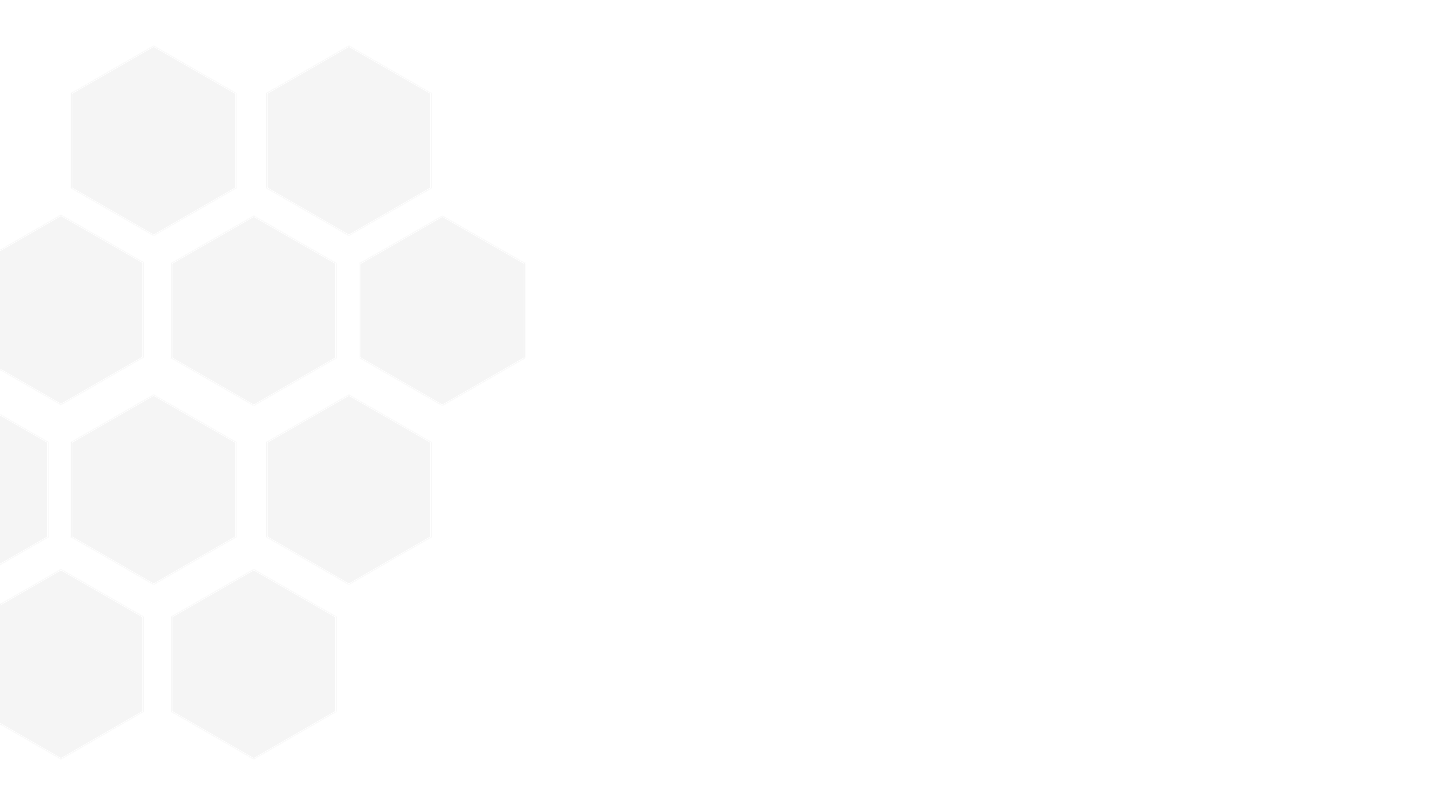
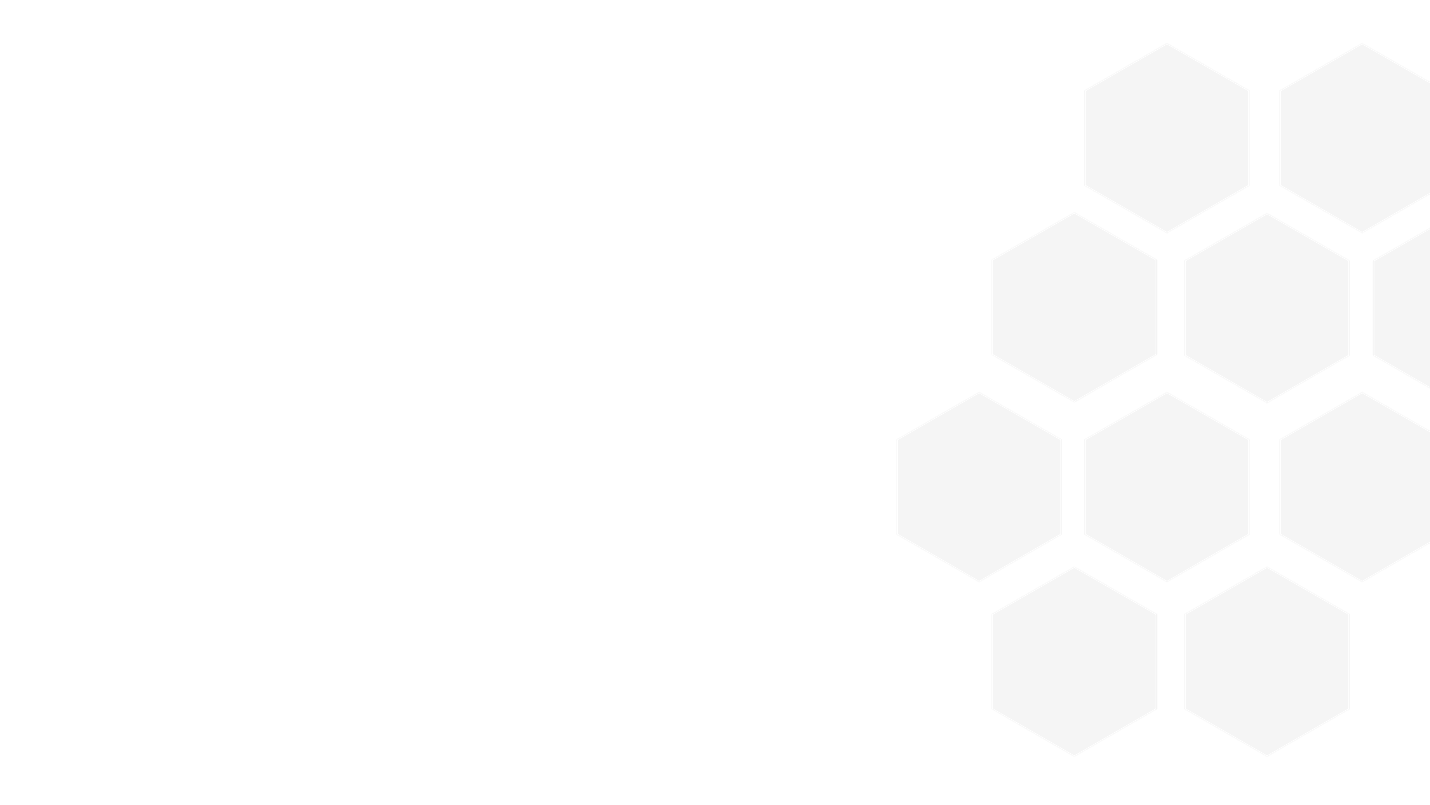
#ActivateCollective Website Launch Mini Media Kit

### [www.ActivateCollective.org](http://www.ActivateCollective.org)



#### Do Not Share or Post Before Monday, March 22, 9AM ET

We need your help. Will you please help us spread the word about the launch of *Activate: The Collective to Bring Adolescent Sexual & Reproductive Health Research to Youth-Supporting Professionals*? Activate is a new initiative from Child Trends, Chapin Hall, and Healthy Teen Network. We've prepared this mini media kit to make it easy to share this new initiative and its upcoming resources. Feel free to adapt the content as you see fit to make it most appropriate for your audience.

Contact [Gina Desiderio](mailto:gina@healthyteennetwork.org?subject=Activate%20Launch), Healthy Teen Network Director of Communications, with questions or comments.

### Relevant Links

* Website: [www.ActivateCollective.org](http://www.activatecollective.org/)
* [Social Media Graphics](https://www.healthyteennetwork.org/wp-content/uploads/Activate/Activate-Collective-Launch-Mini-Media-Kit.zip) for use with social media posts and email sharing
* [Press Release](https://activatecollective.org/activate/news/child-trends-chapin-hall-healthy-teen-network-awarded-competive-grant/) & [Project Description](https://activatecollective.org/activate/news/about-activate/)

Brief Description for Newsletters, Etc.

### Child Trends, Chapin Hall, and Healthy Teen Network Launch New Initiative Focused on Creating and Curating Easy-to-Use Adolescence Sexual and Reproductive Health Resources Backed by Research

[**Activate: The Collective to Bring Adolescent Sexual and Reproductive Health Research to Youth-Supporting Professionals**](https://activatecollective.org/) is a partnership brought to you by [Child Trends](https://www.childtrends.org/), [Chapin Hall](https://www.chapinhall.org/), and [Healthy Teen Network](https://www.healthyteennetwork.org). Activate creates and curates easy-to-use resources to help you put essential research into practice. Activate centers the lived experiences of young people—their stories, their challenges, their triumphs. Activate elevates the unique needs of young people who may be involved in the child welfare or juvenile justice systems, youth experiencing homelessness, and opportunity youth (youth who may be disconnected from school and work). Learn more at [www.activatecollective.org](http://www.activatecollective.org).

## Suggested Social Media Posts

Please re-share our posts or initiate original posts, as appropriate for your organization. Feel free to post on additional channels as well. For example, Healthy Teen Network does not share content written for a professional audience on our Instagram account because young people are the primary audience for us on this channel.

We will begin sharing the news Monday, March 22, with posts repeating throughout the week. Please schedule posts as appropriate for your organization’s editorial calendar, no earlier than 3/22, 9AM ET.

Please tag Child Trends, Chapin Hall, and Healthy Teen Network in your posts and use the hashtag **#ActivateCollective**:

* **Twitter:** [@ChildTrends](https://twitter.com/childtrends) [@Chapin\_Hall](https://twitter.com/chapin_hall) [@HealthyTeen](https://twitter.com/healthyteen)
* **Facebook:** [@ChildTrends](https://www.facebook.com/childtrends) [@ChapinHall](https://www.facebook.com/ChapinHall.UC) [@HealthyTeenNetwork](https://www.facebook.com/healthyteennetwork/)
* **LinkedIn:** [@Child Trends](https://www.linkedin.com/company/child-trends/) [@Chapin Hall at the University of Chicago](https://www.linkedin.com/company/chapin-hall-at-the-university-of-chicago/) [@Healthy Teen Network](https://www.linkedin.com/company/healthy-teen-network/)

### Twitter

1. We’re excited to showcase Activate, a partnership of [@ChildTrends](https://twitter.com/childtrends), [@Chapin\_Hall](https://twitter.com/chapin_hall), & [@HealthyTeen](https://twitter.com/healthyteen). The #ActivateCollective creates & curates easy-to-use resources to help you put essential adolescent #SexualandReproductiveHealth research to practice. [www.activatecollective.org](http://www.activatecollective.org)
2. Because we know that when you have adolescent #SexualandReproductiveHealth research-backed approaches handy, you can focus on what matters—young people—[@ChildTrends](https://twitter.com/childtrends), [@Chapin\_Hall](https://twitter.com/chapin_hall), [@HealthyTeen](https://twitter.com/healthyteen) present #ActivateCollective [www.activatecollective.org](http://www.activatecollective.org)
3. Be the first to know about latest resources, from this brand-new initiative, #ActivateCollective. #SexualandReproductiveHealth [www.activatecollective.org](http://www.activatecollective.org) [@ChildTrends](https://twitter.com/childtrends) [[@Chapin\_Hall](https://twitter.com/chapin_hall)](https://twitter.com/chapinhall) [@HealthyTeen](https://twitter.com/healthyteen)

Facebook

1. Drumroll please…[@ChildTrends](https://www.facebook.com/childtrends), [@ChapinHall](https://www.facebook.com/ChapinHall.UC), @HealthyTeenNetwork have a NEW initiative that creates and curates easy-to-use resources to help you put essential research into practice…because when you have research-backed approaches handy, you can focus on what matters—encouraging young people to make healthy choices about their #SexualandReproductiveHealth.

Introducing…Activate: The Collective to Bring Adolescent Sexual & Reproductive Health Research to Youth-Supporting Professionals.

[www.activatecollective.org](http://www.activatecollective.org)

1. Because when you have research-backed approaches handy, you can focus on what matters—encouraging young people to make healthy choices about their sexual and reproductive health, [@ChildTrends](https://www.facebook.com/childtrends), [@ChapinHall](https://www.facebook.com/ChapinHall.UC), @HealthyTeenNetwork present Activate: The Collective to Bring Adolescent Sexual & Reproductive Health Research to Youth-Supporting Professionals.

The #ActivateCollective helps you put essential research into practice.

If your work touches the lives of young people, #ActivateCollective is for you. [www.activatecollective.org](http://www.activatecollective.org)

1. Be the first to know about the latest resources from the brand-new initiative, #ActivateCollective, by signing up to receive email updates on our website. Activate is a partnership between [@ChildTrends](https://www.facebook.com/childtrends) with [@ChapinHall](https://www.facebook.com/ChapinHall.UC) and @HealthyTeenNetwork that centers the lived experiences of young people—their stories, their challenges, their triumphs to ensure that you have the tools you need to help support the sexual and reproductive health of the young people you work with every day. [www.activatecollective.org/activate/stay-inspired/](http://www.activatecollective.org)

LinkedIn

1. [@Child Trends](https://www.linkedin.com/company/child-trends/) in partnership with [@Chapin Hall at the University of Chicago](https://www.linkedin.com/company/chapin-hall-at-the-university-of-chicago/) and [@Healthy Teen Network](https://www.linkedin.com/company/healthy-teen-network/) have a NEW initiative that creates and curates easy-to-use resources to help you put essential research into practice…because when you have research-backed approaches handy, you can focus on what matters—encouraging young people to make healthy choices about their sexual and reproductive health.

Introducing…**Activate: The Collective to Bring Adolescent Sexual & Reproductive Health Research to Youth-Supporting Professionals.**

[www.activatecollective.org](http://www.activatecollective.org)

1. Be the first to know about the latest resources from the brand-new initiative, #ActivateCollective, by signing up to receive email updates. Activate is a partnership between [@ChildTrends](https://www.linkedin.com/company/child-trends/) with @Chapin Hall at the University of Chicago and [@Healthy Teen Network](https://www.linkedin.com/company/healthy-teen-network/) that centers the lived experiences of young people—their stories, their challenges, their triumphs to ensure that you have the tools you need to help support the sexual and reproductive health of the young people you work with every day. [www.activatecollective.org/activate/stay-inspired/](http://www.activatecollective.org)

*Thank you for sharing the news about Activate!*