

Transforming Risk into Wellness

15-21 March 2020

Simple ways to start planning your International Adolescent Health Week activities now.



Logo created by Walid Guenane
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International Adolescent Health Week Pre-Planning

How to use this toolkit:

This planning toolkit has been created to make it easy for a variety of organizations and youth groups to participate in International Adolescent Health Week. This toolkit suggests simple plans starting over the winter, approximately for 2-3 months and 1 month in advance of the start of International Adolescent Health Week 2020. You are free to use and adapt any of the materials herein for your Adolescent Health Week activities; however, use of these materials is not required in order to promote adolescent health during Adolescent Health Week. Participating organizations are at liberty to celebrate Adolescent Health Week in any manner they wish and are encouraged to be creative in adapting these ideas to meet the needs of the adolescents you wish to reach. Approval of activities or educational materials is not required.

Background:

The International Adolescent Health Week is an annual week-long designation to raise the profile of adolescent health. This international celebration consists of dynamic participatory events to inspire adolescents and their communities to advocate for a successful transition into adulthood. With more than a billion adolescents worldwide, this age group comprises one of the largest segments of the world's population. The rapid physical and emotional growth of this age group differentiates it from the needs of children and adults; while health behaviors resulting in illness later in life often start in the adolescent years. The International Adolescent Health Week is unique in that it focuses the entire world on a holistic view of adolescent health at the same time with an independent, adolescent-centric week devoted to this important chapter of life.

The goals for Adolescent Health Week are to:

- Increase recognition of the unique health issues facing adolescents worldwide by both adults and adolescents
- Increase engagement of adolescents in their own health decisions
- Stimulate events worldwide highlighting issues facing adolescents and ways to address them during International Adolescent Health Week.

The theme for International Adolescent Health Week 2020 is "Transforming Risk into Wellness". Over the course of the week, activities may focus on (but are not restricted to) these 3 overarching themes which are broad enough to encompass most adolescent health issues:

- Holistic Well-Being (including the importance of healthy and safe communities, socio-economic determinants of health, and adolescents' rights)
- Healthy Lifestyle (including preventive health, vaccines, sexual health, substance use and abuse, nutrition and fitness)
- Resilience (including mental health, and skills to help adolescents adapt well in the face of adversity, trauma, tragedy, threats or significant sources of stress).

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30 years ago, the 190 member countries of the United Nation passed the Convention on the Rights of the Child (UNCRC), one of the most ratified human rights treaties of all time. The UNCRC embodies the profound notion that children are not just objects who belong to their parents, and for whom decisions are made, but are human beings with their own inherent rights. It provides an internationally ratified framework for how adolescent health professionals engage and work with young people and their families. The UNCRC underpins how adolescent health professionals engage and work with young people, as it recognizes the growing maturity of children and adolescents to make independent choices and judgements on matters affecting their future - including their health. In the absence of national laws that support adolescents' rights to health in many countries, health professionals invoke the UNCRC to protect the rights to health of the adolescents with whom they work, and to protect them in delivering health care to young people. Many members of the Society for Adolescent Health and Medicine and the International Association of Adolescent Health celebrated the 30th anniversary of the UNCRC, knowing that child and adolescent rights lie at the core of ensuring that no-one is left behind in the progress towards achieving the Sustainable Development Goals. Only the United States has not ratified this framework for the protection of children's rights which protect children from traumas such as forced labor, discrimination and child marriage, and which grant all children the right to health care and education. IAHW is an opportunity to demonstrate to young people how international protections like these can enhance their ability to advocate for themselves when it comes to health.

Schools, medical practices and other organizations working with or for adolescents can celebrate any aspect of adolescent health that is relevant to their work, for instance: a short presentation on healthy relationships during the school assembly can support conversations about interpersonal violence in smaller settings throughout the week; a free adolescent yoga class can be held to promote mindfulness, stress management and physical activity; healthy snacks can be offered throughout the week or given out for free to those wearing lime green to support healthy eating; health classes can moderate discussions around sleeping and its effects on young people's daily functioning, emotional regulation and behavior; or medical professionals and youth can contact government officials to advocate for policies that promote healthy youth and healthy communities. Activities can be as big or small as determined by the school community; the important aspect is that they contribute towards increasing awareness and dialogue about adolescent health.

An important aspect of health education and preventive skills is ensuring adolescents have strong health literacy skills, especially with regards to online health information. Nearly 100% of adolescents in countries with easily accessible internet search for answers to health questions online. In addition, a third of adolescents change their health behaviors based on what they find online. Numerous organizations (e.g. United Nations, American Academy of Pediatricians, National Library of Medicine, etc.) recognize the importance of health literacy and digital literacy, and are developing initiatives to improve these skills in all patient populations, including amongst adolescents. Digital health literacy is perhaps even more important in countries or populations with fewer health resources, as patients cannot afford to spend money on ineffective health treatments or advice. However, there is still a significant gender and geographic gap in terms of internet access worldwide – with 346 million youth not connected to the internet.

Sunday, 15 March to Saturday, 21 March 2020

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Behaviors of young people are influenced both positively and negatively by friends, family, schools, community, and society. The week provides an opportunity across our global communities to emphasize young people's health education and engagement in a positive way. Adolescents are agents of change and International Adolescent Health Week specifically involves them in health discussions that can positively affect their well-being. In addition to learning the very important skills of health self-advocacy, adolescents too can positively influence health behaviors in other adolescents, their own families, and communities.

Lime green is the official color of Adolescent Health Week. #IAHW2020 should be used for all social media communications related to Adolescent Health Week.

Theme-specific toolkits will be available with links to resources, sample social media posts, and specific ideas for activities which can be conducted in medical practices and hospitals, in schools, and in communities and youth groups. Young people themselves are encouraged to make IAHW their own, and to serve as leaders for their peers, and inspiration for positive change in their communities. Toolkits will be available for download at internationaladolescenthealthweek.org.

International Adolescent Health Week Pre-Planning

Pre-Planning Ideas:

Starting in December or January (2-3 months in advance of IAHW)	
Planning ideas for schools and universities:	<ul style="list-style-type: none">• Update online calendars to include International Adolescent Health Week from 15-21 March 2020.• Appoint a person (health teacher, gym teacher, guidance counselor, school nurse or other active, interested staff member) to take the lead in implementing Adolescent Health Week at your school or who can be a faculty sponsor for a student club to develop activities around Adolescent Health Week.• Assemble a student team of leaders who can help. This might be done within a pre-existing student club (health club, community service club) or may be used to start a new club.• Identify free or inexpensive prizes that can be awarded for different contests that occur over the course of Adolescent Health Week. Examples include:<ul style="list-style-type: none">○ Homework pass○ Extra credit for participation○ Free snack in cafeteria○ Free dress day if your students wear uniforms○ Winner can toss a pie or water balloons (or similar fun activity) at a willing teacher or administrator in an assembly or over a lunch○ Recognition on school announcements○ Eat lunch with a faculty member, dean or principal of the student's choice○ Pick music for lunch or other community time• Announce the IAHW in PTO/PTA and school-based communications. Encourage PTO/PTA to coordinate activities during Adolescent Health Week for parent and student involvement.• Consider purchasing inexpensive lime green spirit wear for the week – bandanas, wrist bands, etc. Custom made spirit wear can be made using the official logos.• Download or copy free official logos designed by International Youth and include on handouts and other materials used during IAHW2020 (logos attached and also available at https://internationaladolescenthealthweek.org/index.html)

International Adolescent Health Week Pre-Planning

Starting in December or January (2-3 months in advance of IAHW)	
<p>Planning ideas for Medical Practices, Hospitals and other Medical Organizations</p>	<ul style="list-style-type: none"> • Plan for staff to wear lime green ties, scarves, t-shirts, or other lime green attire during Adolescent Health Week. • Consider an adolescent health issue that you might wish to raise awareness of as a letter to the editor in local press. • Partner with a local school to plan activities or to share educational materials. • Plan an event to occur during adolescent health week, and promote it with local newspapers, television and radio media. • Reach out to local media / morning news to set up an interview to share information about adolescent health issues in your practice or community, and what you are doing to improve the health of adolescents in your community. • Purchase or order lime green giveaways for patients (tooth brushes, bandages, condoms, water bottles, etc). Use the youth designed Adolescent Health Week logos and promote your organization on these items.
<p>Community Planning Ideas</p>	<ul style="list-style-type: none"> • Contact local government officials to garner support for Adolescent Health Week. Request a proclamation or resolution declaring local, state, regional or country recognition of Adolescent Health Week and the importance of promoting adolescent health. • Identify local businesses that may illuminate buildings lime green (“event lighting”). Many businesses and communities will do so at no cost for health related and non-profit observances. • Plan a local event geared towards adolescents and invite press to attend. • Reach out to businesses, museums, etc. which serve adolescents to see if they can offer discounts to adolescents over the week or free admission to adolescents wearing lime green during the week. Encourage such community partners to use social media to promote their involvement in Adolescent Health Week. • Create spirit wear or t-shirts using the official youth designed logos to sell, use as prizes or giveaways, or to wear all week long
<p>Social Media</p>	<ul style="list-style-type: none"> • Follow IAHW social media pages for updates: <ul style="list-style-type: none"> ○ Twitter: @IAHW2020 ○ Instagram: @adolescent_health_week ○ Facebook: @internationaladolescenthealthweek ○ #IAHW2020

International Adolescent Health Week Pre-Planning

Starting in February (1 month in advance of IAHW)	
<p>Planning ideas for schools and universities:</p>	<ul style="list-style-type: none"> • Announce International Adolescent Health Week in PTO and school-based communications. • Finalize plans for activities. • Check in with the faculty lead and the student leaders / club about their plans for the week and to encourage them to drum up excitement for the week. • Inform students and staff that they will be encouraged to wear something lime green (t-shirts, scarves, bandanas, nail polish, eye shadow, hair bands, shorts, anything) • Create a simple social media plan for your school share IAHW posts or consider having health classes or clubs create a specific Adolescent Health Week social media page to use over the course of the week to share student posts, adolescent health facts (examples provided within each theme), run contests, etc. • Consider purchasing inexpensive spirit wear for the week – bandanas, wrist bands, etc. if not already done. • Collect free or inexpensive prizes that can be awarded for different contests that occur over the course of Adolescent Health Week. Examples include: <ul style="list-style-type: none"> ○ Homework pass ○ Extra credit ○ Free snack in cafeteria ○ Free dress day if your students wear uniforms ○ Winner can toss a pie or water balloons (or similar fun activity) at a willing teacher or administrator in an assembly or over a lunch ○ Recognition on school announcements ○ Eat lunch with a faculty member, dean or principal of the student’s choice • Pick music for lunch or other community time
<p>Ideas for Health Class activities to lead into Adolescent Health Week:</p>	<ul style="list-style-type: none"> • Collect anonymous student questions about different health topics to use / answer during the upcoming week. • Identify (from accurate sources) interesting health facts to share on school-wide announcements to occur during the upcoming Adolescent Health Week. • Create small posters with interesting health facts to hang inside bathrooms or in halls during Adolescent Health Week. • Draft social media posts to promote and build momentum and excitement in advance of the upcoming celebration of Adolescent Health

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Starting in February (1 month in advance of IAHW)	
<p>Planning ideas for Medical Practices, Hospitals and other Medical Organizations</p>	<ul style="list-style-type: none"> • Plan to have staff wear lime green ties, scarves, t-shirts, or other attire for Adolescent Health Week. • Create a spin wheel with health questions that youth can answer for small prizes. This wheel can be used throughout the week and can have educational questions about any topic relevant to your patients’ needs and interests. • Submit letter, article or opinion piece on an adolescent health topic to local press. • Finalize plans with local schools regarding activities or educational materials. • Promote planned events to occur during adolescent health week with local newspapers, television and radio media. • Reach out to local media / morning news to set up an interview to share information about adolescent health issues in your practice or community, and what you are doing to improve it in your community. • Obtain lime green giveaways for patients (toothbrushes, bandages, condoms, water bottles, etc).
<p>Community Planning Ideas</p>	<ul style="list-style-type: none"> • Finalize event planning. • Advertise your organization’s involvement in Adolescent Health Week. • Reach out to press for coverage of your participation and/or mission as it relates to adolescent health.
<p>Social Media</p>	<ul style="list-style-type: none"> • Follow IAHW social media pages for updates: <ul style="list-style-type: none"> ○ Twitter: @IAHW2020 ○ Instagram: @adolescent_health_week ○ Facebook: @internationaladolescenthealthweek • Start using hashtags to spread the word and to drum up excitement on Facebook, Twitter, and other social media sites: <ul style="list-style-type: none"> ○ #IAHW2020 ○ #BecauseAdolescentHealth ○ #AdolescentHealthIs ○ #PaintTheWorldLimeGreen • Promote events and your organization’s support of and participation in Adolescent Health Week via social media using #IAHW2020.

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Youth Designed IAHW Logos:

Young people are the core of International Adolescent Health Week. Youth ages 10-21 were invited to submit their art to be considered as an official logo for IAHW2020. Logo submissions were grouped as adolescents from early-mid adolescence, mid-late adolescence, and young adulthood. A group of 5 international judges from the Society of Adolescent Health and Medicine and International Association of Adolescent Health selected the winners for IAHW2020. Full size logos are attached at the end of this toolkit to be reproduced, or they can be downloaded from internationaladolescenthealthweek.org.

Congratulations to our winners:



Grand Prize Winner and Main Logo & Winner of the Young Adolescent Age Group

Walid Guenane
Nador El Jadid High School, Morocco



Winner of the Mid-Adolescent Age Group

Cassie Lue Affat
Bishop Anstey High School East, Trinidad and Tobago



Winner of the Young Adult Age Group

Alexander Fukuchi
Boston University, United States

2020



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