



RESCUE
The Behavior Change Agency



2023

IMPACT REPORT

Making Healthy Behaviors Easier
and More Appealing Since 2001

Certified



Corporation



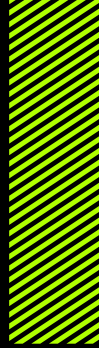


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LETTER FROM THE CEO

2023 WAS AN IMPORTANT YEAR IN OUR IMPACT JOURNEY.

Our mission to make healthy behaviors easier and more appealing has grown in strength as we've expanded our work across more health topics and across more counties and states from Maine to Hawai'i and from Alaska to South Carolina. While we've always measured each program and campaign, we're realizing how important it is to understand the total body of our work as each success builds on another. **Collectively, we've led campaigns promoting health that reach communities where over 170M people live, work, and play.**

In 2023, we also brought people together. In real life. We hosted our 4th biennial Agents of Change Summit, bringing together over 700 health leaders, luminaries, and on-the-ground program managers and communicators to share experiences, challenges, and wins from the last few years. Our last gathering together had been in February 2020 when the public health landscape was just about to experience its most daunting challenges ever with pressures and doubts coming from all angles. Being together in real life was healing. It helped us all connect and recommit to creating healthier communities together.

We experienced our fourth B Corp certification process, and it was the most difficult assessment yet. Our commitment to improving impact across the categories of Workers, Community, Environment, and Governance has never wavered, and we've consciously made improvements. But we did realize the standards were higher than ever. Thankfully, we're proud to have earned a score of 117.2, our highest score yet.

We are so fortunate that in these times of economic uncertainty and cultural change, we have continued to grow. Importantly, **when we grow, the positive impact we have within the communities we serve also grows.** This positive ripple effect is hardwired into our business model and will continue to inspire momentum as we continue our impact journey.

Stay healthy,

Kristin Carroll, CEO



B CORP RECERTIFICATION IN 2023



DID YOU KNOW?

To become a certified B Corp, organizations must make a legal commitment by changing their corporate governance structure to be accountable to all stakeholders, not just shareholders.

At Rescue Agency, we improved our impact in every single category in the 2023 recertification process. As we grow, our positive impact on our communities grows.

The extremely rigorous recertification process involved:

233

questions answered
along with providing
legal documentation

80+

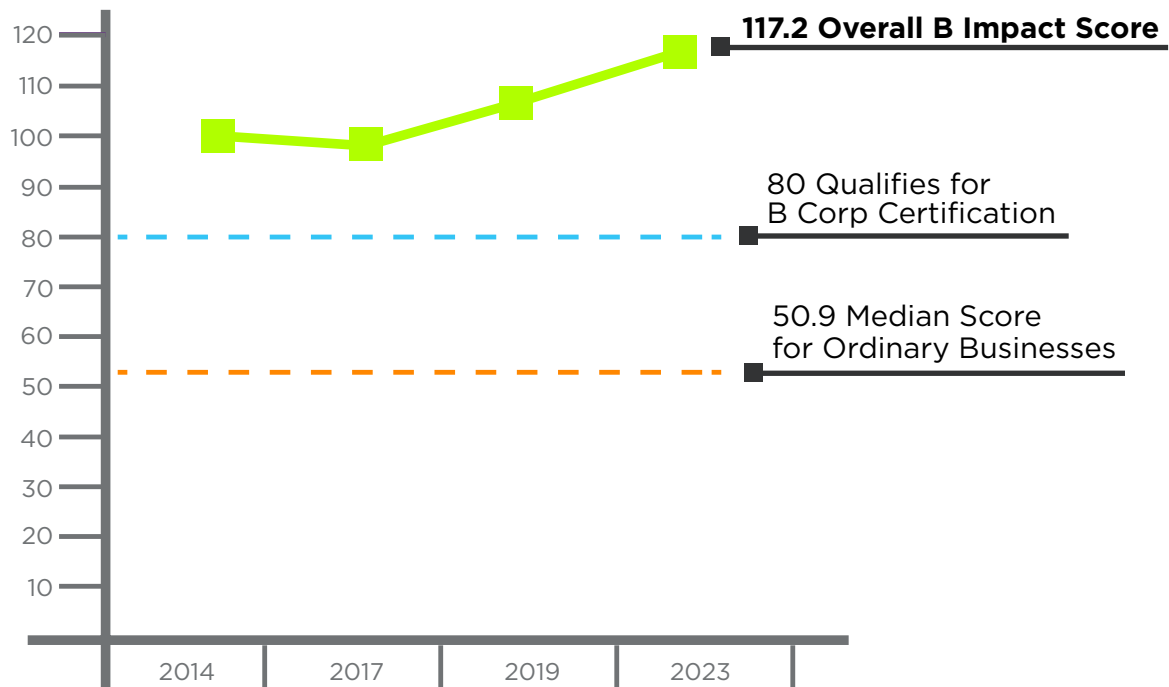
hours
of work

15

month
long process

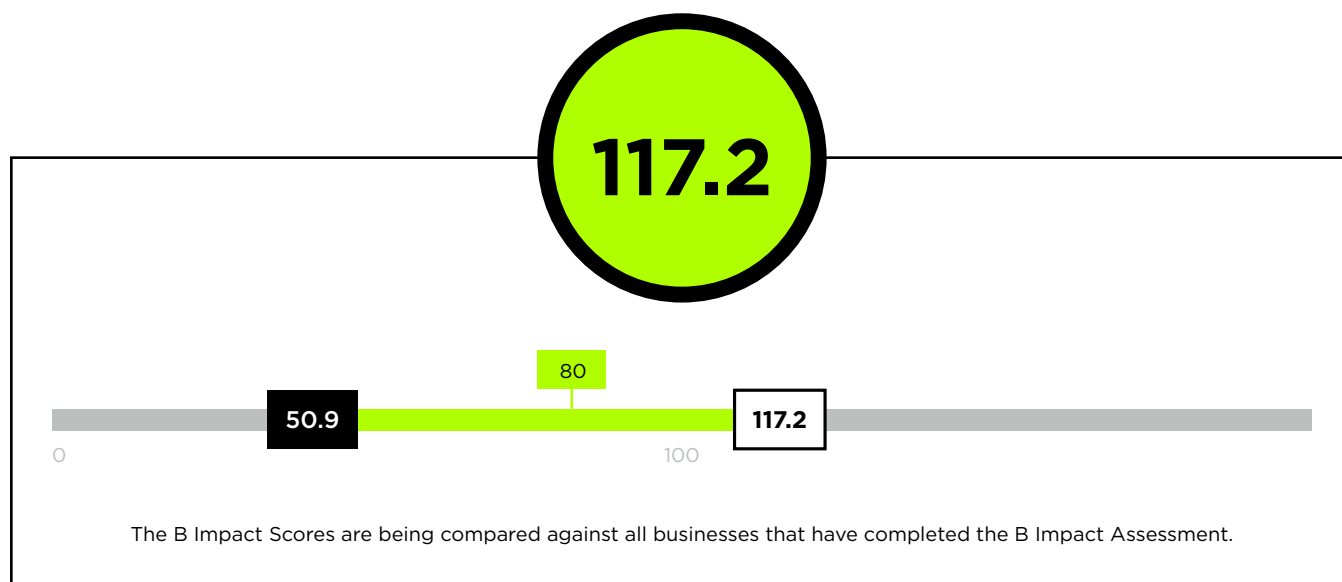
3

Recertifying
every three years



OUR B CORP SCORE

While there is a movement of purpose-driven corporations such as Conscious Capitalism, Cradle to Cradle, and many more, the B Corp certification process is the highest standard for verified performance, accountability, and transparency.



Impact Area Scores	2023	2020	2016	2014
Governance	20.5	18.5	16.7	6
Workers	30.4	30.0	25.3	23
Community	22.1	21.3	19.2	17
Environment	8.9	7.7	10.5	9
Customers	35.2	31.4	28.3	45
OVERALL SCORE	117.2	109.1	100	104.7



“

**WE MAKE HEALTHY
BEHAVIORS EASIER
AND MORE APPEALING.**

Our work addresses the most urgent
health crises facing our nation.

”



HEALTH

Millennials are racking up more chronic health conditions compared to other generations: study

Sweeping health care study reveals millennials are using more health services than other generations



By Angelica Stabile · Fox News

Published March 9, 2023 4:56pm EST

The New York Times

Psychosis, Addiction, Chronic Vomiting: As Weed Becomes More Potent, Teens Are Getting Sick

With THC levels close to 100 percent, today's cannabis products are making some teenagers highly dependent and dangerously ill.

Los Angeles Times

SUBSCRIBE

'It's absolutely heartbreaking': Fentanyl is officially Los Angeles County's deadliest drug



HEALTH

Teen drug overdoses hit record high, driven primarily by fentanyl poisoning, says new report

Drug overdose and poisonings were third-leading cause of teen deaths in US in 2022, new study reveals

By Bryan Litzner · Fox News

The New York Times

Cannabis Use Disorder Is 'Common' Among Marijuana Users, Study Finds



By Matt Richtel

Aug. 29, 2023



PPIC

Pandemic-Era CalFresh Expansions Lifted Many Families Out of Poverty

Los Angeles

The New Brand of Meth That's Fueling L.A.'s Homelessness Crisis



Food insecurity shot up last year with inflation and the end of pandemic-era aid, a new report says



USA TODAY

'Toxic stress' on children can harm their lifelong learning, mental and physical health

WHAT WE DO

At Rescue Agency, we create health behavior change communications campaigns that make healthy living easier and more appealing for everyone.

22+

years of creating
public health
behavior change
campaigns

Reaching communities where over
170M Americans
live, work, and play



Focused on underserved populations who need our support the most:

BIPOC People, People With Low Socioeconomic Status, Non-English-Speaking Populations, Those Experiencing Mental Health Challenges, LGBTQIA Populations, American Indian/Alaska Native Populations, Those With Chronic Diseases, Rural Populations, Veterans, First Responders, Mixed-Status Families, People With Disabilities, Pregnant & Breastfeeding Women.



175+ campaigns

created to address the most stubborn health challenges and to quickly and effectively tackle emerging health concerns

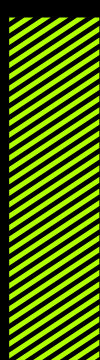
HEALTH CHALLENGES OUR CAMPAIGNS ADDRESS

Rescue's campaigns span from the chronic, everyday challenges that affect the majority of our country to urgent, often fatal issues that require an immediate and coordinated crisis response from a cross-section of sectors, from health care to law enforcement, public health, and communications.

While working at the crisis point is critical, **our goal is to increase prevention and education so that we reduce the crises experienced overall.** Working upstream impacts the scale of what we can change.

THE SCALE OF WHAT WE CAN CHANGE

CHRONIC		Health disparities
		Vaccine hesitancy
		HIV/STI prevention
		Mental health
		Maternal health
		Nutrition & food insecurity
		Toxic stress response & ACEs
		Tobacco control & prevention
		Alcohol misuse
		Cannabis misuse
		Methamphetamine use
		Opioid misuse
		Fentanyl overdose prevention
		Suicide prevention
URGENT		



OUR IMPACT THROUGH HEALTH BEHAVIOR CHANGE MARKETING

CONNECTING AMERICANS WITH SOCIAL SERVICES

CHALLENGE:

17% of Americans were considered Financially Vulnerable in 2023, an increase from 15% in 2022, with 62% of Americans worried about paying rent.^{1,2}

OUR IMPACT:

In partnership with the California Department of Social Services, Rescue Agency developed several campaigns to demystify government services and help eligible participants understand how to access uplifting support.

Rescue helped Californians understand how to access healthy, nutritious foods, employment opportunities, pandemic relief, and more. In campaign evaluations, we found these campaigns were highly successful:

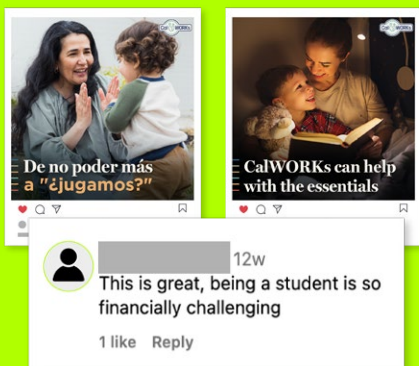
77% stated the campaign motivated them to learn more about the program and whether they could qualify

71% reported the campaign helped them recognize they may be eligible

Our campaigns drove significant increases in enrollments for important services:

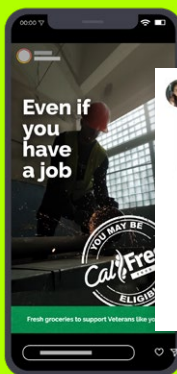
54%

of unenrolled participants reported taking action to learn more about **CalWORKS programs** through online searches, talking to a social worker, reviewing an application form, talking to family, or calling a CalWORKS office after engaging with the campaign



35%

increase in **P-EBT card** activations from Phase 1, which had no communications plan, to Phase 2



30%

of those aware of our **CalFresh Food benefits** campaign intended to start an application in the next 30 days



To effectively communicate with California's diverse population, our campaigns were transadapted into Spanish, Korean, Mandarin, Vietnamese, and Tagalog.



SEXUAL HEALTH

CHALLENGE:

From 2020 to 2022, new cases of syphilis increased by 555%, chlamydia by 133%, and gonorrhea by 78%, equalling 2.5 million new cases.³

OUR IMPACT:

Rescue client expanded their work with us to encourage their community to get tested for HIV and STIs and rethink how they have safe sex. These campaigns delivered:

43M

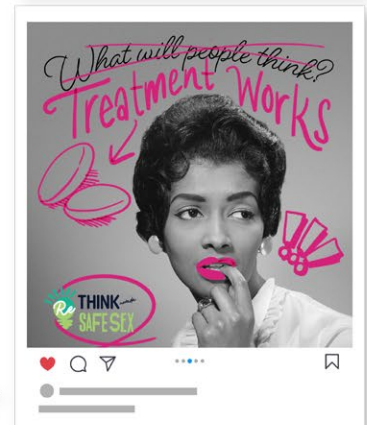
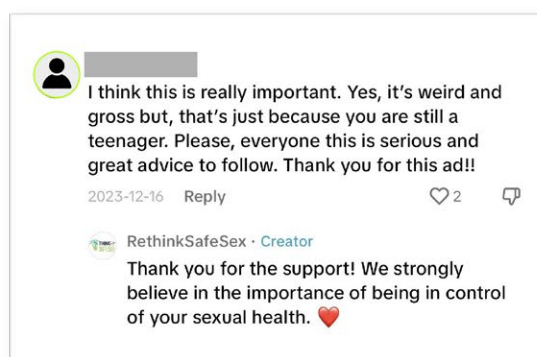
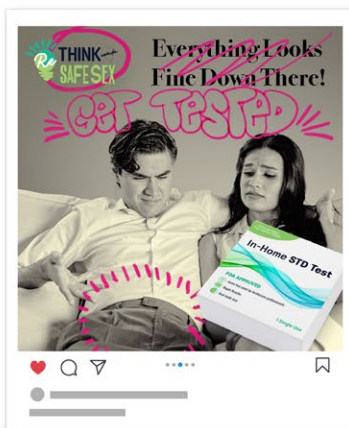
total impressions

11M

video completions

THOUSANDS

of social media comments
engaging with the
campaign messaging





INCREASING HELP-SEEKING FOR MENTAL HEALTH CHALLENGES

CHALLENGE:

1 in 5 U.S. adults experience mental health challenges each year, equalling nearly 58M people.⁴

OUR IMPACT:

Some of the most diverse counties in the U.S. worked with Rescue Agency to increase mental health support-seeking behaviors.

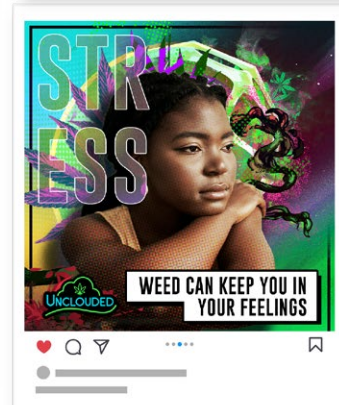
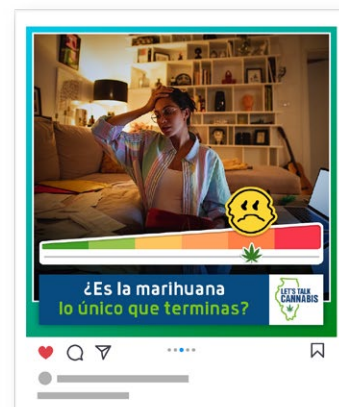
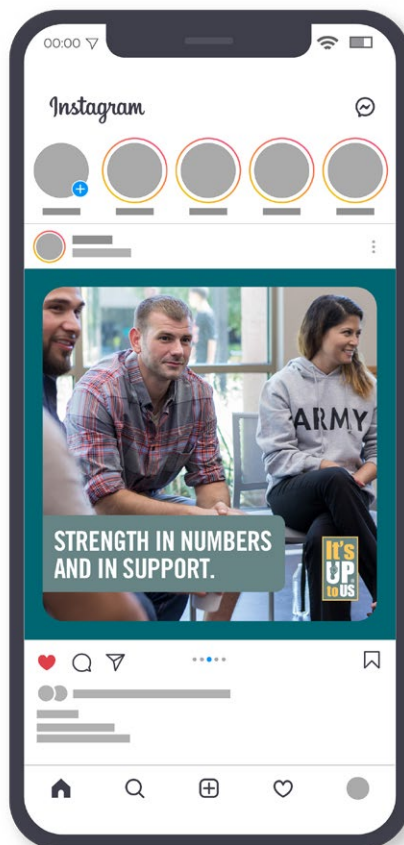
From baseline to post-campaign evaluations, participants aware of our campaigns reported significant behavior change:

87%

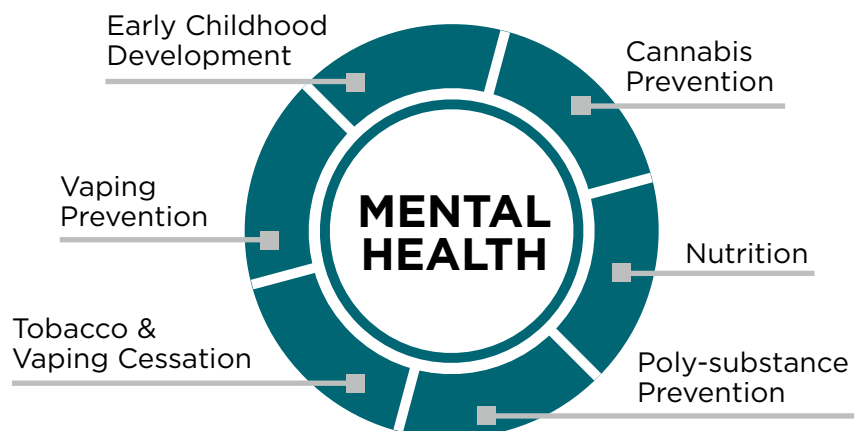
were more supportive of mental health challenges

82%

talked about mental health challenges with a friend, family member, or coworker



Rescue Agency wove **MENTAL HEALTH MESSAGES** into the fabric of nearly all campaigns across topics:





NUTRITION EDUCATION & OBESITY PREVENTION

CHALLENGE:

42% of adults and 20% of kids 2-19 years old in the U.S. have obesity, with food-insecure adults facing a 10% higher risk of obesity.^{5,6,7}

OUR IMPACT:

Rescue Agency has driven considerable nutrition behavior change in urban and rural communities, increasing water intake and healthy eating and helping families gain access to healthy, nutritious foods.

Our campaigns drove population-level behavior change,* including:



9% increase in daily water consumption among teens

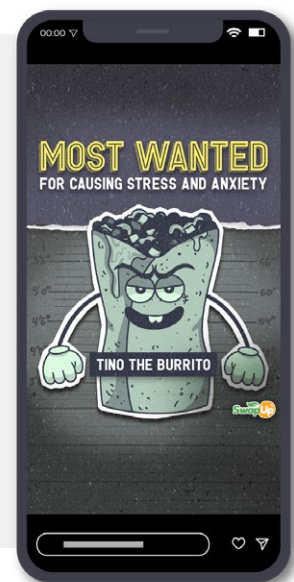


3% increase in daily consumption of green salads among teens



47% of eligible participants reported accessing food benefits for groceries after engaging with our campaign

*As measured from baseline to post-campaign evaluations

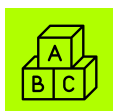


To achieve these behavior change results, our campaigns delivered:

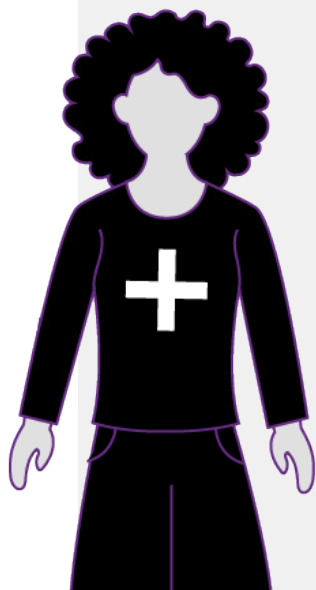
997M
total impressions

60M
video completions

2K
social media comments



EARLY CHILDHOOD DEVELOPMENT & BUFFERING THE EFFECTS OF TOXIC STRESS



Pediatricians and health professionals are just beginning to understand **how deeply toxic stress impacts early childhood development** and a child's health as they grow up.

Toxic stress occurs when children experience **prolonged stress from ongoing traumatic events**, leading to the constant activation of their fight-or-flight response.

This constant flood of stress **negatively impacts their health and development**, predisposing them to many other health concerns, including substance misuse, mental health challenges, obesity, heart conditions, and much more.



CHALLENGE:

In California, nearly 2M children face adverse childhood experiences (ACEs), and toxic stress affects 1 in 3 kids, creating a pressing public health crisis.⁸

OUR IMPACT:

One of the largest early childhood education organizations in the nation worked with us to develop a campaign designed to give all children a strong, thriving start in life.

As of mid-campaign evaluation,* we've generated encouraging results among those who were campaign-aware:

90%

agreed that it is possible
to help their children heal
from trauma

84%

were motivated to
learn more

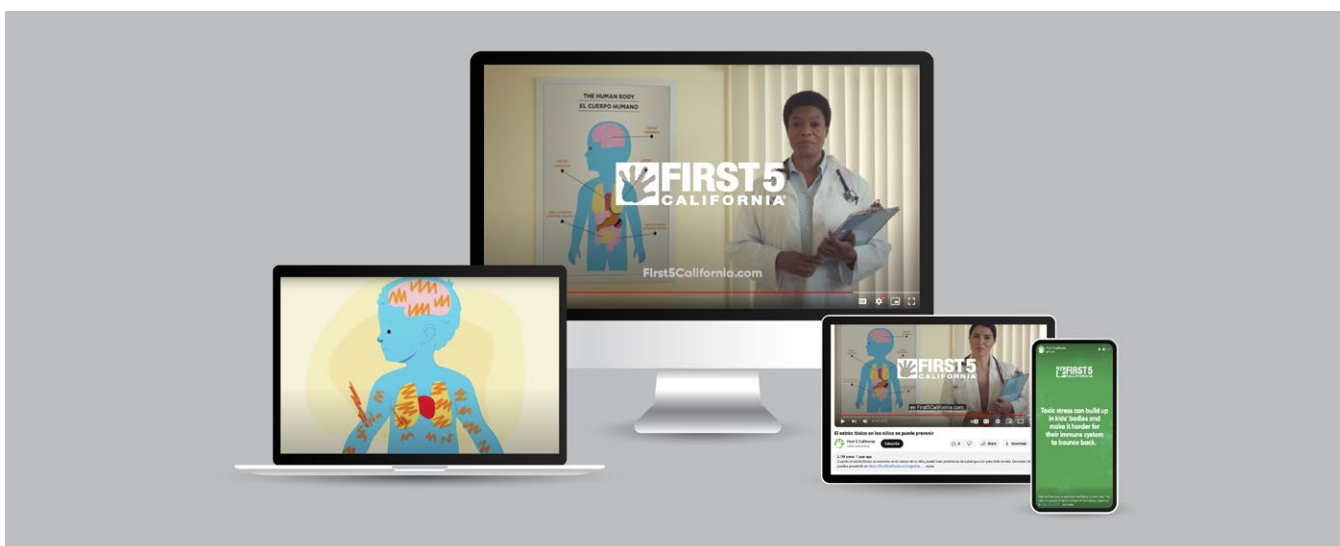
442M

impressions generated,
inclusive of more than
70M video completions

* Full evaluation results will be available in 2025.



EARLY CHILDHOOD DEVELOPMENT & BUFFERING THE EFFECTS OF TOXIC STRESS





TEEN TOBACCO & VAPING CONTROL

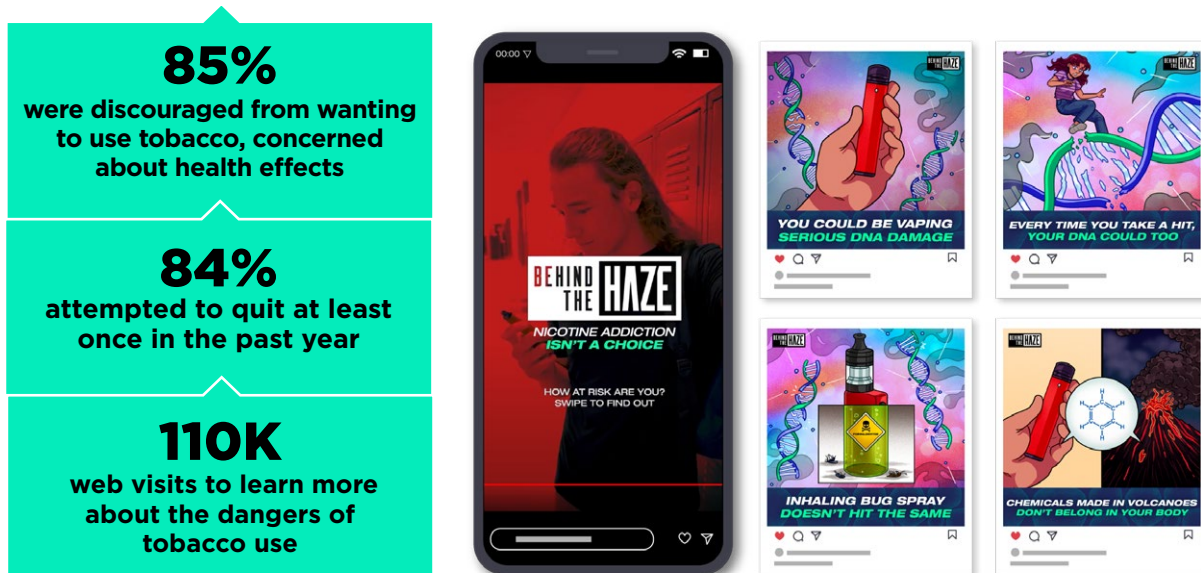
CHALLENGE:

Nearly 90% of adult smokers began smoking at or before age 18, with approximately 2.8M middle and high school students reporting the use of at least one tobacco product, including vapes, in 2023.^{9,10}

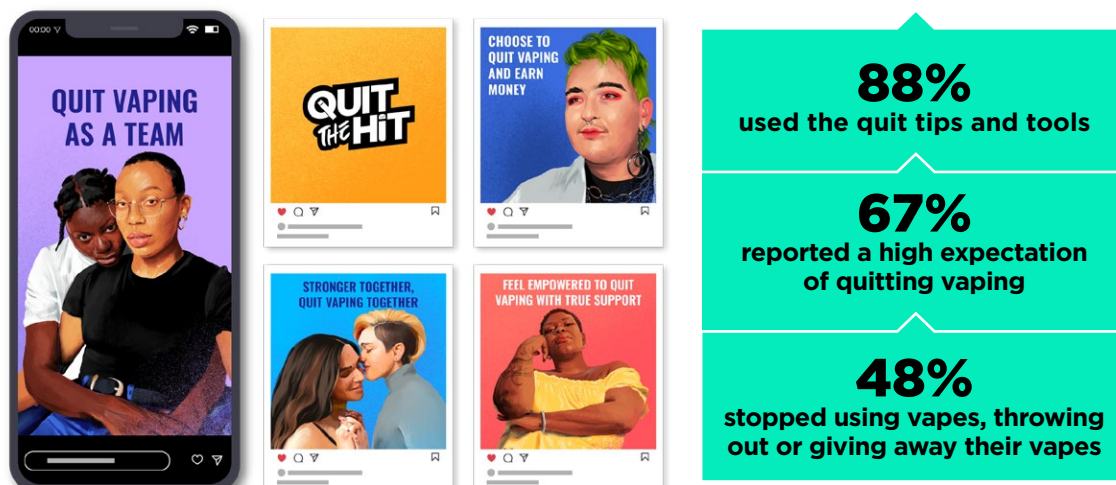
OUR IMPACT:

Running in **25+ states** across the country, reaching approximately **6.7M teens**, our campaigns prevent the initiation of vaping and tobacco use and help those currently addicted to nicotine quit. **Our campaigns resulted in population-level behavior change* in teen vaping prevention and cessation.**

TEEN TOBACCO & VAPING PREVENTION



TOBACCO CESSATION FOR YOUNG PEOPLE



*As measured from baseline to post-campaign evaluations



ADULT TOBACCO CESSATION

CHALLENGE:

Each year, 16M Americans live with a serious illness caused by smoking.¹¹

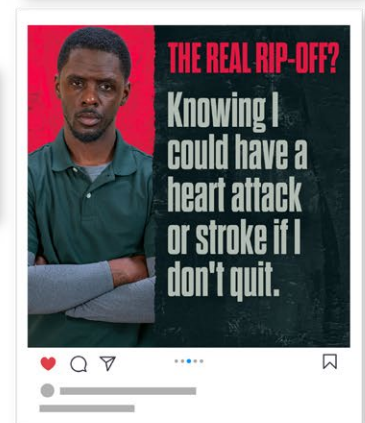
OUR IMPACT:

Rescue Agency's campaigns drove significant increases in quitline enrollments in 9 states, helping to deliver:

850%
average increase in
quitline enrollments

407K
website visits to
learn more about
cessation services

6.6K
quitline enrollments





TEEN CANNABIS USE PREVENTION & YOUNG ADULT HARM REDUCTION

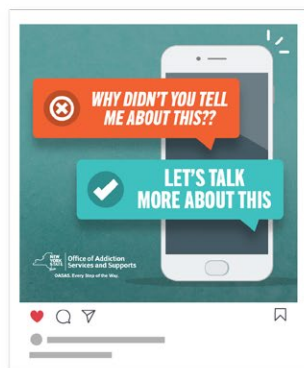
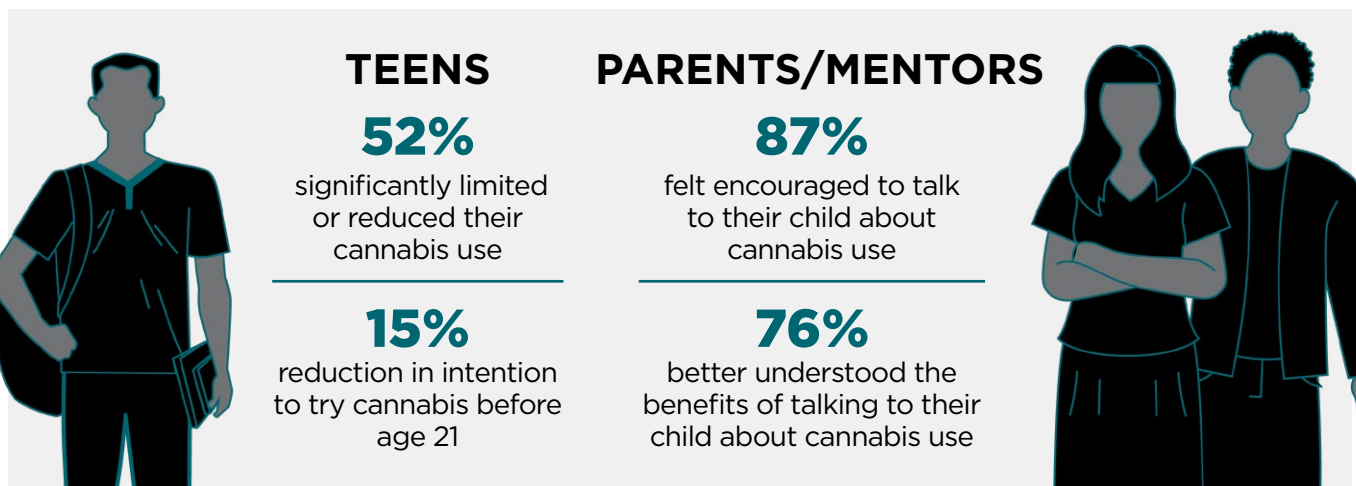
CHALLENGE:

In 2022, 31% of 12th graders reported using cannabis in the past year, and an estimated 3 in 10 adults who use cannabis have marijuana use disorder.^{12,13}

OUR IMPACT:

Rescue has developed messaging to prevent teen cannabis use, educate parents and mentors about how to talk to children about cannabis, and provide important harm reduction messaging for young adults who regularly use cannabis.

Our messages effectively sparked health behavior change among key populations engaged with our campaigns, resulting in the following:



To achieve these behavior change results, our campaigns delivered:

507K

website sessions

117M

video completions

1.2B

impressions



METHAMPHETAMINE USE PREVENTION

CHALLENGE:

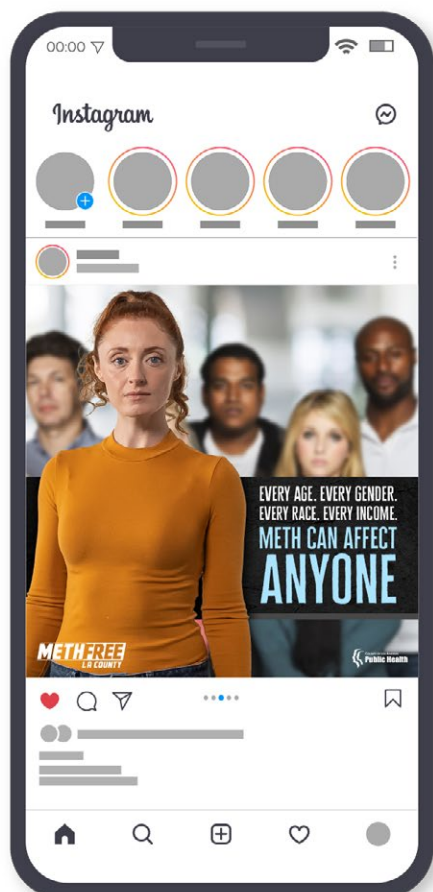
The age-adjusted rate of drug overdose deaths involving psychostimulants (including methamphetamine) increased more than 34 times from 2002 (0.3) to 2022 (10.4), with different rates of change over time.¹⁴

OUR IMPACT:

The most populous county in the country worked with us to reduce methamphetamine use. The campaign resulted in county-wide behavior change, with post-campaign evaluations showing:¹⁵

82% of those who had experimented with meth stated the campaign helped reduce their meth use

84% of survey participants reported it made them feel that help was available



Based on our evaluation data, we estimate this campaign saved:

887K

people who took one step to get help for their meth use



OPIOID & FENTANYL OVERDOSE PREVENTION

CHALLENGE:

Overdoses top the list of accidental deaths in the U.S., with over 112K fatalities between May 2022 and May 2023. Fentanyl is now the leading cause of death for ages 18–49.¹⁶

OUR IMPACT:

Our campaigns provided essential substance use prevention, harm reduction, and treatment promotion messages to nearly 20.8M people in rural, urban, and suburban communities.

We've driven significant engagement with life-saving information, including:

22M

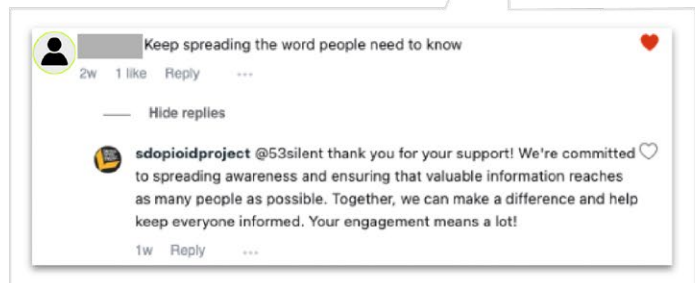
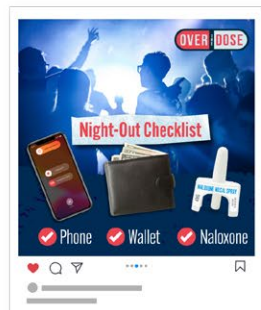
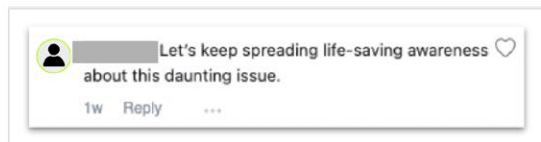
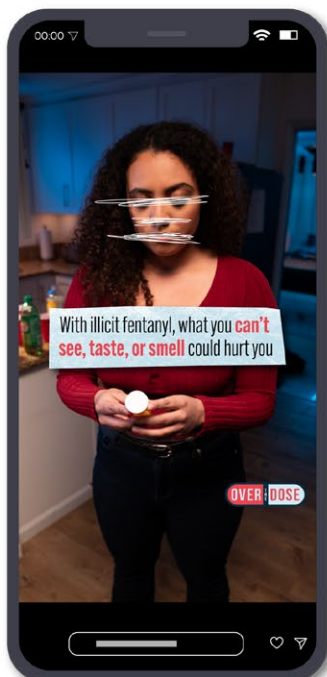
video completions

315K

educational
website sessions

650

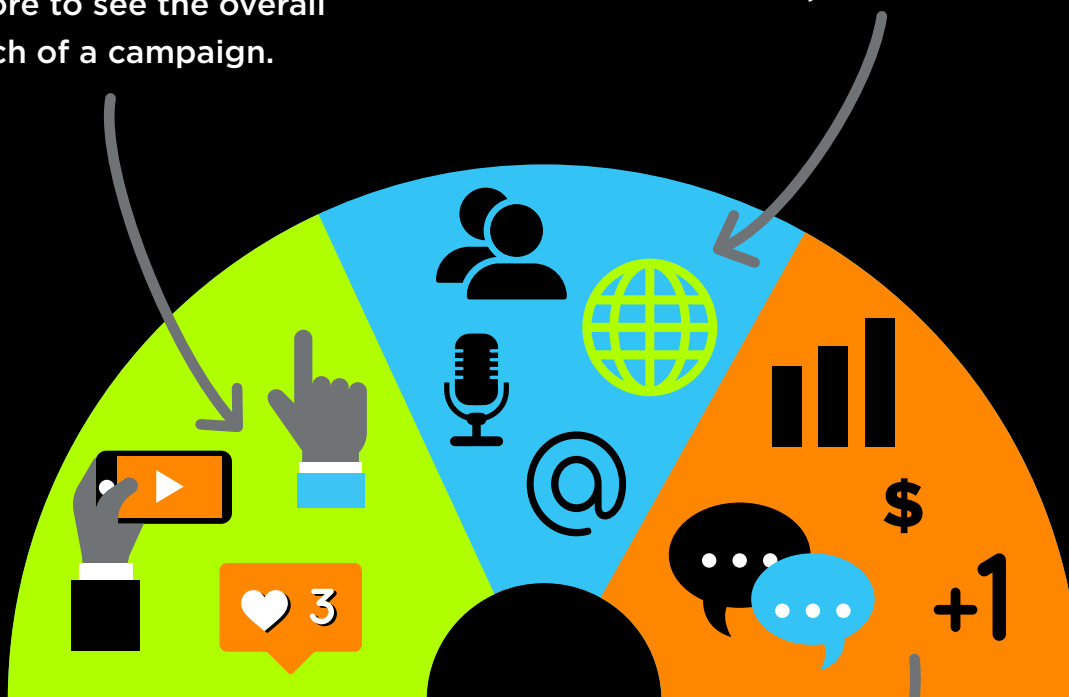
website clicks to “Find
Naloxone Near You”



HOW WE MEASURE THE IMPACT OF OUR CAMPAIGNS

First, we use a combination of media metrics including impressions, views, video completions, website clicks and more to see the overall reach of a campaign.

Next, we measure audience consumption, interaction, and amplification of content across various channels, such as out-of-home advertising, radio, digital advertising, paid and organic social media, and websites.



Finally, when evaluating the impact of our programs, for many campaigns we conduct post-evaluation research with the audience to better understand the efficacy of the program.

OUR IMPACT

THROUGH YOUTH ENGAGEMENT & POLICY CHANGE

Sometimes making healthy choices requires more than just knowledge of the health benefits or consequences of a behavior.

Rescue Agency's Youth Engagement and Policy Change programs empower young people to advocate for policy reform to:



Reduce
tobacco use



Increase consumption
of healthy foods
and water



Prevent
substance use

“ We unify stakeholders and changemakers around a clear, focused goal that will create broad support for a policy change to promote healthy behaviors. ”

2023 STATEWIDE POLICY CHANGE IN NEW MEXICO



3rd statewide policy change in as many years

Rule **6.12.4 NMAC** passed, prohibiting
commercial tobacco and nicotine use in schools

This change impacts:

322,000
students

21,000
staff

129
school districts

854
schools

Statewide policy change is possible through the work of our dedicated and passionate youth engagement and policy change team.



OUR IMPACT

THROUGH YOUTH ENGAGEMENT & POLICY CHANGE

BY THE NUMBERS

52,222

surveys and messages
of support distributed
in FY23/24

4,237

students trained across
Oklahoma, Virginia, New
Mexico, and Missouri

552

meetings with key
decision-makers in
FY23/24



OUR IMPACT THROUGH SHARING KNOWLEDGE

Connecting Leaders in Public Health at the 2023 Agents of Change Summit

Rescue Agency hosts the biennial **Agents of Change Summit** to advance the science and technology of behavior change. Our Summit brings together over 700 dedicated public health practitioners, equipping them with cutting-edge, evidence-based strategies and technological tools to inspire health behavior transformation across diverse communities.

OUR THEME

A Public Health Conference Like No Other

Helping you create intentionally equitable programs that make
healthy living possible for everyone

Hosted biennially by Rescue Agency, Visionary Sponsor

700+

attendees with representation from
44 states and territories, including
Guam, Alaska, Canada, and Australia

19 keynote
speakers

2 mainstage panel
discussions

2 mainstage
talk series

79 breakout
sessions

Topic tracks:



Tobacco & Vaping
Prevention & Cessation



Health Communication
Fundamentals



Mental Health &
Suicide Prevention



Nutrition, Physical
Activity & Wellness



Early Childhood
Development



Cannabis &
Substance Use



Sexual Health &
Family Planning

“THE AGENTS OF CHANGE SUMMIT BRINGS
PUBLIC HEALTH LEADERS TOGETHER WITH
PEOPLE WHO ARE DEEP INTO TECH FOR
SOCIAL GOOD, AND THAT OFTEN GETS LEFT
OUT OF THE PUBLIC HEALTH PRACTICE ...
HAVING THESE GROUPS OF PEOPLE MEET IS
A REALLY POWERFUL COMBINATION.”



Hundreds of Boxes of Narcan® Distributed

In partnership with our clients in San Diego County, we conducted a Narcan® training on the mainstage and distributed hundreds of free boxes of Narcan® to attendees.



“THE SUMMIT WAS RICH IN LEARNING AND NETWORKING. I WAS INSPIRED TO BE AMONG COLLEAGUES, SOCIAL MARKETING LEADERS, AND DYNAMIC KEYNOTE SPEAKERS. THANKS FOR HOSTING!”

March 6 Declared Rescue Day

At the 2023 Agents of Change Summit, San Diego County recognized Rescue for all our incredible work supporting mental health help-seeking, increasing awareness about fentanyl-laced pills and powders, and much more by declaring it “Rescue Day.”



“THANK YOU FOR ALL THE WORK PUT INTO THE SUMMIT. THIS IS BY FAR MY FAVORITE CONFERENCE TO ATTEND, AND IT IS ALWAYS PUT TOGETHER SO WELL. THE KEYNOTES, SESSIONS, AND FORMAT WERE ALL GREAT AND MEMORABLE!”

In-kind Sponsorships From Local B Corps:



MammaChia
SEED YOUR SOUL.



Disseminating Research, Strategies, and Behavior Change Insights

PUBLISHED RESEARCH PAPERS

We shared important evaluation findings through our published research papers:

- “Creating more effective vape education campaigns: Qualitative feedback from teens in nine U.S. states” **in Substance Use & Misuse**
- “A Dose of Truth: A qualitative assessment of reactions to messages about fentanyl for people who use drugs” **in Substance Use & Misuse**
- “Factors associated with use of cigars, little cigars, cigarillos, and blunts among hip hop youth in the United States” **in the American Journal of Health Behavior**
- “There is hope and help: Reach and reception of a methamphetamine education campaign in Los Angeles County, California” **in Preventive Medicine Reports**

COMPLIMENTARY WEBINAR SERIES FOR PUBLIC HEALTH PRACTITIONERS

To disseminate our research and strategies:

We hosted
10 complimentary
public health webinars

23K
health communicators
participated



OUR IMPACT AS AN EMPLOYER

Encouraging Community Impact Through Rescue Takes Action

\$120K donated to over 100 community organizations
1-1 donation match

Top organizations donated to:

- Hawai'i Community Foundation
- Memphis Street Animal Rescue
- Tinina Q Cade Foundation
- 'Āina Momona

Rescue Change Agents also donated hundreds of volunteer hours to:

- Plant trees
- Clean up our communities
- Serve and package meals at food kitchens
- Mentor young people

Using Equitable Hiring Practices

Diversity is core and key to our identity. We are proud of our diverse workforce, from our interns to our senior leadership team.

19,000

applications received
for our job openings

93

hires onboarded

67%

of hires identified
as female

49%

of hires were from
a minority group

Enhancing Employee Learning and Development

Fostering employee growth through diversity-focused learning and development is crucial to our company and client success.



3 company-wide
trainings



94% reported improved
narrative intelligence
understanding



90% stated they felt
confident in inclusive
thinking and communication

Topics covered:

- ✓ Drivers of affinity bias
- ✓ Dominant narratives around leadership
- ✓ Unforeseen cultural barriers to inclusion and innovation

OUR IMPACT AS AN EMPLOYER

Supporting Parents Through Family Leave Policy

In 2022, Rescue launched its partnership with Parento, a paid parental leave insurance program that provides support for employees and employers through parental guidance and coaching services.

12

weeks of paid parental leave available for new parents

20+

parental leaves covered in 2023

100%

of Change Agents returned to work following parental leave

WHO'S COVERED?

- ✓ Birthing + Non-birthing Parents
- ✓ Adoptive Parents
- ✓ Foster Care Parents

“On my first day back from leave, I just wanted to say thank you from the bottom of my heart to everyone who made parental leave possible. I'm one of the only parents I know (and the only dad for sure) that got anything close to the amount of time we get, and it just absolutely means the world to my family and me.

- Father at Rescue Agency

”

Supporting B Corps + B Local San Diego

Partnering With B Corp Gifts for Good

For our annual client and employee gift, individuals had the option to select a physical gift from B Corp Gifts for Good that contributed to a special cause or donate their gift to one of the many deserving charities in need.

Premium Gifts Changing Lives in
50 States & 72 Countries



Rescue Hosted the First-Ever B Local San Diego Holiday Gathering

Sharia's Closet is a community clothes closet providing free, emergency clothing to individuals and families who are experiencing financial hardship or crisis.



OUR IMPACT AS AN EMPLOYER

Supporting B Corps + B Local San Diego

CEO Leadership Roundtable

Rescue CEO Kristin Carroll and Sr. Director of Human Resources Karen Fong, MA, joined B Lab US & Canada CEO Jorge Fontenez and B Local San Diego CEOs and academic leaders to talk about the momentum of the B Corp movement.



Continuing Feedback and Communication

We implement a climate survey to collect anonymous feedback on experiences and perceptions of fairness and belonging within our culture. We then use this data from the assessment to determine any social or cultural issues that need to be addressed.

Our inaugural survey was conducted in 2020, and the second survey was launched in August 2023, with the intention to conduct this survey every couple of years. Our results and action plan were shared company-wide in early 2024.

CONTRIBUTORS

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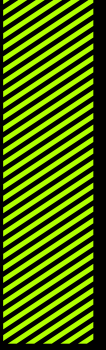
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