



TEEN HEALTH weekSM

A P R I L 1 - 7

2019 Communications Quick Guide

This quick guide is for your institution's communications team to help share and promote your activities for Teen Health Week 2019.

Description

Teen Health Week 2019 is a global initiative encouraging teens across the world to take charge of their physical and mental health, to facilitate healthy habits they will carry throughout their lives. Young people and organizations which support them are encouraged to wear and share mint green logos across social media, host events and programs, and raise awareness of how teens are affected positively and negatively by preventive care, vaccines, diet and physical activity, violence, self-harm, oral health care, and mental and sexual health issues. In May 2017, the WHO published a major report ([Global Accelerated Action for the Health of Adolescents](#)) calling to action countries around the globe to respond to the health needs of adolescents in their countries.

History

Teen Health Week was first celebrated in Pennsylvania, USA, in January of 2016. Pennsylvania Teen Health Week was established by [Real Talk with Dr. Offutt](#), [The College of Physicians of Philadelphia](#), and the [Pennsylvania Department of Health](#).

Newsletters, Emails etc.

The College of Physicians of Philadelphia is excited to collaborate with Global Teen Health Week 2019! Teen Health Week is a week-long initiative that brings young people across the world together to raise awareness of how teens are affected by health issues. From April 1 - 7, 2019, global partners will host a series of events and programs to help young people take charge of their health, and create healthy habits for the rest of their lives. Please join us for Global Teen Health week from April 1-7, 2019 and the main event on April 5th, and participate online through social media at [#TeenHealthWeek2019](#). Coordinated by [The College of Physicians of Philadelphia](#), Global Teen Health Week is a global initiative raising awareness on the different health issues teens are facing and promoting healthy habits to the global population of young people.

Quick Phrases

Phrases and sentences that can be integrated into copy when describing Teen Health Week:

...part of the first ever global **Teen Health Week**, taking place from April 1-7, 2019, to raise awareness of how young people are affected by diet, violence, self-harm, and mental and sexual health issues across the world.

...part of **Teen Health Week 2019**, a worldwide initiative to help young people take charge of their physical and mental health, and to facilitate healthy habits that will carry throughout their lives.

...part of the global **Teen Health Week 2019**, coordinated by [The College of Physicians of Philadelphia](#), which brings together young people across the world to raise awareness of health issues and habits that affect teens.

Talking Points

- Teen Health Week
 - Teen Health Week 2019 takes place from April 1-7, 2019.
 - Daily themes include: Gender and Sexual Development, Nutrition and Oral Health, Preventive Care and Vaccines, Violence and Mental Health, Substance Use and Abuse.
 - Teen Health Week 2019 calls upon communities to create programs and events to promote healthy behavior in adolescents, and to demonstrate support and understanding of the importance of health in adolescents in our communities.
- Pennsylvania Teen Health Week provides examples of how organizations have been involved:
 - Used the week to leverage relevant aspects of an organization's mission
 - Shared educational materials relevant to each day's theme
 - Facilitated educational events in honor of the health awareness week through student clubs, public health organizations, medical practices; youth-focused groups.
 - Honored youth, professionals, organizations who actively promote adolescent health
 - Published relevant articles / letters in local and regional press
 - Used social media to share relevant health messages and information
 - Promoted the use of mint green for materials, spirit wear
 - Asked community buildings / bridges to use mint green event lighting
 - Asked regional / state / county government to observe the week with a Resolution / Proclamation

Events

When promoting your events and programs related to Teen Health Week, using press releases, advertising, social media, and email, include the following:

- The official initiative name: Teen Health Week
- Logo, if applicable:
 - o Teen Health Week:
<https://collegeofphysicians.org/uploads/attachments/cjrku5gd90sckfwzhebhlg61t-thw19-mainlogo-sm.full.jpg>
 - o Gender & Sexual Development:
<https://collegeofphysicians.org/uploads/attachments/cjrkrjr0s3zfzwhgz98kua6-thw-19-gendersexualdev-logo.full.jpg>
 - o Nutrition & Oral Health:
<https://collegeofphysicians.org/uploads/attachments/cjrkrll2m0s4cfwzh5sjw25ze-thw-19-nutritionoralhealth-logo.full.jpg>
 - o Preventive Care & Vaccines:
<https://collegeofphysicians.org/uploads/attachments/cjrkrll8e3rmodczhboeaqi0k-thw-19-preventivecarevaccines-logo.full.jpg>
 - o Violence & Mental Health:
<https://collegeofphysicians.org/uploads/attachments/cjrkrll8f3rmpdczhgcfgp2o8-thw-19-violence-mentalhealth-logo.full.jpg>
 - o Substance Use & Misuse:
<https://collegeofphysicians.org/uploads/attachments/cjrutigsz41x4dczhwwuhhyq9-thw-substance-logo.full.jpg>
 - o Community-Specific Teen Health:
<https://collegeofphysicians.org/uploads/attachments/cjrkr9he0s58fwzhvu5q214y-thw-19-communityspecific-logo.full.jpg>
- Teen Health Week Shirts:
 - o <https://www.bonfire.com/global-teen-health-week/>
- Teen Health Week description/quick phrases
- teenhealthweek.org
- Social media reference with hashtag *#TeenHealthWeek2019*. For example:
 - o Connect with us on social media using *#TeenHealthWeek2019*.
 - o Share our event on social media using *#TeenHealthWeek2019*.
 - o Connect with us on [Facebook/Twitter/Instagram] and tag *@TeenHealthWeek*

Press Materials

This approved boilerplate should be included in all press releases and media alerts in reference to Teen Health Week events and programs.

Note for Editors: Images are available for publication at [teenhealthweek.org]

About [your organization]:

[your organization boilerplate]

About Teen Health Week:

Teen Health Week 2019 is a global initiative raising awareness of the unique health issues facing teens all over the world. Through a wide variety of local, state, national, and international programs and activities, ***Teen Health Week*** encourages teens to take charge of their physical and mental health to facilitate healthy habits they will carry with them throughout their lives. First celebrated in 2016 in Pennsylvania, USA, it was created by [Real Talk with Dr. Offutt](#) and [The College of Physicians of Philadelphia](#), with the support of the [Pennsylvania Department of Health](#). In 2018, the initiative went global for the first time. For 2019, the initiative is remaining global with plans for more global expansion.

To access updated materials for press and promotion, visit [teenhealthweek.org]. This will include:

- Logos
- Hi-res photographs for publication
- Press Releases and alerts
- Social media information
- Starter Kits with resources and activity ideas for each day.

Interview Contacts

If a reporter/media outlet asks to interview someone from another partner, sponsor, or institution, please forward the request to press@collegeofphysicians.org to coordinate.

Social Media

Engage with Teen Health Week on social media, using [#TeenHealthWeek2019](#). when posting about your event. Be sure to also feature [#TeenHealthWeek2019](#) . on event promotional material and at your events so that attendees can share their own content.

Twitter and Instagram: @TeenHealth Week

Snapchat Filters

The Teen Health Week logos can be used for your geofilters on Snapchat. Individual partners are responsible for setting up, purchasing, and promoting Snapchat filters for their own events.

Branding Style Guide

<p><i>Main Logo</i></p> 	<p><i>Topic Logo – Violence and Mental Health</i></p> 		
<p><i>Topic Logo – Preventive Care and Vaccines</i></p> 	<p><i>Topic Logo – Nutrition and Oral Health</i></p> 		
<p><i>Topic Logo – Gender and Sexual Development</i></p> 	<p><i>Topic Logo – Substance Use and Abuse</i></p> 		
<p><i>Topic Logo – Community</i></p> 	<p>Colors:</p> <table border="1" data-bbox="820 1203 1404 1346"> <tr> <td> <p>Green: RGB: 180, 221, 216 HEX: #b4ddd8</p> </td> <td> <p>Black: RGB: 0,0,0 / HEX: #000000</p> </td> </tr> </table> <p>Font: Domus Bold</p>	<p>Green: RGB: 180, 221, 216 HEX: #b4ddd8</p>	<p>Black: RGB: 0,0,0 / HEX: #000000</p>
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