#ActivateCollective September Newsletter Mini Media Kit

#### Do Not Share or Post Before 9 AM ET, Wednesday, September 8, 2021.

Please help us spread the word about the first Activate Collective newsletter! 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.

### Relevant Links

* [Summer 2021 Newsletter Webpage](https://www.activatecollective.org/activate/newsletter-2021-summer/)
* [Graphics for use with email lists and social media posts](https://healthyteennetwork.box.com/s/bpv6r2ypdgkoknd1defkt9m1tzlvb9be)
* [Formatted email for forwarding](https://mailchi.mp/51ebef54f885/catch-the-latest-news-from-activate-with-the-summer-newsletter)

## Short Description for Email Lists and Other Digests

Please adapt this suggested short description (and include a [graphic](https://healthyteennetwork.box.com/s/bpv6r2ypdgkoknd1defkt9m1tzlvb9be), if you wish) about the Activate newsletter, as appropriate, and send **no earlier than Wednesday, September 8, 9 AM ET**:

**Activate: The Collective to Bring Adolescent Sexual and Reproductive Health Research to Youth Supporting Professionals** elevates the unique needs of youth-supporting professionals and youth involved in the child welfare or juvenile justice systems, youth experiencing homelessness, and opportunity youth.  
   
Activate is a partnership between Child Trends with Chapin Hall and Healthy Teen Network that centers the lived experiences of young people—their stories, their challenges, their triumphs—to ensure that youth-supporting professionals have tools to help support the sexual and reproductive health of young people.

Want to know what Activate has been up to and how to get involved? Check out the latest [Activate newsletter](https://www.activatecollective.org/activate/newsletter-2021-summer/) to learn more! Topics in the summer newsletter include:

* [What is Activate and what are the goals of this new initiative?](https://www.activatecollective.org/activate/news/child-trends-chapin-hall-healthy-teen-network-awarded-competive-grant/)
* [Stay tuned for these FIVE resources, coming soon!](https://www.activatecollective.org/activate/news/resources-coming-soon)
* [How will Activate translate research to practice?](https://www.activatecollective.org/activate/news/guided-by-approaches-with-demonstrated-success/)
* [Drumroll please…introducing the Activate Research Alliance.](https://www.activatecollective.org/activate/news/our-partners)
* [Meet the organizations behind Activate.](https://www.activatecollective.org/activate/news/meet-the-team/)

## Suggested Social Media Posts

Healthy Teen Network will initiate social media posts, tagging Child Trends and Chapin Hall, to encourage sharing/cross-posting. All are encouraged to re-share 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 **Wednesday, September 8**, with posts repeating over two weeks. Please schedule posts as appropriate for your organization’s editorial calendar, **no earlier than Wednesday, September 8, 2021, 9 AM ET.**

Please tag Child Trends, Chapin Hall, and Healthy Teen Network in your posts and use the hashtag **#ActivateCollective.** *(Using the hashtag helps us to track post engagement for our project evaluation.)*

* **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. Get the scoop on upcoming resources from #ActivateCollective! ✨

Check out our latest #newsletter for more info:

<https://www.activatecollective.org/activate/newsletter-2021-summer/>

*(Tag* [*@ChildTrends*](https://twitter.com/childtrends)*,* [*@Chapin\_Hall*](https://twitter.com/chapin_hall)*,* [*@HealthyTeen*](https://twitter.com/healthyteen) *in* [*Activate 9.21 News - Graphic #1)*](https://healthyteennetwork.box.com/s/vqqcgcousf2b1rgq7wl6s7hta3wspqy0)

1. With help from experts across the country, #ActivateCollective uses approaches with demonstrated success to curate, adapt, & create #SexualandReproductiveHealth resources for the real world.

Want to learn more? Sign up to receive updates:

<https://www.activatecollective.org/activate/stay-inspired/>

*(Tag* [*@ChildTrends*](https://twitter.com/childtrends)*,* [*@Chapin\_Hall*](https://twitter.com/chapin_hall)*,* [*@HealthyTeen*](https://twitter.com/healthyteen) *in* [*Activate 9.21 News - Graphic #2*](https://healthyteennetwork.box.com/s/cx9v1lxj5eyynvlwqtrplykjhuuzumch)*)*

Facebook

1. Get the scoop on upcoming resources from #ActivateCollective!

Check out our latest #newsletter for more information. ✨

The #ActivateCollective brings together [@ChildTrends](https://www.facebook.com/childtrends) in partnership with [@ChapinHall](https://www.facebook.com/ChapinHall.UC) and @HealthyTeenNetwork.

<https://www.activatecollective.org/activate/newsletter-2021-summer/>

*(Include* [*Activate 9.21 News - Graphic #3*](https://healthyteennetwork.box.com/s/tvmcdfj8ylkpvkeju15w63ozex7ejneb) *in post)*

1. With help from experts across the country—including youth-supporting professionals, researchers, and youth collaborators—Activate uses approaches with demonstrated success to curate, adapt, & create #SexualandReproductiveHealth resources for the real world.

Want to learn more? Sign up to get updates from #ActivateCollective.

<https://www.activatecollective.org/activate/stay-inspired/>

*(Include* [*Activate 9.21 News - Graphic #4*](https://healthyteennetwork.box.com/s/m2su7hzz9udfpzcr9rxd1wtefrc166fz) *in post)*

LinkedIn

1. Get the scoop on upcoming resources from #ActivateCollective!

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The #ActivateCollective brings together [@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/).

<https://www.activatecollective.org/activate/newsletter-2021-summer/>

*(Include* [*Activate 9.21 News - Graphic #3*](https://healthyteennetwork.box.com/s/tvmcdfj8ylkpvkeju15w63ozex7ejneb) *in post)*

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Want to learn more? Sign up to get updates from #ActivateCollective.

<https://www.activatecollective.org/activate/stay-inspired/>

*(Tag* [*@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/)*, and* [*@Healthy Teen Network*](https://www.linkedin.com/company/healthy-teen-network/) *in* [*Activate 9.21 News - Graphic #4*](https://healthyteennetwork.box.com/s/m2su7hzz9udfpzcr9rxd1wtefrc166fz)*)*

*Thank you for sharing the news about Activate!*