



HHS Office of Adolescent Health

Adolescent Health: Think, Act, Grow® (TAG)

A National Call to Action for Adolescent Health

The Office of Adolescent Health (OAH) in the U.S. Department of Health and Human Services (HHS) is leading the nation to ensure that America's adolescents thrive and become healthy, productive adults.

What is TAG?

Adolescent Health: Think, Act, Grow® – TAG – is a national call to action to improve adolescent health in the U.S. TAG aims to reach and engage a wide array of professionals who touch adolescents' lives, as well as parents and adolescents themselves. Led by the Office of Adolescent Health (OAH) in the U.S. Department of Health and Human Services (HHS), TAG promotes using strength-based approaches, engaging stakeholders, and bringing in youth voices to support healthy development and transitions to productive adulthood for the nation's 42 million adolescents.

The leading causes of death and disability in adolescents and young adults are largely preventable. TAG calls upon "organizations and individuals working with teens to prioritize activities that improve adolescents' physical, social, emotional and behavioral health. Investing in adolescent health yields a "triple dividend" of healthy adolescents, future healthy adults, and healthy children in the next generation. TAG also focuses on supporting achievement of the Healthy People 2020 adolescent health objectives.

Five Essentials for Healthy Adolescents

Adolescents should have:

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

Research to Action

TAG builds on previous strategic initiatives in adolescent health and national health promotion efforts. It takes a positive youth development approach that builds on young people's strengths and prioritizes youth engagement. To help develop TAG, OAH engaged experts from national organizations in the fields of health, public health, social services, out-of-school time and community groups, faith-based communities, and education; including groups that serve parents and teens directly. These groups identified the Five Essentials for Healthy Adolescents and specific action steps and resources that can help professionals, youth-serving organizations, family members, and teens make these essentials a reality.

What's Ahead?

Working with partners, OAH hopes to spur actions at the national, state, community and family levels that build on young people's talents and potential, provide support, and promote their health. Organizations, agencies, and caring adults who work or live with adolescents are invited to join TAG to raise awareness and take action to promote adolescent health. TAG has a number of useful tools that stakeholders, partners, family members and teens can use to make TAG a reality in their communities, including the TAG Playbook and TAG in Action Successful Strategies, the TAG Toolkit, TAG Talks video series, research reviews, and more.

Available Resources

| Resource | Brief Description |
|--|---|
| TAG Playbook | A framework with background, goals and action steps for stakeholders committed to improving the lives of adolescents. |
| TAG in Action: Successful Strategies | Profiles of successful program strategies that improve adolescent health throughout the country, such as a mobile teen health van, school-based health centers, and peer education programs. |
| TAG Toolkit | A resource to help a variety of stakeholders get started with print and social media, spread the word, and show support for TAG. |
| TAG Talks | A video series featuring adolescent health experts with practical information on topics such as adolescent brain development and strengthening male friendships. |
| Research Reviews | These annotated reviews highlight research, evaluation reports, and other publications on fostering improved health, reducing risky behavior, and improving engagement and healthy development in young people. |

Accomplishments

Since 2014, TAG has helped raise awareness about adolescent health and healthy development in order to spur action around the country. OAH convened more than 80 national youth-serving organizations to develop TAG. The American Public Health Association and the Society for Adolescent Health and Medicine are two of the groups that helped develop TAG and now partner with OAH to promote TAG. In order to reach broad networks of stakeholders, TAG distributes a monthly newsletter to nearly 20,000 individuals and connects with diverse audiences through conferences, webinars, the OAH website, and social media.

Get Involved with TAG

Join TAG and take action to improve adolescent health and healthy development:

- Sign up for the monthly TAG newsletter: <https://www.hhs.gov/ash/oah/tag/get-involved/>
- Follow TAG news on Twitter ([@TeenHealthGov](#)) and use #TAG42Mil



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