



INTERNATIONAL ADOLESCENT HEALTH WEEK

How to Start Planning



International Adolescent Health Week (IAHW) Planning Toolkit

Purpose:

The IAHW toolkit provides guidance for individuals, organizations, and youth groups to participate in IAHW, an annual event focused on raising awareness of adolescent health globally.

Goals:

- Increase recognition of adolescent health issues.
- Engage adolescents in their own health decisions.
- Stimulate global events highlighting adolescent health.

Background:

IAHW is dedicated to the unique health needs of over a billion adolescents worldwide. This week-long event promotes a holistic view of adolescent health, differentiating their needs from those of children and adults. With a focus on health literacy and self-advocacy, the week encourages adolescents to be active participants in their health journey.

Planning Tips:

- **Timeline:** Start planning 2-3 months in advance.
- **Activities:** Adapt activities to your community's needs.
- Examples include:
 - **Educational Presentations:** Short web presentations on topics like healthy relationships or sleep hygiene.
 - **Physical Activities:** Yoga classes, either online or in person, to promote mindfulness and physical health.
 - **Healthy Living:** Share simple, healthy snack recipes online.
 - **Advocacy:** Engage with local government officials to advocate for youth-friendly health policies.

Health Literacy Focus:

- **Digital Literacy:** Essential due to the rise in online health information. Encourage critical thinking about online health content, especially in areas with limited health resources.

Additional Resources:

Toolkits with more detailed planning guides, sample social media posts, and activity ideas are available for download at internationaladolescenthealthweek.org.

Official Color:

Lime green, symbolizing health, happiness, and adolescent energy, is the official color of IAHW.

UNCRC and International Adolescent Health Week (IAHW)

The UN Convention on the Rights of the Child (UNCRC), ratified by 190 UN member countries, ensures that children are recognized as individuals with inherent rights, including the right to health. This framework guides adolescent health professionals to respect adolescents' growing maturity and their ability to make independent health decisions.

IAHW Connection:

IAHW is a platform to educate adolescents on their rights under the UNCRC and empower them to advocate for their health. Suggested activities include:

- **Education:** Online presentations on healthy relationships, sleep, and emotional well-being.
- **Health Promotion:** Yoga classes, mindfulness sessions, and sharing healthy snack recipes.
- **Health Literacy:** Encouraging critical thinking about online health information, as nearly all adolescents search for health advice online.

Digital Literacy:

Improving digital health literacy is crucial to counteract misinformation, especially in areas with limited resources. Global initiatives are working to enhance these skills to ensure informed health decisions.

International Adolescent Health Week (IAHW) - Empowering Youth for Positive Change

Influence of Youth:

Adolescents are shaped by their friends, family, schools, community, and society. IAHW is an opportunity to promote positive health education and engagement, empowering adolescents as agents of change in their communities. By participating, they can learn vital self-advocacy skills and influence health behaviors among peers, family, and the broader community.

Symbolism and Resources:

Lime green, representing health, happiness, and the vibrant energy of adolescents, is the official color of IAHW. Resources like toolkits, sample social media posts, and activity ideas for schools, medical practices, and communities are available online.

Get Involved:

Youth are encouraged to take ownership of IAHW, leading their peers and inspiring positive change. Toolkits and additional resources can be downloaded from internationaladolescenthealthweek.org.

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.• 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">o Homework passo Extra credit for participationo Freesnackincafeteriao Free dress day if your students wear uniformso Winner can toss a pie or water balloons (or similar fun activity) at a willing teacher or administrator in an assembly or over a luncho Recognitiononschoolannouncementso Eat lunch with a faculty member, dean or principal of the
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	<p>student's choice</p> <p>o Pick music for lunch or other community time</p> <ul style="list-style-type: none"> • Announce the IAHW in Parent organizations (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 IAHW (logos available at https://internationaladolescenthealthweek.org/index.html)
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International Adolescent Health Week Early Planning

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 to highlight in 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 (toothbrushes, 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 digital 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

	<p>week. Encourage such community partners to use social media to promote their involvement in Adolescent Health Week.</p> <ul style="list-style-type: none"> • 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
Social Media	<ul style="list-style-type: none"> • Follow IAHW social media pages for updates: <ul style="list-style-type: none"> ○ X: @IAHW_IAAH ○ Instagram:@adolescent_health_week Facebook:@internationaladolescenthealthweek ○ TikTok @iahwiaah

International Adolescent Health Week Early Planning

1 month in advance of IAHW	
Planning ideas for schools and universities:	<ul style="list-style-type: none"> • Announce International Adolescent Health Week in PTO/PTA 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. <ul style="list-style-type: none"> • 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), 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 ○ Freesnackincafeteria ○ 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 ○ Recognitiononschoolannouncements ○ Eat lunch with a faculty member, dean or principal of the student’s choice ○ Pick music for lunch or other community time
Ideas for Health Class activities to lead into	<ul style="list-style-type: none"> • Collect anonymous student questions about different health topics to use / answer during the upcoming week.

Adolescent Health Week:	<ul style="list-style-type: none"> • 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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International Adolescent Health Week Early Planning

1 month in advance of IAHW	
Planning ideas for Medical Practices, Hospitals and other Medical Organizations	<ul style="list-style-type: none"> • Plan to have staff wear lime green ties, scarves, t-shirts, or other attire for Adolescent Health Week. • 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).
Community Planning Ideas	<ul style="list-style-type: none"> • Finalize event planning. • Advertise your organization’s involvement in Adolescent Health Week. <ul style="list-style-type: none"> • Reach out to press for coverage of your participation and/or mission as it relates to adolescent health.
Social Media	<ul style="list-style-type: none"> • Follow IAHW social media pages for updates: <ul style="list-style-type: none"> • X: @IAHW_IAAH • Instagram: @adolescent_health_week • Facebook: @internationaladolescenthealthweek • TikTok @iahwiaah • Start using hashtags to spread the word and to drum up excitement on Facebook, X IG Tik Tok, and other social media sites: • Promote events and your organization’s support of and participation in Adolescent Health Week via social media using hashtags.