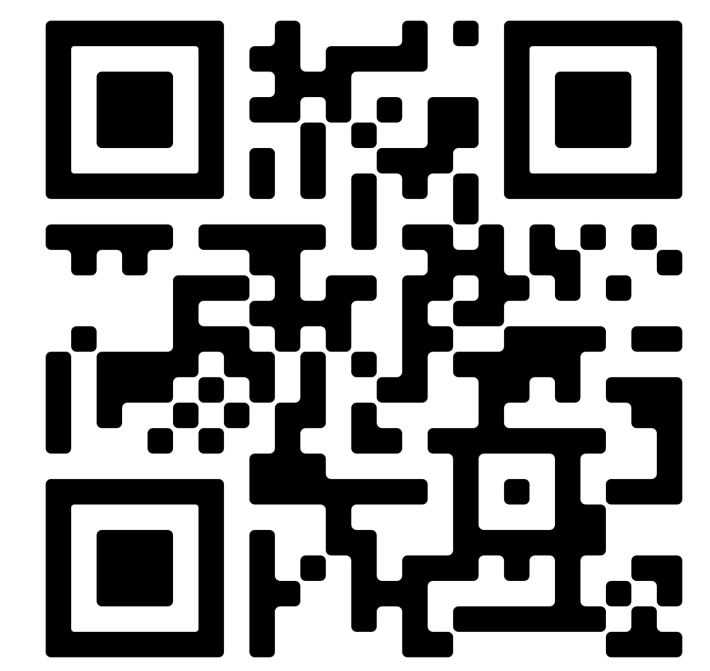


# Empowering Parents With Data: Creating Infographics to Share Youth Risk Behavior



## Survey Results With High School Parents in Cuyahoga County

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Scan for Presentation

### Background

The Prevention Research Center for Healthy Neighborhoods (PRCHN) was established in 2009 to address chronic health issues in disadvantaged neighborhoods in the Greater Cleveland area. The PRCHN bridges community partners and researchers, applying their collective expertise to implement sustainable strategies aimed at improving health in underserved communities. Projects at the PRCHN reflect their mission to eliminate barriers to health.

The Youth Risk Behavior Survey (YRBS) is one of the Adolescent Health and Surveillance projects at the PRCHN. The YRBS is a cross-sectional tool developed by the CDC to track adolescent risk behavior over time. This survey is distributed in high schools at the national level every two years. The Cuyahoga County YRBS is administered each year, alternating between middle and high schools. Data that is collected at the local level is used to inform the implementation and sustainability of programs and policies impacting adolescents, as well as assess trends in risk behaviors over time. This data is crucial to support adolescents in the county.

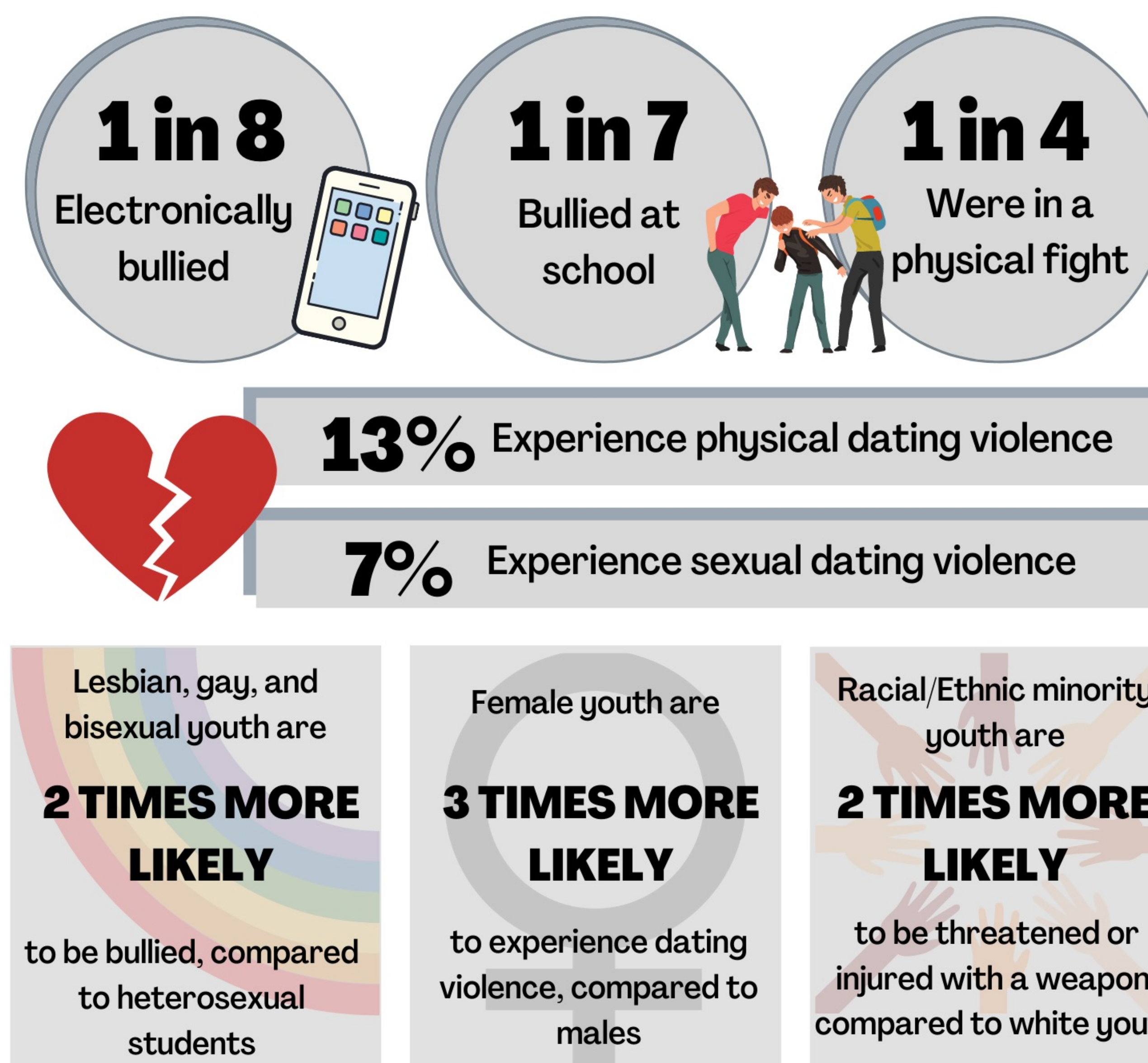
### Population

This project used data from the 2021 Cuyahoga County High School YRBS, including adolescents in grades 9-12. This includes adolescents ages 15-18 from the Cleveland Metropolitan School District and the Inner and Outer Ring Suburbs of Cuyahoga County.

### Learning Objectives

1. Analyze local, youth-focused data to identify associations among health behaviors and risk and protective factors that influence adolescent health.
2. Develop informational resources for parents summarizing youth-focused, local data to raise parents' awareness of health risk behaviors prevalent among the adolescent population.
3. Evaluate appropriate strategies to effectively communicate complex data in an accessible, sensitive manner to promote understanding and acceptance of data findings.
4. Apply skills including cultural competency, systems thinking, and interpersonal skills when developing informational resources for parents.

### What Are High School Students Saying About Violence?



#### TURN TO LEARN MORE



Based on results from 2021 Cuyahoga County High School Youth Risk Behavior Survey conducted by the Prevention Research Center for Healthy Neighborhoods at Case Western Reserve University

For more information, visit <http://prchn.org/ccyrbs-hs/>

### Deliverables

- **Mental Health infographic:** Highlights mental health data and data demonstrating how support can help youth.
- **Violence infographic:** Provides data on violence and data on the factors associated with youth violence.
- **Substance Use infographic:** Provides substance use data and indicates harmful effects of substance use among youth and the impact on their brain development.
- **Technology Use infographic:** Summarizes data related to adolescent technology use and adverse outcomes associated with technology use.

### Methods

For this project, SPSS statistical software was utilized to analyze data. Cross tabulations were performed to assess associations among variables.

### Activities

- Conducted a review of literature to identify appropriate communication strategies for infographic development.
- Analyzed results from the 2021 Cuyahoga County High School YRBS using SPSS statistical software. Primarily used cross tabulation.
- Developed four infographics aligned with appropriate communication strategies to educate parents of high school aged youth in the county.
- Reached out to local schools that participated in the YRBS and community partners to inquire about interest in sharing infographics with parents.
- Participated in weekly meetings with preceptors to discuss the development of infographics and appropriate data analysis and communication techniques to guide my project.
- Participated in YRBS administrations in high schools prior to practicum.

### Lessons Learned

- There is a critical need to communicate youth-focused data to parents to promote positive youth development and prevent risk behaviors.
- The terminology used and ways in which data are presented to parents greatly influences receptiveness to data and parents' willingness to apply data findings to their lifestyle.
- Data findings must be presented in a concise manner with consistent theming to accurately "tell a story" about the experiences of adolescents.
- How to perform data analysis using statistical software (SPSS).

### Public Health Implications

- Parents play an integral role in the development and behaviors of their children. Providing this data will empower parents to promote positive behaviors and monitor for risk behaviors in their teen(s).
- Raising awareness of risk behaviors will prevent detrimental health outcomes among adolescents.
- These infographics will be used in capstone research, assessing the feasibility of using infographics to summarize YRBS data each year.
- YRBS data is foundational, providing data that is used to inform the development and implementation of youth-focused programs and policies in the county, and sustainability of previous programs.

### Acknowledgements

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