

TEENTRUTH.ORG

FAQs Frequently Asked Questions

What is TeenTruth.org?

Teen Truth is an interactive, web-based initiative launched by the Department of Health in partnership with WAHI Media. The Teen Truth website has been developed to engage teens, parents and other citizens in an informative dialogue about teen risks, encouraging young people across Florida to make positive choices by providing the information they need to make the right decisions. By using innovative WAHI media technology, TeenTruth.org allows viewers to interact and choose their own path through the website. The ultimate goal is to help teens understand the risks they face, make smart choices and avoid costly consequences such as teen pregnancy, sexually-transmitted diseases, drug addiction, and accidental death.

What is WAHI Media and how does it work?

WAHI Media pioneered the WAHI — an online, video-based platform that lets you communicate your message to the masses by simulating human conversation. The WAHI interacts with and learns about the viewer, so it can tailor its message to give the viewer a truly personal experience. The WAHI is similar to the “choose your own adventure” books in that content varies depending on the viewer’s responses. At the same time, the WAHI collects and stores all of the viewer’s responses in real time. This allows you to hear and understand how your audience responds to the message.

Why was this technology selected to reach the teen audience?

The Florida Department of Health was looking for a new and more effective way to reach Florida teens and hold their attention all while providing them with important information and critical decision making skills. Using interactive drama, the WAHI technology, educates teens, engaging them in conversations with other real teens and providing a new experience that communicates positive youth development messages more effectively than any other medium. This initiative reaches teens where they spend a lot of their time – on the Internet.

Who can use this website?

TeenTruth.org can be accessed by anyone with a broadband (DSL, Cable) Internet connection. The website is meant not only for teens, but also for parents and citizens. There are four separate video viewing sections. Sections are divided into boys, girls, parents, and citizens with each section tailored to that specific group. Although it is up to parents’ discretion, the site is recommended for youth ages 12 and older.

What topics are covered on TeenTruth.org?

A wide variety of topics are covered in every viewing section. Topics include: sexually transmitted diseases, teen pregnancy, drug addiction, causal sex, unsafe driving, gangs/fighting, binge drinking and cigarette smoking.

What can parents gain from TeenTruth.org?

Parents can gain valuable information by visiting TeenTruth.org. The WAHI educates parents on the realities of teen life by simulating “real life” examples of good parent/child relationships as well as challenging ones, encouraging parents to help their teens make positive life choices.

If you re not a teen or parent can you benefit from TeenTruth.org?

Absolutely. In addition to offering valuable information for teens and parents, the WAHI also targets community members, informing them about the realities of teen life and encouraging them to become mentors to teens, helping to shape a young person’s life.

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Campaign Facts

- The Florida Department of Health wanted a new and more effective way to reach Florida youth to provide valuable information and decision-making skills.
- TeenTruth.org is part of the Positive Youth Development initiative from the Florida Department of Health. The Office of Positive Youth Development (OPYD) strives to provide information, resources and education on the concepts of positive youth development. This includes using asset building and character education as a means of risk reduction among youth.
- The premise of TeenTruth.org is providing youth, parents and community members with an interactive experience through one of the most utilized forms of media – the Internet.
- FLDOH partnered with Wahi Media to create TeenTruth.org an interactive, web-based initiative that engages participants in conversations with other real teens and communicates positive youth development messaging.
- Wahi stands for Web Automated Human Interaction. Wahi Media worked with the FLDOH's Office of Positive Youth Development to provide more than 90 minutes of content for TeenTruth.org.
- TeenTruth.org covers adolescent social and health issues such as underage drinking, tobacco use, illegal and prescription drug abuse, risky sexual behavior, violence, unintentional injury (not wearing a seatbelt, playing with explosives in a backyard, etc.), parent/child communication, community involvement, mentorship, peer influence, boundaries and goal setting.
- Each viewer navigates through the wahi much like an online "choose your own adventure" book. Each time the viewer interacts with the wahi, it responds and leads that person down a new path.
- The wahi allows participants to respond to different situations in a way that traditional communication methods simply cannot achieve.
- TeenTruth.org is recommended for youth ages 12 and up, parents of youth and community citizens concerned with adolescent health.
- Visitors to TeenTruth.org may click on the Facebook, Twitter and or Digg logos to log into their account and send an automated message telling others about the site.
- All of the scenes are portrayed by actors and are not real.
- TeenTruth.org uses Adobe Flash Player to run video segments. Viewers should ensure computer compatibility for proper display.

Teen Facts

- According to a 2009 Florida Youth Risk Behavior survey, 50.6 percent (365,700) of teens surveyed have had sexual intercourse.
- 37 percent of students surveyed have had sexual intercourse with one or more people during the past 3 months.
- 16.6 percent of students surveyed have had sexual intercourse with four or more partners during their lifetime; the number was significantly higher among males surveyed.
- According to the Florida Department of Transportation, in 2008 there were more than 32,344 crashes. Of those crashes, 216 teens were killed.