

**“Log on if life could be better”**

**An innovative approach to addressing the unmet  
mental health needs of young people**

**10 May 2007**



# I. Executive Summary

## ***A Daunting Challenge***

In the US today, there are unacceptable levels of despair among young people. In the last year, 12M (29%) young people experienced depressive symptoms, 7M (17%) considered suicide, and 3M (8%) attempted it. Most young people who experience troubled times are unprepared and alone. Cultural stigma and limited service accessibility frequently prevent young people from seeking help.

## ***An Effective Approach: Reach Out!***

Reach Out! combines evidence-based mental health content, sophisticated youth involvement, and savvy communications to create an Internet-based service that supports young people struggling with mental health difficulties. Founded in Australia in 1998, Reach Out! ([www.reachout.com.au](http://www.reachout.com.au)) has become the leading online mental health resource for Australian young people: 5.5M users have accessed the service since its launch, and youth suicide rates have declined by 46% since Reach Out!'s inception.

Despite the critical mental health needs of US young people, there is no comparable service to Reach Out! in the US. In the next 18 months, Reach Out! will launch a US program to serve young people with a vision of building a youth brand recognized by 25% of young people and helping over 3M users within 5 years. The US program will build on the success in Australia but will be created by and for US young people.

## ***Empowering Young People to Play a Central Role***

Reach Out! is about young people serving and supporting each other, and young people are therefore deeply involved in the design, operations, and continuous improvement of the program. With the support of caring adults, young people can engage in Reach Out! in three ways:

- **Contributors** are site visitors who participate in forums and contribute content about their experiences.
- **Youth Advisors** commit to three months of service and are trained by Reach Out! to adapt research into the voice of young people, create content, including personal stories, and link with other young people, e.g., through MySpace.
- **Youth Ambassadors** are the most active and involved of Reach Out!'s youth volunteers, building awareness of Reach Out! through viral networking (e.g. speaking engagements), and actively engaging hard-to reach young people, e.g. low-income youth.

## **Meeting Young People Where They Are**

Nearly 90% of young people regularly access the Internet, and 75% use the Internet to access health information. Reach Out! enables young people to understand and get through troubled times by:

- **Providing research-supported, culturally relevant content:** Reach Out! offers over 250 fact sheets developed with mental health professionals and vetted by young people. Reach Out! ensures that its robust content is available through media technologies appealing to all young people, including at-risk groups.
- **Fostering rich online communities:** Reach Out! uses peer-moderated forums, where young people can support each other. Reach Out! also taps into the self-expression generation through a partnership with MySpace and by providing space for young people - 57% of whom have created online content and 61% of whom have profiles on social networking sites - to share multimedia stories and find supportive friends.

- **Utilizing multiple technologies:** Reach Out! adapts its content to platforms young people use. For example, 72% of males and 48% of females play video games. Reach Out! Central, a “serious game” combines gaming with the principles of cognitive behavioral therapy to improve resiliency of young people.

### ***Building a Youth Brand***

Reach Out! is more than a service. It “normalizes” troubled times in youth culture, breaking down cultural stigma and providing a source for support. The Reach Out! brand will be built top-down and bottom-up through grassroots marketing efforts of young people and via partnerships with youth brands and youth-focused nonprofit programs. This approach builds on the success in Australia where 1 in 3 young people know Reach Out!.

### ***Immediate Focus on Finding Resources and People to Lead US Launch***

The Reach Out! team’s immediate priorities are (1) raising a \$3.3M launch fund and (2) recruiting a highly-talented US-based leadership team to begin engaging young people in the development of the US platform.

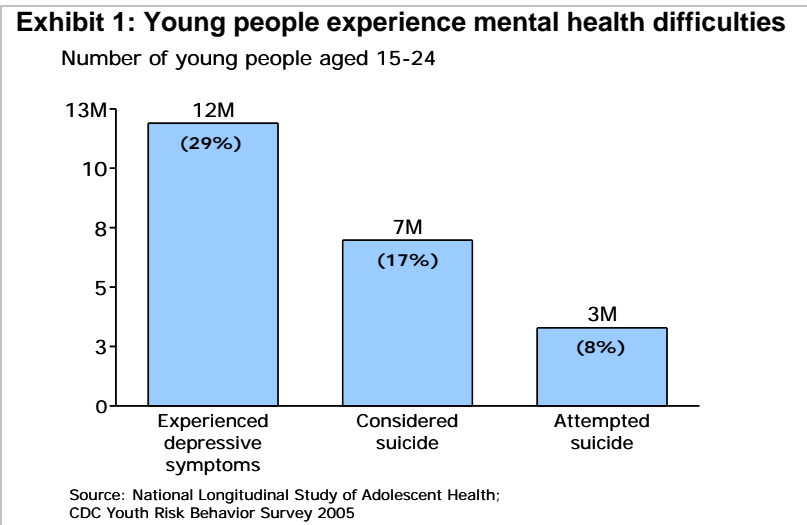
## **II. A daunting challenge**

In the US today, there are unacceptable levels of despair among our young people. If we take a group of ten young people living in the US:

- One will have attempted suicide
- Two have considered it
- Three have experienced depressive symptoms

Now multiply those outcomes by the 41 million young people in the US today. The result: a staggering number of young people experiencing serious mental health problems (see Exhibit 1).

There is a crisis in our midst -- suicide is the 3<sup>rd</sup> leading cause of death among young people. While suicide rates have declined in the last decade by 25%, this decline has stagnated in recent years.<sup>1</sup>



Young people will most likely experience these tough times unprepared and with limited support -- three-quarters of troubled youth do not seek help from a mental health professional.<sup>2</sup> Societal barriers prevent young people from seeking help due to a combination of societal stigma, cultural barriers, mistrust in the system, and limited insurance coverage.<sup>3</sup>

## **III. An effective approach**

In the mid-1990s, a team of business and community leaders in Australia sought to harness the reach of the Internet to tackle the then escalating rates of youth suicide. In 1998, Reach Out!

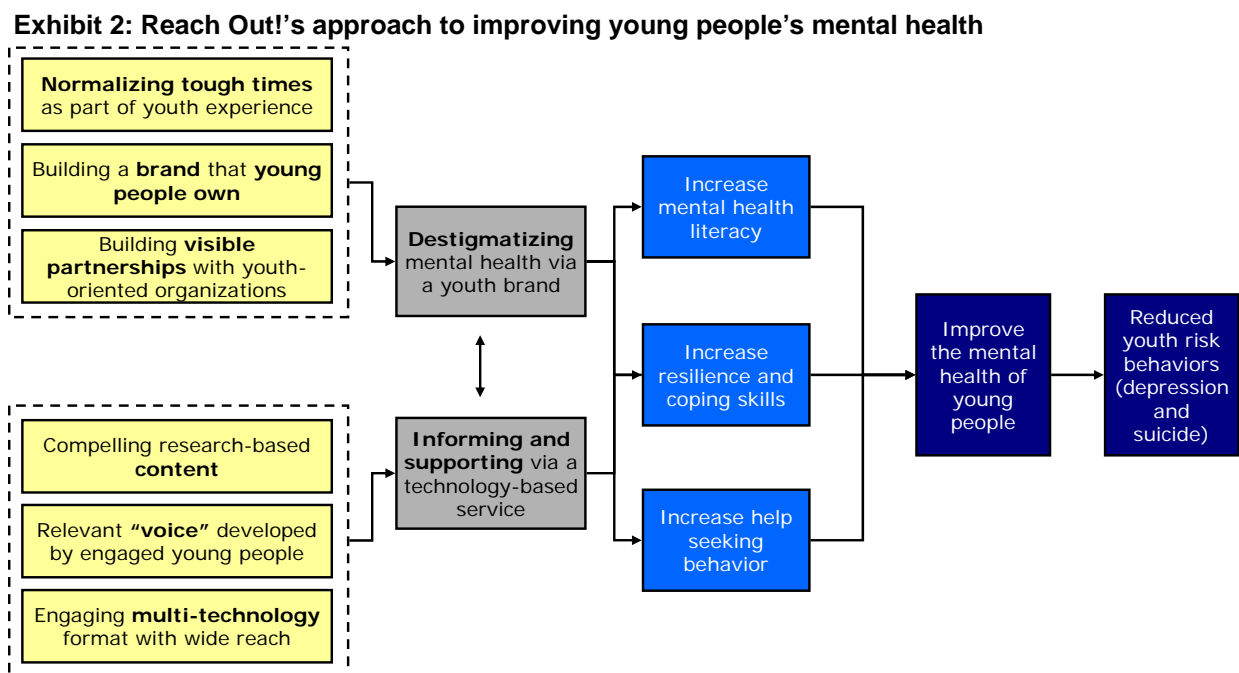
was created with a mission to **improve the mental health of young people**. Reach Out! combines evidence-based mental health content with sophisticated youth involvement programs and savvy marketing to create a web-based service that is both helpful and relevant to young people with mental health difficulties.

Reach Out! is the leading Internet-based mental health resource for young people in Australia:

- Over 5.5 million users have accessed the service since its launch
- 1 in 3 young people in Australia are aware of the service
- Youth suicide rates have declined by 46% since Reach Out!'s launch

*"Without RO! I probably would be down a one way path to a heart attack or suicide"*

Exhibit 2 summarizes Reach Out!'s approach to improving mental health and reducing suicide.



A recently completed research study analyzed the usage patterns of 691 young people in Australia who used Reach Out! and found that:

- 79% would refer a friend to Reach Out!
- 73% intend to turn to Reach Out! when they are going through tough times
- 40% of visitors come back at least once a week
- 38% spoke to a professional after visiting Reach Out! <sup>4</sup>

In 2006, The Bridgespan Group, a nonprofit strategy consulting firm, undertook a comprehensive three month study to assess the feasibility of Reach Out! in the US. The study found that despite critical mental health needs among US young people, there is no comparable service to Reach Out! in the US. **Launching Reach Out! in the US would provide invaluable new supports to youth, as well as complement and strengthen existing community based youth services.** Specific findings from the study include:

- There is a **high unmet need** in areas that are aligned with Reach Out!'s program expertise
- **Young people are looking for online help:** 75% of young people in the US are comfortable accessing health information online; 25% seek specific information on mental health.<sup>5</sup>
- Reach Out!'s platform is **aligned with help-seeking preferences:** Young people want confidentiality, the ability to ask questions, hear different sides of an issue, find information easily and learn from real experiences of their peers.<sup>6</sup>
- Reach Out! is a **differentiated model:** Other health websites focus on general health, or specific issues such as sex or drug use; none provide comprehensive mental health resources for all young people to help them navigate through tough times.

*"I'm 17 and I've been bulimic for 8 years; through RO! I've realized I'm not exaggerating about how I feel, I'm not alone, and I need medical attention"*

## IV. A vision for helping young people

In the next five years, Reach Out! will become the **leading US mental health service for young people going through tough times.** Reach Out! will be accessible and relevant to all young people facing tough times, regardless of their race, gender, or issue they are struggling with.

Through its brand and web-based service platform, Reach Out! will meet the following goals:<sup>7</sup>

### In the next 18 months

- Over **2 million** young people in the US will become aware of Reach Out! (~5% of total population of 15-24 year olds)
- An estimated **650,000** young people will access Reach Out!
- At least **10%** will seek professional help after visiting Reach Out!
- **Over 25%** of visitors will return to Reach Out! when they are going through tough times

### In the next 5 years

- **10 million** young people will be aware of Reach Out!'s brand and services (~25% of total population of 15-24 year olds)
- **3 million** young people will access Reach Out!
- At least **15%** will seek professional help after visiting Reach Out!
- **Over 25%** of visitors will return to Reach Out! when they are going through tough times

By 2015, surveys of young people will:

- Demonstrate increased mental health literacy
- Show increased help-seeking
- Indicate improved mental health outcomes as determined by changes in indicators of adolescent mental health<sup>8</sup>

The following sections outline the brand, platform, partnerships, and organizational infrastructure required to realize these goals.

## V. An Innovative Brand & Service that Resonates with Young People

Reach Out! is a service with an identity that resonates with young people. It is a platform that meets young people where they are and where they seek resources: on the Internet, on their cell phones, through games, and amongst their friends.<sup>9</sup>

### *A powerful youth brand*

Reach Out!'s brand normalizes troubled times in youth culture. Direct and forthcoming brand messaging such as "I'm sick of this crap" and "Life sucks now has a website" inspires young people to recognize they are not alone in their struggles, and someone cares for them. Reach Out! refines this messaging through market research and deep involvement of young people in the design process. Reach Out! partners with youth brands and popular culture icons to build brand awareness and connect with young people in their daily lives.

**Reach Out! is harnessing the power of the Internet to help young people going through tough times**

Of young people living in the U.S:

- 87% access the Internet; the majority at least once a day
- 75% have used the Internet to find health information
- 57% of teens create their own content

### *A rich and scalable platform*

The Reach Out! platform is designed around the media technologies that young people use and value. It provides a high quality experience to all young people by:

- Using a range of **media platforms that empowers users** to define their own experience
- Ensuring research-based content is presented in the "**voices**" of youth reflecting their **diversity**
- **Engaging young people** directly in the development, dissemination and promotion of Reach Out!

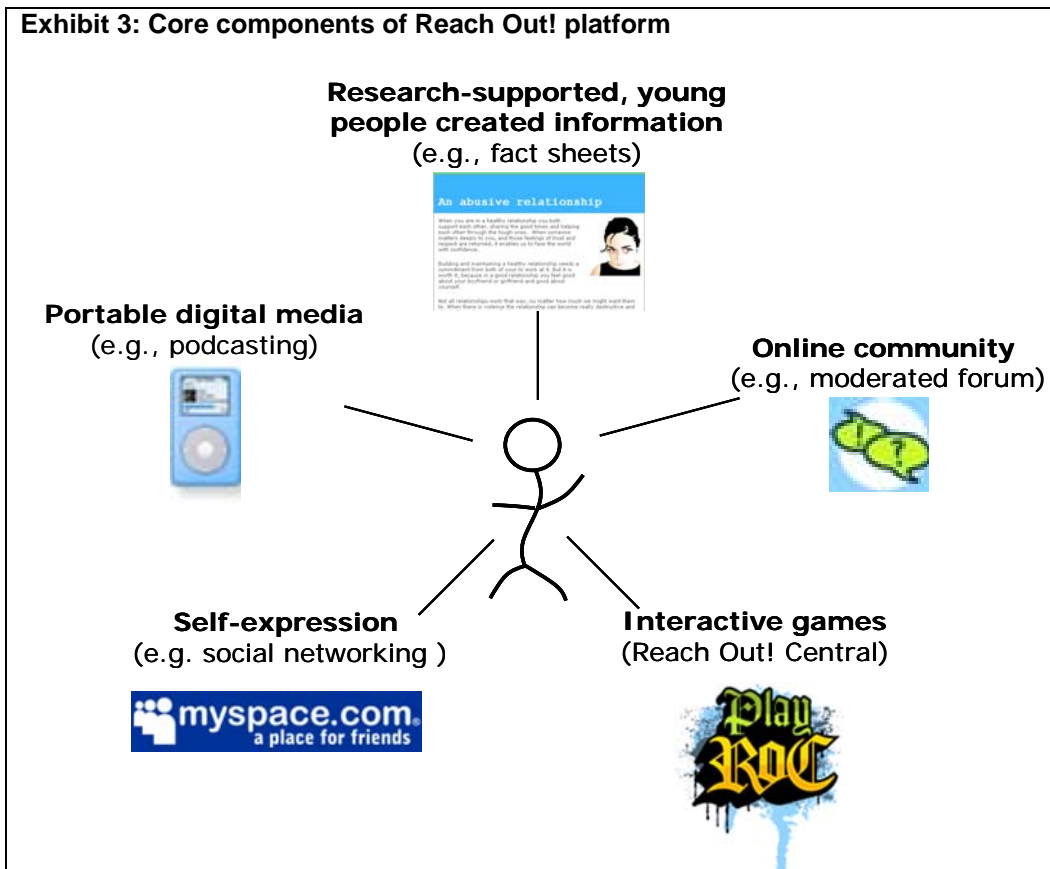
### User-defined multi-technology platform

Young people today want to create their own online experience – they want access to resources in a multitude of ways and use them as they see fit. By leveraging electronic media technologies, Reach Out! is not only able to provide a rich experience for young people, it can **scale** to reach millions at a time at a very low cost per user.

A user of Reach Out! has:

- Access to research-based content translated by young people
- Opportunities to interact with and learn from other young people
- Ability to contribute their own stories and support others
- Access to leading edge interactive games to help improve their mental health
- Ability to take Reach Out! with them: On their cell phones and iPods and to their MySpace page

**Exhibit 3: Core components of Reach Out! platform**



1. **Research-supported information created by young people:** Over 70% of 15-24 year olds seeking online health information want to know its source to ensure reliability.<sup>10</sup> To this

*"Thank you for creating this website ... it has answers to questions I've been burning to know yet haven't had the courage to ask"*

end, Reach Out! has a database of over 250 fact sheets developed with mental health professionals and other youth mental health experts. These fact sheets are vetted by young people to ensure the "voice" of its content resonates with this group (see "Youth engagement").

2. **Online community:** Young people often need a space where they can interact and share their experiences with others. Reach Out! offers a peer-moderated space where young people can learn from each other on how to get through difficult times. The community forum is moderated by trained youth volunteers and supervised by Reach Out! staff to ensure that it has a positive effect on people's mental health. Through this supportive community, young people become more comfortable addressing their tough times and are more likely to seek professional help.

3. **Gaming:** Among teens, 72% of males, and 48% of females played video games either online or on consoles in the past week.<sup>11</sup> Reach Out! Central, a "serious game," takes advantage of this explosive growth in gaming, particularly among young males. Built upon the principles of cognitive behavioral therapy (CBT), the game appeals to young people through its colorful aesthetic, use of popular music, ease of use, and overall fun of gaming.

*"I just played the ROC game it was fantastic! I printed out the action plan and I really am going to put it into action!"*

4. **Self-expression:** Young people are increasingly looking to the Internet to express themselves creatively and document and share personal experiences.<sup>12</sup> 20% of teenagers keep a blog and nearly 40% read a blog.<sup>13</sup> 61% of teens aged 13-17 have a profile on a social networking site.<sup>14</sup> Further, online content creators are diverse, with overrepresentations of African Americans and Latinos.<sup>15</sup> Reach Out! builds on these trends through:
  - o Self-expression: Rich spaces for young people to share personal stories
  - o Digital storytelling: Autobiographical stories in multiple media including “mini-documentaries” created and edited by young people
5. **Portable digital media:** Young people are increasingly looking for ways to access and transport digital content. Two popular trends include:<sup>16</sup>

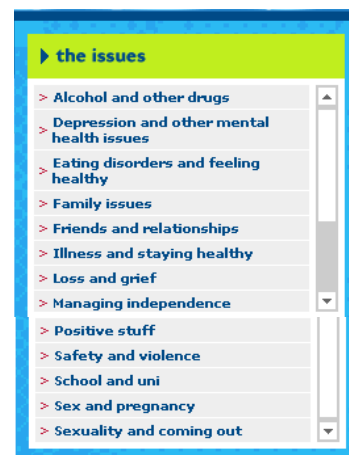
**Podcasting:** Of the 22 million Americans who own iPods/MP3 players 30% have downloaded podcasts. The proportion of young people who own MP3 players and download podcasts is even higher. Reach Out! podcasts allow young people to download 15-minute audio clips which can be saved to an MP3 player and played on-demand.

**SMS messaging:** Nearly 50% of teenagers use cell phones, and over 30% use SMS (text messaging). SMS messaging brings text based content into the most personal digital space of young people—their cell phones. Reach Out! SMS messages include quick tips on how young people can cope with challenging situations.

**Relevant content and voice**

Reach Out! appeals to young people with diverse needs – the platform includes content on a wide range of issues, including alcohol and drug use, depression, sexuality, and conflicts with friends and families (see sidebar).

While the platform readily appeals to the majority of young people (e.g., white females and males who represent 66% of the US young people population), Reach Out! is uniquely positioned to serve the needs of specific **youth segments that are at-risk and hard-to-reach**. Below is a sampling of some historically underserved groups, the issues they face, and the ways in which Reach Out! is able to engage them.



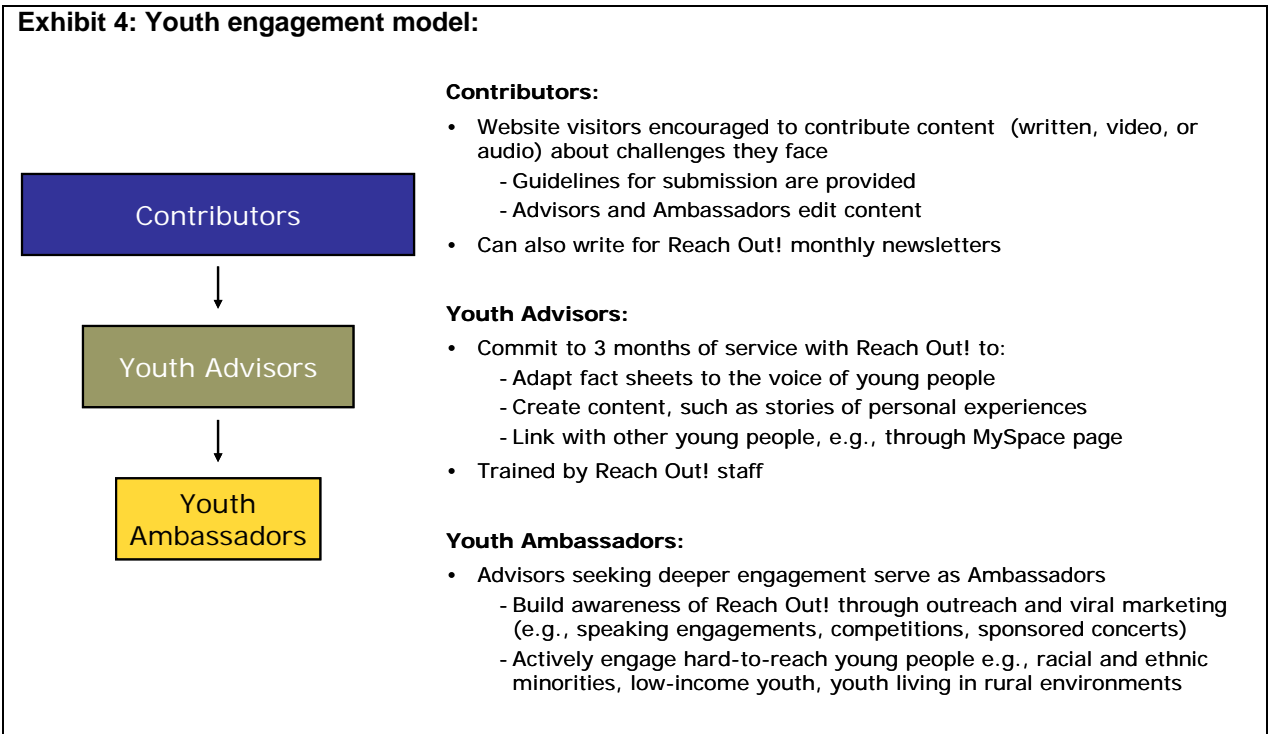
- **Hispanic females** suffer from the highest rates of suicidal ideation and attempts, depression, and eating disorders. In the past year, 45% of Hispanic females expressed depressive symptoms and 15% attempted suicide one or more times.<sup>17</sup>
- **African-American males** are exposed to the highest rates of community violence and drug use. In the past year, 45% of this segment engaged in a physical fight, 10% carried a gun, and 30% used marijuana.<sup>18</sup>
- **Gay, lesbian, bi-sexual, and transgender** young people are 3-5 times more likely to attempt suicide compared to all other young people.
- **Asian-American females:** This group suffers from very high rates of depression, anxiety, suicidal ideation, and suicide attempts.

Reach Out! builds in content and resources to ensure relevance to these groups by developing content on the issues they face, by creating safe spaces on the platform for self-expression and storytelling as well as safe and positive communities of young people facing similar challenges.

Most importantly, Reach Out!’s youth engagement program will purposefully seek out a diverse group of young people who can help achieve the appropriate “voice.”

**Youth engagement**

Youth voice is an imperative for communicating with young people about important topics. In focus groups of young people aged 15-24, participants routinely stressed the need for the voice of their peers, stating that “we always know when adults are trying to sound like kids, and it doesn’t work.” Reach Out! engages young people online in creating and editing content as well as offline in building community awareness about Reach Out! This engagement happens in three ways:



To identify and recruit Advisors and Ambassadors, Reach Out! is partnering with community-based youth organizations, whose constituency reflects the diversity of Reach Out!’s user base. As popularity of the website grows, Reach Out! will take advantage of broader national partnerships and a strong youth brand to build a critical mass of 200 youth advisors and ambassadors around the country with varying levels of on- and offline engagement.

**VI. Widen Reach through Partnerships**

Reach Out! is developing mutually-reinforcing partnerships and has already successfully partnered with MySpace, the #1 program amongst young people. Through its Australian program, Reach Out! has developed capabilities in cultivating and growing partnerships with:

- National youth brands - including Coca-Cola, two major youth retailers and a national radio network
- Local youth-serving organizations and schools
- Popular culture linkages through sports and music celebrities and events

## ***National Partnerships***

Partnerships will include:

- **“Viral” marketing through MySpace and others:** The explosive growth of social networking websites such as MySpace and Facebook represent a tremendous opportunity for Reach Out! to connect with young people. **Reach Out! has already established a long term strategic partnership with MySpace Australia and secured a commitment to extend this partnership to the United States.** Core elements of the MySpace Australia partnership include:
  - An interactive MySpace page that young people – including Youth Advisors, Youth Ambassadors, and celebrity advocates for mental health – can “friend”
  - Co-sponsoring promotion events with other youth-focused brands
  - Sponsoring contests (e.g. web video, essays, etc) that raise awareness and encourage young people to take action and get involved
  - Free banner advertising
  - Rotating links off the MySpace Australia homepage
- **“Traditional” promotion:** Reach Out!’s offerings are the perfect complement to other Internet resources that focus on sexuality, relationships, and “life skills” for young people:
  - Complementary resources: Sites such as Sex, Etc (Rutgers University), GoAskAlice (Columbia University), and TeenHealth (Nemours Foundation) are the largest online providers of information on sex, relationships, and general health; Reach Out! can provide deeper mental health content to these providers; in turn, partners will expand Reach Out!’s awareness amongst their target populations, which is in the several millions
  - Help lines and other crisis services for young people: Reach Out! is an excellent resource for young people experiencing milder emotional/mental health issues (e.g. those who call teen help lines for general advice)

Partnerships with social networking sites and traditional online/offline health channels form the core of Reach Out!’s early outreach/brand-awareness strategy. However, Reach Out! also realizes the value in other media channels and will explore radio, television/film and print partnerships to raise awareness.

MySpace’s parent company News Corporation has already committed to a major in-kind promotion campaign across all its properties – print, television, cable and radio as well as online – to launch and establish Reach Out! in the US.

## ***Local Partnerships – California First***

Local partners reinforce Reach Out!’s national brand-building activities and create on-the-ground advocates to identify and work with young people with the greatest needs. In the first instance, these partnerships will focus in California, given the size and diversity of population as well as favorable prevention-focused public health policies and funding streams. The guiding public health framework of California’s Mental Health Services Act is closely aligned to that which has been operating in Australia over the past decade.

The Reach Out! office will be based in California.

In the longer-term, Reach Out!’s presence in California will serve as a stepping-stone to forge partnerships across multiple states. This is particularly relevant where local partners are

members of larger national networks that Reach Out! can access and leverage (e.g., YMCA, YouthBuild).

- Youth-serving nonprofit organizations: Reach Out! is cultivating partnerships with local organizations that work with diverse groups of young people to
  - Attract young leaders through leadership development programs
  - Reach young people with an interest in health and/or who have experienced tough times themselves through partnerships with local health organizations
- Schools: Reach Out! will work selectively in high schools to maintain close connections with young people and conduct research on the issues. They will model their approaches used in a recent program in Alameda County to engage young people in health research<sup>19</sup>
- Colleges and universities: To build brand awareness and solicit feedback from post-high school young adults, Reach Out! is building partnerships with a select number of local colleges, with particular focus on schools of social work and/or public health.

## VII. Building a Strong US Organization

To launch its US operations successfully, Reach Out! is building a US-based leadership team that leverages and expands upon the experiences and expertise of Australian senior staff. Reach Out! US is aided by a strong and growing group of advisors with expertise in health policy, mental health, youth programming, and organizational development.

### ***US Leadership and Advisory Group***

In the next 18 months, Reach Out! will build a team to launch the US program. This team will reflect the core values of Reach Out! (see sidebar) and possess the skills required to both build and sustain a strong organization. The team will include three leaders who, as a group, possess the following “core” skills and experiences:

- Organization-building: Perhaps most critical, the leadership team will have demonstrated success in scaling an organization and its programs and will enthusiastically engage with the Australian leadership team in broader growth issues.
- Marketing and branding: The leadership team will have demonstrated success in building partnerships with a diverse group of partners. Particular experience with youth-relevant marketing/branding as well as youth programming is highly desirable.
- Fundraising and development: The leadership team will have demonstrated its ability to raise start-up capital and ongoing operating funds from a diverse funding base. Of particular interest is demonstrated success in raising public funding.

#### **Reach Out!’s values:**

- Compassion: We care for ourselves and others
- Generosity: We openly share our time, knowledge and experience
- Inclusiveness: We involve young people in meaningful ways and collaborate with those who share our dreams
- Responsibility: We are accountable for our actions and seek ways to do things better
- Fun: We don’t take ourselves too seriously and live each moment

To supplement these core skills and experiences, Reach Out! has begun building a US-based advisory committee that will support the US organization (see Appendix 1 for list of experts currently providing research, youth branding, marketing, advocacy, and fund development expertise).

## ***Support from Australia***

The leadership team for Reach Out! US is supported by Reach Out!'s Australian organization, which will provide core content and intellectual property as well as systems that have been refined and demonstrated in Australia. The Australian leadership team is aligning themselves to provide hands-on support to the launch of the US program.

This year, Reach Out! US will make several key hires to build for launch. These include youth engagement, technology, website, marketing and communications and fund development staff.

## ***Financial Requirements***

To build this organization, Reach Out! requires **\$3.3 million over 24 months**. This budget includes:

**\$0.3M for 6 months of seed funding** including:

- One project manager on the ground in the US
- Time and travel for the RO! Australia management team (“Knowledge transfer”)
- Legal counsel and business insurance
- Temporary contractors including a technology consultant and a grant writer

**\$3.0M for 18 months of pre and post-launch** including:

- Hiring 3 senior staff and 10 operational staff or contractors
- Technology costs including site development and server/hosting facilities
- Market research, marketing and advertising
- Youth engagement activities
- Office operations and rent
- Travel, both within the US and to Australia
- Operational support from Australian team

The minimal sustainable budget for Reach Out! by Year 3 is **\$3.3M annually**. Reach Out! will add-on further investments in the areas of youth engagement, marketing, program technology and research and evaluation as future needs and opportunities arise.

**Exhibit 5: Reach Out! 5-year budget**

EXPENSES (\$K)	Launch		Minimum sustain			Total
	Year 1	Year 2	Year 3	Year 4	Year 5	
Management cost	350	510	560	560	560	\$ 2,540
Knowledge transfer	160	250	250	250	250	\$ 1,160
Office operations	120	130	190	190	190	\$ 820
Facilities	80	130	130	130	130	\$ 600
Program technology	510	160	600	600	600	\$ 2,470
Research & evaluation	100	80	540	540	540	\$ 1,800
Marketing	140	290	550	550	550	\$ 2,080
Youth engagement	60	140	330	330	330	\$ 1,190
Fundraising	40	110	190	190	190	\$ 720
<b>TOTAL EXPENSES</b>	<b>\$ 1,560</b>	<b>\$ 1,800</b>	<b>\$ 3,340</b>	<b>\$ 3,340</b>	<b>\$ 3,340</b>	<b>\$ 13,380</b>

**\$3.3M** over 24 months:

- \$0.3M for 6 months of seed funding
- \$2.1M for 12 months of pre-launch
- \$0.9M for 6-months of post-launch

**\$3.3M** annual steady state

- "Minimum" requirement to operate national program
- Potential "add-ons" to further invest in youth engagement, marketing and research/evaluation

## **Appendix 1: List of experts/supporters providing input on Reach Out! US**

- Tom Adams, former Senior Executive, Marketing & General Management, eBay
- Dr Norman Anderson, CEO, American Psychological Association
- Dr Alan Berman, Executive Director, American Association of Suicidology (AAS)
- Dr Thom Bornemann, Director of Mental Health Program, Carter Center
- Dr Claire Brindis, Professor of Health Policy and Adolescent Health, University of California San Francisco
- Raymond Crowell, Vice President, Mental Health and Substance Abuse Program, National Mental Health Association
- Professor William Damon, Professor of Education and Director of the Center on Adolescence, Stanford University
- Cheryl Dorsey, President, Echoing Green
- Debra Dunn, Associate Consulting Professor, Stanford University School of Design
- Dr Charles Irwin, Professor and Vice Chairman of Pediatrics, University of California San Francisco
- Dr Annalisa Jenkins, Senior Vice President, Bristol-Myers Squibb
- Betty King, independent philanthropy advisor, former US Ambassador to the United Nations and Senior Advisor to the President and CEO of the California Endowment
- David McAllister-Wilson, President, Wesley Theological Seminary, Washington DC
- Richard McKeon, Special Advisor Suicide Prevention, US Substance Abuse and Mental Health Services Administration (SAMHSA)
- Rupert Murdoch, President, News Corporation
- Robert Raben, Founder, The Raben Group,
- Jerry Reed, Suicide Prevention Action Network USA (SPAN USA)
- Chris Schroeder, CEO, HealthCentralNetwork

## References

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<sup>1</sup> National Institute of Mental Health

<sup>2</sup> RAND, "Mental Health Care for Youth: Who Gets It? How much does it cost? Who pays?" 2001.

<sup>3</sup> 50% of African Americans cite fears of mental health treatment, *Mental Health: A Report of the Surgeon General*, op. cit.

<sup>4</sup> Based on Reach Out! survey results of 691 visitors between March-May 2006.

<sup>5</sup> Ybarra, Michele and William Eaton, "Internet-based mental health interventions," Mental Health Services Research, 2005. Gould, et al "Seeking help from the Internet during adolescence." Journal of the American Academy of Child & Adolescent Psychiatry, 2002.

<sup>6</sup> Kaiser Family Foundation, "Generation Rx.com: How Young People Use the Internet for Health Information" (December 2001)

<sup>7</sup> Target metrics determined by Reach Out!'s penetration in Australia, combined with estimated access to young people through partnerships (e.g., MySpace). Current Australia metrics include: 33% of young people are aware of Reach Out!; 10% access Reach Out!; 73% of surveyed visitors tend to return to Reach Out!

<sup>8</sup> Example indicators include: depressive symptoms, suicidal ideation, suicide attempt, episodic heavy drinking, Department of Health and Human Services, Centers for Disease Control and Prevention, Youth Risk Behavior Survey 2005

<sup>9</sup> Pew Internet & American Life Project, "Teens and Technology", 2005

<sup>10</sup> "Generation Rx.com: How young people use the Internet for health information" Kaiser Family Foundation, December 2001

<sup>11</sup> Jack Myers Media Business Report, 2005

<sup>12</sup> Pew Internet & American Life Project, "Bloggers", 2006

<sup>13</sup> Pew Internet & American Life Project, "Teen Content Creators and Consumers", 2005

<sup>14</sup> Cox Communications and the National Center for Missing and Exploited Children, 2006

<sup>15</sup> Pew Internet & American Life Project, "Bloggers", 2006

<sup>16</sup> Pew Internet & American Life Project, "Podcasting", 2005 and Pew Internet & American Life Project, "Teens and Technology", 2005

<sup>17</sup> CDC Youth Risk Behavior Survey, 2005; National Asian Women's Health Organization, "Breaking the Silence: A Study of Depression Among Asian American Women", 2001

<sup>18</sup> CDC Youth Risk Behavior Survey, 2005; National Asian Women's Health Organization, "Breaking the Silence: A Study of Depression Among Asian American Women", 2001

<sup>19</sup> Student research teams were used at Alameda High School, Berkeley High School, and Encinal High School as part of UCSF's comprehensive evaluation of school-based health centers. Student interest in these projects generated tremendous student interest; 40-60 students applied for 6 research positions.