health agents work by leveraging youth status and their networks

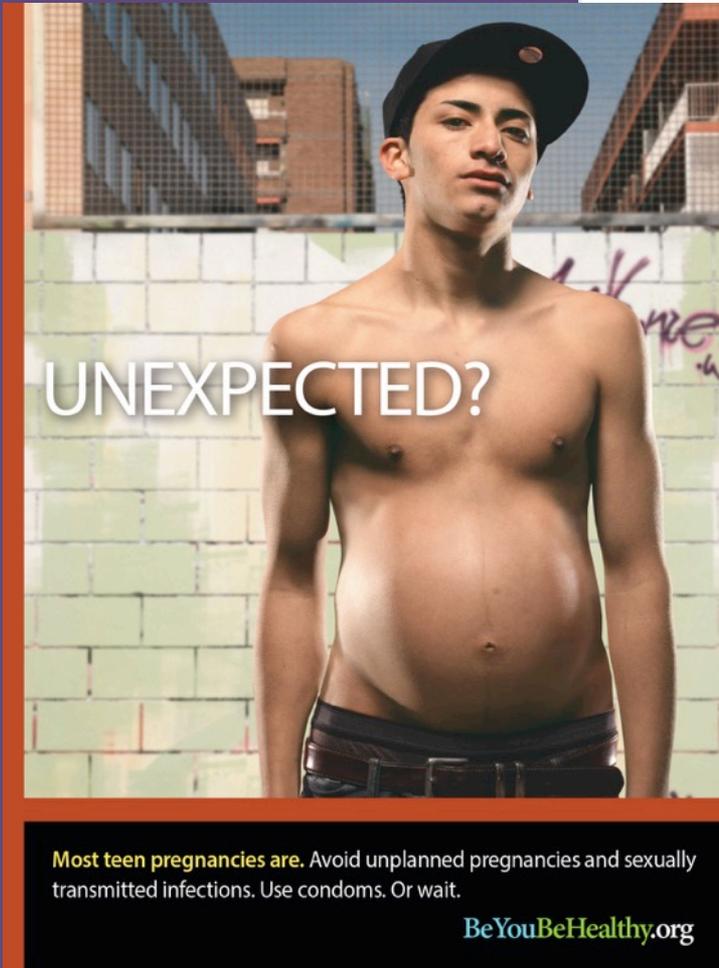


- Positive deviance points to existing, scalable, and sustainable solutions.
- Finding outliers means looking at people and situations differently.
- What works for adults may not be something that works for youth.

Meme-like instructions for how to use a condom



Public Awareness



Challenged stereotypes

Did not test well with adults.

Teens were intrigued, curious, and even “grossed out.”

Teens and adults talked about what would be different in a world where boys could get pregnant.

(Jackpot!)

One billion media impressions



univision



ALJAZEERA



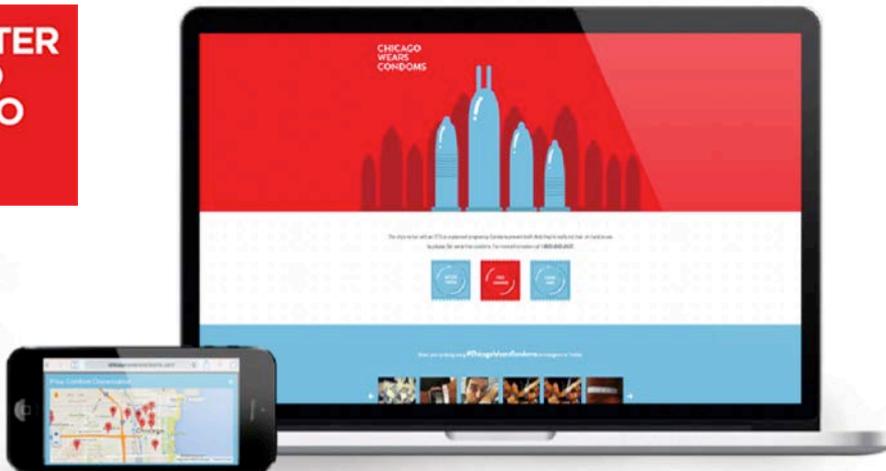
Designed by Youth for Youth



SERVE

Youth worked with UX researchers and designers to build mobile health apps and public awareness campaigns

GREATER
GOOD
STUDIO

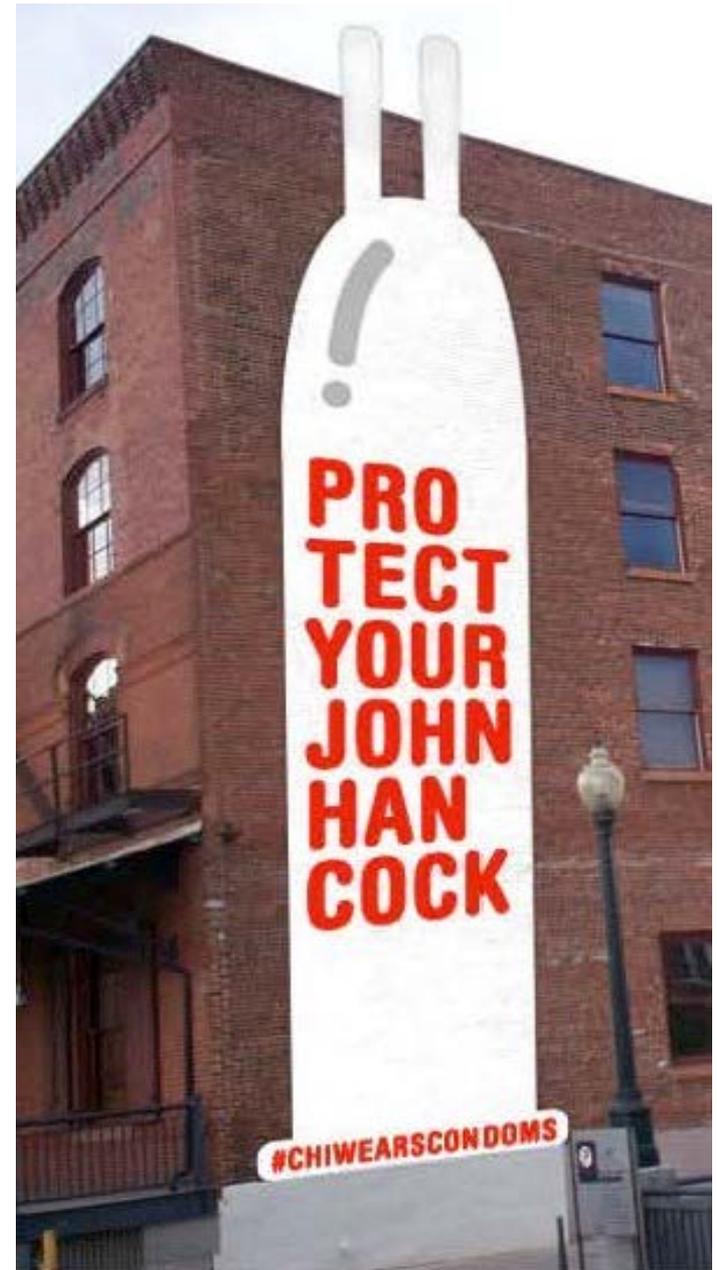


Developed by Chicago youth to increase awareness for practicing safe sex and reducing unplanned pregnancy and sexually transmitted diseases among their peers and the entire Chicago community.



Be Safe, Chicago

Avoid STIs and unplanned pregnancies. Use condoms.



Cultivate, Convene, Champion

- **Cultivate ideas.** One enterprising teen showed us how to meet a need we weren't meeting.
- **Convene partners** who think differently than you do. You need others to test the viability, feasibility, desirability of ideas and the capacity to execute.
- **Champion tolerance** for risk, iteration, and failure.

Lessons Learned

Ideas are not enough;
you have to be able to
execute or build the
team that can.

Know your audience.
(P.S. It's not you.)

Solutions already exist,
just not where you think.

Tokenize youth at your peril.



Q&A

- Explore the website
- Check out the TAG Playbook
- Join TAG and get email updates
- Notify your colleagues about TAG
- Use TAG action steps and resources
- Participate in the TAG blog-a-thon
- Ask questions, share ideas, stay in touch
- Use TAG tools to reach teens and adults who care about them (#TAG42mil)



- www.hhs.gov/ash/oah/tag/
- Email TAGteam@hhs.gov
- Follow us @teenhealthgov and use #TAG42mil

