

**NWX-OS-OGC-RKVL**

**Moderator: Jamie Kim  
September 16, 2015  
1:00 pm CT**

Coordinator: Welcome and thank you for standing by.

At this time all lines are in a listen-only mode and throughout the duration of the call.

Today's call is being recorded. If you have any objections you may disconnect at this time.

I'd now like to turn the call over to Ms. Evelyn Kappeler. You may begin.

Evelyn Kappeler: Good afternoon, everyone. I'm Evelyn Kappeler. I'm the director of the Office of Adolescent Health here at the United States Department of Health and Human Services. And we're really pleased for the opportunity to meet with you today to discuss a new effort by our office, Adolescent Health -- Think, Act, Grow -- or TAG for short.

Stakeholder engagement is the cornerstone of the TAG effort. If you're attending this webinar you're among the stakeholders that have been involved from the early stages of developing TAG. This includes those who advised

our office on the development of the TAG playbook which is a centerpiece of the TAG effort and includes practical steps to improve adolescent health.

Some of you participated in sector-specific discussion groups. Others served as members of an expert panel or participated in a Web site user test group. We also called on issue experts to advise us on research priorities for youth engagements.

I want to thank each of you for your input, time, dedication to adolescent health. We welcome all of you to this webinar and we're looking forward to sharing more information about TAG. In particular, we'll be discussing specific ways you and your organization can join us in advancing the health and development of our nation's 42 million adolescents.

Today we'll talk about what's been done to get TAG off the ground, what's going on now, and how we can move adolescent health forward. We'll allow some time for your thoughts and questions and let you know how to stay in touch with us.

So our presenters today are myself, Susan Maloney who is the Director of our Division of Policy Planning and Communication, and (Emily Novick) who works with Susan.

Briefly, for those of you who are new to OAH and TAG, the Office of Adolescent Health is located in the Office of the Assistant Secretary for Health which is in the Office of the Secretary at HHS.

We're now celebrating our fifth year. And while OAH was authorized in 1992 we weren't actually funded until 2010. That's 18 years if you're counting.

Congress provided funding to establish the Office of Adolescent Health due to concern about the historic lack of funding and the focus on the significant unmet and often interrelated health needs of adolescents.

We're pleased to introduce TAG as a key strategy to address that broader congressional mandate and to improve adolescent health.

So now I'm going to turn this over to Susan Maloney to provide more information about TAG.

Susan Maloney: Thank you, Evelyn.

Hi, I'm Susan Maloney and delighted to be speaking with you today.

Adolescent Health: Think, Act Grow, is a national call to action to improve adolescent health. It's a comprehensive strength-based positive youth development approach to adolescent health rather than a risk-based approach.

As we were developing TAG in collaboration with more than 80 national organizations we learned a great deal about the barriers and opportunities to advancing adolescent health priorities.

A key thing that we heard from groups was that they knew what to do but had a difficult time sustaining it and mobilizing it over the longer term. They also had challenges in disseminating information broadly and implementing best practices.

The Office of Adolescent Health is taking on this challenge and is asking you to help us mobilize at the national and community level for involvement in

TAG and to spur action across the country to promote and support healthy adolescents as they think, act, and grow.

The goals for TAG are to raise awareness about the importance of adolescent health, to engage stakeholders -- which include those who serve youth directly, caring adults, and also on our end our federal partners. We want to get adolescent health on to the nation's agenda and to spur action.

Long term, TAG will contribute to achieving the National Healthy People 2020 objective especially those for adolescent health which is a major initiative. That goes back, I think, about 40 years now. That is developed by HHS.

As we mentioned earlier stakeholder engagement is a core tenet and it drives all the aspects of TAG. This is due to our understanding that many of the determinants of adolescent health lie outside the healthcare system.

By working together through TAG we hope to showcase the different roles that exist for interested stakeholders to get involved and to take action to promote adolescent health. We know we can't do this alone.

Where we're going over the background of TAG it's also worth noting that what TAG is not.

We're not a grant program. It's not a traditional media or public health campaign. And it's not an effort aimed exclusively on risky adolescent behavior or on deficits.

We do want to let you know a little bit more about how TAG was developed.

Our first step was to connect with stakeholders from multiple walks of adolescent life and invite their expertise. To do this we organized a series of focus group discussions and we convened national leaders from six sectors -- healthcare, public health, out-of-school time and community based program, education, state-based community and social services.

We also gathered insights from networks that represent parents and teens themselves.

Following that we sought additional input from adolescent health experts from federal agency partners, and finally through user testing of our Web site.

The goal in developing TAG through a robust stakeholder engagement process was to leverage the field's vast knowledge to create a platform that could effectively spur action and advance adolescent health and healthy development. Your important perspectives and ideas contributed to what's a clearer understanding of what might be needed to move forward.

Here is one of the first insights that we gained.

Through that series of iterative focus discussions stakeholder groups such as the ones you represent explored ways to improve adolescent health and make adolescent health and healthy development a priority.

In the sector perspective groups for parent - the participants repeatedly agreed on what young people need to succeed and they also continued to express concern and frustration over how to make that happen and called out specially for a focus on those who are most vulnerable.

During the course of these conversations, participants from across multiple sectors shared key insights. They agreed -- much to our surprise -- that in order to be healthy and well adolescents need what we came to call the five essentials for healthy adolescents --positive connections with support of people, safe and secure places to live, to learn, and to play, access to high quality, teen friendly healthcare, opportunities for your people to engage and learn skill as learners, leaders, team members and workers, and when they're needed, teens and families also need coordinated family and adolescent centered services. This set of five essentials is a baseline, if you will, of what's needed to develop healthy adolescents.

You'll be hearing next from (Emily).

(Emily Novick): Hello. I'm (Emily Novick). I'm with the Office of Adolescent Health.

This is our framework that shows how we move from the five essentials that were - came out of our stakeholder conversation. And the five essentials served as a framework to develop detailed action steps that were tailored for multiple groups of stakeholders. You will learn more about the action steps in a few moments, but (anywhere) they could range from making your clinical office teen friendly, to providing leadership opportunities for youth.

To encourage action in all these areas we identified resources that will help organizations realize each specific action steps.

And we're going to show you how this works in the next few slides.

We're very happy to tell you that we recently launched the new TAG section of the OAH Web site. And I'm going to walk you through a few key items on

the Web site so you can see how to find the action steps and the resources that are linked to each action step.

This is the landing page for TAG. And TAG is also now featured on the - in the flash box on the Office of Adolescent Health homepage.

So there are two ways to get there from the homepage. You can go through the flash box or you can go up to the top of the page and click on OAH Initiatives in the main navigation.

Once you get to the TAG landing page, then there is navigation on the right hand side that you can go to all the different sections and select the topic that you want from the bulleted list.

You'll see here Why TAG, For Professionals, For Families, For Teens, TAG partners, TAG Resources, and Engaging Youth in Improving Adolescent Health.

Just for today we're going to walk through the For Professional section of the Web site so you can see how it works.

Each of the sections for each sector has the same structure and the action steps are the focus of each section.

So we're going to walk through the education section.

Here is where you'll find - we click on education and here is the page that would come up if you click there.

And if you look down the page you'll see the red arrow which takes you to the action steps and resources. And these are the action steps that were developed and tailor-made for each sector by national leaders in the field such as yourself.

Here we can see what educators can do. And if you click on an individual action step you'll find the description of the action step and a link to more resources.

So today we're going to click on ensure schools are environmentally-healthy settings for learning.

And if we click a page will jump down and we can click there on find more resources. We can learn more about how to carry out that action step.

Once we get to the resource page we can scroll down and see which resource we want to look at.

Today we're going to look at the MyPlate resources which is a new resource recently updated by the US Department of Agriculture.

So we're going to click on MyPlate.

When we get to MyPlate - the next slide is coming. Right. We will find a short description and then a link to the resources.

So now we're going to go there. So this is what you see if you click on MyPlate.

The site developed by the Department of Agriculture has resources for teachers that are broken out by age group, and also adolescent plans and other resources. You'll also see that there's navigation to content for other professionals and for high school students.

You'll find more examples like these throughout each of the sector pages. And that's the basic structure of the TAG section of the Web site.

Now if we go back for a moment to the TAG homepage you'll see on the bottom right two more items we'd like to point out. One is Join Tag -- where you can sign up for TAG updates by email -- and also links to the TAG playbook.

As Susan mentioned earlier we've captured the essence of TAG in a document that we call the TAG playbook. It's possible some of you may have already gotten to the Web site and taken a look at this and we hope you will do so.

The playbook outlines specific actions that you or your organization can take to improve adolescent health and it was developed in collaboration with many of you who are on the webinar today. It discusses the many opportunities to build on the strengths of adolescents and promoting their health and healthy development, and outlines the specific action steps that organizations can take to improve adolescent health.

It also has some useful statistical information about America's teenagers.

You can download the playbook from the Web site, and you can also contact us and we could send you printed copies that you can distribute upcoming meetings and conferences. And we'll explain where you can email us at the end of the webinar.

In addition to the playbook if you signup via the Join TAG button we will send you updates for when our additional materials become available. And a number of these materials are in development or ready to come online very soon.

The first item on this list actually is just newly up on the Web site -- we're happy to tell you. It's called America's Adolescents and it's a statistical profile of America's teens. A lot of useful information for you to use.

We'll soon be also bringing online information about teen (time use), social media tools including sample tweets and Facebook posts and ideas for blog post that you can incorporate into your organization's blog, sample newsletter content, and other digital and print materials such as digital postcards that you could download and share.

We will also be including information about youth engagement -- both information about how to create structures such as youth counsel, and also practical tips for how to engage using each of the action steps that we've outlined.

And now I'm going to turn it back to Susan.

Susan Maloney: Thank you, (Emily).

We're excited to have our Web site up and functioning and getting all of these - (offered) valuable materials out to you. And we really do appreciate the contributions of the stakeholders in developing TAG.

The Web site also has lists of group both inside and outside government who lent their expertise during TAG development. So those lists are there. I believe the tab is - the navigation point is under TAG Partners.

A key message that we continue to receive from stakeholders was the importance of youth engagement in advancing adolescent health. As many of you know engaging teens in meaningful ways and soliciting their input not only benefit us in the programs that we provide, but also provides wonderful opportunities for teens to develop skills that are central to their healthy development.

When it came to getting guidance on incorporating youth engagement into TAG we turn to organizations with longstanding expertise in that arena.

In support of TAG the Jim Casey Youth Opportunities Initiative and the Forum for Youth Investment brought together groups that excel in youth engagement to take a look at TAG and provide input on how best to incorporate the principles and activities of youth engagement into TAG. We're developing new resources now and we'll make those available -- we hope very soon -- through the TAG Web site.

This next slide outlines a few things that you can do now to promote TAG. I hope that you've had an opportunity to take a look at the Web site and explore it to take a look at the TAG playbook. You can use the Join TAG button to sign up for updates.

And I wanted to let you know that those of you who were in large organization, anyone who is interested in TAG can sign up to get updates. There's not a limit. You don't have to only designate a single person in your organization. We will continue to communicate specifically with some of

those who are the key contacts within your organization, but that for sign up for updates, anyone can do so.

We hope that you will notify colleagues about TAG. And a gratifying number of you have already begun to do that through your newsletters and on your Web site.

You may also order copies of the TAG playbook by emailing the TAG Team. We'll give you that - actually it's on this slide too, the TAGTeam@hhs.gov. It's an email address that we've used to make sure we don't miss any of those emails.

It's rare these days to actually be able to offer printed copies of a document, but we do now have the opportunity to print copies and ship bulk quantities to you.

So this may not last forever, but for now this offer is open and if you have meetings coming up in, you know, the next year we'll try and get it on the planning calendar and if you want copies for your members, your leaders, we'd be happy to try and provide those to you.

We hope, also that your bloggers, that those of you who are bloggers and whose organizations have blogs will participate in our (blogathon) starting in late October and going into November -- up to the November holiday.

We'll provide you some suggested points you may want to make as a way to get you started, but these will be blogs that would be - or posting within on your own Web sites and within your own organizations. We're trying to generate a little bit of this sense of multiple groups being interested in this at the same time.

The other thing we're hoping you'll do is ask questions, share ideas, and please stay in touch.

We're really thrilled to launch TAG and make the playbook and all the resources readily available to all who are interested. We're really encouraged by the wonderful initial support we've gotten from so many of you and we want to recognize that achieving sustained success on behalf of all adolescents we'll need to reach far and wide with messages and resources.

We view TAG as a long term activity. We hope that you'll maintain an interest and work with others in your organization to find out how best TAG's resources can support you in ways in which the works that you already do support this broader goal.

Our collective actions can benefit the 42 million adolescents who are out there and ready to learn skills and get them safely navigating through their teen years and making us move transition into a healthy young adult period.

On behalf of the Office of Adolescent Health I want to thank you once again for joining us to learn more about OAH and about TAG. We really look forward to continuing to explore opportunities for ways in which we can collaborate.

In the meantime, please stay connected with us. We've listed the URL for the TAG landing page on the slide that you are viewing now.

Please email us at [TAGTeam@hhs.gov](mailto:TAGTeam@hhs.gov) to let us know how you're using TAG and to share your resources.

Reach out if you have thoughts and ideas for collaborating and we're seeking partners to help us reach our shared goals of improving adolescent health.

Finally, be sure and follow us on Twitter at @teenhealthgov and monitor the (#TAG42mil) to keep up with what's going on in adolescent health broadly and specifically with TAG.

We're really excited to share this information with you and we have time for some questions which you should be able to type into the screen -- the box on the right hand side. If any of you have questions we'd be happy to answer them.

And we'll give you just a moment here.

I think what you - what we're going to do is show - since you all are so smart and have just absorbed all these materials all at one we're going to give you a preview of a short video aimed at adults who are interested in helping teens. And we're really grateful to our colleagues at the President's Council on Sports - on Fitness, Sports and Nutrition.

This video clip features one of their council members, Anthony Robles, an NCAA championship wrestler who is born with one leg and has a very inspiring message about Adolescent Health: Think, Act, Grow.

You should be seeing that come up on your screen.

((VIDEO))

Anthony Robles: Hi. I'm Anthony Robles. When I started wrestling in eighth grade I weighed about 90 pounds and I didn't know a thing about this sport. With a lot of hard

work I became a three-time all American and NCAA wrestling champion in 2011.

When I was young my mom told me that I was made for a special reason. Her love and the support of coaches and mentors helped me reach for my dreams. They showed me the value of exercise, good nutrition, and getting the healthcare I need to stay healthy and strong.

Adolescent Health: Think, Act, Grow -- TAG -- starts with you. Find out what you can do to make (the health) America's 42 million adolescents a priority. Let's all be part of a winning team for our nation's youth.

((END VIDEO))

Susan Maloney: Thank you, Anthony.

It's just been pointed out to me that although I'm looking at a screen that shows the question box on the right hand side, your question box is at the top left of the webinar program. There's a...

((Crosstalk))

Susan Maloney: The top? Okay. Q&A.

I hope I have not confused you horribly.

So it's the taskbar at the top, Q&A and that's what you can open and type a question in.

I think we are going to say thank you very much. At this point with no questions you can reach us at TAGTeam@hhs.gov. That's an email address that will come right to our office and we'd be delighted to hear from you.

We look forward to continuing to work with you.

Coordinator: This concludes today's conference. Thank you for joining us. You may now disconnect.

END