



# 2023

# IMPACT REPORT

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Making Healthy Behaviors Easier  
and More Appealing Since 2001

Certified



Corporation





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# LETTER FROM THE CEO

## 2023 WAS AN IMPORTANT YEAR IN OUR IMPACT JOURNEY.

Our mission to make healthy behaviors easier and more appealing has grown in strength as we've expanded our work across more health topics and across more counties and states from Maine to Hawai'i" and from Alaska to South Carolina. While we've always measured each program and campaign, we're realizing how important it is to understand the total body of our work as each success builds on another. **Collectively, we've led campaigns promoting health that reach communities where over 170M people live, work, and play.**

In 2023, we also brought people together. In real life. We hosted our 4th biennial Agents of Change Summit, bringing together over 700 health leaders, luminaries, and on-the-ground program managers and communicators to share experiences, challenges, and wins from the last few years. Our last gathering together had been in February 2020 when the public health landscape was just about to experience its most daunting challenges ever with pressures and doubts coming from all angles. Being together in real life was healing. It helped us all connect and recommit to creating healthier communities together.

We experienced our fourth B Corp certification process, and it was the most difficult assessment yet. Our commitment to improving impact across the categories of Workers, Community, Environment, and Governance has never wavered, and we've consciously made improvements. But we did realize the standards were higher than ever. Thankfully, we're proud to have earned a score of 117.2, our highest score yet.

We are so fortunate that in these times of economic uncertainty and cultural change, we have continued to grow. Importantly, **when we grow, the positive impact we have within the communities we serve also grows.** This positive ripple effect is hardwired into our business model and will continue to inspire momentum as we continue our impact journey.

Stay healthy,

**Kristin Carroll, CEO**



# B CORP RECERTIFICATION IN 2023



## DID YOU KNOW?

To become a certified B Corp, organizations must make a legal commitment by changing their corporate governance structure to be accountable to all stakeholders, not just shareholders.

At Rescue Agency, we improved our impact in every single category in the 2023 recertification process. As we grow, our positive impact on our communities grows.

### The extremely rigorous recertification process involved:

**233**

questions answered along with providing legal documentation

**80+**

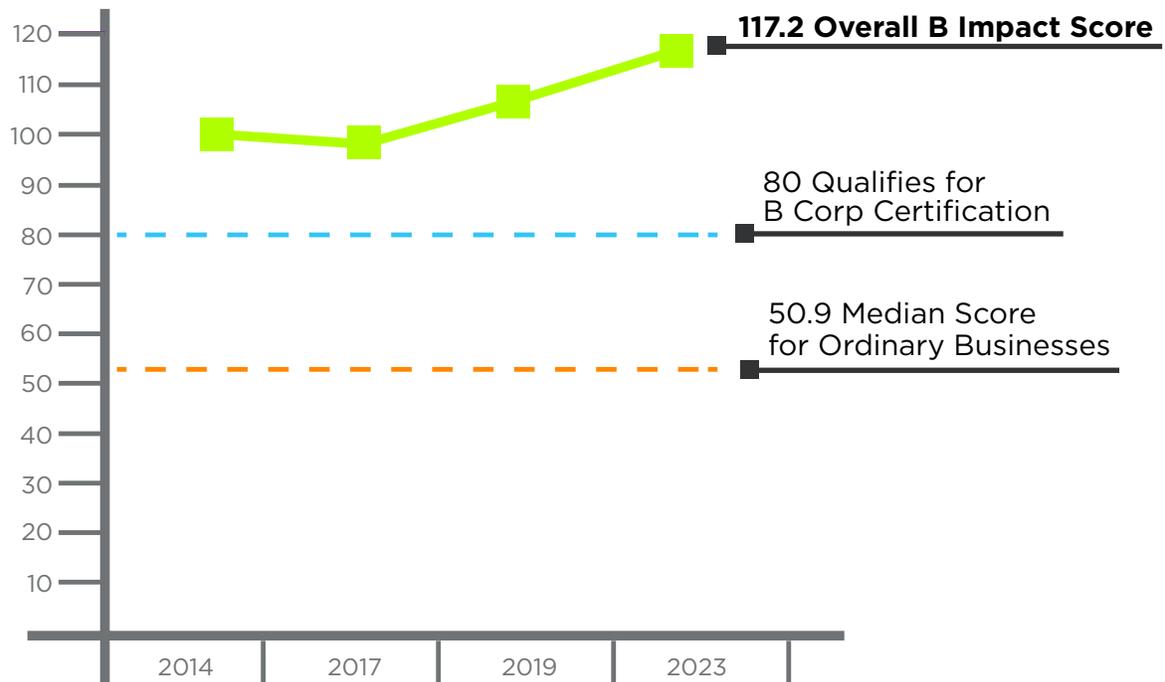
hours of work

**15**

month long process

**3**

Recertifying every three years



# OUR B CORP SCORE

While there is a movement of purpose-driven corporations such as Conscious Capitalism, Cradle to Cradle, and many more, the B Corp certification process is the highest standard for verified performance, accountability, and transparency.



Impact Area Scores	<b>2023</b>	2020	2016	2014
Governance	<b>20.5</b>	18.5	16.7	6
Workers	<b>30.4</b>	30.0	25.3	23
Community	<b>22.1</b>	21.3	19.2	17
Environment	<b>8.9</b>	7.7	10.5	9
Customers	<b>35.2</b>	31.4	28.3	45
<b>OVERALL SCORE</b>	<b>117.2</b>	109.1	100	104.7



“

**WE MAKE HEALTHY  
BEHAVIORS EASIER  
AND MORE APPEALING.**

Our work addresses the most urgent health crises facing our nation.

”

**FOX NEWS**  
media

**Millennials are racking up more chronic health conditions compared to other generations: study**

Sweeping health care study reveals millennials are using more health services than other generations

By Angelica Stabile - Fox News  
Published March 9, 2023 4:56pm EST

**The New York Times**

**Psychosis, Addiction, Chronic Vomiting: As Weed Becomes More Potent, Teens Are Getting Sick**

With THC levels close to 100 percent, today's cannabis products are making some teenagers highly dependent and dangerously ill.

**Los Angeles Times** [SUBSCRIBE](#)

**'It's absolutely heartbreaking': Fentanyl is officially Los Angeles County's deadliest drug**

**FOX NEWS**  
media

**Teen drug overdoses hit record high, driven primarily by fentanyl poisoning, says new report**

Drug overdose and poisonings were third-leading cause of teen deaths in US in 2022, new study reveals

By Bryan Linnert - Fox News

**The New York Times**

**Cannabis Use Disorder Is 'Common' Among Marijuana Users, Study Finds**

By Matt Richtel  
Aug. 29, 2023

**PPIC**

**Pandemic-Era CalFresh Expansions Lifted Many Families Out of Poverty**

**Los Angeles**

**The New Brand of Meth That's Fueling L.A.'s Homelessness Crisis**

**KGFX**  
KGO-TV

**Food insecurity shot up last year with inflation and the end of pandemic-era aid, a new report says**

**USA TODAY**

**'Toxic stress' on children can harm their lifelong learning, mental and physical health**



# WHAT WE DO

At Rescue Agency, we create health behavior change communications campaigns that make healthy living easier and more appealing for everyone.

# 22+

years of creating  
public health  
behavior change  
campaigns

Reaching communities where over  
**170M Americans**  
live, work, and play



## Focused on underserved populations who need our support the most:

BIPOC People, People With Low Socioeconomic Status, Non-English-Speaking Populations, Those Experiencing Mental Health Challenges, LGBTQIA Populations, American Indian/Alaska Native Populations, Those With Chronic Diseases, Rural Populations, Veterans, First Responders, Mixed-Status Families, People With Disabilities, Pregnant & Breastfeeding Women.



# 175+ campaigns

created to address the most stubborn health challenges and to quickly and effectively tackle emerging health concerns

## HEALTH CHALLENGES OUR CAMPAIGNS ADDRESS

Rescue’s campaigns span from the chronic, everyday challenges that affect the majority of our country to urgent, often fatal issues that require an immediate and coordinated crisis response from a cross-section of sectors, from health care to law enforcement, public health, and communications.

While working at the crisis point is critical, **our goal is to increase prevention and education so that we reduce the crises experienced overall.** Working upstream impacts the scale of what we can change.

### THE SCALE OF WHAT WE CAN CHANGE

CHRONIC		Health disparities
		Vaccine hesitancy
		HIV/STI prevention
		Mental health
		Maternal health
		Nutrition & food insecurity
		Toxic stress response & ACEs
		Tobacco control & prevention
		Alcohol misuse
		Cannabis misuse
		Methamphetamine use
		Opioid misuse
URGENT		Fentanyl overdose prevention
		Suicide prevention



**OUR IMPACT**  
**THROUGH HEALTH**  
**BEHAVIOR CHANGE**  
**MARKETING**

# CONNECTING AMERICANS WITH SOCIAL SERVICES

## CHALLENGE:

17% of Americans were considered Financially Vulnerable in 2023, an increase from 15% in 2022, with 62% of Americans worried about paying rent.<sup>1,2</sup>

## OUR IMPACT:

In partnership with the California Department of Social Services, Rescue Agency developed several campaigns to demystify government services and help eligible participants understand how to access uplifting support.

Rescue helped Californians understand how to access healthy, nutritious foods, employment opportunities, pandemic relief, and more. In campaign evaluations, we found these campaigns were highly successful:

**77%** stated the campaign motivated them to learn more about the program and whether they could qualify

**71%** reported the campaign helped them recognize they may be eligible

Our campaigns drove significant increases in enrollments for important services:

**54%**

of unenrolled participants reported taking action to learn more about **CalWORKS programs** through online searches, talking to a social worker, reviewing an application form, talking to family, or calling a CalWORKS office after engaging with the campaign



**35%**

increase in **P-EBT card** activations from Phase 1, which had no communications plan, to Phase 2



**30%**

of those aware of our **CalFresh Food benefits** campaign intended to start an application in the next 30 days



To effectively communicate with California's diverse population, our campaigns were transadapted into Spanish, Korean, Mandarin, Vietnamese, and Tagalog.



# SEXUAL HEALTH

## CHALLENGE:

From 2020 to 2022, new cases of syphilis increased by 555%, chlamydia by 133%, and gonorrhea by 78%, equalling 2.5 million new cases.<sup>3</sup>

## OUR IMPACT:

Rescue client expanded their work with us to encourage their community to get tested for HIV and STIs and rethink how they have safe sex. These campaigns delivered:

**43M**

total impressions

**11M**

video completions

**THOUSANDS**

of social media comments  
engaging with the  
campaign messaging





# INCREASING HELP-SEEKING FOR MENTAL HEALTH CHALLENGES

## CHALLENGE:

1 in 5 U.S. adults experience mental health challenges each year, equalling nearly 58M people.<sup>4</sup>

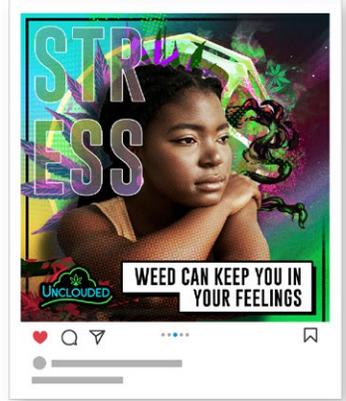
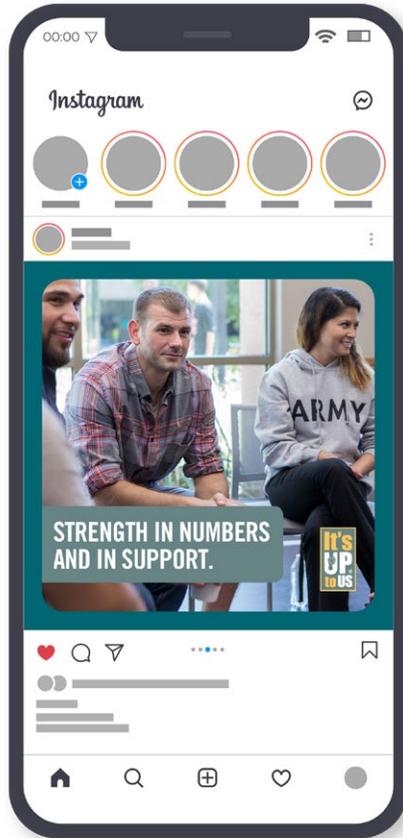
## OUR IMPACT:

Some of the most diverse counties in the U.S. worked with Rescue Agency to increase mental health support-seeking behaviors.

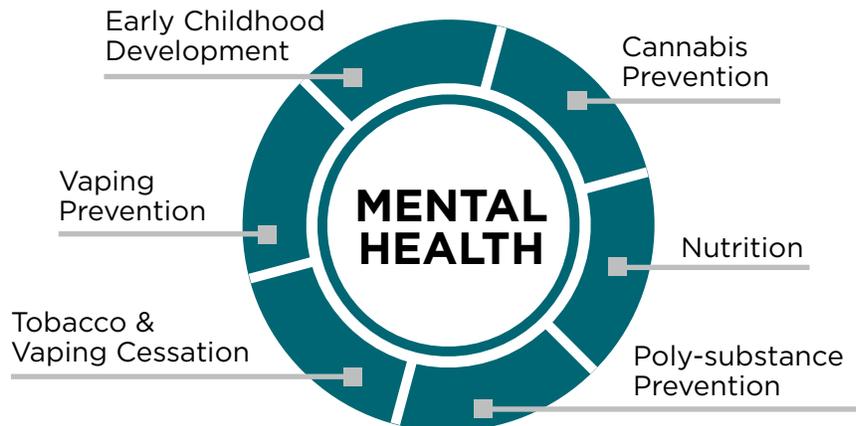
From baseline to post-campaign evaluations, participants aware of our campaigns reported significant behavior change:

**87%**  
were more supportive of mental health challenges

**82%**  
talked about mental health challenges with a friend, family member, or coworker



Rescue Agency wove **MENTAL HEALTH MESSAGES** into the fabric of nearly all campaigns across topics:





# NUTRITION EDUCATION & OBESITY PREVENTION

## CHALLENGE:

42% of adults and 20% of kids 2-19 years old in the U.S. have obesity, with food-insecure adults facing a 10% higher risk of obesity.<sup>5,6,7</sup>

## OUR IMPACT:

Rescue Agency has driven considerable nutrition behavior change in urban and rural communities, increasing water intake and healthy eating and helping families gain access to healthy, nutritious foods.

Our campaigns drove population-level behavior change,\* including:



**9%** increase in daily water consumption among teens

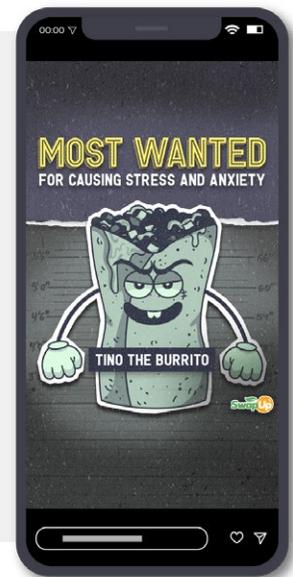


**3%** increase in daily consumption of green salads among teens



**47%** of eligible participants reported accessing food benefits for groceries after engaging with our campaign

\*As measured from baseline to post-campaign evaluations



To achieve these behavior change results, our campaigns delivered:

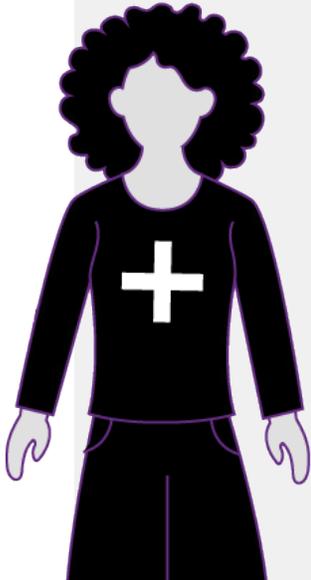
**997M**  
total impressions

**60M**  
video completions

**2K**  
social media comments



# EARLY CHILDHOOD DEVELOPMENT & BUFFERING THE EFFECTS OF TOXIC STRESS



Pediatricians and health professionals are just beginning to understand **how deeply toxic stress impacts early childhood development** and a child's health as they grow up.

Toxic stress occurs when children experience **prolonged stress from ongoing traumatic events**, leading to the constant activation of their fight-or-flight response.

This constant flood of stress **negatively impacts their health and development**, predisposing them to many other health concerns, including substance misuse, mental health challenges, obesity, heart conditions, and much more.



## CHALLENGE:

In California, nearly 2M children face adverse childhood experiences (ACEs), and toxic stress affects 1 in 3 kids, creating a pressing public health crisis.<sup>8</sup>

## OUR IMPACT:

One of the largest early childhood education organizations in the nation worked with us to develop a campaign designed to give all children a strong, thriving start in life.

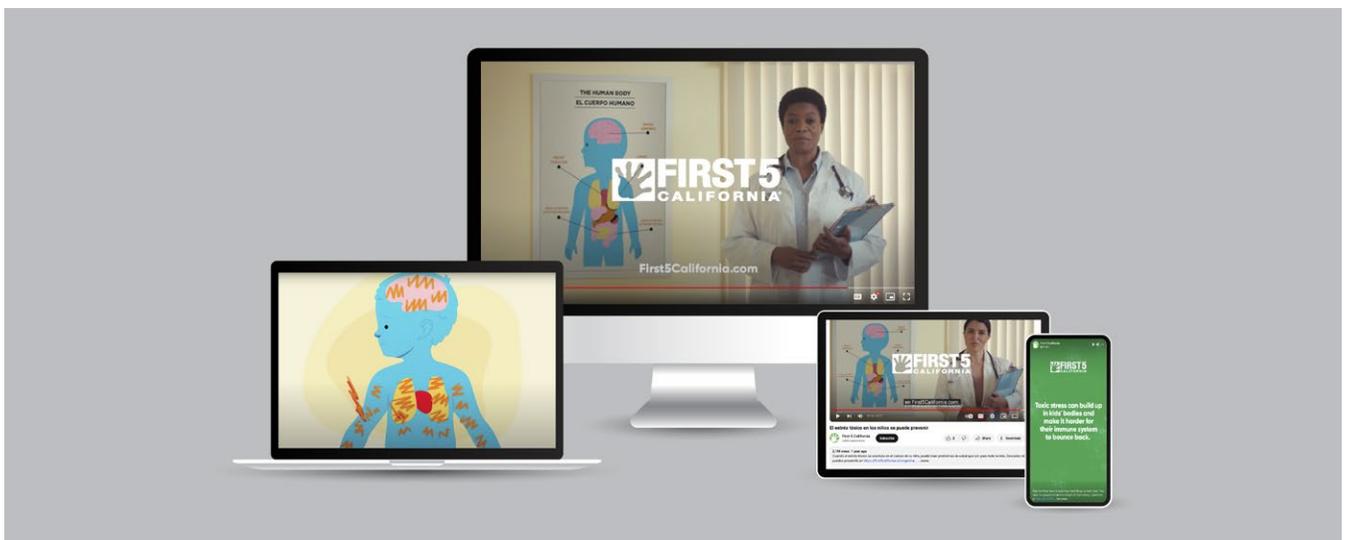
**As of mid-campaign evaluation,\* we've generated encouraging results among those who were campaign-aware:**



\* Full evaluation results will be available in 2025.



# EARLY CHILDHOOD DEVELOPMENT & BUFFERING THE EFFECTS OF TOXIC STRESS





# TEEN TOBACCO & VAPING CONTROL

## CHALLENGE:

Nearly 90% of adult smokers began smoking at or before age 18, with approximately 2.8M middle and high school students reporting the use of at least one tobacco product, including vapes, in 2023.<sup>9,10</sup>

## OUR IMPACT:

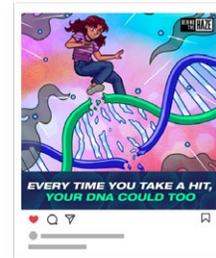
Running in **25+ states** across the country, reaching approximately **6.7M teens**, our campaigns prevent the initiation of vaping and tobacco use and help those currently addicted to nicotine quit. **Our campaigns resulted in population-level behavior change\* in teen vaping prevention and cessation.**

### TEEN TOBACCO & VAPING PREVENTION

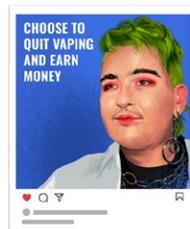
**85%**  
were discouraged from wanting to use tobacco, concerned about health effects

**84%**  
attempted to quit at least once in the past year

**110K**  
web visits to learn more about the dangers of tobacco use



### TOBACCO CESSATION FOR YOUNG PEOPLE



**88%**  
used the quit tips and tools

**67%**  
reported a high expectation of quitting vaping

**48%**  
stopped using vapes, throwing out or giving away their vapes

\*As measured from baseline to post-campaign evaluations



# ADULT TOBACCO CESSATION

## CHALLENGE:

Each year, 16M Americans live with a serious illness caused by smoking.<sup>11</sup>

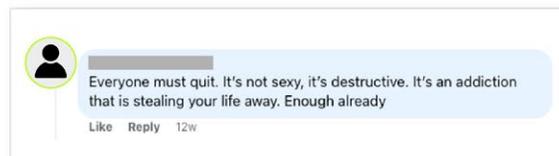
## OUR IMPACT:

Rescue Agency's campaigns drove significant increases in quitline enrollments in 9 states, helping to deliver:

**850%**  
average increase in  
quitline enrollments

**407K**  
website visits to  
learn more about  
cessation services

**6.6K**  
quitline enrollments





# TEEN CANNABIS USE PREVENTION & YOUNG ADULT HARM REDUCTION

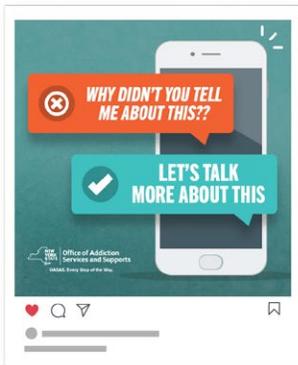
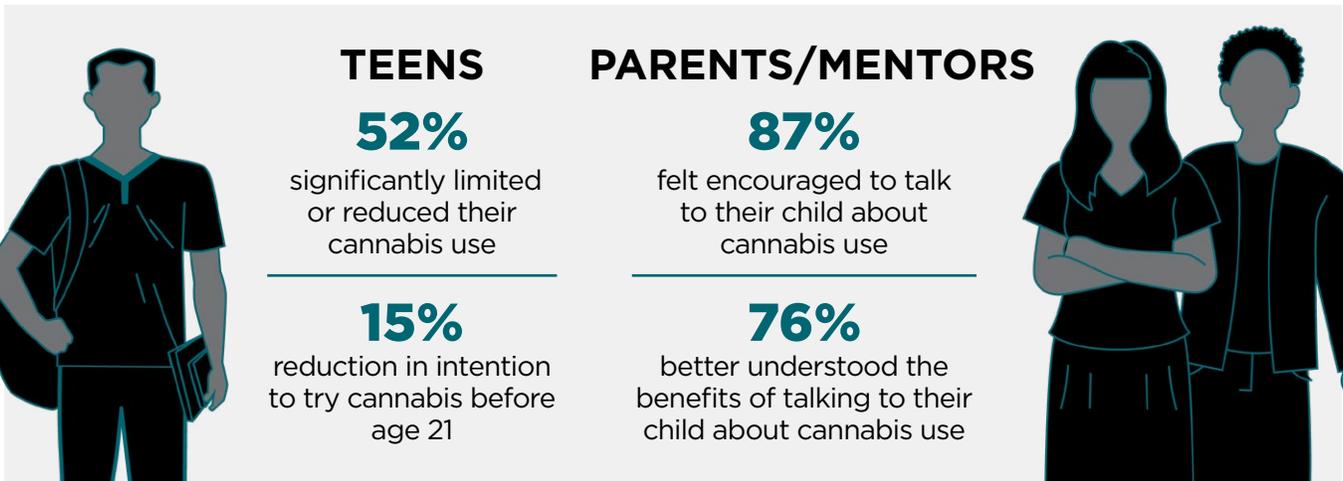
## CHALLENGE:

In 2022, 31% of 12th graders reported using cannabis in the past year, and an estimated 3 in 10 adults who use cannabis have marijuana use disorder.<sup>12,13</sup>

## OUR IMPACT:

Rescue has developed messaging to prevent teen cannabis use, educate parents and mentors about how to talk to children about cannabis, and provide important harm reduction messaging for young adults who regularly use cannabis.

Our messages effectively sparked health behavior change among key populations engaged with our campaigns, resulting in the following:



To achieve these behavior change results, our campaigns delivered:

**507K**  
website sessions

**117M**  
video completions

**1.2B**  
impressions



# METHAMPHETAMINE USE PREVENTION

## CHALLENGE:

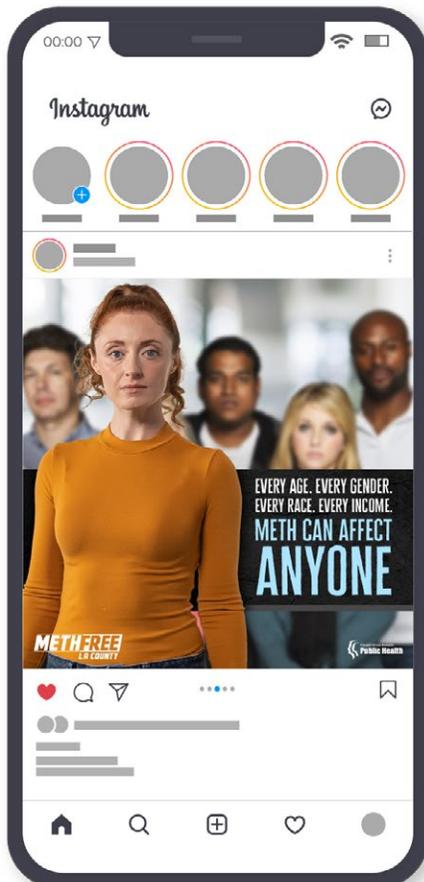
The age-adjusted rate of drug overdose deaths involving psychostimulants (including methamphetamine) increased more than 34 times from 2002 (0.3) to 2022 (10.4), with different rates of change over time.<sup>14</sup>

## OUR IMPACT:

The most populous county in the country worked with us to reduce methamphetamine use. The campaign resulted in county-wide behavior change, with post-campaign evaluations showing:<sup>15</sup>

**82%** of those who had experimented with meth stated the campaign helped reduce their meth use

**84%** of survey participants reported it made them feel that help was available



Based on our evaluation data, we estimate this campaign saved:

**887K**

people who took one step to get help for their meth use



# OPIOID & FENTANYL OVERDOSE PREVENTION

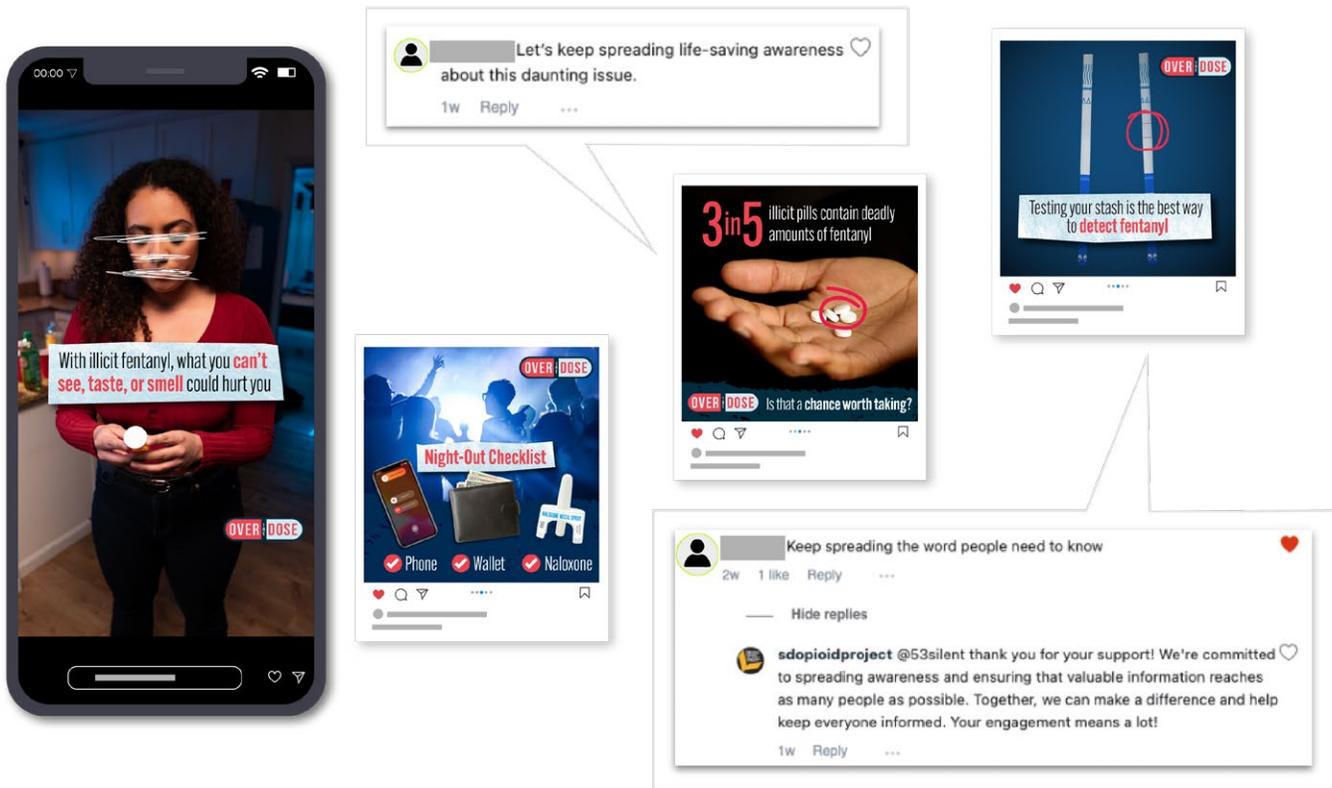
## CHALLENGE:

Overdoses top the list of accidental deaths in the U.S., with over 112K fatalities between May 2022 and May 2023. Fentanyl is now the leading cause of death for ages 18–49.<sup>16</sup>

## OUR IMPACT:

Our campaigns provided essential substance use prevention, harm reduction, and treatment promotion messages to nearly 20.8M people in rural, urban, and suburban communities.

We've driven significant engagement with life-saving information, including:



# HOW WE MEASURE THE IMPACT OF OUR CAMPAIGNS

First, we use a combination of media metrics including impressions, views, video completions, website clicks and more to see the overall reach of a campaign.

Next, we 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.



Finally, when evaluating the impact of our programs, for many campaigns we conduct post-evaluation research with the audience to better understand the efficacy of the program.

# OUR IMPACT

## THROUGH YOUTH ENGAGEMENT & POLICY CHANGE

Sometimes making healthy choices requires more than just knowledge of the health benefits or consequences of a behavior.

Rescue Agency's Youth Engagement and Policy Change programs empower young people to advocate for policy reform to:



**Reduce**  
tobacco use



**Increase consumption**  
of healthy foods  
and water



**Prevent**  
substance use

“ We unify stakeholders and changemakers around a clear, focused goal that will create broad support for a policy change to promote healthy behaviors. ”

### 2023 STATEWIDE POLICY CHANGE IN NEW MEXICO



**3rd statewide policy** change in as many years

Rule **6.12.4 NMAC** passed, prohibiting commercial tobacco and nicotine use in schools

**This change impacts:**

**322,000**  
students

**21,000**  
staff

**129**  
school districts

**854**  
schools

Statewide policy change is possible through the work of our dedicated and passionate youth engagement and policy change team.



# OUR IMPACT

## THROUGH YOUTH ENGAGEMENT & POLICY CHANGE

### BY THE NUMBERS

**52,222**

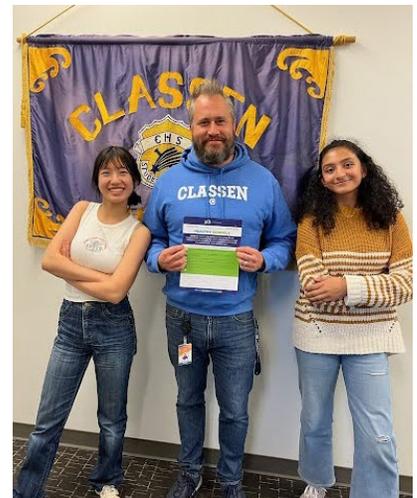
surveys and messages of support distributed in FY23/24

**4,237**

students trained across Oklahoma, Virginia, New Mexico, and Missouri

**552**

meetings with key decision-makers in FY23/24



# OUR IMPACT THROUGH SHARING KNOWLEDGE

## Connecting Leaders in Public Health at the 2023 Agents of Change Summit

Rescue Agency hosts the biennial **Agents of Change Summit** to advance the science and technology of behavior change. Our Summit brings together over 700 dedicated public health practitioners, equipping them with cutting-edge, evidence-based strategies and technological tools to inspire health behavior transformation across diverse communities.

### OUR THEME

#### A Public Health Conference Like No Other

Helping you create intentionally equitable programs that make healthy living possible for everyone

*Hosted biennially by Rescue Agency, Visionary Sponsor*

**700+**

attendees with representation from 44 states and territories, including Guam, Alaska, Canada, and Australia

**19** keynote speakers

**2** mainstage panel discussions

**2** mainstage talk series

**79** breakout sessions

#### Topic tracks:



Tobacco & Vaping  
Prevention & Cessation



Health Communication  
Fundamentals



Mental Health &  
Suicide Prevention



Nutrition, Physical  
Activity & Wellness



Early Childhood  
Development



Cannabis &  
Substance Use



Sexual Health &  
Family Planning

“ THE AGENTS OF CHANGE SUMMIT BRINGS PUBLIC HEALTH LEADERS TOGETHER WITH PEOPLE WHO ARE DEEP INTO TECH FOR SOCIAL GOOD, AND THAT OFTEN GETS LEFT OUT OF THE PUBLIC HEALTH PRACTICE ... HAVING THESE GROUPS OF PEOPLE MEET IS A REALLY POWERFUL COMBINATION. ”



## Hundreds of Boxes of Narcan® Distributed

In partnership with our clients in San Diego County, we conducted a Narcan® training on the mainstage and distributed hundreds of free boxes of Narcan® to attendees.



“THE SUMMIT WAS RICH IN LEARNING AND NETWORKING. I WAS INSPIRED TO BE AMONG COLLEAGUES, SOCIAL MARKETING LEADERS, AND DYNAMIC KEYNOTE SPEAKERS. THANKS FOR HOSTING!”

## March 6 Declared Rescue Day

At the 2023 Agents of Change Summit, San Diego County recognized Rescue for all our incredible work supporting mental health help-seeking, increasing awareness about fentanyl-laced pills and powders, and much more by declaring it “Rescue Day.”



“THANK YOU FOR ALL THE WORK PUT INTO THE SUMMIT. THIS IS BY FAR MY FAVORITE CONFERENCE TO ATTEND, AND IT IS ALWAYS PUT TOGETHER SO WELL. THE KEYNOTES, SESSIONS, AND FORMAT WERE ALL GREAT AND MEMORABLE!”

## In-kind Sponsorships From Local B Corps:



## Disseminating Research, Strategies, and Behavior Change Insights

### PUBLISHED RESEARCH PAPERS

We shared important evaluation findings through our published research papers:

- “Creating more effective vape education campaigns: Qualitative feedback from teens in nine U.S. states” **in Substance Use & Misuse**
- “A Dose of Truth: A qualitative assessment of reactions to messages about fentanyl for people who use drugs” **in Substance Use & Misuse**
- “Factors associated with use of cigars, little cigars, cigarillos, and blunts among hip hop youth in the United States” **in the American Journal of Health Behavior**
- “There is hope and help: Reach and reception of a methamphetamine education campaign in Los Angeles County, California” **in Preventive Medicine Reports**

### COMPLIMENTARY WEBINAR SERIES FOR PUBLIC HEALTH PRACTITIONERS

To disseminate our research and strategies:

We hosted  
**10 complimentary**  
public health webinars

**23K**  
health communicators  
participated



# OUR IMPACT AS AN EMPLOYER

## Encouraging Community Impact Through Rescue Takes Action

**\$120K donated to over 100 community organizations**  
**1-1 donation match**

### Top organizations donated to:

- Hawai'i Community Foundation
- Memphis Street Animal Rescue
- Tinina Q Cade Foundation
- 'Āina Momona

### Rescue Change Agents also donated hundreds of volunteer hours to:

- Plant trees
- Clean up our communities
- Serve and package meals at food kitchens
- Mentor young people

## Using Equitable Hiring Practices

Diversity is core and key to our identity. We are proud of our diverse workforce, from our interns to our senior leadership team.

**19,000**  
applications received  
for our job openings

**93**  
hires onboarded

**67%**  
of hires identified  
as female

**49%**  
of hires were from  
a minority group

## Enhancing Employee Learning and Development

Fostering employee growth through diversity-focused learning and development is crucial to our company and client success.



**3** company-wide  
trainings



**94%** reported improved  
narrative intelligence  
understanding



**90%** stated they felt  
confident in inclusive  
thinking and communication

### Topics covered:

- ✓ Drivers of affinity bias
- ✓ Dominant narratives around leadership
- ✓ Unforeseen cultural barriers to inclusion and innovation

# OUR IMPACT AS AN EMPLOYER

## Supporting Parents Through Family Leave Policy

In 2022, Rescue launched its partnership with Parento, a paid parental leave insurance program that provides support for employees and employers through parental guidance and coaching services.

**12**

weeks of paid parental leave available for new parents

**20+**

parental leaves covered in 2023

**100%**

of Change Agents returned to work following parental leave

### WHO'S COVERED?

- ✓ Birthing + Non-birthing Parents
- ✓ Adoptive Parents
- ✓ Foster Care Parents

“ On my first day back from leave, I just wanted to say thank you from the bottom of my heart to everyone who made parental leave possible. I’m one of the only parents I know (and the only dad for sure) that got anything close to the amount of time we get, and it just absolutely means the world to my family and me.  
- *Father at Rescue Agency* ”

## Supporting B Corps + B Local San Diego

### Partnering With B Corp Gifts for Good

For our annual client and employee gift, individuals had the option to 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.

Premium Gifts Changing Lives in  
50 States & 72 Countries



### Rescue Hosted the First-Ever B Local San Diego Holiday Gathering

Sharia's Closet is a community clothes closet providing free, emergency clothing to individuals and families who are experiencing financial hardship or crisis.



# OUR IMPACT AS AN EMPLOYER

## Supporting B Corps + B Local San Diego

### CEO Leadership Roundtable

Rescue CEO Kristin Carroll and Sr. Director of Human Resources Karen Fong, MA, joined B Lab US & Canada CEO Jorge Fontenez and B Local San Diego CEOs and academic leaders to talk about the momentum of the B Corp movement.



## Continuing Feedback and Communication

We implement a climate survey to collect anonymous feedback on experiences and perceptions of fairness and belonging within our culture. We then use this data from the assessment to determine any social or cultural issues that need to be addressed.

Our inaugural survey was conducted in 2020, and the second survey was launched in August 2023, with the intention to conduct this survey every couple of years. Our results and action plan were shared company-wide in early 2024.

# CONTRIBUTORS

- Kimberly Baptista
- Michelle Bellon
- Kristin Carroll
- Diana Corona
- Karen Fong
- Farah Kauffman
- Tabatha Magobet
- Kelly Mantick
- Ejede Okogbo
- Jessica Schwartz
- Dina Weldin

## REFERENCES

\*As measured by campaign evaluation from baseline to follow-up.

<sup>1</sup><https://finhealthnetwork.org/wp-content/uploads/2023/09/2023-Pulse-U.S.-Trends-Report-Final.pdf>

<sup>2</sup><https://mronline.org/2022/08/17/62-of-americans-worried-about-paying-rent-in-2023/>

<sup>3</sup><https://www.cdc.gov/sti/media/pdfs/syndemic-infographic.pdf>

<sup>4</sup><https://www.nami.org/mhstats>

<sup>5</sup><https://www.tfah.org/report-details/state-of-obesity-2022/>

<sup>6</sup><https://www.cdc.gov/obesity/php/data-research/childhood-obesity-facts.html>

<sup>7</sup><https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4584410/>

<sup>8</sup>[https://osg.ca.gov/wp-content/uploads/sites/266/2020/12/Overview-of-ACEs-and-Toxic-Stress\\_CA\\_OSG-Report\\_12092020.pdf](https://osg.ca.gov/wp-content/uploads/sites/266/2020/12/Overview-of-ACEs-and-Toxic-Stress_CA_OSG-Report_12092020.pdf)

<sup>9</sup><https://assets.tobaccofreekids.org/factsheets/0002.pdf>

<sup>10</sup>[https://progressreport.cancer.gov/prevention/youth\\_smoking](https://progressreport.cancer.gov/prevention/youth_smoking)

<sup>11</sup><https://www.cdc.gov/tobacco/about/index.html>

<sup>12</sup><https://www.cdc.gov/cannabis/data-research/facts-stats/>

<sup>13</sup><https://www.cdc.gov/cannabis/health-effects/cannabis-and-teens.html>

<sup>14</sup><https://www.cdc.gov/nchs/products/databriefs/db491.htm>

<sup>15</sup>Stalgaitis, C. A., Jordan, J. W., Tate, B., Cruse, B., Bellon, M., Oruga, R., & Hurley, B. (2023). There is hope and help: Reach and reception of a methamphetamine education campaign in Los Angeles County, California. *Preventive medicine reports*, 36, 102518.

<https://doi.org/10.1016/j.pmedr.2023.102518>

<sup>16</sup><https://www.cdc.gov/nchs/nvss/vsrr/drug-overdose-data.htm>



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