



Key Resources

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Adolescent Health: Think, Act, Grow® (TAG) is a national call to action to improve adolescent health in the United States. TAG calls upon organizations and individuals to prioritize activities that can support the health and development of all of America's 42 million adolescents. To support these efforts, the HHS Office of Adolescent Health (OAH) develops and disseminates TAG resources that are free to download on the OAH website.

- **TAG Playbook:** A comprehensive guide built on the *Five Essentials for Healthy Adolescents* that provides a framework for actions for organizations, family members, and youth to take to improve adolescent health. <https://www.hhs.gov/ash/oah/sites/default/files/playbook.pdf>
- **TAG Toolkit:** A practical guide to get started, spread the word, and show support for TAG that includes sample social media posts, newsletter text, graphics, and other materials. https://www.hhs.gov/ash/oah/sites/default/files/tag_toolkit.pdf
- **TAG Talks:** Video presentations by key experts that showcase the latest research on topics such as “Adolescent Substance Use, Addiction, and Treatment” and “The Changing Transition to Adulthood.” TAG Talks include companion resources such as discussion guides for family members and professionals. <https://www.hhs.gov/ash/oah/tag/resources/multimedia/index.html>
- **TAG in Action, Successful Strategies:** A series of more than 30 feature stories that highlight successful program strategies across the country that implement one or more of TAG's *Five Essentials*. An online search tool makes it easy to identify strategies. <https://www.hhs.gov/ash/oah/tag/in-action/>
- **Game Plan for Engaging Youth:** A collection of strategies that youth-serving organizations can use to engage adolescents in promoting health and development. <https://www.hhs.gov/ash/oah/tag/game-plan-for-engaging-youth/index.html>
- **Implementation Resources by Category:** A set of tools organized by sector that help organizations implement TAG in their communities. Tailored resource lists are designed specifically for out-of-school community programs, school and educational professionals, public health and health care stakeholders, family members and teens. <https://www.hhs.gov/ash/oah/tag/using/>
- **OAH Website:** A wide range of easy-to-use, research-based information on adolescent health topics such as adolescent development, healthy relationships (including bullying, dating, friendships, LGBTQ), physical health, mental health, reproductive health, the health care transition to adulthood, and substance use (including alcohol, tobacco, marijuana, and opioids). <https://www.hhs.gov/ash/oah/>

To **contact us** or learn more about TAG, email TAGteam@hhs.gov or follow us on Twitter at @teenhealthgov and #TAG42mil. Watch OAH videos at www.youtube.com/teenhealthgov.