

We Think Twice Insider Testing - Activities for 2024-2025

We Think Twice Insider Testing -Planning Template

PAPERWORK REDUCTION ACT OF 1995 (Pub. L. 104-13) STATEMENT OF PUBLIC BURDEN: The purpose of this information collection is to obtain youth feedback on various activities on content that may be appealing for youth on a social media campaign focused on youth. Public reporting burden for this collection of information is estimated to average 20 minutes per respondent, including the time for reviewing instructions, gathering and maintaining the data needed, and reviewing the collection of information. This is a voluntary collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information subject to the requirements of the Paperwork Reduction Act of 1995, unless it displays a currently valid OMB control number. The OMB # is 0970-0401 and the expiration date is 5/31/2027. If you have any comments on this collection of information, please contact RTI at wwt@rti.org.

Content Strategy

The content strategy for the campaign will be informed by Insider testing with youth. Activities for Insider testing will touch on a variety of topics, including behavior-driven messages central to the campaign, observances and events relevant to the health and wellness of teens and families, and tools and resources under development.

Please note, that each of the below questions will be asked as separate “surveys” or activities (as they are called on the CMNTY.com platform). Activities include the following formats:

- Journals: an activity in which participants can share their open-ended responses privately (no other participants can view).
- Polls: an activity in which participants can select one or multiple response options to a question.
- Questionnaires: an activity in which participants can respond to a variety of features:
 - o Slider: Youth respond by sliding a marker along a spectrum to indicate their level of agreement with a statement.
 - o Heatmap: Youth respond by clicking anywhere on an image with a marker labeled "I like it" or "I dislike it." They then leave a brief comment explaining why they liked/disliked that portion of the image.
 - o Multiple choice: Youth either choose one or multiple response options to a question.
 - o Open text: Youth write their response in a fillable box.
 - o Ranking: Youth rank/prioritize a list of options.
- Forums: an activity in which participants can respond to a prompt in a monitored discussion thread with other participants.
- Challenges: an activity in which participants can add an individual idea in response to a prompt, and then view and vote on their favorite ideas contributed by all participants.



Behavior-Driven Messages

Prioritize behavior-driven messages central to the campaign or program

Observances + Events

Leverage observances and other events to keep content fresh, timely, and relevant



Tools & Resources

Highlight resources and digital tools relevant for the target audience



Engagement Strategies

Use interactive content/strategies that encourage engagement

Insider Activities October 2024

8 activities total

Activity Type ☒ Journal ☐ Poll ☒ Questionnaire ☒ Challenge ☒ Forum	- Dating and Relationships - Identifying Cyberbullying (Can you name any microaggressions that happen online that make you wonder whether it's considered cyberbullying?) [Questionnaire] - Goal Setting - Smart Choices - Are you planning to vote in this election? Why or why not? Are there any other ways you are participating without voting (if you are not old enough to vote yet)? [Journal] - Mental Health - How are you feeling about the upcoming election? [Journal] - Jobs, College, and Money - How is school going so far? What classes do you have? [Forum] - Leadership and Mentorship
---	---



Observances and Events that align with Insider Activities

Monthly Observances: ADHD Awareness Month: How do you make space for friends, workmates or classmates with an ADHD diagnosis? [Forum]	Daily/Weekly Observances 5: World Teacher Day: Share an example of a teacher who has impacted you. What influence did they have on your life? [Challenge] 10: World Mental Health Day: How do you check in with your mental health? Ex. Journaling, tracking the ups and downs of your emotions, can help you identify potential patterns [Journal] 21-25: National Health Education Week: Where do you get information about your health? [Questionnaire]
---	--

Insider Activities November 2024

8 activities total

Activity Type ☒ Journal ☒ Poll	- Dating and Relationships - Parents/Caregivers may not fully understand the challenges teens face when it comes to navigating relationships online. What do you wish your
---	---

☐ Questionnaire ☒ Challenge ☒ Forum	parent/caregiver knew about dating in the digital age that could help them have positive experiences developing relationships online and keep you safe? What do you need more information about regarding legal risks and social consequences of sharing information or images online? [Journal] • Goal Setting • Smart Choices - o Where are you getting your news about the election? [Poll] ▪ Social media ▪ Parents and family members ▪ Friends ▪ Celebrities/influencers you trust ▪ Other - o What issues/priorities are you most concerned about that will impact you over the next few years? (could be financial, social, environmental, directly impact you or your larger community) [Journal] • Mental Health • Jobs, College, and Money - o What is one thing you are excited about this school year? What is one thing you are nervous about this school year? [Journal] • Leadership and Mentorship
	Observances and Events that align with Insider Activities
Monthly Observances: • National Career Development Month: What steps do you take to prepare for an interview? [Journal] • National Homeless Youth Awareness Month: Share examples of how you could help youth experiencing homelessness in your community. [Forum]	Daily/Weekly Observances • 13: World Kindness Day: Do something kind for someone else. Then share how it went! [Challenge] • Thanksgiving: How do you show/express gratitude? [Challenge]

Insider Activities December 2024

9 activities total

Activity Type ☒ Journal ☒ Poll ☐ Questionnaire ☐ Challenge ☒ Forum	• Dating and Relationships ○ Think about conflicts you have had to deal with in the past. What was a positive or healthy way you approached a specific conflict? What was a less healthy way to deal with a conflict? Reflect on your actions and what you learned from managing this conflict. [Journal] • Goal Setting ○ This is the time of year when many gather to enjoy time with family and lots of yummy food! How will you promote a positive relationship with food this season? [Journal] • Smart Choices ○ Which platforms are you using the most? [Poll] ▪ Instagram ▪ YouTube ▪ Snapchat ▪ Discord ▪ Other ○ When you use social media, what do you spend the most time doing? [Poll] ▪ Curating your own content ▪ Scanning your feed ▪ Checking for likes ▪ Talking with friends ▪ Watching short-form content ▪ Watching long-form content ▪ Other ○ When you use social media, how does it make you feel? Are you ever aware of social media changing your mood? [Forum] • Mental Health ○ What are some ways your parents/caregivers responded to you about any mental health issues you were experiencing? What was positive and what could have been improved about the way your parent/caregiver approached the issue? [Journal] • Jobs, College, and Money ○ How do you plan to budget around holiday spending and gift giving? [Journal] ○ Share ideas for free or low-cost gift ideas for your loved
--	---

	ones. [Forum] • Leadership and Mentorship - o As we come up on the holiday season, share some ideas with fellow teens about how you can volunteer in your community. What are some of the benefits of volunteering to yourself and others? [Forum]
	Observances and Events that align with Insider Activities
Monthly Observances:	Daily/Weekly Observances

Insider Activities January 2025

9 activities total

Activity Type ☒ Journal ☒ Poll ☒ Questionnaire ☒ Challenge ☐ Forum	• Dating and Relationships - o Have you ever had to set a boundary with someone close to you? How did you communicate it, and what happened after? [Journal] - o What would make you feel more comfortable asking your parents/caregivers questions about STIs, dating, and/or sex? [Poll] ▪ Knowing they aren't going to judge you for what you say ▪ Knowing they won't assume you're having sex just because you're asking about it ▪ Knowing they won't get upset by you asking ▪ Knowing they would be open and honest with you in their response ▪ Trusting that they are knowledgeable on the topic ▪ Other • Goal Setting - o How do you form new habits? What tips would you share with other teens? What are some healthy habits you'd like to adopt? What is the first step you need to take to adopt them? [Journal] • Smart Choices - o Start paying attention to how your body feels after a meal. Do you feel satisfied? Do you have energy? How do you feel now vs before you ate? [Journal] - o Make a "colorful" plate/meal and post a picture of it! Describe what it is and why you chose those foods. [Challenge] • Mental Health - o Create a mantra or self-affirmation that you can use to support your mental health. [Challenge]
---	---

	- Jobs, College, and Money - What is an appropriate use of AI? How are you using it in school? Does your school or classes have any policy on AI usage? If so, how would you summarize the policy in your own words? [Journal] - Leadership and Mentorship
	Observances and Events that align with Insider Activities
Monthly Observances: National Mentoring Month: Tell us about a time you had a strong mentor. What made them an asset to your life? What did you learn from them? [Journal]	Daily/Weekly Observances 1: Global Family Day: Reflect on a familial relationship that is important to you. How do you keep this relationship strong? [Questionnaire]

Insider Activities February 2025

8 activities total

Activity Type ☒ Journal ☒ Poll ☐ Questionnaire ☒ Challenge ☒ Forum	- Dating and Relationships - Do you think it's important for teens who are not sexually active to be informed about topics such as STI testing, dating, and sex? [Poll] - Yes - No - Goal Setting - Smart Choices - What are the tools you use to fact check information you read online? Take us through the process you use to make sure what you're viewing/reading is accurate? [Journal] - What foods make your body feel good and energized? [Challenge] - Mental Health - How does body image impact your life, positively or negatively? [Journal] - What does "resilience" mean to you? What can your parents/caregivers do to help you become more resilient? [Journal] - Jobs, College, and Money - How are you balancing your extracurricular activities with
---	---

	school commitments? Making sure you're getting the rest you need to prevent burnout? [Journal] • Leadership and Mentorship - o Share a video of you participating in your talent or hobby. [Challenge]
	Observances and Events that align with Insider Activities
Monthly Observances: • Gap Year Awareness Month: Have any of you taken a gap year or considered taking one? What do you see as the benefits of taking one? If you did take a gap year, how did you spend your time? What do you have to do to prepare for one? How did you transition out of your gap year? [Forum]	Daily/Weekly Observances

Insider Activities March 2025

7 activities total

Activity Type ☒ Journal ☒ Poll ☒ Questionnaire ☒ Challenge ☒ Forum	• Dating and Relationships - o Navigating Cyberbullying [Questionnaire] • Goal Setting - o Write a SMART goal and identify which aspects of it fit into the SMART acronym. [Journal] • Smart Choices - o How do you use your mind and body in different ways throughout the day? (Challenge) - o Mark the top three abilities that your body does for you that you appreciate. [Poll] ▪ Gets me where I want to go ▪ Keeps me fed and nourished ▪ Let's me dance to my favorite music ▪ Helps me drive a vehicle ▪ Gives me independence and autonomy • Mental Health
---	---

	- Jobs, College, and Money - Leadership and Mentorship - What kinds of community service projects most appeal to you? Think about the topics you are most passionate about and what kinds of projects would help you develop the skills you want to develop. [Challenge]
	Observances and Events that align with Insider Activities
Monthly Observances: Women's History Month: Share an inspirational historical figure for Women's History Month. Why are they a role model to you? [Forum] - Share a role model in a historically male-dominated industry/field. Why is she a role model for you? [Challenge]	Daily/Weekly Observances

Insider Activities April 2025

7 activities total

Activity Type ☒ Journal ☒ Poll ☐ Questionnaire ☐ Challenge ☒ Forum	- Dating and Relationships - Goal Setting - How do you feel after drinking plenty of water throughout the day? Are there days where you feel like you can improve on this front? What strategies might you implement to drink enough water? [Journal] - Smart Choices - Many times, the results we get from our online searches return results that reinforce our own biases. What does "competent googling/researching" look like? How do you ensure that the information returned is balanced? [Journal] - Digital footprint: Reflect on your digital footprint and the information you've shared online. What steps can you take to protect your privacy? [Journal]
---	---

	• Mental Health ○ At what points of the day do you notice you use social media? [Poll] ▪ Right when I wake up in the morning ▪ Right before bed ▪ During lunch time or a break at school ▪ During school time or when I'm supposed to be doing school work ▪ At work ▪ When I'm anxious about something I use it to procrastinate ▪ Anywhere if I'm bored ▪ At the dinner table ▪ Other ○ Why do you think it's important to relax? How do you relax or unwind? [Forum] • Jobs, College, and Money • Leadership and Mentorship ○ What would you look for in a mentor? What would make you want to sign up for a mentoring program? [Forum]
--	--



Observances and Events that align with Insider Activities

Monthly Observances:	Daily/Weekly Observances • 22: Earth Day: What do you do to protect the Earth? [Poll] ○ Recycle at home ○ Use reusable materials like water bottles and straws ○ Buy from brands that are eco-friendly ○ Reduce your waste consumption ○ Compost ○ Volunteer in the community ○ Pick up trash on the street ○ Other
----------------------	---

Insider Activities May 2025

7 activities total

Activity Type ☒ Journal ☒ Poll	• Dating and Relationships ○ How do your boundaries with your parents shift as you get older? How has your communication with your parents/guardian changed compared to when you were
---	--

☒ Questionnaire ☒ Challenge ☒ Forum	younger? [Journal] • Goal Setting • Smart Choices - o Do you notice that you are prone to self-diagnosing (physical or mental health) based on information you've read online? [Poll] - o What is the importance of STI testing? How often should people who are sexually active get tested? [Journal] - o AI and misinformation [Questionnaire] ▪ What does responsible AI usage mean to you? ▪ How do you think AI could be used in a positive way to foster connections, support mental health, or other ideas? ▪ How do you spot misinformation online? ▪ Have you ever thought something you saw online was real, only to later discover it was false or misinformation? How did you find out the truth? How did you feel when you realized you'd been misled? • Mental Health - o Do Nothing Challenge: Create a specific block of time where you can do nothing, relax, and be mindful. How did you accomplish this? What did you take away from it? [Challenge] • Jobs, College, and Money • Leadership and Mentorship - o Do you think celebrities should speak out about potentially controversial topics in the media if it's not related to their job? [Forum] - o Generate your own "misinformation" image using AI and upload it here. Please keep your images appropriate and respectful. [Challenge]
	Observances and Events that align with Insider Activities
Monthly Observances:	Daily/Weekly Observances

Insider Activities June 2025

7 activities total

Activity Type ☒ Journal	• Dating and Relationships - o What do you like about social media? What do you dislike
---	--

☒ Poll ☐ Questionnaire ☒ Challenge ☒ Forum	about it? [Journal] • Goal Setting - o A healthy body image does not mean achieving a specific appearance, it means feeling comfortable within your own body as it is. What is one action you can do to feel good within yourself? [Journal] - o Contribute a strategy for how you plan to manage your time! Give a strategy, take a strategy. [Challenge] • Smart Choices - o What questions do you have about personal finances or budgeting? [Journal] - o Can you think of a time when eating well helped you perform better in sports, school, or other activities? [Journal] • Mental Health - o Do you feel like you need to go to a doctor to receive a diagnosis? What might be a reason you choose not to go to a doctor? [Poll] ▪ You don't have a trusted healthcare professional ▪ You feel you have enough information at your own disposal to figure out your symptoms ▪ You have natural remedies to resolve any symptoms ▪ Other • Jobs, College, and Money • Leadership and Mentorship - o Leadership can sound intimidating or hard to reach, but there are many ways to be a leader. Think about how you can lead from where you are today and share some ideas! [Forum]
	Observances and Events that align with Insider Activities
Monthly Observances:	Daily/Weekly Observances

Insider Activities July 2025 6 activities total	
Activity Type	• Dating and Relationships

☒ Journal ☐ Poll ☐ Questionnaire ☒ Challenge ☐ Forum	- o What does “setting boundaries” mean to you? Why do you think boundaries are important? [Journal] • Goal Setting • Smart Choices - o What are the positives you see with AI? What are the negatives? [Journal] - o Have you ever seen influencers spreading misinformation? What effect do you think this has? [Journal] - o What questions do you have about sexual health and/or STIs? [Journal] • Mental Health • Jobs, College, and Money • Leadership and Mentorship - o Share examples of teen advocates and/or those who have been leaders in the teen advocacy space. Explain 1) what they’ve done and 2) the issue(s) they advocate for. We may give them a shoutout on social media! [Challenge]
	Observances and Events that align with Insider Activities
Monthly Observances:	Daily/Weekly Observances • 24: International Self-Care Day: How do you practice self-care? What are your plans for self-care on this day? [Journal]

Insider Activities August 2025

6 activities total

Activity Type ☒ Journal ☒ Poll ☐ Questionnaire ☒ Challenge ☐ Forum	• Dating and Relationships • Goal Setting - o Habit formation “back to the basics”: Think about your day, what are some of your daily habits? Things you do without thinking twice (I.e. the first thing you do when you wake up) [Journal] • Smart Choices - o What foods would you like to try and implement more often? Foods that would possibly make you feel better? [Challenge] - o What are your personal experiences with misinformation? How has it affected you? [Journal] • Mental Health - o For some people body image is a large part of their self-esteem. For others, it isn't important at all. When a person
---	--

	bases their self-esteem on various sources, body image becomes less important. What factors, other than body image, contribute to your self-esteem? [Poll] ▪ Academic achievements ▪ Your family ▪ Good friendships ▪ A personal passion or hobby ▪ Inner qualities like sense of humor, kindness, generosity, moral values ▪ Faith or spirituality ▪ Goals you are working towards ▪ Other • Jobs, College, and Money • Leadership and Mentorship - o What's your talent or hobby? What do you like about it? How do you feel when you do this activity? [Journal]
	Observances and Events that align with Insider Activities
Monthly Observances:	Daily/Weekly Observances • 30: National Grief Awareness Day: How do you express/honor grief either collectively or individually? Why do you think it's important to recognize grief? [Journal]

Insider Activities September 2025

8 activities total

Activity Type ☒ Journal ☒ Poll ☐ Questionnaire ☒ Challenge ☒ Forum	• Dating and Relationships - o How do you prepare yourself to have a difficult conversation? [Forum] • Goal Setting - o Is there a habit you (unintentionally) perform that benefits your body/mind/health? If not/if so, are there habits you would like to pick up? [Journal] • Smart Choices - o What questions do you have about sexual health and/or STIs? [Journal] - o What tools (if any) do you use to budget? Are there any online tools, apps, or software? [Forum] - o What are you most curious about when it comes to learning about substances? [Poll] ▪ Types of substances and their impacts on the brain/body
--	---

	▪ How to prevent overdose ▪ Myths and facts about substances • Mental Health - o How often do you think about climate change, and how do you feel when you think about it? [Journal] - o What do you think is the connection between physical and mental health? [Journal] • Jobs, College, and Money • Leadership and Mentorship - o Think about who/what you feel is important to you within your community. What are the contributions or changes you would like to make in your own community? [Challenge]
	Observances and Events that align with Insider Activities
Monthly Observances:	Daily/Weekly Observances