



2020

RESCUE AGENCY

IMPACT REPORT



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“While each of us had good days and bad, whenever one of us needed it most, someone would show all of us how to hustle, own it, and make a difference together.”

2020. It was the year the world will forever remember public health taking center stage.

We started the year with optimism. Our campaigns supported innovative programs across tobacco control, nutrition and obesity prevention, substance misuse and mental health education, and stigma reduction.

In mid-February, we hosted our third biennial Agents of Change Summit, bringing over 700 public health leaders and luminaries together to chart paths towards accelerated and improved health outcomes. The CDC, FDA, Gates Foundation, Planned Parenthood, and Code for America joined us alongside Google, Facebook, Twitter, Snapchat, and more. Fast Company, Forbes, Kaiser Health, and the Stanford Social Innovation Review helped lead and document the conversations. We very literally put public health on stage just weeks before all of us were about to gain an entirely new appreciation for its importance.

Murmurs about the spread of COVID-19 turned into urgent, world-stopping safety protocols overnight. We walked alongside each and every client to transition our programs to the new reality. We moved productions from on-set to online. Our digital expertise was suddenly our lifeline. As the COVID-19 crisis escalated, our mission of making healthy behaviors easier and more appealing became more important than ever. The virus magnified every underlying health issue: chronic disease management, lung health, proper nutrition, food insecurity, substance misuse treatment and mental health support.

Problems surrounding health access and racial disparities took center stage, with the Black Lives Matter movement colliding directly with our work. We took immediate action to create a Justice Equity Diversity and Inclusion (J.E.D.I.) committee, and we still have more work to do.

Not only did our original campaign plans and team continue with strength throughout 2020, they evolved and thrived amidst new demands. Our people truly lived our values. While each of us had good days and bad, whenever one of us needed it most, someone would show all of us how to hustle, own it, and make a difference together.

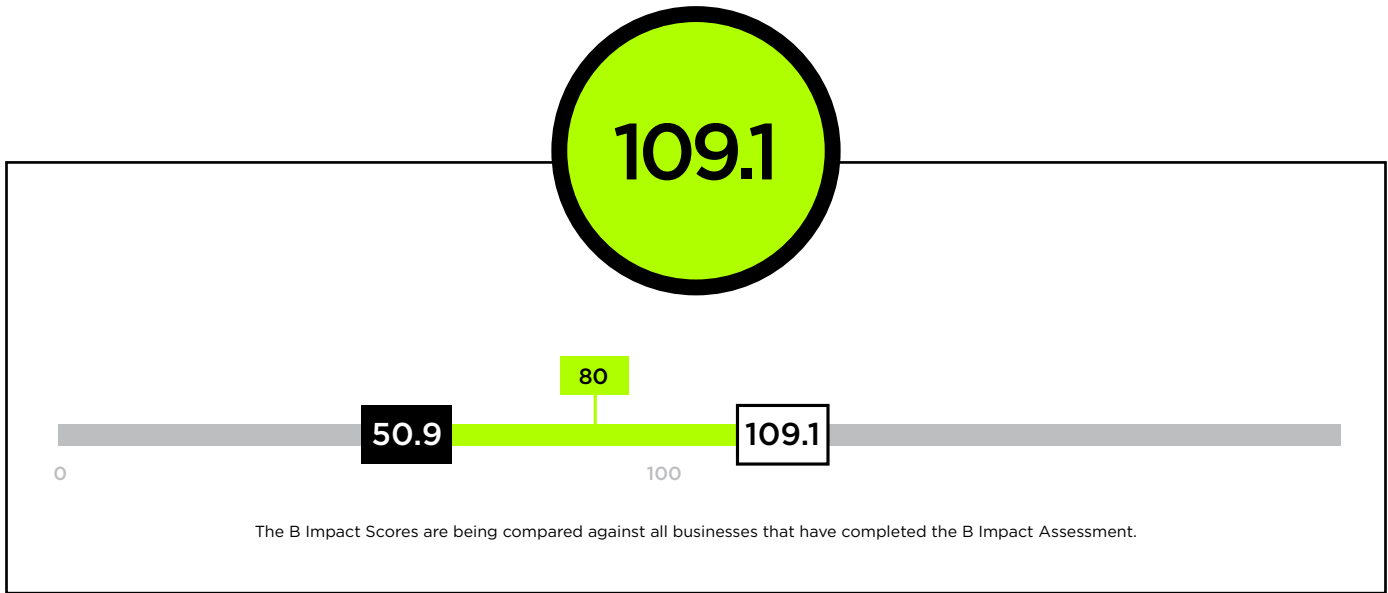
This report, too, has taken on new life. We hosted an all-staff meeting to share stories of our impact in 2020. We see that our mission is bigger than the campaigns we lead. We've tried to better capture the context and breadth of our impact. We still hope to do even more.

- Kristin Carroll, CEO




OUR IMPACT

Since our initial certification in 2014, we've worked hard to evolve and improve as the B Corp standards have evolved and strengthened accountability measures as well.



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

IMPACT BY THE NUMBERS

The footprint of our campaigns has grown in size and breadth over the last several years. It's exciting to look across the 52 campaigns we worked on in 2020 to see the collective impact, which is much more powerful than any single campaign on its own. In 2020, our health-focused campaigns delivered:

1,407,141,039 IMPRESSIONS


52 CAMPAIGNS
CREATED ACROSS
OVER A DOZEN
HEALTH TOPICS

NATIONWIDE
AND IN
27
STATES

30,598,349
PEOPLE ENGAGED ON SOCIAL

This number reflects an aggregate number of people reached for each brand on Facebook/Instagram.

153,781,211 TOTAL ENGAGEMENTS*


 [Redacted] Five years tobacco free thanks to this program!
Like · Reply · Message · 9w


 Author
Hawai'i Tobacco Quitline Hi Peter, we're thrilled to hear that you've had success with our program! Congratulations on being tobacco-free. Would you mind sharing what you liked about your experience with the Hawai'i Tobacco Quitline?
Like · Reply · Commented on by Sprout Social [?] · 9w


 [Redacted] I really liked the phone calls from the quitting coach. Having someone call and check in with me really helped. Being able to vent your frustrations and concerns played a major part in staying on track. The patches worked best for me.
Like · Reply · Message · 9w


 Author
Hawai'i Tobacco Quitline [Redacted] Thanks for sharing your story! If you know anyone who is ready to start their quit journey, have them give us a call at 1-800-QUIT-NOW or visit our site: <https://bit.ly/3lrZGZ8>. Mahalo!


 [Redacted] peanut butter toast sandwich with banana, dry oats, and honey! 😊
Like · Reply · Message · 23w

 Author
CalFresh Healthy Living ✓ Yum! That sounds delicious, Michelle.
Like · Reply · 22w

 [Redacted] Se ve DELICIOSO 😊😊😊
Like · Reply · Message · See Translation · 24w

 Author
CalFresh Healthy Living ✓ Saben riquísimos. Encuentra la receta aquí: <http://bit.ly/2AE7kKr>
Like · Reply · See Translation · 23w

 [Redacted] This is very important and everyone needs to know this, get educated before doing anything like this

 **lacedandlethal**
[Redacted] Absolutely!
Having naloxone and knowing how to administer can save a life.

*This number includes engagements that indicate our audience is consuming media content as well interacting and amplifying the campaign. Engagements include video/GIF completions, link clicks, photo views, saves, reactions, poll votes, story opens, swipe-ups, comments, shares, and page likes.

ABOUT US

Rescue makes healthy behaviors easier and more appealing across a broad range of audiences, topics, and accounts.

17

DIVERSE AUDIENCES

Ethnicity/Race

American Indian or Alaska Native
Asian/Pacific Islander
Black/African American
Latino/Hispanic

Language

Non-English Speaking
Spanish
Chinese
Russian
Vietnamese

Lifestage

Pregnant Women
Youth 12-17
Young Adults 18-25

Sexual Orientation

LGBT

Other

Low SES
Mental Health
People with Disabilities
Older Adults

12

HEALTH TOPICS/ BEHAVIORS



Tobacco + Vaping



Alcohol



Opioids



Marijuana



Sexual Health



Mental Health



Nutrition



Physical Activity



Early Childhood Development



Maternal Health



Food Insecurity

30+

LOCAL, STATE AND FEDERAL ACCOUNTS

American Lung Association
Blue Cross Blue Shield of Kansas
Blue Cross Blue Shield MN
CA Dept. of Public Health
CA Dept. of Social Services
CO Dept. of Human Services
CT Dept. of Health
First 5 Los Angeles
Georgia Department of Behavioral Health and Developmental Disabilities
HI Community Foundation
Idaho Public Health District
KY Dept. of Public Health
LA County
Maryland Department of Health
National Jewish Health
NE Health & Human Services
NM Dept. of Health
NC Health & Human Services
OK Tobacco Settlement Trust
PA Health & Environmental Ctrl.
Philadelphia Department of Health
Prevention First
San Diego Unified School Dist.
Southern Nevada Health District
United South and Eastern Tribes
U.S. Dept. of Veterans Affairs
U.S. Food and Drug Admin.
VA Foundation for Healthy Youth
VT Dept. of Health
Washoe County Health Dept.

OUR INCREDIBLE CLIENT PARTNERS

At Rescue Agency, we had a broad range of accounts with a specific focus on improving health outcomes among specific populations. We're proud of our strong client retention and partnerships with public health agencies across the country.

**AVERAGE CLIENT TENURE =
5 YEARS**

We are fortunate to boast many long-term client relationships over the years.

25%

OVER 10 YEARS

14%

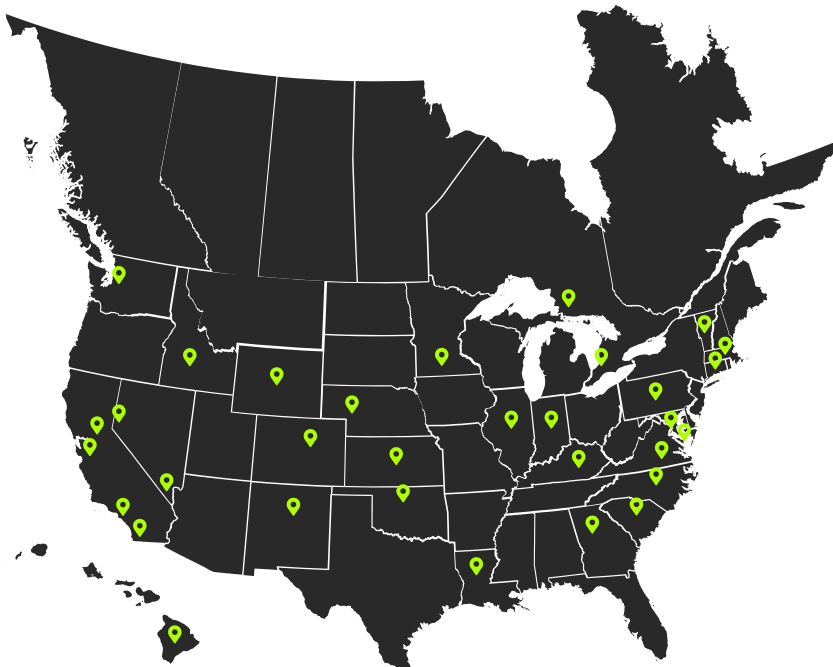
5-9 YEARS

61%

1-4 YEARS

FUN FACT

Rescue Agency is still working very closely with our very first client, the Southern Nevada Health District (SNHD). We signed our first contract with SNHD in 2001.



HEALTH CHALLENGES WE TACKLE



TOBACCO CONTROL

In 2020, Rescue continued its almost 10-year partnership with the FDA's Center for Tobacco Products. Our new work involved developing a tailored vaping prevention campaign for American Indian and Alaska Native teens. We also continued working on multicultural and LGBTQ+ tobacco prevention and cessation interventions. These campaigns largely focused on shifting attention to new challenges, such as growing health disparities, the rise of vaping rates among teens, and the increased rates of little cigars and cigarillos (LCCs) for multicultural teens. Evaluation reports of past campaign work showed that we successfully reached priority populations through targeted paid media and relevant messaging.



VAPING PREVENTION

In 2020, National Youth Tobacco Survey data demonstrated that nearly 3.6 million youth were still vaping. While great progress has been made in vaping prevention since 2018, the epidemic has increased stress and anxiety among teens, possibly leading to increased use of substances like nicotine. The vaping industry continues to release products that are highly attractive to teens, like disposable Puff Bars with teen-friendly flavors such as "OMG" and "Blue Raz." They also continue to target teens with their marketing by using fun and youthful imagery as well as paying young social media influencers to disseminate their pro-vaping messages.

Behind the Haze, our ready-made campaign format, was specifically designed so communities could quickly deploy research-driven campaigns educating teens of scientifically proven risk factors. Messages focused specifically on lung health and respiratory illness at a time when youth were increasingly motivated to reevaluate their vape use due to increased susceptibility to viruses.



Behind the Haze At-a-Glance

- Informed by 56 focus groups and interviews across 7 states
- As of 2020, active in 13 states across the country
- Reached 3,140,765 teens over the course of a year



CESSATION

As tobacco use rates for adults have decreased over time, the remaining tobacco-using populations have become more fractured, requiring more distinct strategies, messages, and campaigns to make a measurable difference. Effective strategies to reach low-income, pregnant women, Medicare recipients, those with behavioral health issues, and more are critical as tobacco use continues to become more concentrated with these groups.

To further our efforts within cessation, Rescue continued to remain at the forefront of cessation efforts, particularly with youth, allocating resources, strategies, and a heightened focus to develop quit service solutions to teens. Based on a recent study conducted by the Journal of American Medical Association Pediatrics, 45% of teens who vape want to quit but many don't feel ready for formal individualized support (Smith, et al. "Intention to Quit Vaping Among United States Adolescents." JAMA Pediatrics, 2020). Rescue led the following initiatives this past year to advance youth cessation efforts nationwide:



In 2020, National Jewish Health partnered with Rescue to develop the first marketing campaign for its new teen vaping cessation program, MLMQ, which is now being implemented in a dozen states. As a result of this partnership, Rescue's collaboration and media strategies helped drive over 212 youth-based enrollments this past year.

Rescue built and launched a new, 5-week social media-based teen cessation program called "Quit the Hit" in partnership with UCSF and Hopelab. This quit program provides teens with a socially connected platform on Instagram that is designed to engage and empower each other to quit vaping. Within the 5-week intervention, teens actively participate with a group facilitator, various influencers and peers who motivate and inspire them to become and stay vape-free.

OUR VALUES

- 1 - We believe that everyone deserves a personalized quit plan.
- 2 - We believe in celebrating small wins on the road to quitting.
- 3 - We believe in no stigma or shame - ever.
- 4 - We believe in sitting with the darkness when we need to.
- 5 - We believe that only you can decide if you're ready to quit vaping.
- 6 - We believe that helping others is a huge way to give back and stay motivated.

PROGRAM CALENDAR

1	2	3	4	5	6	7
8	9	10	11	QUIT DAY	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MY PROGRESS CARD

Each day counts. Mark off each day of the program (Days 4-30) that you DELAY your first hit or DON'T VAPE at all.

4	5	6	7	8	9
11	QUIT DAY	13	14	15	16
18	19	20	21	22	23
25	26	27	28	29	30

Build quit skills through practice. Mark off each activity you complete. By Day 30, aim to have completed each square.

REACHED OUT FOR SUPPORT	TRIED A BEHAVIORAL PRACTICE	MOVED MY BODY	TOOK A WALK AS A BREAK	GET THROUGH A CRAVING
REGISTERED	ASKED A TRIGGER	REACHED OUT FOR SUPPORT	CELEBRATED MYSELF	TRIED A NEW COPING STRATEGY
CELEBRATED MYSELF	GET THROUGH A CRAVING	ASKED A TRIGGER	TRIED SOMETHING CREATIVE	COMPLETED MY QUIT KIT

Impact of Cessation Programs

- Drove **6,130 enrollments** in quitlines across 3 states, double-digit increases
- Gained 212 youth-based enrollments in MLMQ cessation program
- Over 300 youth have participated in innovative Instagram-based cessation groups



SUBSTANCE USE PREVENTION + EDUCATION

2020 has not only been deemed the deadliest year in American history, but also a dangerous and deadly year for substance use (*Addiction Center*). 2020 witnessed an increase in fatal overdoses across the U.S., driven in large part by synthetic opioids (*CDC*). Multiple data sources also suggest that substance-related addiction rates have increased to cope with the mental and emotional trauma of COVID-19-related isolation.

Rescue expanded its work in substance misuse prevention and treatment promotion considerably in 2020 to meet this increased need. This includes multiple efforts to prevent fentanyl-related overdose deaths, reduce the rise in methamphetamine use, address problematic alcohol drinking patterns, and promote treatment for substance use disorder. In total, during 2020, Rescue worked in Nevada, Vermont, Illinois, California, Georgia, Washington, Maryland, New Mexico, Wisconsin, and Bermuda to deliver behavior change programs tackling marijuana, alcohol, and stimulants. We also supported opioid misuse prevention nationally through the U.S. Department of Veterans Affairs.

To urgently address this crisis, Rescue's People's Opioid Project initiative provides evidence-based content informed by 40+ focus groups from rural, suburban, and urban locations to partners at a reduced cost and timeline required for original campaigns. This campaign is built on a foundation of communications research in opioids use and misuse. Rather than use scare tactics or creative for the sake of being creative, Rescue's substances work, including People's Opioid Project, delivers specific messages that target knowledge, attitudes, and/or beliefs (KABs) that are associated with a diverse range of substance use behaviors covering risk education, responsible medical use, stigma reduction and treatment.



Heard of the opioid epidemic?

[Learn More](#)

Alternative Paths to Healing

Protect Yourself, Follow the Warnings





NUTRITION, OBESITY PREVENTION & FOOD SECURITY

Our work promoting healthy eating and physical activity continued as nutrition assistance support became more urgent than ever throughout the COVID-19 pandemic. Before the start of the pandemic, the overall food insecurity rate had reached its lowest point since it began being measured in the 1990s, but the pandemic upended those improvements. Feeding America estimated that 45 million people (1 in 7), including 15 million children (1 in 5), might have experienced food insecurity in 2020.



Across California, Colorado, Virginia, and Oklahoma, as well as nationally in partnership with Cooking Matters, our nutrition education programs continued while our direct education and statewide days of action moved from in-person to online. Our programs:

- ✓ Expanded to help teen audiences make good food choices they can control.
- ✓ Trained government agencies to use social media and digital platforms to reach audiences they previously would have met with in person.
- ✓ Helped reimagine and educate families and partners on what direct education and cooking classes could look like by building an improved web interface for families across the country.
- ✓ Supported Social Service departments in making those who were eligible for emergency nutrition assistance programs aware of these services. This included food benefits for school-aged children who typically received free or reduced price lunches when school was in-person, in addition to general food benefits for low-income families and individuals to get access to healthy food.

Special Olympics launch highlighted on the TODAY Show

After formative research in 2019, Special Olympics teamed up with Rescue and WWE to create [School of Strength](#), an online fitness program for individuals with intellectual disabilities and their caregivers. On the morning School of Strength launched, TODAY Show viewers got a preview of the free workout video series led by [WWE](#) superstar Becky Lynch and Special Olympics athletes while Al Roker showcased the website, fitness tracker, and healthy recipes.

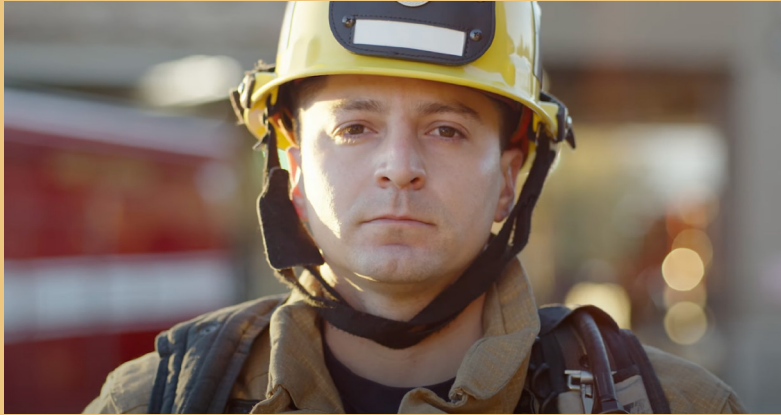




MENTAL HEALTH & SUICIDE STIGMA REDUCTION




In 2020, we were tasked with developing a campaign that addressed the mental health impacts of COVID-19 for communities of color, families with school-aged children, transitional age youth (TAY), and older adults. With the goal of understanding how best to support teens' mental health and mental wellness during COVID-19, we conducted virtual focus groups with San Diego teens ages 14-17. We discovered valuable insights into how the pandemic has affected teens' mental health and wellness and what barriers and motivators they value to manage their mental health during COVID-19.

We also forged ahead on overarching mental health stigma reduction and suicide prevention work as part of our campaign "It's Up to Us". We developed specific, tailored trauma-informed creative across various channels. The primary campaign encouraged suicide prevention messaging, focusing on important conversations and steps that can help people find support and support the loved ones around them who need it the most.



MASK YOUR FACE, NOT YOUR FEELINGS

"Mask Your Face, Not Your Feelings" went live in December 2020, and **addresses the mental health impacts of COVID-19 towards disproportionately affected communities and groups.** The target audience for this campaign is adults (18-75) in San Diego County and parents of teens and young adults. The campaign emphasizes the mental health implications from the pandemic and provides a sense of hope that we can overcome these hard times together, through proper support and resources.

	ACCESS & CRISIS LINE (888) 724-7240 7/24
	LIVE CHAT Available Mon-Fri 4pm - 10pm
	RESOURCES Helpful Links & More

RESEARCH THAT INFORMS AND EDUCATES

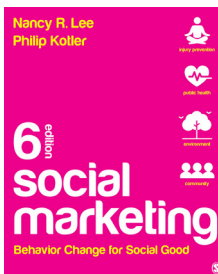
In March of 2020, we had to quickly pivot from in-person data collection to remote data collection due to COVID-related travel restrictions and social distancing measures. We knew that the diverse, vulnerable, and harder-to-reach audiences we typically serve were at higher risk for and disproportionately affected by COVID. It was important for us to hear what they had to say and learn from their experiences to develop effective audience-centric programs to support them. Throughout the year, we completed:

- 35 qualitative research studies in 2020
- 101 focus groups
- 396 in-depth interviews
- 14 survey studies with over 6,100 participants
- Across 11 states and nationwide

Research topics varied widely, including substance use and abuse (alcohol, cigarette, chew, nicotine vape, marijuana, opioid, prescription drugs, stimulants); nutrition and physical activity; and mental health. Research participants included teens (13-18 years old), young adults (18-21 year old), pregnant and breastfeeding women, LGBTQ+, socio-economically disadvantaged individuals, as well as individuals who experience mental health issues.



Rescue’s in-house research scientists moderate their own focus groups in English and Spanish, and apply proprietary methods to segmentation studies, peer crowd research, and non-traditional recruitment to ensure the inclusion of truly at-risk and hard-to-reach participants in each of our research studies.



In his 2019 textbook, *Social Marketing: Behavior Change for Social Good (6th Ed.)*, Philip Kotler—“The Father of Modern Marketing”—uses a Rescue tobacco education campaign as an example of insightful media research to effectively target hard-to-reach, multicultural audiences.




Peer crowd-based targeting in E-cigarette advertisements: a qualitative study to inform counter-marketing

Minji Kim, Sarah Olson, Jeffrey W. Jordan and Pamela M. Ling

ENGAGING & INSPIRING YOUNG PEOPLE

For well over a decade, Rescue has led youth engagement programs across states and school districts. Programs have supported tobacco prevention, improving nutrition, creating healthy air for all, and student programs and tutoring for at-risk teens. In 2020, our experience connecting with and supporting teens became even more valuable as schools abruptly went virtual, leaving schools scrambling and students looking for ways to connect.

	<p>Evolvement® is a national award-winning movement empowering teens to work toward meaningful change. As active participants in various advocacy campaigns, Evolvement youth have shown that their time, talent, and voices can have a powerful impact on health in their communities.</p>
	<p>IMIN represents everything San Diego Unified High School students can do outside school hours like sports, music, art, dance, leadership, community service and other passions students are interested in. When students participate in IMIN, grades improve, interests blossom, and new futures are created.</p>
	<p>Y Street is the Virginia Foundation For Healthy Youth's award-winning volunteer initiative for high school students. Through obesity, tobacco, and e-cigarette use prevention efforts, students work to make Virginia healthier for everyone.</p>

YOUTH ENGAGEMENT BY NUMBERS

<p>Almost 1,000 participating high schools across 2 states and 1 county.</p> <p>1,000</p>	<p>109 STUDENT LEADERS</p> <p>participated in leadership training programs to learn public speaking skills and policy change best practices and led school and community events.</p>	
<p>3,455 high school students participated in student advocacy, leadership, and tutoring programs.</p>	<p>180</p> <p>Our programs offered 180 student scholarships and awards.</p>	<p>OVER 700</p> <p>virtual tutoring sessions provided to students.</p>
<p>10,616 HOURS</p> <p>Students contributed 10,616 hours of community service worth \$288,755.20 to their local community.</p>		

HIGHLIGHTS THROUGHOUT THE YEAR

January 23, 2020

Y Street Leadership Team (YSLT) members met with their state and local elected officials to inform their representatives about their work on the Share The Air and Rev Your Bev campaigns and to thank those representatives that supported the 24/7 Comprehensive Tobacco-Free Schools bill.



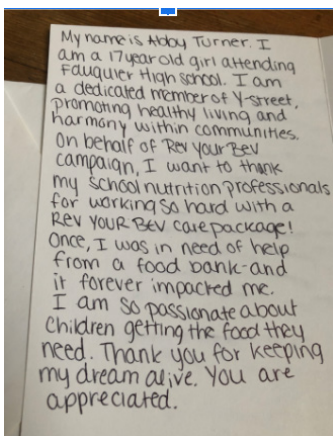
January 28, 2020

Evolverment High School Members joined the capital meeting with legislators and spoke at a press conference on the need for tobacco retail licensing. In March 2020, tobacco retail licensing was signed into a law.



February 10, 2020

On February 10, 2020, Evolverment youth participated in ACSCAN's Day at the Capitol. Youth spoke on a panel and built awareness for tobacco control policy efforts.



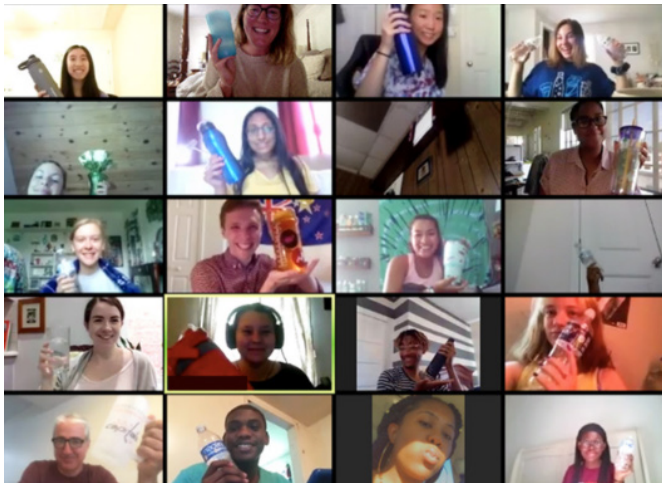
May 3 - 9, 2020

For National Drinking Water Week, May 3-9, 2020, VFHY, Rev Your Bev, and Y Street joined together to celebrate water and recognize school nutrition staff and volunteers across Virginia for their hard work and concerted effort in providing free meals to kids and families during school closures.

HIGHLIGHTS THROUGHOUT THE YEAR

July 2020

Rescue kicked off Y Street's new virtual platform by bringing together a dynamic group of 37 youth leaders at Y Street's first-ever Pre-Summit and Virtual Y Street Leadership Team (YSLT) Summit in July 2020.



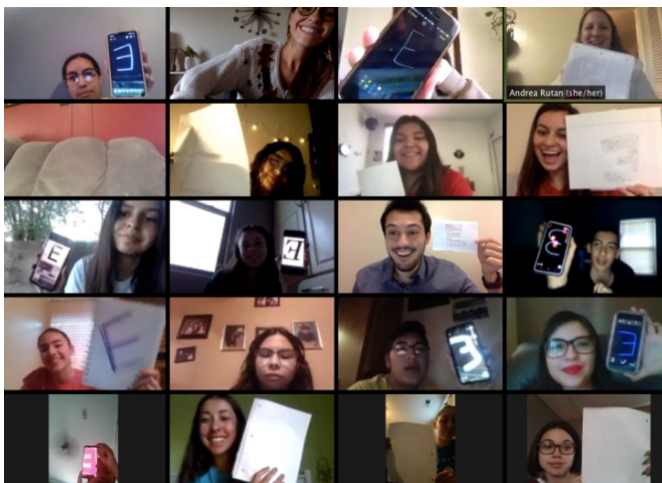
July 2020

Rescue kicked off Evolvement's first-ever virtual leadership team summit. Twenty-eight youth leaders participated in July 2020.



Fall 2020

We partnered with 17 high schools across New Mexico, training 220 youth in an interactive virtual platform.



December 17, 2020

A virtual press conference hosted on Facebook live was held December 17, 2020 to celebrate the Tobacco Products Act going into effect on January 1, 2021, which requires all tobacco retailers to obtain a license in New Mexico. Evolvement students spoke at the event among other community leaders like New Mexican Representatives Liz Thomson and Joanne Ferrary who sponsored the bill and New Mexican LT. Governor Howie Morales.



POLICY WINS PROTECTING MILLIONS

VIRGINIA FOUNDATION FOR HEALTHY YOUTH : 24/7 Tobacco Free Schools Campaign

Challenge: While school districts in Virginia were required to have tobacco-free policies, many were out-of-date or included loopholes that inadequately covered new tobacco products and often allowed tobacco use after school hours. As a result, youth were exposed to new products and tobacco during school events, increasing the perception that tobacco is acceptable and the likelihood that they will try smoking themselves.

Program and Results: Beginning in 2014-2015 in Virginia, Rescue created a student-led policy change effort. They collected 35,000 school assessments then gathered 2,000 support cards for a statewide school policy change. Students conducted over 97 school board meetings, 113 principal meetings, 40 legislator meetings and hosted 5 Days of Action between 2016-2019. Twenty-three schools voluntarily adopted a new, comprehensive school policy before House Bill 2384 and Senate Bill 1295 were passed on July 1, 2019. Schools statewide were required to adopt a new policy by July 19, 2019 prohibiting anyone from using or distributing any tobacco products, including e-cigarettes and chew, on school buses, school property, and on-site and off-site school-sponsored activities, protecting 1,200,000 students from tobacco products on campus.

As a result of this 2019 policy win, our long-time partner Virginia Foundation for Healthy Youth (VFHY) and Y Street were honored in the 2020 CDC’s Best Practices User Guide “Youth Engagement in Tobacco Prevention and Control”. Since 2004, Y Street Leadership Team and youth members have spearheaded 11 campaigns that have educated key decision makers like legislators, community members, and school administrators to impact policy change.

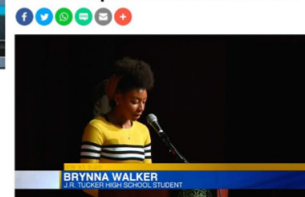


VA passes toughest tobacco ban at schools



Virginia schools to be tobacco free

'Virginia's a leader': Gov. Northam signs bill to make public schools tobacco-free



NEW MEXICO DEPARTMENT OF HEALTH & TOBACCO USE PREVENTION AND CONTROL PROGRAM: No Minor Sale

No Minor Sale was created alongside the New Mexico Department of Health to protect young people from illegal access to tobacco products. Although the law prohibited tobacco retailers from selling tobacco to minors, roughly 15% of tobacco retail stores illegally sold tobacco to minors from 2017–2018.

Research overwhelmingly shows that restricting youth access to tobacco decreases use and reduces their likelihood of becoming established tobacco users. Nearly 9 in 10 tobacco users start before age 18, making youth tobacco prevention one of the single most powerful strategies to reduce tobacco use and improve health.

Since the No Minor Sale Campaign began in Fall 2017, Evolvement high school students and adult volunteers collected over 6,500 handwritten messages of support from residents of 177 different New Mexico localities, and 31 of 33 New Mexico counties have been collected to end the illegal sale of tobacco products to New Mexico youth and for statewide tobacco retail licensing. Evolvement students educated their communities, built partnerships across the state and spoke to legislators. During the 2020 session, 20 youth-led legislator meetings were held. In partnership with American Cancer Society, American Heart Association and American Lung Association, Evolvement youth leading the No Minor Sale initiative contributed to a major policy change.

On March 5, 2020, New Mexico Governor Michelle Lujan Grisham signed into law the Tobacco Products Act, which increases the state minimum legal sales age of tobacco products, including e-cigarettes, to 21. The Tobacco Products Act also contains licensing requirements for New Mexico tobacco retailers, manufacturers, and distributors. On January 1, 2021, the Tobacco Products Act went into effect in New Mexico.

In December 2020, Lieutenant Governor Howie Morales, state legislators, the Alcoholic Beverage Control Division and Evolvement high school youth advocates gathered to mark this significant public health victory. New Mexico will now know where all tobacco products are being sold and be able to hold tobacco retailers, manufacturers, and distributors accountable.



“As a program, we fought for the passing of tobacco retail licensing for tobacco products to provide accountability and assurance that the illegal sale of tobacco to minors would significantly decrease... The passing of the tobacco retail licensing bill was a major success in youth activism within New Mexico. It showed that together, the youth can do great things when we voice our opinions and spread awareness.”

- Clayton R., Portales HS



AGENTS OF CHANGE

SUMMIT 2020

In 2020, Rescue produced its third biennial Agents of Change Summit bringing together over 700 leaders and luminaries in the fields of public health, media and technology. The **#AOCs20** mindset was breaking the behavioral silos with programs for the complexity of life. This impactful approach allowed for two days of exploring and applying the latest innovations for health behavior change across some of our nation's most pressing health issues in these key topic areas:



TOBACCO PREVENTION & CESSATION



OBESITY PREVENTION



OPIOID MISUSE & PREVENTION



ALCOHOL, MARIJUANA & OTHER SUBSTANCES



SEXUAL HEALTH & FAMILY PLANNING



MATERNAL HEALTH & EARLY CHILDHOOD DEVELOPMENT

The event was home to:

- 700+ Change Agents
- 4 informative panels
- 20 impactful keynotes
- 79 evidence-based breakout presentations

DAY ONE focused on the Science of Change and explored public health best practices, including pathways to change, designing movements, and reaching at-risk audiences. We discussed how to align public health and medical communities, remove obstacles and barriers to change, and measure impact. Case studies, stories, and real-life examples were featured in the sessions.

DAY TWO focused on the Technology of Change by exploring how to navigate the changing digital world. Experts shared how messages spread online, what we can learn from big data, and how to use digital tools to measure behavior change.





KEYNOTE SPEAKERS

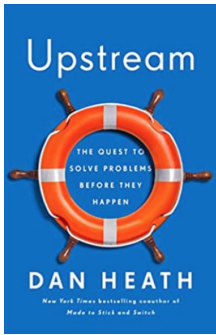
Senior leaders from the following progressive, cutting-edge organizations led keynote conversations that inspired thought-provoking breakout sessions.



MEDIA PARTNERS



FEEDBACK FROM THE PUBLIC HEALTH COMMUNITY



“I really enjoyed Dan Heath and his Upstream presentation. This is exactly why I got into public health! I also really enjoyed Jud Brewer. His presentation on mindfulness and related interventions and applications was innovative and thought-provoking and could be used with a variety of health topics.”





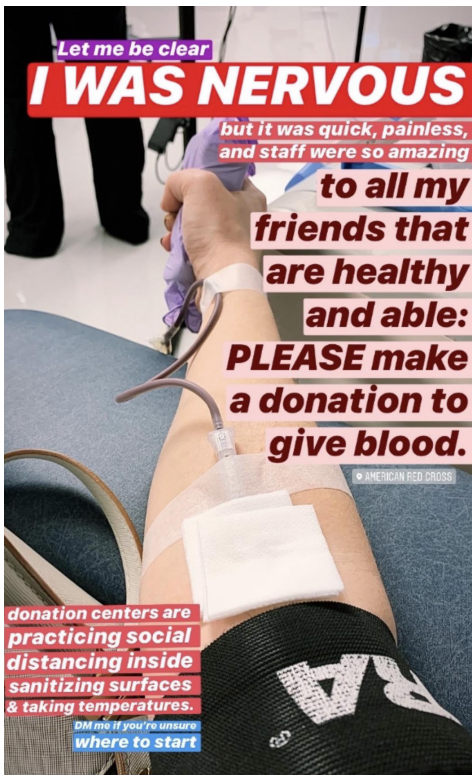
Inspired by our team who is passionate about making an impact on so many important issues, we created the Rescue Takes Action program in 2017, to encourage community engagement, volunteerism and giving. With Rescue Takes Action, the agency has put a framework behind our team's efforts and is helping our team connect us directly to the various audiences we serve through our marketing campaigns.

DONATING FUNDS

Rescue donations coupled with the employee giving and our 2 to 1 matching program contributed **\$94,867** to **134** organizations across the country. Since the program's inception, Rescue has collectively contributed almost **\$335,000** to organizations who support causes we care about.

The following represents just a **subset** of the organizations we contributed to in 2020:

- | | | |
|---|---|---|
| All In Challenge | Innocence Project | Redeemer Center for Life |
| Alliance for Global Justice | Jacqueline Rush Foundation | Restaurant Workers' Community Foundation |
| Arts Quest | Know Your Rights Camp | San Diego Food Bank |
| Ballard Food Bank | LA Food Bank | Smiles on Wings |
| Beit El Baraka | Lakota Law Project | Stand Up For Kids |
| Black Girl Ventures | Latino Community Foundation | Strikes Spares and Splits |
| Black Girls Code | Legal Voice | Susan G Komen |
| Black Lives Matter Global Network | Leukemia & Lymphoma Society | The Bail Project |
| Black Mental Health Alliance | LGBT Community Center | The Center for Popular Democracy |
| Black Women's Health Imperative | Make-A-Wish | The Collective Education Fund |
| Brotherhood SisterSol | Malala Fund | The Committee to Protect Journalists |
| California Bicycle Coalition Education Fund | Marsha P Johnson Institute | The Fund for Sarah Lawrence |
| Campaign Zero | Meals on Wheels America | The Intercept |
| Charity Water | Movement for Black Lives | The National Domestic Workers Alliance |
| Chicago Community Bond Fund | My Block, My Hood, My City | The Representation Project |
| Community Creative Center | NAACP Programs | The Sentencing Project |
| Cool and Dope | National Alliance for Filipino Concerns | Tides Center Philanthropic Initiative for Racial Equality |
| COVID-19 Solidarity Response Fund | National Women's Law Center | Transgender Law Center |
| Creative Justice | Native American Heritage Association | UE Research and Education Fund |
| DC Central Kitchen | Native Hope | Unbound |
| Defenders of Animal Rights | NCBCP | Unicorn Riot |
| Doctors Without Borders | NDN Collective | WA-BLOC |
| Equal Justice Initiative | New Orleans Safety and Freedom Fund | Walk to End Alzheimer's |
| Every Mother Counts | No Kid Hungry | When We All Vote |
| Fare Start | Okra Project | World Central Kitchen |
| Feed The Queens | One Fair Wage Emergency Fund | Yemen: A State of Emergency |
| Feeding America | One Tree Planted | |
| FISH | Planned Parenthood | |
| Freedom Fund | Poor People's Campaign | |
| Freelancers Relief Fund | Pretty Brown Girl Foundation | |
| Get Us PPE Fund | Pride Live | |
| Humane Society International | Rainer Valley Corps | |



DONATING TIME

In addition to financial contributions, Rescue commits to our mission of making healthy behaviors easier and more appealing by providing a work day for volunteering. This day is officially known as RTA (Rescue Takes Action) Day to our team. Employees can use a work day to support volunteer activities that enhance and serve our communities. These opportunities enhance the lives of our employees as well.

IN 2020, OUR EMPLOYEES

- Volunteered **375** hours, equaling **\$10,000** in time to support local communities.
- Raised **\$4,575** through virtual canned food drive, providing **45,750** warm meals to the hungry during the holiday season.
- In-person volunteering: working at polls on Election Week and donating blood.
- Virtual volunteering: text banking to encourage voter turnout and creating cards for hospitalized children.

JUSTICE, EQUITY, DIVERSITY, & INCLUSION (J.E.D.I.)

Rescue has always celebrated diversity. We create multicultural public health campaigns. Celebrate the LGBTQ+ community. Honor immigrants. Embrace diverse hiring practices. In the past, Rescue has supported the black community through our official Martin Luther King Jr. holiday and donations to **Black Lives Matter, 100 Black Men, National Coalition of 100 Black Women** and **National Urban League**. But with the 2020 murders of George Floyd and Breonna Taylor amplifying the nation’s awareness of systemic racism, we recognized that we needed to do much more than offer paid holidays and strategic donations. As a team, we’re committed to deepening our understanding of what it means to promote anti-racist ideals at every level of our organization by actively addressing racism through training and action over time. We must be more proactive in breaking down broken systems.

In June 2020, we formalized a group of team members from all levels and departments to serve as our Justice, Equity, Diversity and Inclusion (J.E.D.I.) guides. Our J.E.D.I. Committee’s mission is to serve as a resource to establish, collect ideas, and promote a more diverse Rescue, as well as diversity within our communities.

While supported by the Executive Team, the group has independence to lead initiatives across the following core areas:

- 1. Listen, Learn, and Share (LLS):** Provide opportunities for learning, discussion, and feedback around important social issues and events.
- 2. Diversity, Equity, & Culture (DEC):** Diversify hiring practices, support ongoing DEC-related training, and create/share Rescue policies to support and retain diverse staff.
- 3. Increase Impact of Rescue Takes Action (RTA):** Improve visibility of RTA, promote opportunities for staff engagement, and increase broader community impact of resources

2020 LEARNING OPPORTUNITIES

- June 13, 2020 - How to Dismantle Racism with Jelani Cobb
- June 19, 2020 - [Juneteenth Celebration and Education](#)
- August 2020 - [Discussion Group] [Emmanuel Acho: Uncomfortable Conversations with a Black Man - Episodes 1-5](#)
- September 2020 - Spotlight on [Hispanic Heritage Month](#)
- November 2020 - Celebration of [Native American Heritage Month](#)

HOW TO DISMANTLE RACISM
 UNDERSTANDING OUR HISTORY & SHAPING THE FUTURE

WITH
JELANI COBB

AWARD-WINNING HISTORIAN, COLUMBIA JOURNALISM SCHOOL PROFESSOR, & NEW YORKER COLUMNIST

LEARNING SPOTLIGHT

Through IVY, a fellow B Corp, over 135 Rescue team members were able to learn from Jelani Cobb, award-winning historian and Columbia University Professor, who reflected on the painful but vitally necessary moment as the world took a stand against racism through global protests sparked by the murder of George Floyd.

Cobb shared the evolution of the Black Lives Matter movement, the entrenched history of mass incarceration and police violence against African Americans, and the responses from leadership. He discussed what it would take for America to transcend this “grim serial filled with redundant plot lines,” dismantle the racism still at work in our institutions and in ourselves, and work toward truly equal rights for all. Our team rated the program a 9.83 out of 10.

“So many powerful moments really made me internalize things in my professional and personal environment. As a white identifying male, this left me feeling challenged and knowing that I have more work to do and I feel like I have some guidance from a trusted professional.”

“Cobb was a compelling and charismatic speaker. Appreciated the detailed historical analysis, charm, and his ability to meet his audience where it was at.”

“Dr. Cobb was so concise and shared new information or presented it in ways I hadn’t thought about before. He also shared real action items and answered questions (even redundant ones) with grace and humility.”



TOGETHER
WE CAN BE
A FORCE
FOR GOOD.



**JOIN THE
MOVEMENT**

