



## TAG in Action: Georgia gPower

As part of its national call to action, **Adolescent Health, Think, Act, Grow<sup>SM</sup> (TAG)**, the Office of Adolescent Health, in the U.S. Department of Health and Human Service has identified a number of successful strategies for improving adolescent health throughout the country.



### The Goal

The Georgia Campaign for Power & Potential (GCAPP) empowers young people to make healthy choices, which in turn ensures their ability to achieve their full potential, unencumbered by teenage pregnancy, bolstered by strong physical health, and supported by healthy relationships.

### The Game Plan

When adolescents need information, most turn first to their smart phones. Following this trend, Georgia Campaign for Power & Potential (GCAPP) developed a free mobile phone app, gPOWER, giving teens a convenient source of information on sexual health. GCAPP worked with young people to develop the app to locate free or low-cost clinical services for sexual health in Georgia. The app makes it easy for youth to learn about their rights to receive sexual health services. They can explore options for birth control and STD prevention, find out what to expect at clinical appointments and equip themselves with questions to ask at these visits.

The gPOWER app also leverages the value of social media to share the views of teens who have used sexual health services with other teens. Just as adults use Yelp or Trip Advisor, adolescents in Georgia can use gPOWER to write anonymous reviews of the clinics for their peers. Their feedback helps other teens find out what the clinic experience was like. Comments may cover the availability of same-day or next-day appointments, the atmosphere of the clinic and whether staff made youth feel comfortable and respected.

### The Winning Plays

gPower reflects GCAPP's broadened adolescent health mission. After 17 years of focusing primarily on reducing teen pregnancy, the organization and its coalition partners expanded their work in 2013 to include healthy relationships and strong physical health, an approach urged by the U.S. Office of Adolescent Health. "We know the adolescent years represent a critical stage of development. It's well documented that these are years that harbor many risks, but as the gateway to adulthood, they also present an opportunity for sustained health and wellbeing through education and prevention efforts."

### Learn More

Georgia Campaign for Adolescent Power and Potential  
<http://www.gcapp.org/>

