Gathering Feedback on the First Year of National Adolescent Health Month

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Background: This year, the Office of Population Affairs (OPA) rebranded its annual May observance (formerly National Teen Pregnancy Prevention Month) to focus on a broader and more holistic scope of adolescent health—National Adolescent Health Month (NAHM).

With the first year of the rebranded observance complete, OPA would like to gather feedback on the rebranding and launch of the first NAHM from its audiences and partners committed to adolescent health and OPA's resources and activities, and especially those who work closely with young people and in roles actively promoting and supporting adolescent health. This survey asks for feedback on participation in the observance, the value of various OPA activities and resources during NAHM, the clarity of the rebranding, and what participants would like to see for future NAHMs. The survey should take no more than 10 minutes to complete.

[Page break]

Participation in National Adolescent Health Month

1. Did you do anything to promote or celebrate National Adolescent Health Month this year? [Y/N]

    a. If yes, what kinds of things did you do? Check all that apply:

        i. In-person events or activities

        ii. Virtual events or activities (webinars, online workshops, etc.)

        iii. Twitter promotion

        iv. Facebook promotion

        v. Other social media promotion [text box]

        vi. Other activities [text box]

    b. If no, what prevented you from participating?

        i. Time/scheduling

        ii. I didn't realize it was happening

        iii. It wasn't relevant to me/my work

        iv. I wasn't interested

v. Other [text box]

Feedback on the resources and activities of the first National Adolescent Health Month

Weekly themes

This year's National Adolescent Health Month had weekly themes: (1) Empower youth with sexual and reproductive health information and services, (2) Support mental health and well-being, (3) Encourage physical health and healthy decision-making, and (4) Sustain equitable, accessible, youth-friendly services.

Since adolescent health includes a wide range of topics, the themes were intended to help guide activities and provide opportunities for those celebrating to highlight work, resources, and information relevant to the topics.

2. Overall, do you like having at least one theme for celebrating a monthly health observance? [Y/N]

3. For National Adolescent Health Month, do you feel that four weekly themes are:

    a. Not enough

    b. Just right

    c. Too many

4. Please indicate how relevant you found each of this year's four weekly themes to your work:

1	2	3	4	5	6
Not at all relevant	Not very relevant	Neutral	Somewhat relevant	Very relevant	N/A – Was not aware of the themes

    a. Empower youth with sexual and reproductive health information and services

    b. Support mental health and well-being

    c. Encourage physical health and healthy decision-making

      d.   Sustain equitable, accessible, youth-friendly services

5.   Are there any *other* themes or adolescent health topics that you would like to see used as themes for future National Adolescent Health Month observances? If so, please describe.

      a.   Yes [text box]

      b.   No

Resources, information, and activities

Next, we would like to hear your thoughts on the resources and information shared by OPA for National Adolescent Health Month.

6.   Overall, how helpful did you find the resources and information OPA shared through its website, emails, and social media for National Adolescent Health Month?

1	2	3	4	5
Not at all helpful	Not very helpful	Neutral	Somewhat helpful	Very helpful

7.   Please rank the following resources from OPA in order of how helpful you found them for National Adolescent Health Month (1 = Most helpful, 4 = Least helpful):

    _____ OPA website

    _____ OPA Bulletins (emails)

    _____ Grantee Digest (if applicable)

    _____ OPA Twitter (@HHSPopAffairs)

8.   Is there any information or resource, or any type of resource, you thought was missing and would like to see for future National Adolescent Health Month observances? If so, please describe.

      a.   Yes [text box]

      b.   No

9. How would you like to see OPA engage you/your program or organization during National Adolescent Health Month? [text box]

10. How would you like to see OPA engage youth and youth voices during National Adolescent Health Month? [text box]

11. As of right now, how likely are you to participate in National Adolescent Health Month next year?

1	2	3	4	5
Not at all likely	Not very likely	Neutral	Somewhat likely	Very likely

   a. [If any answer other than 5] Is there anything that would make it more likely that you would participate next year? If so, please describe.

      i. Yes [text box]

      ii. Not sure

      iii. No

12. If you have any other thoughts you'd like to share with OPA about this year's National Adolescent Health Month, please do so here. [text box]

Feedback on the Rebranding of National Teen Pregnancy Prevention Month to National Adolescent Health Month

We'd like to start with your thoughts on the rebranding and launch of the rebranded observance overall.

13. Some people filling out this survey may have participated in a survey or interview in March-April about the rebranding, including possible new names for the observance, possible themes, etc. Did you fill out a survey or answer interview questions about the rebranding? [Y/N]

14. When National Adolescent Health Month kicked off in May, please indicate below how clear each of the following things were to you:

1	2	3	4	5	6

Not at all clear	Not very clear	Neutral	Somewhat clear	Very clear	N/A – Wasn't aware of the rebranding

a. The annual May observance "National Teen Pregnancy Prevention Month" was an observance led by the HHS Office of Population Affairs.

b. The annual May observance "National Teen Pregnancy Prevention Month" had been rebranded as "National Adolescent Health Month."

c. National Adolescent Health Month focuses on a range of adolescent health topics, including but not limited to sexual and reproductive health.

d. National Adolescent Health Month emphasizes the importance of building on young people's strengths and potential, encourage meaningful youth engagement in adolescent health activities.

15. Now that the first National Adolescent Health Month has passed, is there anything about the rebranding or the observance you find unclear or confusing? If yes, please explain. [Y/N]

a. Yes [text box]

b. No

Basic Information

To put your feedback into context, we would like some basic information about you.

16. Which of the following groups do you represent? (select all that apply)
    a. OPA Teen Pregnancy Prevention Program grantee
    b. OPA Title X family planning services grantee
    c. Reproductive Health National Training Center TA provider
    d. State Adolescent Health Coordinator
    e. Adolescent healthcare provider (e.g., adolescent medicine or pediatric doctor, nurse practitioner, school nurse, adolescent mental health provider)
    f. Non-health youth-serving professional (e.g., teacher, after school program manager, community-based organization staff, athletics coach, peer educator)
    g. Parent, caregiver, or family member of an adolescent
    h. Adolescent or young adult
    i. Other: _____