



20

22

IMPACT
REPORT

**Making Healthy Behaviors Easier
and More Appealing Since 2001**

LETTER FROM THE CEO

**Our mission to make healthy behaviors EASIER
and more APPEALING
has never been more important.**

A few years away from the height of COVID-19, we're all grappling with health challenges that have been exacerbated by loneliness, economic stress, changing work and family dynamics, and an overall sense of uncertainty. ***At the same time, we see hopeful bright spots everywhere.***

We continue to deepen our understanding of and work across tobacco prevention and cessation, substance misuse, and nutrition education. And through this foundational work, we've grown to address the vaping epidemic, the urgent fentanyl crisis, food insecurity, and education about mental health and the resources available.

New, extensive research and the launch of our first-ever early childhood development campaign to equip parents and kids with tools to help them stay calm and connected to each other has offered a beacon of hope. We're also proud to have supported paid family leave support for low-income workers to receive wage replacement. As the bedrock of our communities, healthy families have a downstream impact on every other health behavior we tackle.

We've worked hard to prioritize our own team members' mental health, connection, and family life as well. Our Justice, Equity, Diversity, and Inclusion (JEDI) committee continues to share knowledge and host conversations to engage all of us in an inclusive workplace. We are proud to have formally expanded our benefits so all parents have equal access to 12 weeks of Paid Family Leave. We've established policies that give us all the flexibility to do our work wherever we do our best work. At home. In an office. Or both.

The bright spots are apparent when we rally to launch a new campaign, deliver magic moments for our clients, or when our evaluations show evidence of positive health outcomes.

Stay healthy,

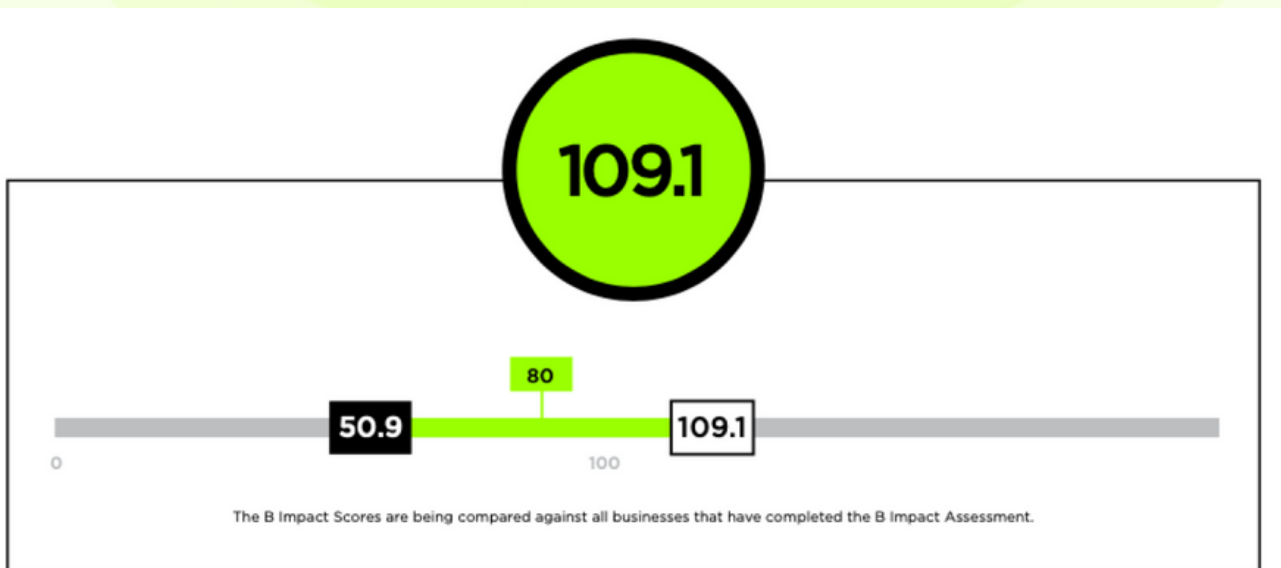


KRISTIN CARROLL
CEO



OUR B CORP SCORE

Since our initial certification in 2014, we've worked hard to improve as the B Corp standards have evolved and strengthened accountability measures. Our next recertification will take place between 2022 and 2023.



Impact Area Scores	2019	2017	2014
Governance	18.5	16.7	6
Workers	30.0	25.3	23
Community	21.3	19.2	17
Environment	7.7	10.5	9
Customers	31.4	28.3	45
OVERALL SCORE	109.1	100	105

WHAT WE DO

AT RESCUE | THE BEHAVIOR CHANGE AGENCY,

we create health behavior change communications campaigns that make healthy living easier and more appealing for everyone since 2001.

2001



Founded and gained first major client, Southern Nevada Health District (SNHD). SNHD remains our client today.

Gained second major client, Virginia Foundation for Healthy Youth (VFHY). VFHY remains our client today.



2005

2006



Introduced Peer Crowd Segmentation.

Launched youth-led policy change model Evolvement.



2010

2012



Rescue developed the FDA's first multicultural teen & LGBTQ adult tobacco prevention campaign.

First published
evaluation.



2012

2014



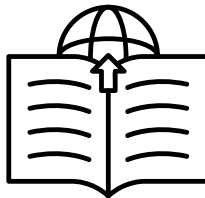
Rescue becomes a
Certified B Corp.

Launched work with
CDPH on its SNAP-ED
nutrition education
campaign.



2017

2018



Rescue published its first
statewide study.

2022

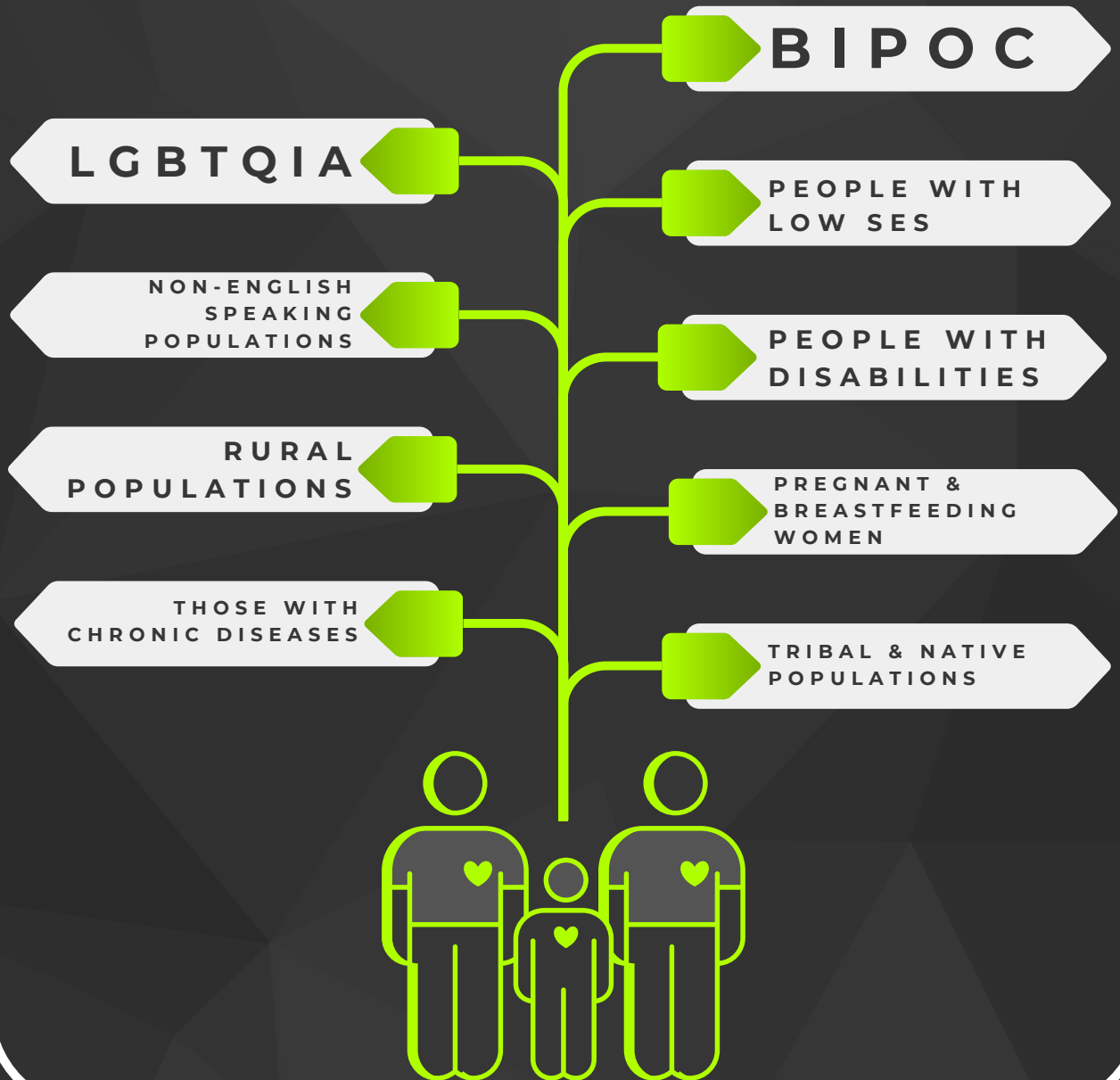
Expanded work across 25+ states



WHERE OVER
170M+
LIVE IN THE U.S.

→ more than half the population ←

REACHING DIVERSE AUDIENCES WHO
NEED OUR SUPPORT THE MOST





150+ CAMPAIGNS

CREATED TO ADDRESS THE MOST STUBBORN HEALTH CHALLENGES AND TO QUICKLY AND EFFECTIVELY TACKLE EMERGING HEALTH CONCERNS



HEALTH DISPARITIES



MENTAL HEALTH



MATERNAL HEALTH



NUTRITION & FOOD INSECURITY



EARLY CHILDHOOD EDUCATION



ALCOHOL MISUSE



TOBACCO USE



CANNABIS MISUSE



OPIOID MISUSE



FENTANYL OVERDOSE PREVENTION

CHRONIC

URGENT

OUR IMPACT ON THE NATION'S LARGEST HEALTH CHALLENGES



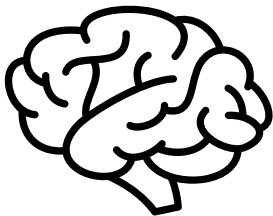
REDUCE STIGMA ABOUT MENTAL HEALTH CHALLENGES & ENCOURAGE HELP-SEEKING

OUR CHALLENGE:

In 2022, the U.S. experienced a 25% increase in reported cases of **anxiety and depression** from 2021.¹

OUR IMPACT:

20+ states worked with Rescue Agency to develop mental health-focused messaging campaigns.



Working with public health departments across the country, we're in a unique position to see how mental health challenges contribute to nearly every other health issue. Often, addressing mental health challenges makes an impact across the entire health continuum.

128M mental health stigma reduction messages delivered, resulting in the following:

● **20M**

exploratory engagements

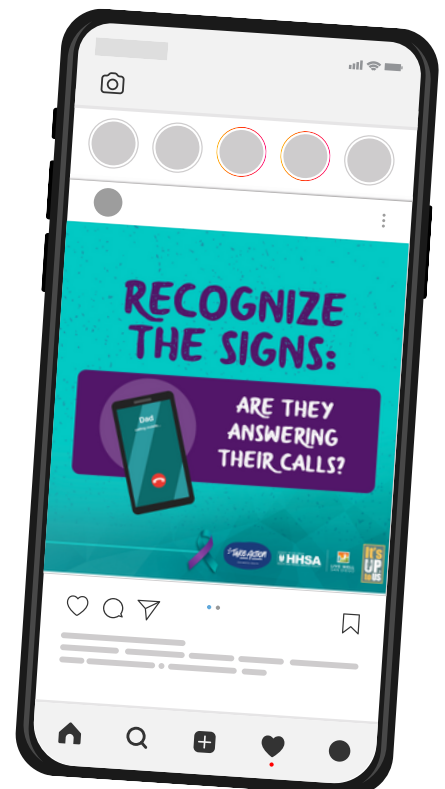
● **96%**

of those aware of the campaign reported it prompted them to take an action to find out more about mental health concerns

● **82%**

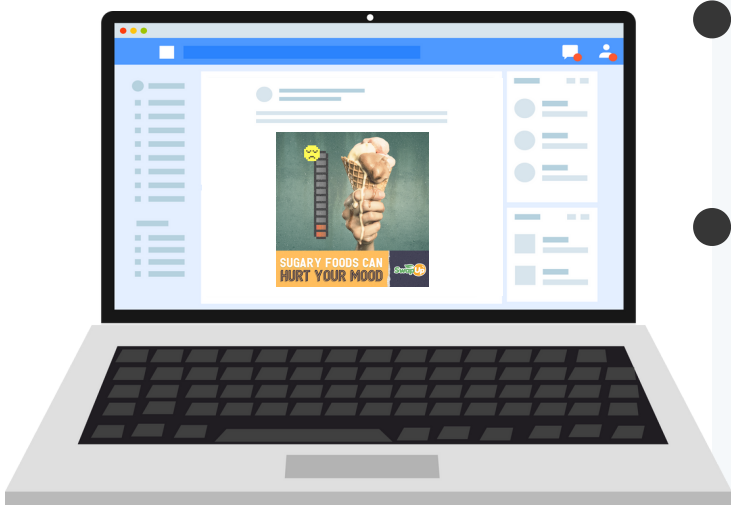
of those who were campaign aware were significantly more likely to:

- Know how to find help
- Recognize signs of mental health concerns
- Talk to a mental health professional



REDUCE STIGMA ABOUT MENTAL HEALTH CHALLENGES & ENCOURAGE HELP-SEEKING

40M messages delivered to teens explaining the connection between nutrition and mental health, prompting the following:



- **3M** exploratory engagements

- **76%**

of those who were campaign-aware were significantly more likely to know how to be healthier

150M messages delivered showing teens how vaping disrupts mental health, resulting in the following:

- **81%**

of teens who saw the campaign reported an intention to quit vaping.

- **Teens reported that the ads encouraged them to consider the negative mental health consequences of vape use.**



"[The ad] sort of warned against vaping from a scientific perspective, you know based on what it does to your brain. And I did like that because it wasn't just, you know, fear mongering without evidence."

- Teen Research Participant



"The stress and anxiety and depression part really hit because I feel like a lot of people like go through those, and they just, like, don't know why."

- Teen Research Participant



PREVENT ACCIDENTAL FENTANYL OVERDOSES

OUR CHALLENGE:

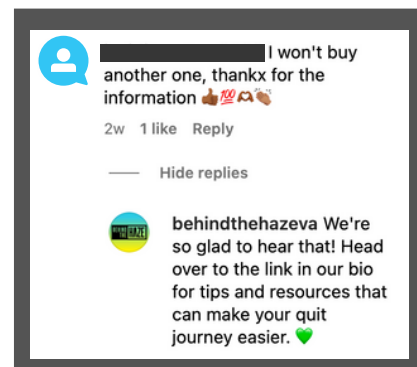
2022 experienced a 40% surge in **fentanyl-related overdose deaths** from previous year.²

OUR IMPACT:

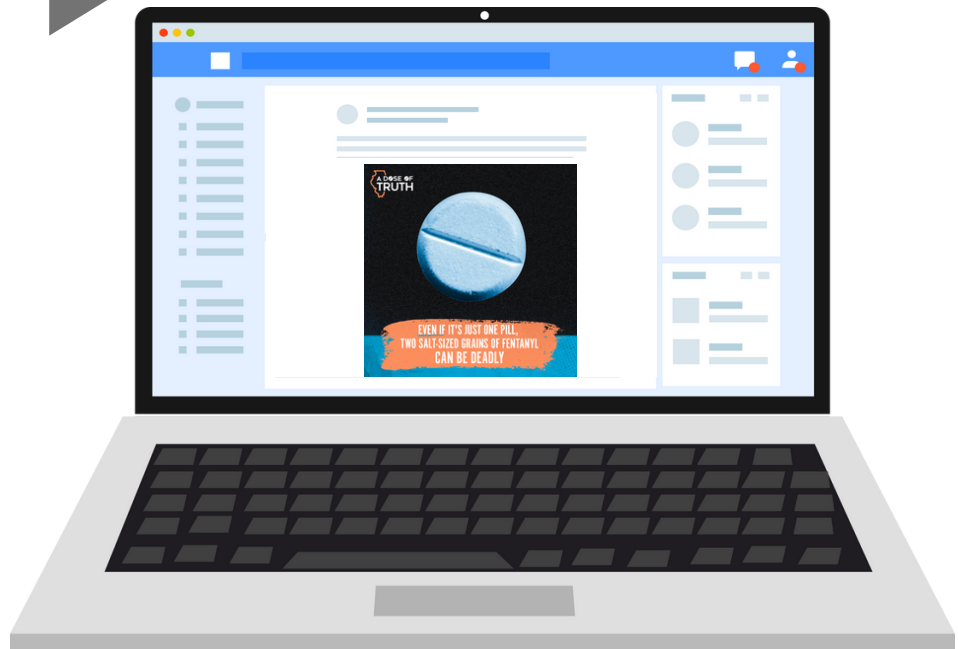
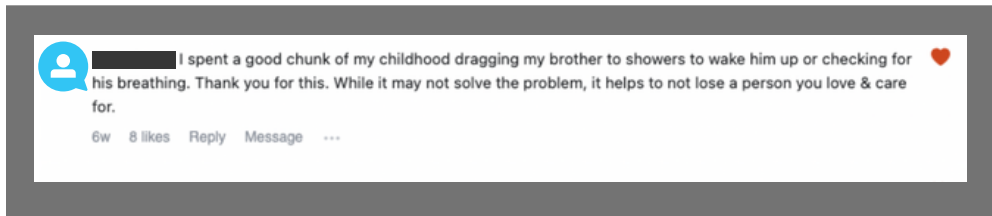
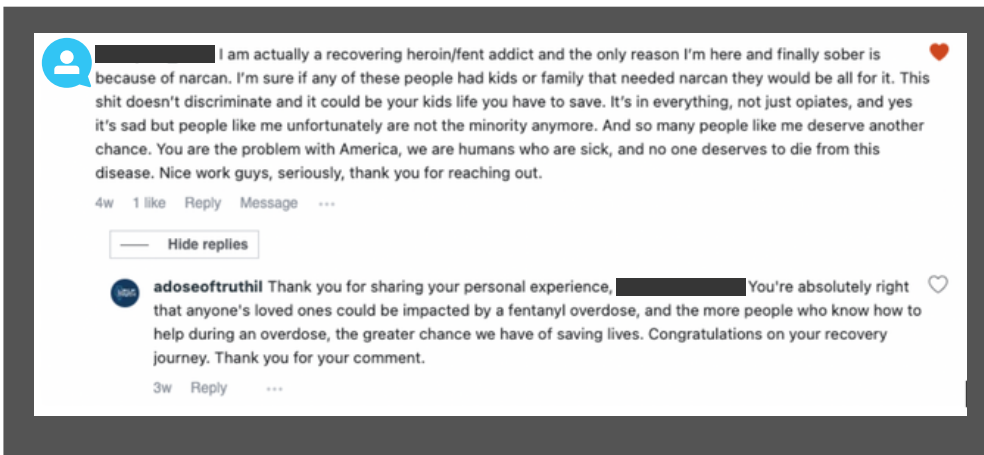
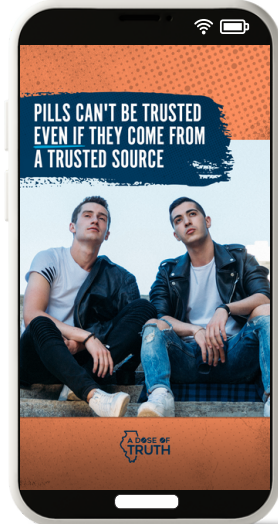
15 of the top 23 counties nationwide with a population of over 15 million worked with Rescue to develop and implement public health campaigns to reduce fentanyl-related overdose death.

30M messages delivered to teens, young adults, and family members providing strategies for preventing accidental fentanyl overdoses, resulting in the following:

- **11M** exploratory engagements
- **Thousands of teens and young adults** gained access to the life-saving drug naloxone, so they could carry it with them to prevent a friend from experiencing a fatal overdose.
- Thousands of young people who experiment with drugs reported they created a backup plan after their interaction with our campaigns.



PREVENT ACCIDENTAL FENTANYL OVERDOSES



REDUCE UNDERAGE CANNABIS USE

OUR CHALLENGE:

25% increase in **cannabis use among teenagers** from 2021 to 2022 ³

OUR IMPACT:

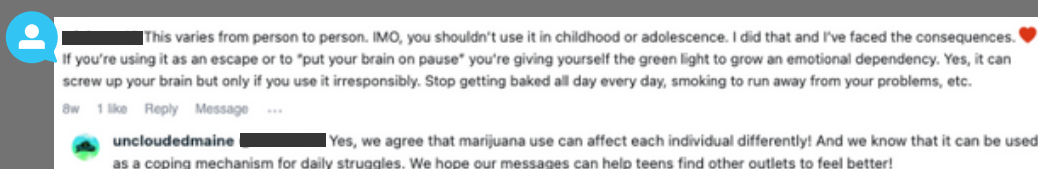
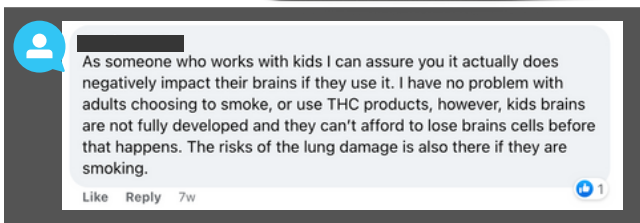
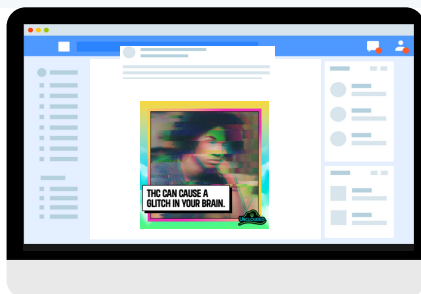
5 of the largest states and counties at the forefront of recreational cannabis legalization worked with Rescue to implement cannabis prevention campaigns for teens and harm reduction campaigns for young adults.

20M+ messages delivered to teens explaining the science behind how underage cannabis use can negatively impact cognitive functioning, leading to:

4 Million

exploratory engagements of teens engaging with science-based cannabis facts online

Thousands of social media comments from teens to clarify incorrect cannabis use information



PREVENT TEENS FROM VAPING & HELP THEM QUIT

OUR CHALLENGE:

3 million middle and high school students were **addicted to vaping nicotine** in 2022.⁵

OUR IMPACT IN PREVENTING VAPING:

17 states implemented Rescue's teen vaping prevention campaigns to help prevent more teens from experimenting with vaping.

● **79% of post-campaign survey participants were aware of our teen vaping prevention campaigns.**

● **68%**

of participants agreed each ad discouraged them from wanting to vape and made them concerned about the health effects of vaping.

OUR IMPACT IN HELPING TEENS QUIT VAPING:

16 states and 7 regions worked with Rescue to develop and implement campaigns promoting cessation services for teens who are addicted to vaping nicotine.

● **1.2K**

teens and young adults reported that they decreased their vape use by 55% in 30 days after participating in our program.

"This first week really helped me realize that quitting isn't as scary as it seems and that is actually possible for me to do...I felt safe enough to speak my mind to the group. But mostly the values made me feel like it was designed for me, simply because we are in control of when we want to quit, and this is a space designed to help you do that to the best of your ability with no judgment. Who could ask for more?" - 19-Year-Old Participant, Los Angeles



PREVENT TEENS FROM VAPING & HELP THEM QUIT



"This group has been helpful as a safe space I can go to talk about vaping, knowing that everyone here has the same intention of quitting. I'm also really glad that I can refer this group to others because this program reminds me that I'm not alone and that I can get help quitting."

- LGBTQ+ Participant, Minnesota




"Ever since I joined the Quit The Hit program, it has been so good and (made me feel) better, and I'm blessed because it's been months that I haven't smoked or hit a vape while I was in the program. My friends ask me if I wanted to smoke, and I said 'No, I quit.' I'm very proud of myself. I did this because smoking is not healthy. The group has helped me so much and even the Quit The Hit coach. This means the world to me. I'm proud of everyone that quit, and I hope everyone has it stay that way."


- Young Adult Participant, Oklahoma

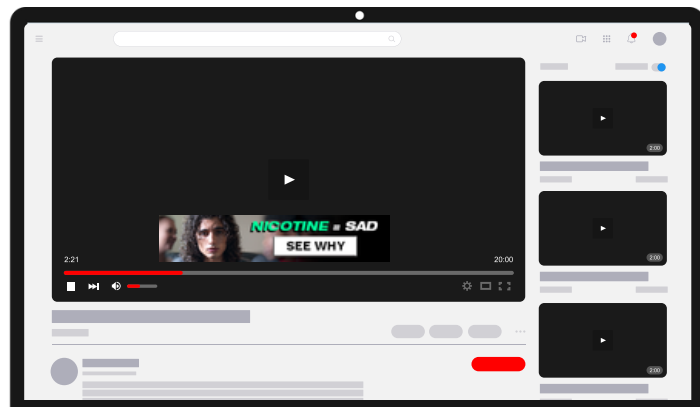


 **[Redacted]**
Alright this ad actually makes you think. But the others are just bland
12w 10 likes Reply

— Hide replies

 **[Redacted]** I do agree though it does make me wonder
12w 1 like Reply

 **behindthehazela**
[Redacted] Head over to the link in our bio to learn more about the dangers of vaping!



REDUCE METHAMPHETAMINE USE

OUR CHALLENGE:

Between 2015 and 2019, there was a 43% increase in **methamphetamine use**.⁶

OUR IMPACT:

The most populous county in the country worked with Rescue to develop methamphetamine use prevention campaigns.

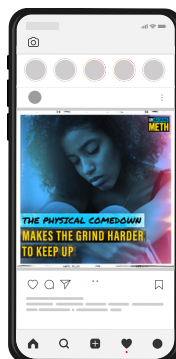
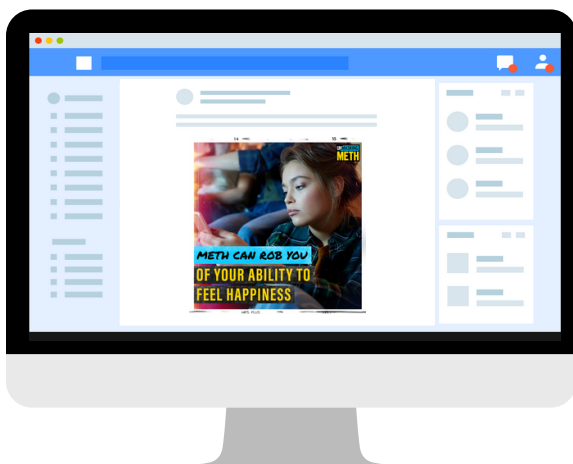
8M+ messages delivered to adults in Los Angeles County, leading to the following:

- **2.2M** exploratory engagements
- **84.1%** of participants reported awareness of the campaign in post-evaluation research.
- Individuals with repeated exposure to the campaign were more than 2 times as likely to have discussed meth with a loved one.

Post-evaluation surveys showed that those who reported meth use were

over 3 times more likely to have sought help

after repeated campaign exposure.



INCREASE ACCESS TO GOVERNMENT SERVICES

OUR CHALLENGE:

33.8 million Americans lived in **food insecure** households in 2022, yet WIC, SNAP, and TANF enrollments did not increase accordingly.⁴

OUR IMPACT:

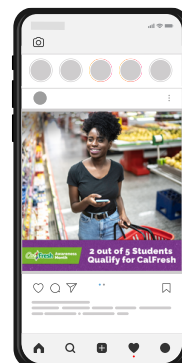
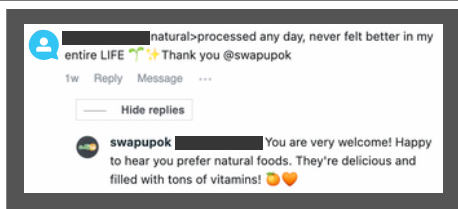
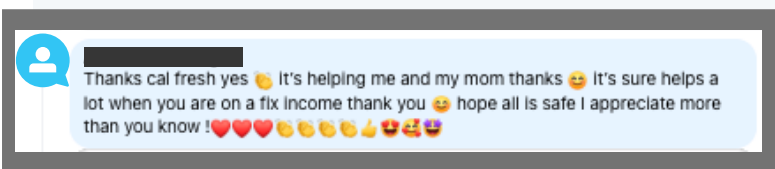
The **largest state social services departments** worked with Rescue to demystify government services and eligibility requirements, increasing access to valuable services for those who qualify.

Reached **2.5M** eligible households throughout California, resulting in the following:

- **77% of our audience was aware of this campaign, according to post-evaluation research.**
- **30% of those who were campaign aware intended to start an application in the next 30 days.**
- **47% of people who were campaign aware were more apt to believe they'd qualify if they applied, a powerful insight since the goal of the campaign was to address misconceptions our audience may have about applying.**

68%

of those who were campaign aware reported searching online, looking on social media, talking to a social worker, or talking to friends or family about government services.



PROMOTE QUITLINE SERVICES

OUR CHALLENGE:

28.3 million adults, or approximately 12 in 100 Americans, **smoked cigarettes** in 2021, and more than 16 million Americans live with a smoking-related disease.⁷

OUR IMPACT:

Rescue Agency worked with the nation's **largest and most renowned cessation service providers** across the country to increase quitline enrollment.*

With work in the following states, our campaigns have driven significant enrollment increases across the country:



UTAH

126% year-over-year (YoY) increase in enrollments

PENNSYLVANIA

20% YoY increase in enrollments

RHODE ISLAND

269% YoY increase in enrollments

KENTUCKY

122% YoY increase in enrollments

ILLINOIS

142% YoY increase in enrollments

HAWAI'I

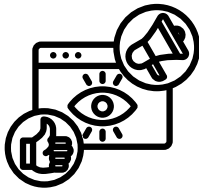
86% YoY increase in enrollments



**Our campaigns attained remarkable results by targeting audiences with the highest smoking rates, maximizing the potential for change.*

HOW WE MEASURE THE IMPACT OF OUR CAMPAIGNS

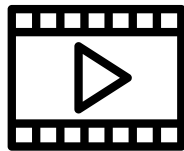
When evaluating the impact of our programs, we use a combination of media metrics, including:



Impressions



Website Clicks



Video Completions

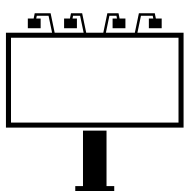


Views

For many campaigns, we gain deep insights into the programs' efficacy by conducting

Post-Evaluation Research

We also measure audience consumption, interaction, and amplification of content across various channels, such as out-of-home advertising, radio, digital advertising, paid and organic social media, and websites.



EMPOWERING THE NEXT GENERATION OF CHANGE AGENTS



EMPOWERING THE NEXT GENERATION OF CHANGE AGENTS



Rescue Agency's youth engagement model, **Evolverment**, empowers high school students to fight for healthier futures for themselves, their peers, and their communities.

15,000+ Teens

have been involved in youth advocacy since 2010 in

VIRGINIA • NEW MEXICO • OKLAHOMA



Teens are trained in:

- Leadership
- Policy change
- Health education
- Skill building

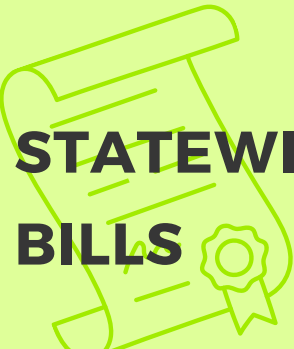
They've successfully

CHANGED POLICIES to:

- Update tobacco retail laws
- Educate communities about the dangers of hookah
- Increase access to healthy foods and physical activity in schools



The Highlights



2 STATEWIDE BILLS

VIRGINIA'S 100% COMPREHENSIVE TOBACCO-FREE AND E-CIGARETTE-FREE SCHOOLS BILL

NEW MEXICO TOBACCO PRODUCTS ACT



11 CAMPAIGNS


RECOGNIZED IN THE

CDC BEST PRACTICES FOR YOUTH ENGAGEMENT GUIDE



32,000+

VOLUNTEER HOURS



2 KEY DECISION-MAKER MEETINGS WITH SCHOOL ADMINISTRATORS, MAYORS, COUNCIL PEOPLE

6

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4

YOUTH ADVOCATE OF THE YEAR AWARDS

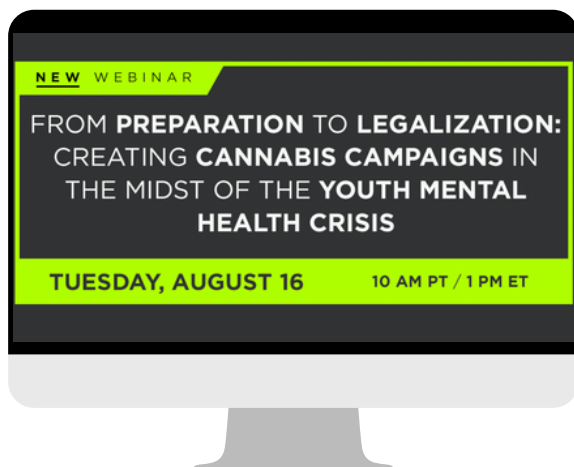
CREATING A CULTURE OF IMPACT & EQUITY



CREATING A CULTURE OF IMPACT & EQUITY

Sharing Our Knowledge

Complimentary Webinar Series for Public Health Practitioners



10,000

Public health participants

50

Different organizations participated

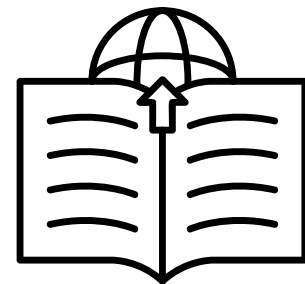
8

Urgent health communications topics covered

6 Published Research Papers

Topics include:

- Tobacco use prevention
- Nutrition education
- Obesity prevention



1. "Reach, Receptivity, And Beliefs Associated With the Fresh Empire Campaign to Prevent and Reduce Cigarette Use Among Youth in the United States." *American Journal of Health Promotion*
2. "This Free Life Campaign: Increasing Intention to Quit Among LGBTQ+ Young Adult Nondaily Smokers in Minneapolis." *Tobacco Use Insights*
3. "Discrimination, Identity Connectedness and Tobacco Use in a Sample of Sexual and Gender Minority Young Adults." *Tobacco Control*
4. "Unpacking Cigar Product Familiarity and Terminology Among Black and Hispanic Youth: It's All About Blunts." *International Journal of Environmental Research and Public Health*
5. "Psychographic Segmentation to Identify Higher-Risk Teen Peer Crowds for Health Communications: Validation of Virginia's Mindset Lens Survey." *Frontiers in Public Health*
6. "Swap Up Your Meal: A Mass Media Nutrition Education Campaign for Oklahoma Teens." *International Journal of Environmental Research and Public Health*

Encouraging Community Impact Through Rescue Takes Action (RTA)

\$2 to \$1

Matching from Rescue Agency

\$106,832

donated to 100+ community organizations

Hundreds of hours of employee volunteering

- Supporting a sensory garden for people with disabilities
- Assembling over 400 reproductive health kits
- Planting trees
- Contributing to a soup kitchen



B Corp Partnership

For our annual client and employee gift, individuals had the option to either select a physical gift from **B Corp Gifts for Good** that contributed to a special cause or donate their gift to one of the many deserving charities in need.



Using Equitable Hiring Practices



As a company built on serving a wide range of communities, diversity is core to who we are. Our hiring practices are based on merit and potential contribution to our work, and we are proud to have a diverse workforce, from our interns to our senior leadership team.

10,000

job applications received

100

hires onboarded

25%

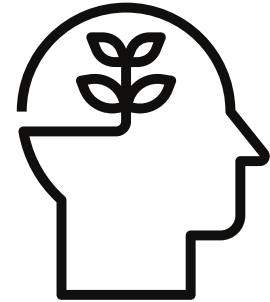
of hires identified as female

50%

job hires were from a minority group

Enhancing Employee Learning & Development

We believe employee growth is tied to the company's and our clients' success. We grow our team's skills through an all-staff Learning and Development program **RescUniversity**. An internally led **Manager Monthly series** supports our leaders and their teams. Departments also conduct skill-specific training, so our teams are constantly leveling up.



All-Staff Learning Experiences

The Way We Work

Elevating Presentations

Tech Takeovers

Excel Masterclass

Financial Literacy

Manager Monthly Series

Collaboration Via Productive Conflict

How to Handle Difficult Conversations

Effective and Inclusive Meetings

The Power of Self-Reflection

How to Provide Good Feedback

Making Parental Leave More Equitable



In 2022, Rescue partnered with a paid parental leave company to tackle state-specific leave inequities and provide 12 weeks of paid leave for ALL new parents. Furthermore, employees with children can access a coaching program for guidance and support on various parenting matters.

CONTRIBUTORS

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Joanna Weiner

REFERENCES

¹ [World Health Organization](#)

² [CDC National Center for Health Statistics](#)

³ [Monitoring the Future Study, NIDA](#)

⁴ [USDA Economic Research Service](#)

⁵ [FDA Annual National Youth Tobacco Survey](#)

⁶ [Trends in U.S. methamphetamine use and associated deaths](#)

⁷ [CDC Smoking and Tobacco Use](#)