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# **TEEN CONNECT**

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# *Tampa Bay*

**We've Got You Covered**



# **IMPACT REPORT**

**Data Review Period:  
May 2019–November 2021**

*Connecting Teens and Young Adults  
to Comprehensive Sexual Health Services,  
Education & Community Resources*



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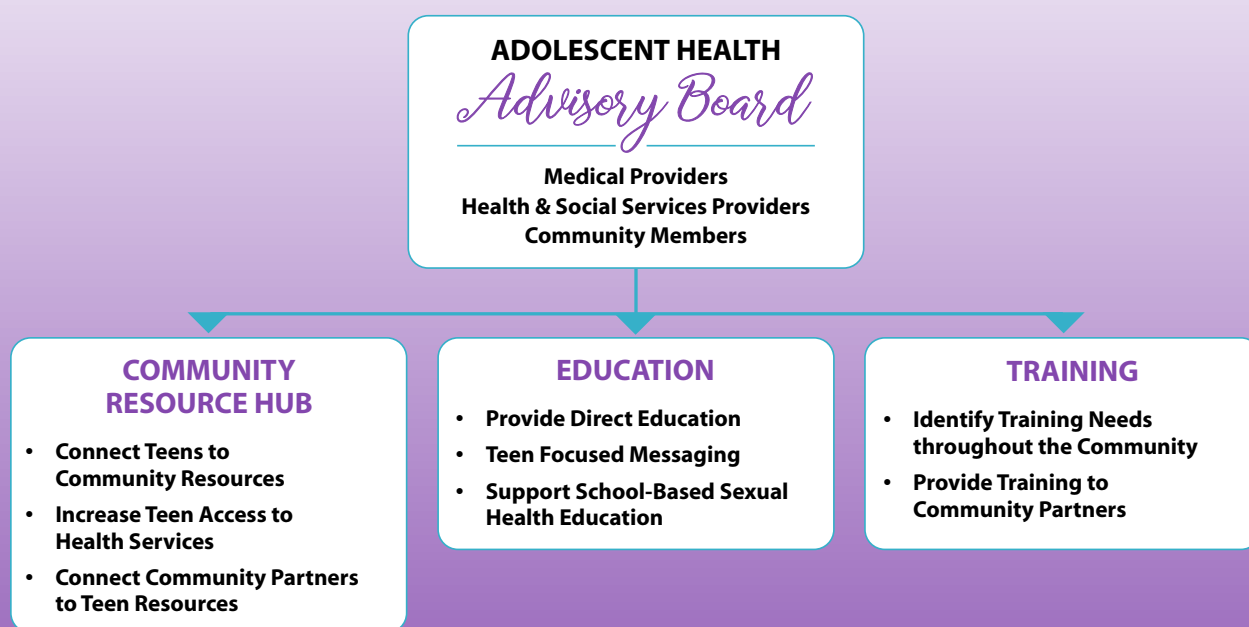
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# ABOUT US

The Healthy Start Coalition of Hillsborough County's Adolescent Health Initiative partners with Hillsborough County Public Schools (HCPS), USF Health, and numerous youth-serving organizations to improve teen access to health services and community resources through Teen Connect Tampa Bay.

## TEEN CONNECT TAMPA BAY FEATURES:

- Online resource directory and referral database ([www.TeenConnectTampaBay.org](http://www.TeenConnectTampaBay.org))
- Personalized support with navigating resources
- Youth engagement through the Teen Connect Youth Advisory Board
- Adolescent health trainings for providers, youth-serving professionals, and parents





# TIMELINE &

The program has been guided by the Adolescent Health Advisory Board (AHAB), a multi-sector network of healthcare providers, social service professionals and community members that was brought together by the Healthy Start Coalition (HSC) in 2017, following the transition of funds for adolescent health programming from NextGen Alliance, Inc.

The timeline below outlines key milestones since the initiation of the Adolescent Health Advisory Board under the direction of the HSC.

## 2017 – 2018:

- AHAB quarterly meetings to review teen pregnancy, birth, and STI rates to identify priority areas for improving teen access to sexual health services and removing barriers to care
- Application of a secret shopper model to identify gaps in existing services
- Development of program framework and key focus areas

## 2019:

- July: Implementation of adolescent health navigation and referral services at the USF Health Ybor Youth Clinic (YYC)
- August: Teen Connect website launched
- October–December: Recruitment of high school students to form the Teen Youth Advisory Board (YAB)

## 2019:

- May: Adolescent Health Resource Coordinator hired
- May–August, ongoing: MOUs formed with sexual health providers and youth-serving organizations; youth-led health center assessments conducted; Adolescent health provider trainings delivered



# MILESTONES

## 2020:

- January: YAB holds first meeting
- February: YYC initiates Adolescent-Centered Environment Assessment Process (ACE-AP); YAB launches Teen Connect Instagram
- March: COVID-19 pivot (YAB meetings and patient navigation services shift to virtual)

## 2020:

- August: HCPS contracts with HSC to partner on CDC HIV Prevention Grant (August 1, 2020-July 31, 2021)
- September: YAB youth-led marketing campaign launched with a focus on promoting STI testing, and education on how to access sexual health services virtually

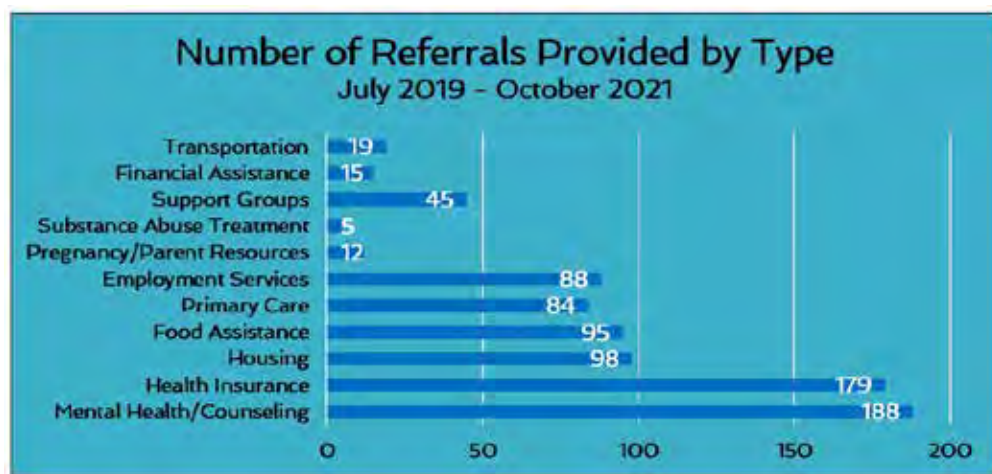
## 2021:

- February: Teen's Guide to Getting Tested video released
- April: Youth-led Social Media Campaign Toolkit released
- May: YYC receives 2021 Excellence in Adolescent Health Award from the national Adolescent Health Initiative; COVID-19 Vaccine Teen Testimonials video released
- July: YAB hosts in-person orientation event with expanded board
- August: HCPS renews HSC contract to partner on CDC HIV Prevention Grant (August 1, 2021-July 31, 2022)
- October: YYC concludes ACE-AP, receiving Silver Certification as an Adolescent-Centered Environment

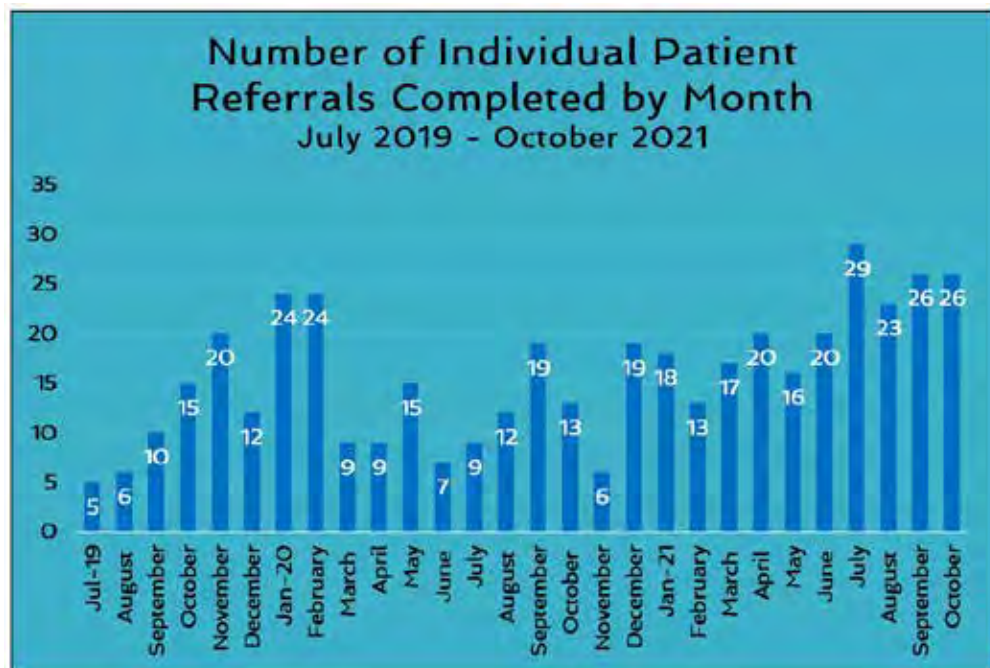
# IMPACT DATA

## INDIVIDUALS SERVED

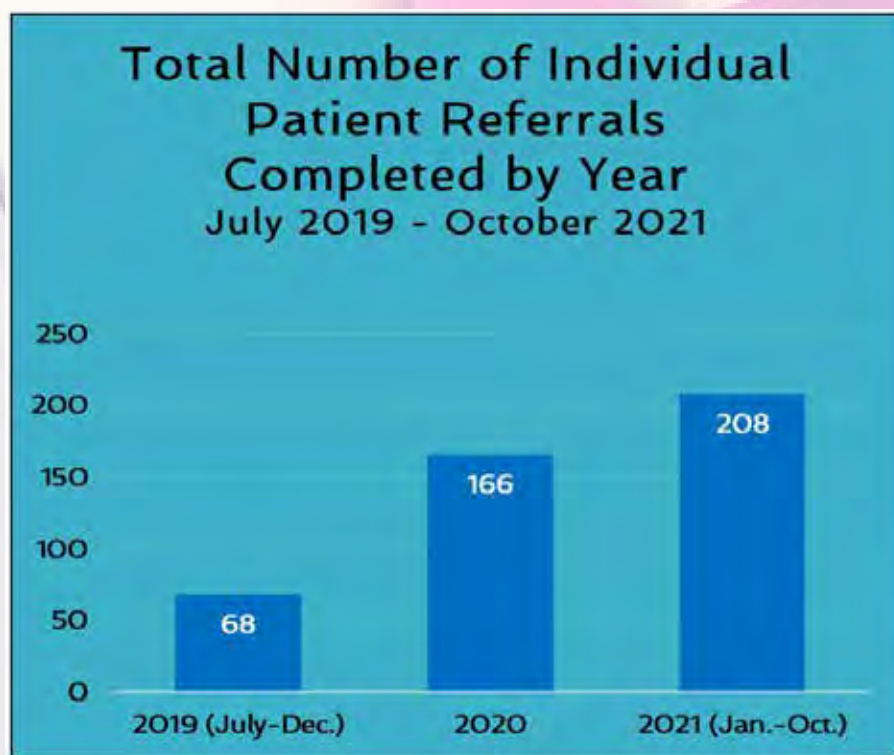
As of October 31, 2021, a total of **828** resource referrals were provided to patients (ages 13-24) at the Ybor Youth Clinic since integration of the Adolescent Health Navigator in July 2019.



**442** patients at the Ybor Youth Clinic received personalized navigation services based on their individual needs.



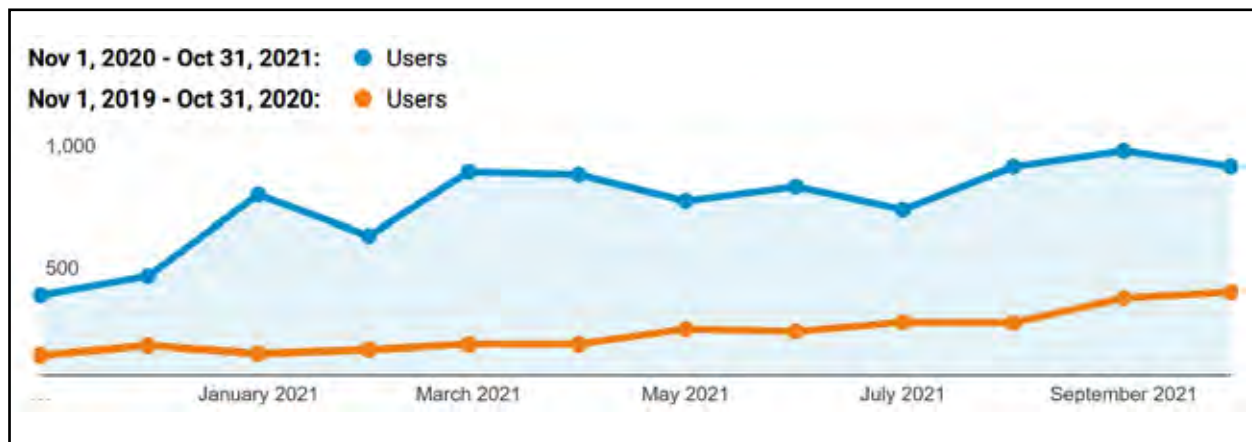
The number of patients who have received personalized navigation services has continued to grow each year, with the number of patients served in 2021 already exceeding the previous year by 42.



# ONLINE REACH

As of October 31, 2021, the Teen Connect website has engaged **10,143 users** and received **22,848** pageviews since launching in August 2019.

**Users have increased by 316%** compared to the previous year (8,137 vs. 1,956).

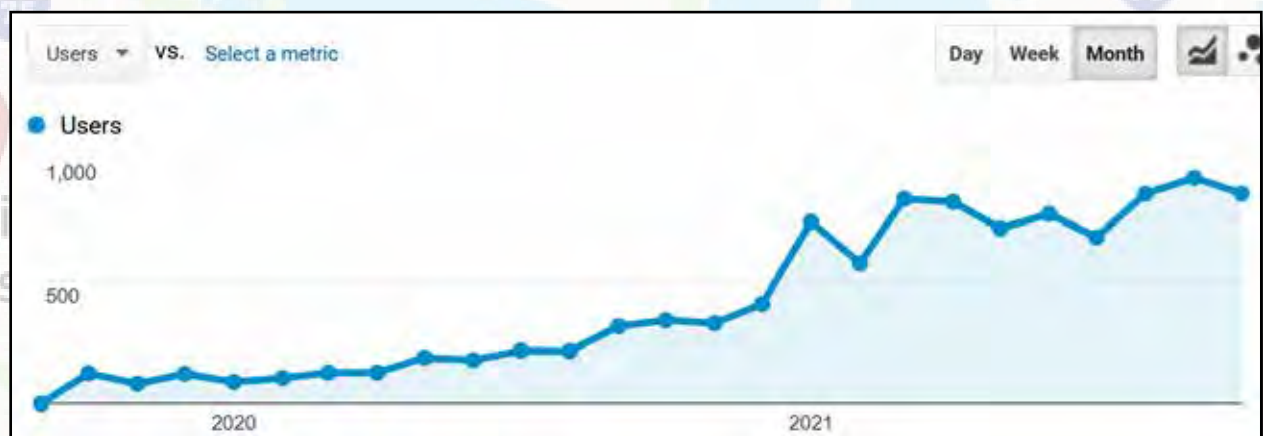


Source: Google Analytics





As of October 31, 2021, the searchable directory has received **9,566** views, with users located across the Tampa Bay region.

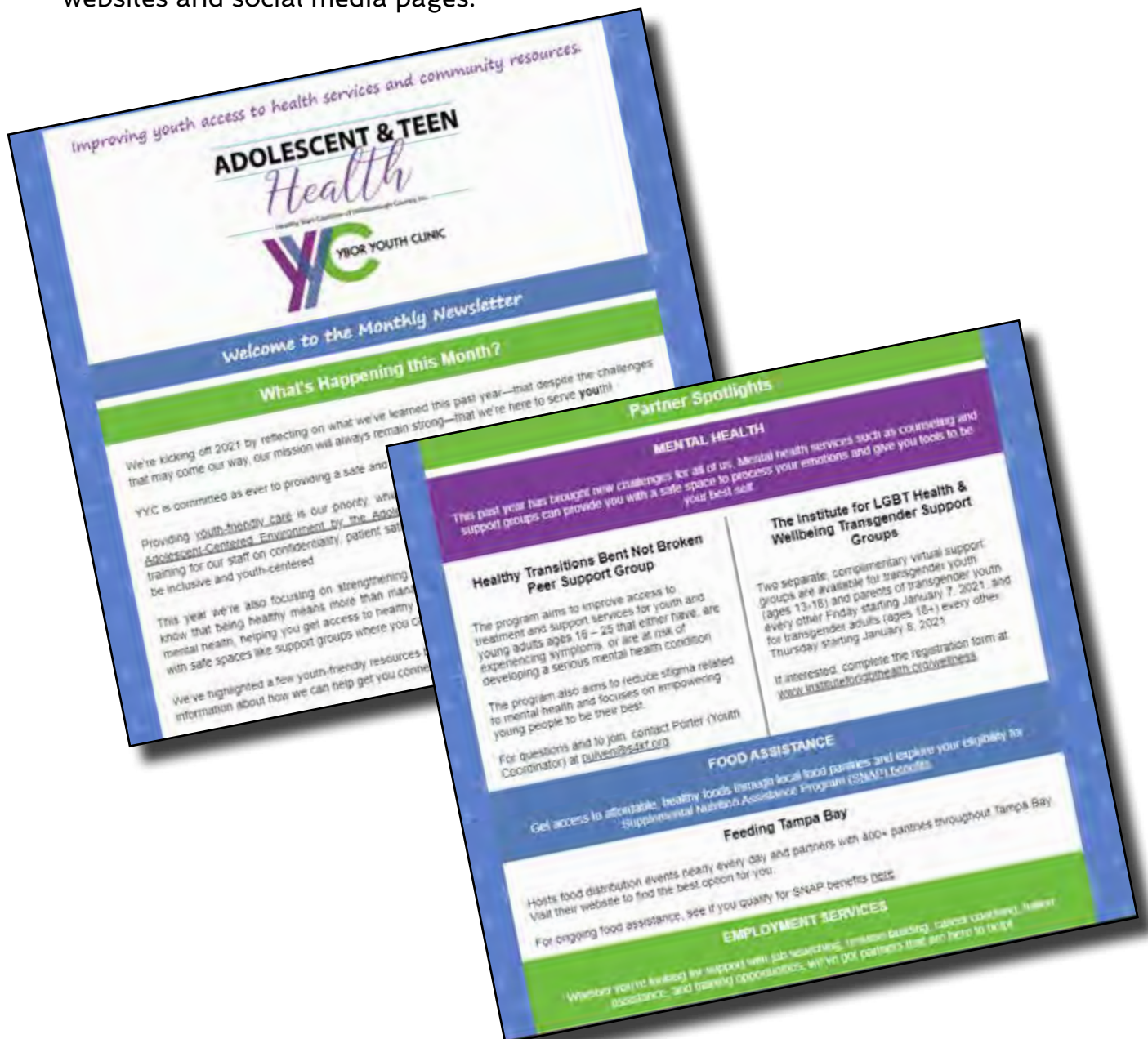


Source: Google Analytics

# ONLINE REACH

## EMAIL MARKETING

Through our partnership with the USF Health Ybor Youth Clinic, we launched a joint email newsletter in September 2020 that has a current **reach of 359 people**. Youth who receive navigation services have the opportunity to opt-in to the email list, as well as community partners via the Teen Connect and YYC websites and social media pages.







## INSTAGRAM MARKETING


The Teen Connect Instagram (@teenconnecttampa) has engaged **426 followers**, with a **67% growth rate** in the past year. Since launching the Instagram channel in February 2020, Teen Connect Instagram posts have achieved a **combined reach of 15,117** (the number of accounts that saw a post).

Sources: Later Analytics, Instagram Insights

**What's up this month?**

**New Teen Connect Instagram Campaign**

We're using [#WorldSexualHealthMonth](#) to launch a new Instagram campaign. Follow @teenconnecttampa to learn more and enter for your chance to win prizes! Like and share our posts using #gettestedtampabay to help spread the word.



Check out our Social Media Toolkit

😊😊😊😊😊😊😊😊

**Youth Votes Count**

**REGISTER TO VOTE**

Staying Safe While Voting During COVID-19

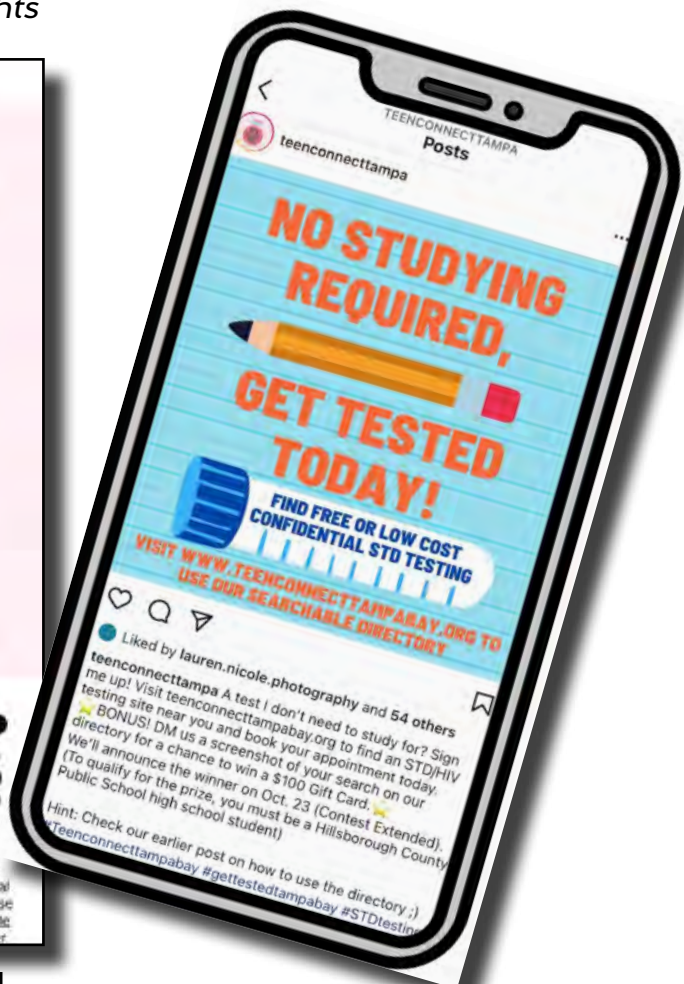
Follow the Ybor Youth Clinic's Youth Community Advisory Board @YYCAB\_Tampa for the latest on the Youth Votes Count Initiative and how to get

**let's talk about sex, baby!**

Got a burning question?

Learn how you can use telehealth to access sexual health services virtually. Use Teen Connect's searchable directory to find a provider





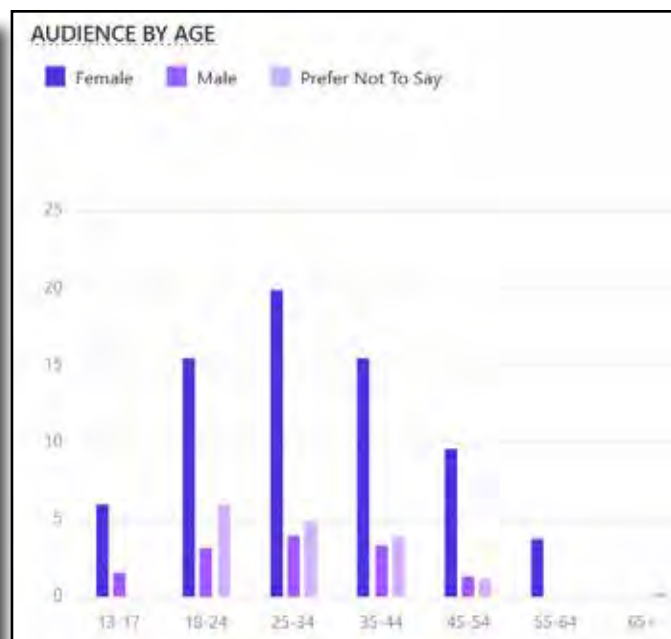
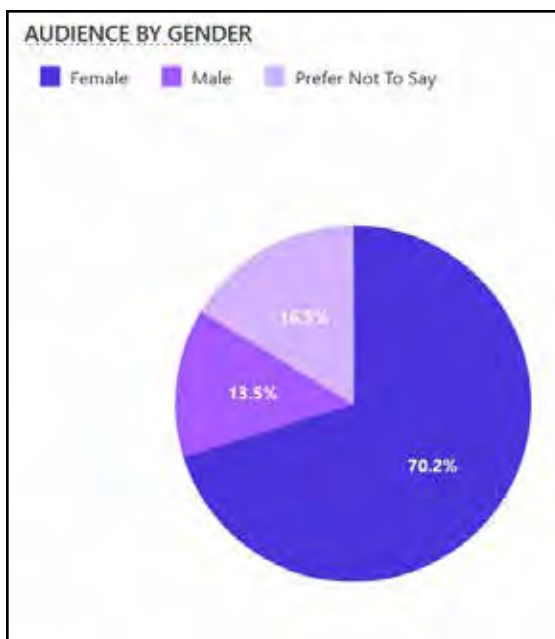


# SOCIAL MEDIA ENGAGEMENT

## Profile Growth & Discovery – Followers November 2020 – November 2021



## Audience by Gender & by Age November 2020 – November 2021



Sources: Later Analytics, Instagram Insights



# YOUTH ENGAGEMENT

**25 students across 11 high schools** in Hillsborough County have been engaged as members or volunteers of the Teen Connect Youth Advisory Board (YAB) since January 2020.

Teen Connect has facilitated **35 YAB meetings** and events that have included skill-building and educational workshops, youth volunteer events, and activities focused on developing and launching a youth-led sexual health marketing campaign.

The first cohort implemented their youth-led marketing campaign in September 2020, which leveraged multiple digital marketing and communications channels to reach teens with information about the importance of STI testing and breaking down the associated stigma.

- In the month of September, the campaign reached **2,376 people** (2,062 via Instagram and 314 via the Teen Connect website).
- In addition, several paid Instagram advertisements were used for targeted outreach to high school students. The combined reach of paid Instagram ads in September was **8,244 people**.
- The Teen's Guide to Getting Tested video received **110 views** through Instagram and YouTube.
- A subsequent video project, COVID-19 Vaccine Teen Testimonials, received **556 views** through Instagram and YouTube.

**YOUTH-LED MARKETING CAMPAIGN**  
WHAT WE'VE BEEN WORKING ON

September is Sexual Health Awareness Month. Teen Connect rolled out a campaign in September 2020 that was brought together by ideas generated by the YAB. Some of the areas covered were:

- Debunking STD/STI myths
- A guide to getting tested
- Sexual health resources

**Myths vs Facts**  
The tea on STD/STI misconceptions

**A GUIDE TO GETTING TESTED**  
Know a good question?

**USF Health Your Youth Clinic**  
813-556-9030

**Matrix Adolescent Health**  
813-442-1903

**Tampa Family Health Centers**  
813-397-5300

**Hillsborough County STD Clinic**  
813-207-4058

**Lowest Community Health Centers**  
813-252-6176

**Florida Department of Health - Hillsborough County**  
813-980-3555

**NO STUDYING REQUIRED, GET TESTED TODAY!**  
FIND FREE OR LOW COST CONFIDENTIAL STD TESTING  
VISIT WWW.TEENCONNECTYAB.COM TO USE OUR SEARCHABLE DIRECTORY



## TEEN CONNECT YOUTH ADVISORY BOARD PROJECTS & TESTIMONIALS



*"The YAB has allowed me to get involved in the community in ways that I would've never thought. I've learned the importance of sexual health and how it connects to the media, and I've gotten to work with a great group of people!"*



— Anna, former Co-Operations & Outreach Manager,  
Graduate of Robinson High School



“As teenagers with no real sex education curriculum, it’s hard to find reliable resources that are confidential and accessible. It’s a great feeling to know we’re spreading the word about them. Working together with the team has taught me a lot about leadership, marketing, and most importantly, sexual health.”



— Kiara, former Co-Operations & Outreach Manager, Graduate of Blake High School



## BLOG POSTS

WHAT WE'VE BEEN WORKING ON



We engage our peers by also writing blog posts on current events.

Some blog posts we have shared include:

- Why LGBTQ+ Inclusive Sex Education is Important
- Why Transgender people Need Access to Healthcare
- What Dating Means To High School Students
- Ask the Expert Series





*“In the future, I plan to become a math teacher in a school serving low-income neighborhoods to help guide the teens who everyone has already given up on. The YAB has impacted me because it has shown me how I can make a difference in the lives of teens today.”*

— Meesha, former Social Media Manager,  
Graduate of Alonso High School

## Teen’s Guide to Getting Tested Video

We created a teen video guide to getting tested for STDs and accessing sexual health services in-person and virtually.





*“The YAB has taught me so much about social media, marketing, and advocating for sexual health resources. I’m so grateful for everything the YAB has done for me.”*

— Grace, former Blog Content Manager,  
Graduate of Steinbrenner High School



## COVID-19 Vaccine Testimonials Video

We shared our views on the benefits of the COVID-19 vaccine and why we think it’s important for teens to get vaccinated.





# COMMUNITY ENGAGEMENT

## PARTNERSHIPS

- **24 formal partnerships** were established through MOUs with youth-serving organizations in the Tampa Bay area that make up **52 resource locations** featured in the Teen Connect searchable directory.
- An **additional 12 MOUs** were established between the USF Health Ybor Youth Clinic and youth-serving organizations to further strengthen the clinic's patient navigation and referral system.
- Teen Connect partners provide linkages to a wide range of health and social services including:
  - Sexual Health
  - Mental Health
  - Housing & Food Assistance
  - Health Insurance
  - Teen Parent Support
  - Education
  - Employment/Career Planning





## TEEN CONNECT PARTNERS

1. All Florida Online Counseling
2. Camelot Community Care
3. CareerSource Tampa Bay
4. Centre for Women
5. Crisis Center of Tampa Bay
6. Cove Behavioral Health (formerly DACCO)
7. Elite DNA Therapy Services
8. Empath Partners in Care (EPIC)
9. Family Healthcare Foundation
10. Feeding Tampa Bay
11. First Choice Counseling & Wellness Center
12. Florida Department of Health
13. Hearts Over Habits, Inc.
14. Hillsborough County Public Schools
15. Metro Inclusive Health
16. Peace Outreach Resource Center
17. Planned Parenthood
18. Success 4 Kids & Families
19. Suncoast Community Health Centers
20. Tampa Family Health Centers
21. Tampa Urban Young Life
22. USF Health Ybor Youth Clinic
23. Youth Improvement Services
24. Pace Center for Girls



# COMMUNITY ENGAGEMENT

## TRAININGS

- Approximately **220 individuals across 7 organizations/groups** participated in Adolescent Health “Spark” trainings. Topics included:
  - Confidentiality and minor consent laws, policies & best practices
  - Strengths-based approaches to adolescent sexual health services
  - Tips for being an askable adult
- Participating Organizations/Groups:
  1. Suncoast Community Health Centers
  2. Tampa Family Health Centers
  3. Pace Center for Girls
  4. REACHUP, Inc.
  5. Roland Park K-8 PTSA
  6. Robinson High School PTSA
  7. New Life Village

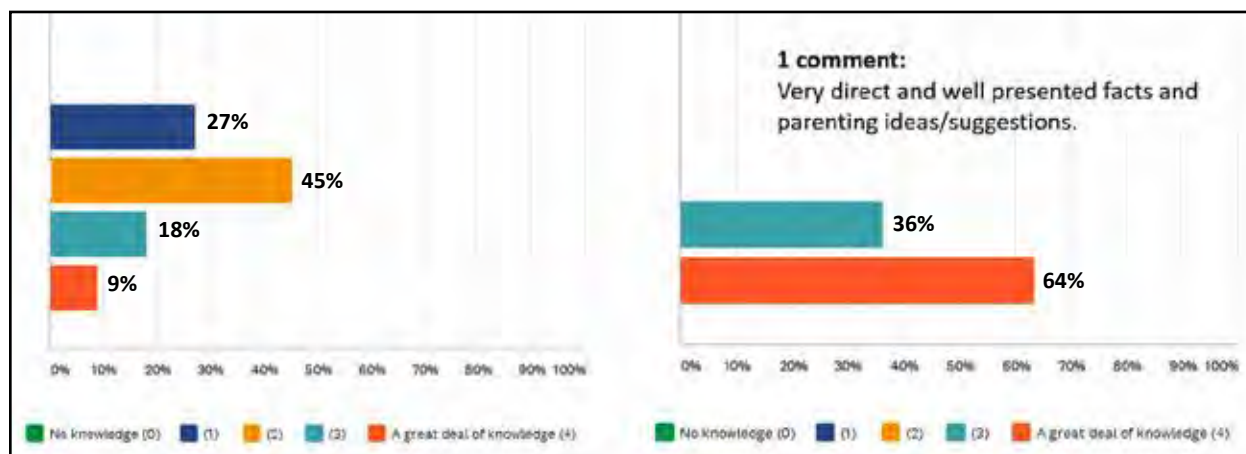
## TRAINING EVALUATIONS

Surveys show that the majority of parent participants reported a significant amount of knowledge gained post-training in areas including tips for talking to their child/teen about sexual health, ways to help young people feel comfortable asking for support, and adolescent health resources in Hillsborough County.

### Topic: Tips for Talking to your Child or Teen about Sexual Health

Knew Before:

Knew After:

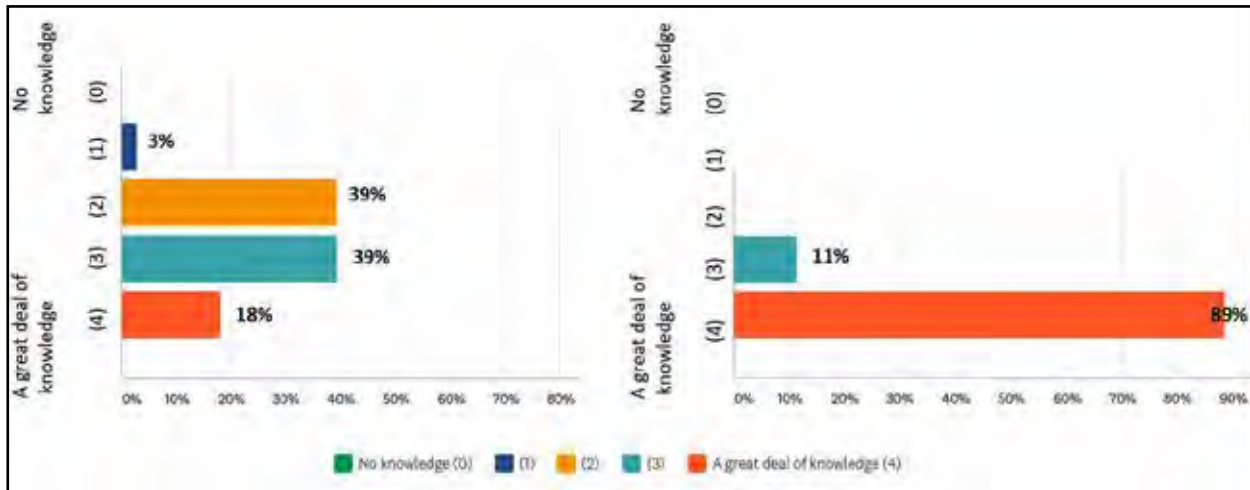


The majority of healthcare providers/youth-serving professionals that participated reported a significant amount of knowledge gained in areas including adolescent laws, policies, and best practices, consent and confidential services, and adolescent resources in Hillsborough County.

### Topic: Adolescent Laws, Policies, and Best Practices

Knew Before:

Know Now:



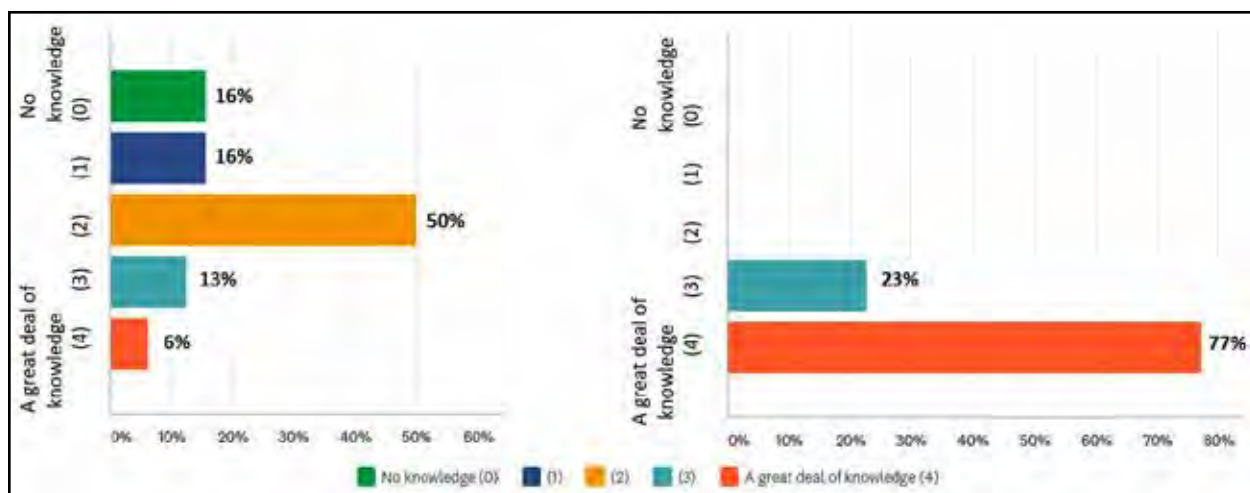
*"I think the training was great and I am a parent who is very involved in my children's lives and is proactive with issues like this. Even with the knowledge I have, I can always learn more and I really appreciated this presentation."*

— Parent Participant, Askable Adult Training

### Topic: Adolescent Resources in Hillsborough County

Knew Before:

Know Now:



Source: SurveyMonkey



## COMMUNITY PARTICIPATION AND FACILITATION

- Facilitation of 10 Adolescent Health Advisory Board Meetings between June 2019 and October 2021
- Co-chair of Tampa/Hillsborough Homeless Initiative's Unaccompanied Youth (UAY) Committee; co-facilitation of monthly meetings from February 2020 – present
  - Supported UAY Committee in developing and disseminating UAY needs assessment survey and working to address the needs of youth experiencing homelessness and housing instability in Hillsborough County
- Active member and newly appointed co-chair of Hillsborough Healthy Teen Network
- Active member of the Hillsborough County Local Planning Team
- Active member of the School Health Advisory Committee and Sexual Health Subcommittee



## OUTREACH EVENTS AND PRESENTATIONS

30 community outreach events/presentations were delivered to date, encompassing presentations to youth-serving organizations, committees, and youth outreach events.





# CONFERENCES & AWARDS

Teen Connect was selected to share our work at five national and international conferences:

**1. Global Alliance for Behavioral Health & Social Justice, Coming Together for Action Conference** (October 2020)  
*Responding to the needs of youth through individualized patient navigation, collaborative healthcare and community partnerships*

**2. National Coalition of STD Directors, STD Engage Conference** (December 2020)  
*Educating youth and increasing access to services, a multisector collaboration*

**3. International AIDS Society, COVID-19 Conference: Prevention** (February 2021)  
*Changes in the time of COVID-19: Maintaining services at a youth health clinic in Florida*

**4. Adolescent Health Initiative, 7th Annual Conference on Adolescent Health** (May 2021)  
*An innovative online approach to improving access to adolescent sexual health services*

**5. ETR, Youth Tech Health Live Global Conference** (October 2021)  
*An Innovative online approach to youth sexual health education and access to services through a community collaboration*

The Ybor Youth Clinic received the **2021 Excellence in Adolescent Health Award** from the Adolescent Health Initiative. This award is given to programs that demonstrate core values of Collaboration, Diversity, Equity, and Inclusion, Expertise, Innovation, Quality, and Responsiveness.

The Ybor Youth Clinic successfully completed the **Adolescent-Centered Environment Assessment Process** and received certification as a silver adolescent-centered health center.

- This included an 18-month quality improvement process and self-assessment of the clinic's environment, policies and practices related to youth-friendly services.
- YYC is the first clinic in Florida to receive this designation by the national Adolescent Health Initiative.



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# **TEEN CONNECT**

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## *Tampa Bay*



TeenConnectTampaBay.org



@teenconnecttampa