Welcome
As members of the National Initiative, we share a common set of goals:

- Elevate national, state, and community focus on, and commitment to, the health, safety, positive development, and well-being of adolescents, young adults and their families.
- Increase adolescents’ and young adults’ access to quality health and safety education and health care, including comprehensive general health, oral health, mental health, and substance abuse prevention and treatment services.
- Address the influence of social determinants on adolescent and young adult health, safety and well-being.
- Improve health and safety outcomes for adolescents and young adults in such areas as mortality, unintentional injury, violence, oral and mental health, tobacco and substance use, reproductive health, nutrition and physical activity, and the prevention of adult chronic diseases.
- Eliminate disparities of health, safety and well-being among adolescents and young adults in order to achieve equity.

How to use this primer
The Primer is a collection of and source for NIIAH communications materials intended to support your work in achieving NIIAH goals. Use this document to review what options are available to you, then use the enclosed CD to access the digital materials referenced here. Feel free to adapt the materials to suit your needs, but try not to stray too far from the core messages. Throughout the document you will find sidebar information titled: applied. Use this to learn more about the practical application of the information and materials provided to you here.

Contacts
Promoting the National Initiative and its work is an important aspect of being a partner or affiliate. A complete contact list of NIIAH partners and affiliates is included in our Operations Manual — listed below are some key contacts that are available to answer questions specifically about NIIAH and communications materials.

Federal Leaders
Health Resources and Services Administration, Maternal and Child Health Bureau/Office of Adolescent Health
Trina Anglin
301-443-4291
TAnglin@hrsa.gov

Centers for Disease Control and Prevention, Division of Adolescent Health
Kari Gloppen
770-488-6290
kmg6@cdc.gov

Partnership Workgroup
Shelli Doll
National Center for Child Death Review
Michigan Public Health Institute
sdoll@mphi.org
517-324-7392

Maureen Fitzgerald
CityMatCH
University of Nebraska Medical Center
402-561-7514
mfitzger@umn.edu

Communications Workgroup
Glynis Shea
State Adolescent Health Resource Center
University of Minnesota
612-624-3772
sheax011@umn.edu
The National Initiative to Improve Adolescent Health by the Year 2010

Improving the health of adolescents and adults is a priority for the United States. The National Initiative provides an opportunity to policy makers, health professionals, community members, adolescents, young adults and their families to collectively address the needs that affect the health of our nation’s youth age 12 to 19.

Why the focus on adolescence and young adulthood?

Good health physical, emotional, well-being and spiritual well-being during young adulthood is critical for the health of all future generations. While adolescents and young adults have immediate consequences for their own health and well-being, they also have long-term implications for their own health and well-being. Young adulthood is an essential period during which young people make decisions that influence health, well-being and risk throughout their lives.

Health is More than the Absence of Problems

Healthy People 2010 and the 21 Critical Health Objectives

Health is a complex and multidimensional concept involving physical, mental, social well-being, and quality of life. The National Initiative was launched and is led by the National Initiative partners and affiliates. The Initiative was launched and is led by the National Initiative partners and affiliates.

Potential Partner/ Affliliate – V.2

This version of the fact sheet offers a direct and linear description of NIIAH and its adolescent health focus. It is more suitable for describing NIIAH to focus on networking purposes. Uses might include recruiting partners or affiliates, creating relationships for resource sharing, or recruiting events or schools.

General Audiences – V.1

This version of the fact sheet is organized to promote NIIAH’s approach to adolescent health and frame NIIAH as a resource for the youth-serving community from any sector.

The prim er factsheets

A concise overview of the National Initiative is available in fact sheet format. These fact sheets function as an outline of talking points you can use to introduce an audience to the National Initiative – and the importance of adolescent health. Fact sheets headings include:

- What is the National Initiative?
- Why focus on adolescence and young adulthood?
- Health is more than the absence of problems
- Healthy People 2010 and the 21 Critical Health Objectives
- Resources and Tools
- NIIAH partners and affiliates
- 21 Critical Health Objectives

Two versions of the fact sheets, each oriented to different audiences, uses are available.

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Organizational Attribution Statements

Use this language to indicate that your organization is affiliated with the National Initiative. Note that you must insert the name of your own organization.

Recommended

[Name of your organization] is one of over 25 partners and affiliates leading the National Initiative to Improve Adolescent Health, a collaborative effort facilitated by two federal agencies to improve the health, safety, and well-being of adolescents and young adults.

Options

[Name of your organization] is an active partneraffiliate in the federally-facilitated National Initiative to Improve Adolescent Health.

[Name of your organization] is a partneraffiliate in the National Initiative to Improve Adolescent Health, a collaborative effort facilitated by two federal agencies to improve the development, health, safety, and well-being of adolescents and young adults.

Product Attribution Statements

Use this language to indicate that a product your organization developed is affiliated with the National Initiative. Chose from either option listed below. Alternately, you may chose to identify your organization’s affiliation and forgo any specific product attribution.

Option 1

This [name or type of product] was created in support of the goals of the National Initiative to Improve Adolescent Health, a collaborative effort to improve the development, health, safety, and well-being of adolescents and young adults. The National Initiative is facilitated by HRSA/MCHB’s Office of Adolescent Health and CDC’s Division of Adolescent and School Health.

Option 2

This [name or type of product] was created as part of the National Initiative to Improve Adolescent Health, a collaborative effort facilitated by two federal agencies to improve the development, health, safety, and well-being of adolescents and young adults.

e-adolescence is a listing of on-line resources for state MCH professionals working to promote adolescent health, safety and well-being. We encourage you to share this information with others.

This e-newsletter was created by the State Adolescent Health Resource Center in support of the goals of the National Initiative to Improve Adolescent Health by the Year 2010 (NIIAH) which strive to improve the development, health, safety and well-being of adolescents and young adults. The National Initiative is facilitated by HRSA/MCHB’s Office of Adolescent Health and CDC’s Division of Adolescent and School Health.

The information contained in this...
Use this language to describe what the National Initiative is and what it does. It is important that this language remain consistent; please do not adapt unless absolutely necessary. When possible, included the more detailed description of NIIAH’s federal facilitators.

Option 1
The National Initiative to Improve Adolescent Health by the Year 2010 is a collective effort to improve the health, safety, positive development and well-being of adolescents and young adults (ages 10-24). Facilitated by two federal agencies, NIIAH partners and affiliates collaborate to:

- Elevate the focus on and commitment to the health, safety, positive development, and well-being of adolescents, young adults and their families.
- Increase access to quality health and safety education and health care.
- Address the influence of social determinants.
- Improve health and safety outcomes.
- Eliminate disparities in order to achieve equity.

Option 2
Facilitated by HRSA/MCHB’s Office of Adolescent Health and CDC’s Division of Adolescent and School Health, the National Initiative to Improve Adolescent Health by the Year 2010 unites over 25 partners and affiliates working to improve the healthy, safety, positive development and well-being of adolescents and young adults.

What is NIIAH?
The National Initiative to Improve Adolescent Health by the Year 2010 is a collective effort to improve the health, safety and well-being of adolescents and young adults. Facilitated by two federal agencies, NIIAH partners and affiliates collaborate to:

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NAHIC & NIIAH
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As a NIIAH partner, the National Adolescent Health Information Center is proud to create resources that support the goals of the Initiative, including Improving the Health of Adolescents: A guide for states and communities.

Download the guide at www.nahic.ucsf.edu/guide
An elevator pitch (or elevator speech) is a term used to describe a well-thought out overview or explanation of your organization, product, service – or in our case – Initiative. The term “elevator pitch” refers to the idea that you should be able to deliver your entire pitch in the time it takes to ride in an elevator (30 seconds).

Elevator pitches were popularized during the tech boom of the ‘90s when engineers and software developers sought venture capitalists to fund their ideas. Since most technology concepts are fairly complicated, they needed to be able to make a short, clear and compelling case.

There are many formulas for creating an elevator pitch; most agree that the pitch should cover at least three points:

- Why the person you are talking to should care (that is, the benefit)
- What you or your organization (or Initiative) does
- What makes it special or different

It is also a good idea to be prepared with an “ask” or “call to action.” This is a way to move your elevator pitch from monologue to interaction. An “ask” engages your audience and encourages their participation. Examples of “asks” are listed in the applied sidebar.

**Elevator Pitch Outline**

1. Young people are frequently forgotten and/or treated as “trouble.”
2. NIIAH exists to support young people in becoming healthy and productive citizens by focusing on their development, health and safety.
3. Accomplishing this requires improving access to quality health care and addressing dramatic health disparities and increasing health equity.
4. NIIAH is led by two federal partners: CDC/DASH and HRSA/MCHB/OAH
5. They coordinate the efforts of over 25 partner and affiliate organizations that collaborate to make sure adolescent development, health and safety stays on the national agenda.

**Elevator Pitch Example**

Adolescents are an overlooked population when it comes to public health. And when they are remembered, most interest focuses on the negative issues surrounding them, like drugs, pregnancy or violence.

The National Initiative to Improve Adolescent Health exists to keep the positive attention on adolescents and support them in becoming healthy and productive citizens. Over 25 partner and affiliate organizations collaborate to improve adolescent health and safety, increase access to quality healthcare and improve health equity.

NIIAH is unique in that two federal partners — CDC/DASH and HRSA/MCHB lead the Initiative and coordinate the working partners and affiliates.

Want to know more?
**NIIAH listservs**

**What is a listserv?**
A listserv is an electronic mailing list that allows email discussion among a group of people with a similar interest. A listserv allows you to send one message that is distributed to all members of the listserv.

**Why use a listserv?**
A Listserv is a wonderful way to share and access our collective knowledge. Examples of ways that members use Listservs include:

- Seeking specific resources (For example: Anyone know a speaker? Have a best practice for __________? Etc.)
- Identifying people who have expertise in an area that you need help with (e.g., developing an advisory council, consolidating youth data surveys, etc.).
- Identifying other members with similar interests or scope of work.
- Sharing resources that a member has found to be helpful.
- Announcing some product, accomplishment or event that others might find of interest (e.g., a media campaign, a community meeting, a fact sheet, a training curriculum).
- Announcing meetings that others may be interested in.
- Posting a question for discussion.

**What listservs does NIIAH use?**
NIIAH currently uses two different listservs. One for the entire NIIAH partnership and one for the Volunteer Leadership Team (VLT).

**NIIAH Partners**
Address: NIIAHPartner@listserv.app.org  
Owner: AAP  
Contact: Charlotte Zia — CZia@aap.org  
Identifier: [niiah]

**NIIAH Volunteer Leadership Team (VLT)**
Address: NIIAHLeaders@lists.ucla.edu  
Owner: UCLA  
Contact: Perry Nelson — smhp@ucla.edu  
Identifier: [Niiahlleaders]

**How do I use the listserv?**

**Subscribing.** As a NIIAH member, you are automatically subscribed to the NIIAH Partner listserv. You’ll know that you have been subscribed when you receive an e-mail message stating that you’ve been added to the mailing list (listserv) by the AAP, which hosts the listserv. If you’d like to join the Volunteer Leadership Team, you will be added to that listserv, as well.

**Sending a message.** Compose a message as you normally would. To send the message, type in the listserv address (to reach all partners and affiliates: NIIAHPartner@listserv.app.org) in the “To” line of your email and send the message. Your e-mail message is sent to a single address and the listserv distributes it to all subscribers on the list.

**Identifying a listserv message.** You can identify a listserv message by looking at the subject line of the e-mail. Listserv messages always include an “identifier” in square brackets [niiah] that indicates which list generated the message.

**Responding to messages.** When responding to a Listserv message, you need to decide whether your response is appropriate for everyone on the Listserv or only for the specific person who sent the message.

- **Responding to everyone on the listserv…** If you feel that your response is appropriate for all members to read, click on “Reply” or “Reply All” and send your response. Your message is then sent to everyone on the listserv.
- **Responding only to the sender…** If you want to reply only to the person who sent the message, click on “New” and type that person’s email address on the “To” line. Consider whether your response is intended for the simply originator of the message or EVERY subscriber to the listserv.

**listserv netiquette**
- Be aware that some people receive hundreds of email messages a day. No one wants to receive unnecessary emails. Be sure that any message you post to a listserv is relevant to the list and useful to those who read the list (reply messages like “Great!” are not very useful).
- It is always wise to consider how the person reading the message may perceive the content of your email message. The lack of body language and voice inflection sometimes makes it possible to interpret an email message in many different ways.
- How your words look can be as important as what they say. For example, using ALL CAPS is interpreted as the written equivalent of talking in a loud voice.

**Is the listserv private?**
Email sent to a listserv is as secure as any other email. But keep in mind that email sent to a list goes to a larger number of individuals and that any individual member can forward mail from the list to individuals outside of the list. Be aware that while the listserv is exclusive, your writing is never entirely private.
Powerpoint slides

Presentations and trainings create excellent opportunities to promote the work of NIIAH. At a minimum, NIIAH partners and affiliates are encouraged to include a NIIAH logo on their own powerpoint slides. But when possible, presenters can include “ready-made” NIIAH slides to highlight the work of the Initiative.

NIIAH powerpoint slides are available in three “sizes” to best suit your opportunity.

**NIIAH_1.ppt**  
Is a single slide offering an overview of NIIAH by describing who is involved and what the Initiative does.  
Consider using this slide to reference your adolescent health work scope and federal funding.

**NIIAH_4.ppt**  
A title and three distinct slides make the case for the Initiative by covering Why Adolescence?; What is the National Initiative?; and National Initiative Goals.  
These slides are suited for a brief overview of the Initiative and can be used to frame your work in the context of national objectives for adolescent health.

**NIIAH_8.ppt**  
A title and seven slides include: Why Adolescence?; What is the National Initiative?; National Initiative Goals; NIIAH’s Framework; NIIAH Partners and Affiliates — Academic Institutions and National Organizations; and NIIAH Resources.  
These slides offer a more complete adolescent health story and make an excellent platform for discussing both the National Initiative and frameworks for addressing adolescent health concerns.

All NIIAH slides include notes for use – main ideas are highlighted and segues are suggested.

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**Adapt and amend**

Like many of the resources provided in this primer, it is anticipated that the NIIAH slide set will rarely be used “as is.”

Rather, the expectation is that NIIAH partners and affiliates will pick up bullet points, headings or even entire slides and weave them into existing presentations or trainings.

This holds true for the usage notes provided with the slides. These are not mandatory talking points — they are simply suggestions offered to assist in your thinking.

**Technical notes**

When printing this powerpoint, be sure to change the setting from “color” to “black and white” to maximize readability.

The background template has been created on the slide “master.” To make changes you must “view” the “slide master.” Know that changes made on the master will affect the format of all slides.

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logo and other elements

logos
In 2003, NIIAH created a very simple black and white typographic logo for use in promotional and communications materials. Since that time, the logo has been used in fact sheets, presentations, websites, publications and event signage. In 2008, a color version of the logo was created.

The logo can be used with or without the text that provides the full name of the Initiative. When using the logo without this text, be sure to refer to the National Initiative by its full name elsewhere.

Avoid placing the logo on a colored or shaded background unless absolutely necessary and attempt to keep 1/4" of clear space on all sides of the logo if possible.

tagline
In 2008, NIIAH finalized a tagline that can be used to help “frame” our adolescent health work. Partners and affiliates should feel free to use the tagline as a talking point, slide title or headline. There are no restrictions on where you can place the tagline in relation to the logo. Note, however, that using the tagline in conjunction with the NIIAH logo is challenging because so much text is present. Try using the tagline with the logo version that does not include the entire name of the Initiative.

NIIAH’s Tagline:
Invest in Adolescents for a Healthier America

colors
The colors used in the NIIAH logo create a palette that can be used to create visual consistency when communicating about NIIAH. The color palette includes the following PMS (Pantone Matching System) colors:

- NIIAH Blue – PMS 3155C @ 100%
- Yellow – PMS 109C @ 70%
- Orange – PMS 151C @ 73%
- Green – PMS 370C @ 70%
- Pink – PMS 214C @ 48%

Most Microsoft products (Powerpoint, Word, Excel) do not allow you to specify PMS colors. You can, however, use the “pick a fill color” tool and point at the colors in the NIIAH logo to create your own version of the color palette.

file types
When you go to find these items on the web, you will notice a variety of different file formats — which should you use?

-.pdf — “PDF” files can be opened by almost anyone! Sometimes they can be inserted as a graphic image in standard office applications, but it depends the version you are using.

-.jpg — A “jpeg” file can only be opened by a web browser or some sort of photo software (such as Photoshop), but it can always be inserted easily into office applications. Jpegs look pretty good on the screen and print fairly well. Because jpeg files are fairly small, they are good to use in powerpoint presentations.

-.eps — An “eps” file can only be opened by graphics software and only occasionally can be inserted as a graphic image in office applications. You should always use an eps file when you are sending a non-photographic image to be printed on a printing press. Eps files usually look bad on the screen, but print very nicely.

-.wmf — A “wmf” file is the most compatible file for use with office applications. It is small, looks good on screen and prints reasonably well. Strongly recommend using wmf files for powerpoint presentations.

-.tif — A “tif” file is the preferred format for high quality, high resolution photographic images. Unlike a jpeg, these files can be enormous! Only use a tif for photographic images that will be printed on a printing press.
event signage

NIIAH partners and affiliates are encouraged to include NIIAH signage when they are displaying materials at events or conferences. These might include national conferences where formal exhibits are possible or even local events in university or community settings. NIIAH visibility within your display can make for an easy conversation starter about national adolescent health efforts and/or your own organization’s federal funding and adolescent health workscope.

The “I’m a NIIAH partner” graphic can be used for this purpose in a number of different ways.

- Create “stickers” by printing the graphic on labels. These can then be used on existing display materials, handouts, folders – even people. In the past, NIIAH partners have used these stickers to indicate that a visitor has stopped by the booth as part of a conference-wide raffle that required them to visit all exhibitors. A word-formatted version is available for download.
- Create name badges by printing the graphic and using with plastic hang-tags. These can be worn by attendees or exhibitors.
- Print the graphic at a large size (8.5 x 11) and use as a small sign. You can attach the color graphic to existing exhibit materials, display in a plastic stand or with cardboard backing. For best results, laminate the small sign.

Complete NIIAH display materials have been created for the annual Association of Maternal and Child Health Professionals Conference. The materials featured here focus on resources from SAHRC, NAHIC, and LEAH which limit their general use. However, these materials are available as digital assets for partners and affiliates to adapt and revise as needed.
Develop communications activities that enhance individual competencies of professionals to increase awareness, knowledge, and understanding of adolescents and young adults. Increased institutional capacities and improved systems responsiveness to meet the needs of adolescents, young adults and to reduce health disparities experienced by these age groups.

At all levels of the system, adopt and assess policies and evidence-based programs that foster the health, safety, positive development, and well-being of adolescents and young adults and to reduce health disparities experienced by these age groups.

The NIIAH Logic Model

**Activities**
- Develop, disseminate and facilitate the use of tailored resources, including NIIAH partner/affiliate contact list, NIIAH COMPASS Logic Model, NIIAH framework, NIIAH logic model (in powerpoint slide), NIIAH partner/affiliate contact list (in word document), 21 Critical Objectives (in word document; pdf), NIIAH framework (in word document).

**Outcomes**
- Increased awareness, knowledge, and understanding of adolescents and young adults' developmental health, safety, positive and well-being needs, including social determinants and social contexts in healthy development.
- Increased institutional competencies of professionals to better address the needs of adolescents, young adults and their families, including those vulnerable to disparate outcomes.
- Increased institutional capacities and improved systems responsiveness to meet the needs of adolescents, young adults and their families, including those vulnerable to disparate outcomes.
- Improved public/private partnerships at national, state, and community levels that promote the health, safety, positive development, and well-being of adolescents and young adults.
- Provide technical assistance, training, and resources to build the capacity of professionals and communities to ensure organizational and professional competency is needed for adolescents, young adults, their families, and their communities to improve the health, safety, positive development, and well-being of adolescents and young adults.

**Goals**
- Devise tactical, state, and community actions that focus on and address health, safety, positive development, and well-being of adolescents, young adults and to reduce health disparities experienced by these age groups.
- Increase access to and/or improve the quality of health and social services, including comprehensive mental health, risk reduction, and substance abuse prevention and treatment services, and human resources to promote the health, safety, positive development, and well-being of adolescents, young adults and their families, including those vulnerable to disparate outcomes.
- Address the influence of social determinants on adolescent and young adult developmental, health, safety, and behavioral outcomes.
- Improve health care, safety, and behavioral outcomes for adolescents and young adults in such areas as mortality, unintentional injury, violence, and mental health, substance use and abuse, and violence.

The 21 Critical Health Objectives for Adolescents & Young Adults

**Mortality**
- Reduce deaths

**Unintentional Injury**
- Reduce deaths caused by motor vehicle crashes
- Reduce deaths and injuries caused by alcohol- and drug-related motor vehicle crashes
- Increase use of safety belts
- Reduce the proportion who report that they rode with a driver who had been drinking alcohol

**Violence**
- Reduce homicides
- Reduce physical fighting among adolescents
- Reduce weapon carrying on school property

**Mental Health & Substance Abuse**
- Reduce the suicide rate
- Reduce the rate of suicide attempts that require medical attention
- Reduce the proportion of those with disabilities who are reported to be sad, unhappy, or depressed
- Increase the proportion of those with mental health problems who receive treatment
- Reduce the proportion engaging in binge drinking of alcoholic beverages
- Reduce past-month use of illicit substances (marijuana)

**Reproductive Health**
- Reduce pregnancies
- Reduce the number of new HIV diagnoses
- Reduce the proportion with Chlamydia trachomatis infections
- Increase the proportion who abstain from sexual intercourse or use condoms if sexually active

**Prevention of Chronic Diseases**
- Reduce tobacco use
- Reduce the proportion who are overweight or obese
- Increase the proportion who engage in vigorous physical activity that promotes cardiorespiratory fitness 3 or more days per week for 20 or more minutes per occasion
<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
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<tbody>
<tr>
<td>AAP</td>
<td>American Academy of Pediatrics</td>
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<td>ABA</td>
<td>American Bar Association</td>
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<td>AMCHP</td>
<td>Association of Maternal &amp; Child Health Programs</td>
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<td>ASTHO</td>
<td>Association of State and Territorial Health Officials</td>
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<tr>
<td>CARTA</td>
<td>Center for Applied Research and Technical Assistance</td>
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<tr>
<td>CDC/DASH</td>
<td>The Centers for Disease Control and Prevention (CDC) / Division of Adolescent and School Health (DASH)</td>
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<td>CityMatCH</td>
<td>National membership organization of city and county health departments’ maternal and child health (MCH) programs and leaders representing urban communities in the United States</td>
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<tr>
<td>CSAP</td>
<td>SAMHSA’s Center for Substance Abuse Prevention</td>
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<td>CSN</td>
<td>Children’s Safety Network</td>
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<td>HRSA</td>
<td>Health Resources and Services Administration</td>
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<td>HTN</td>
<td>Healthy Teen Network</td>
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<td>LEAH</td>
<td>MCHB’s Leadership Education in Adolescent Health Program</td>
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<td>MCHB</td>
<td>Maternal and Child Health Bureau</td>
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<td>NACCHO</td>
<td>National Association of County and City Health Officials</td>
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<td>NAHIC</td>
<td>National Adolescent Health Information Center</td>
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<td>NCSL</td>
<td>National Conference of State Legislatures</td>
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<td>NIH</td>
<td>The National Institutes of Health</td>
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<td>NIHCM</td>
<td>National Institute for Health Care Management Foundation</td>
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<td>NIAAH</td>
<td>National Initiative to Improve Adolescent Health by the Year 2010</td>
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<tr>
<td>NNSAHCN</td>
<td>National Network of State Adolescent Health Coordinators</td>
</tr>
<tr>
<td>OJJDP</td>
<td>Office of Juvenile Justice and Delinquency Prevention, Department of Justice</td>
</tr>
<tr>
<td>PIPPAH</td>
<td>Partners in Program Planning for Adolescent Health Initiative</td>
</tr>
<tr>
<td>SAHRC</td>
<td>State Adolescent Health Resource Center</td>
</tr>
<tr>
<td>SAM</td>
<td>Society for Adolescent Medicine</td>
</tr>
<tr>
<td>SAMHSA</td>
<td>Substance Abuse and Mental Health Services Administration</td>
</tr>
</tbody>
</table>
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**Who do I call with questions about these materials?**
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**I met with an organization that would be a great NIIAH partner/affiliate. Now what do I do?**
Contact either Partnership Workgroup Chair:
- Shelli Doll at 517-324-7392 or sdoll@mphi.org
- Maureen Fitzgerald at 402-561-7514 or mfitzger@umn.edu

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Contact Trina Anglin, HRSA/MCHB-OAH at 301-443-4291 or Tanglin@hrsa.gov

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