2020 Communications Quick Guide

This quick guide is for your institution’s communications team to help share and promote your activities for Teen Health Week℠ 2020.
Description

According to the Centers for Disease Control and Prevention, the 2017 Youth Risk Behavior Surveillance data indicated that high school students across the nation were engaging in health-risk behaviors associated with the leading causes of death among 10-24 year-olds in the United States (YRBSS 2017 Report). **Teen Health Week℠** is an annual, national initiative encouraging teens across the US and 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 that support them are encouraged to wear and share mint green logos across social media, organize events and programs, and raise awareness about how teens are impacted by preventive care, vaccines, diet and physical activity, violence, self-harm, oral health care, and mental and sexual health issues.

History
Teen Health Week℠ was first celebrated in Pennsylvania in January of 2016, and 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 host Teen Health Week℠ 2020! Teen Health Week℠ raises awareness all year about teen health but particularly reaches its peak during National Public Health Week. From April 6-12, 2020, national 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 in raising awareness by registering your organization on our map at teenhealthweek.org and utilizing our educational lessons and resources in your classrooms, communities, and institutions for Teen Health Week℠ from April 6-12, 2020. Show your support and participate online through social media by using the hashtag #TeenHealthWeek2020.

Quick Phrases

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

...this year will be the first ever national **Teen Health Week℠**, taking place from April 6-12, 2020, to raise awareness of how young people are affected by diet, violence, self-harm, and mental and sexual health issues across the nation.

... **Teen Health Week℠ 2020**, a national initiative to help young people take charge of their physical and mental health, and to facilitate healthy habits that will carry throughout their lives.

... the national **Teen Health Week℠ 2020**, coordinated by The College of Physicians of Philadelphia, which brings together young people across the nation to raise awareness of health issues and habits that affect teens.
Talking Points
- Teen Health Week℠
  - Teen Health Week℠ 2020 takes place from April 6-12, 2020.
  - 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℠ 2020 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.
- Teen Health Week℠ provides examples of how organizations have been involved by:
  - Using the week to leverage relevant aspects of an organization’s mission
  - Sharing educational materials relevant to each day’s theme
  - Facilitating educational events in honor of the health awareness week through student clubs, public health organizations, medical practices, and youth-focused groups.
  - Honoring youth, professionals, and organizations who actively promote adolescent health
  - Publishing relevant articles/letters in local and regional press
  - Using social media to share relevant health messages and information
  - Promoting the use of mint green for materials and spirit wear
  - Asking community buildings/bridges to use mint green event lighting
  - Asking regional/state/county government to observe the week with a Resolution or 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:
  - Teen Health Week℠:
    - Gender & Sexual Development:
    - Nutrition & Oral Health:
    - Preventive Care & Vaccines:
    - Violence & Mental Health:
    - Substance Use & Misuse:
    - Community-Specific Teen Health:
- Teen Health Week℠ Shirts:
  - https://www.bonfire.com/teen-health-week/

- Teen Health Week℠ description/quick phrases
- teenhealthweek.org
- Social media reference with hashtag #TeenHealthWeek2020. For example:
  - Connect with us on social media using #TeenHealthWeek2020.
  - Share your event on social media using #TeenHealthWeek2020.
  - Connect with us on [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℠ 2020 is a national initiative raising awareness of the unique health issues facing teens across the US. Through a wide variety of local, state, and national, 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, 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.

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
- Educational lessons with resources and activity ideas for each day

**Social Media**
Engage with Teen Health Week℠ on social media, using #TeenHealthWeek2020. when posting about your event. Be sure to also feature #TeenHealthWeek2020 on event promotional material and at your events so that attendees can share their own content.

Instagram: @teenhealthweek

**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

<table>
<thead>
<tr>
<th>Main Logo</th>
<th>Topic Logo – Violence and Mental Health</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="" /></td>
<td><img src="image2" alt="" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Topic Logo – Preventive Care and Vaccines</th>
<th>Topic Logo – Nutrition and Oral Health</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image3" alt="" /></td>
<td><img src="image4" alt="" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Topic Logo – Gender and Sexual Development</th>
<th>Topic Logo – Substance Use and Misuse</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image5" alt="" /></td>
<td><img src="image6" alt="" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Topic Logo – Community</th>
<th>Colors:</th>
</tr>
</thead>
</table>
| ![](image7) | **Green:** RGB: 180, 221, 216  
HEX: #b4ddd8  
**Black:** RGB: 0,0,0  
HEX: #000000 |

| Font: Domus Bold | |