

Healthy Relationships Toolkit

Empowering Teens to Build Safe & Supportive Relationships

I2I: YOUTH COMMUNICATIONS PROGRAM

The Healthy Relationships Toolkit (HeaRT) i2i Youth Communications Program, consists of a youth-focused communication campaign that trains high school students as “brand ambassadors” and utilizes social media and local events to reinforce messages from the HeaRT school-based youth programs. i2i was developed based on formative research and focus group testing with youth to deliver authentic messages to 11-14 year olds. Below are the how-to guides and program materials you will need to bring i2i to youth in your community, along with information on how to access or order each component.

HOW-TO GUIDES AND CORE MATERIALS

i2i Program Facilitator Guide



Planning guide for the i2i Program Facilitator who oversees implementation of the Brand Ambassador program, events, and social and digital media. It includes guidance for planning the ambassador trainings and events.

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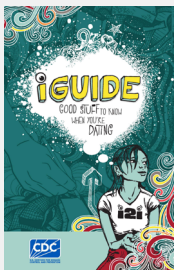
Brand Ambassador Handbook



Handbook for Brand Ambassadors, the 15-18 year old “near peers” who represent i2i. It serves as a guide for their training, planning events, and engaging with youth through the social and digital media components. You will need one per Brand Ambassador.

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Student iGuide



Educational activity book to distribute to middle school students attending i2i events; contains core messages about healthy relationships in an engaging, fun, youth-relevant product with space for taking notes during events. You will need one per youth attendee at each event.

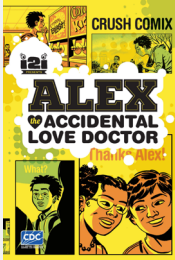
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MARKETING AND ENGAGEMENT MATERIALS

Comic Book



Full-color comic book featuring the character Alex, who finds himself having conversations with friends about healthy and unhealthy relationships; to be distributed to youth at i2i events to engage youth with core i2i messages; interactive exercises reinforce the messages about the importance of respectful, healthy relationships. You will need one per youth attendee at each event.

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Fortune Teller



This engagement item is designed to promote i2i and reinforce healthy relationship messages. One per youth attendee at each event is recommended but not required.

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Hello/You Posters



i2i branded posters to hang in schools and around the community to promote i2i messages about healthy relationships.

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