



PRESS RELEASE—

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Peer Health Exchange awarded grant funding from TikTok to reach more young people with health information amidst the Coronavirus Pandemic

May 28, 2020—Oakland, CA—Peer Health Exchange, a national non-profit organization working to advance health equity and improve health outcomes for young people, has received a grant as part of TikTok’s \$50M investment to bring more learning content to the platform. The grant supports Peer Health Exchange to build virtual community with young people and help them gain the knowledge, skills, and resources they need to make healthy decisions during the Coronavirus Pandemic.

The launch of Peer Health Exchange’s presence on TikTok comes at a time of uncertainty with the country still grappling with stay-at-home orders. In an effort to share critical health resources with as many young people as possible, the organization has increased its social media efforts and expanded its virtual program solutions.

“Since the start of the pandemic, mental health has suffered a great deal, particularly for the young people we serve,” said Louise Langheier, Co-founder and CEO of Peer Health Exchange. “Our goal is to continue reaching as many young people as possible with critical health resources, especially now. We are thrilled to partner with TikTok to raise awareness while giving our college health educators an opportunity to share their own experiences with young people about coping during quarantine.”

Last month, TikTok announced the formation of its \$50 million global Creative Learning Fund, a key part of their \$250 million pledge to support the global community during and through this difficult time.

“While TikTok has always provided users with an outlet for creative expression and fun, wholesome, light-hearted content during these unprecedented times, we’ve seen our community gravitate toward an even more enriching experience on the platform,” said Bryan Thoensen, Head of Content Partnerships, TikTok U.S. “Last month, we announced the formation of our \$50 million Creative Learning Fund to bring more informative, instructional, motivational and even inspirational content to TikTok. We’re excited to share that we’ve partnered with over 800 leading creators, public figures, media publishers, educational institutions, nonprofit organizations, and real users affected by COVID-19 to make that mission a reality. We can’t wait to be inspired by the creative ways the TikTok community comes together to #LearnOnTikTok.”

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About Peer Health Exchange Peer Health Exchange’s mission is to empower young people with the knowledge, skills, and resources to make healthy decisions. We do this by training college student volunteers to teach a skills-based health curriculum in under-resourced high schools across the country. To learn more visit www.peerhealthexchange.org