

marketing the adolescent & young adult well visit



Public health challenge: effectively reaching and communicating with young people about health. With the inclusion of national performance measure #10 that instructs states to increase adolescent and young adult clinical well visits — addressing this challenge has become even more urgent.

No small challenge: we are marketing to a population characterized by diverse demographics, superior technology skills, expansive views on sexuality and gender, connection to a global (albeit largely virtual) community. And selfies.

As part of work at the AYAH-NRC, we started digging through commercial market research: How are brands like Nike or Coca-Cola or Apple “selling” to adolescents and young adults? (And is it working? Turns out, not so much for Coca-Cola and McDonalds!)

In this webinar series -- facilitated by Glynis Shea (former advertising executive) we explore, analyze, debate, criticize and do our best to apply market research insights about adolescents and young adults to our public health challenge.

Audience:

State public health professionals involved in adolescent/young adult health and health care.

Learning Objectives:

This virtual learning series will provide thought-provoking ideas and concepts from commercial marketers to inform our approaches to engaging young people in health.

Participants of the entire series will:

- Use a broad definition of marketing to inform their work
- Generalize about generational differences
- Apply consumer insights about adolescents and young adults to public health challenges
- Innovate thinking about and approaches to communicating to young people

2017 scheduled sessions

April 11 Millennials and Founders = market “disrupters”

If “get off my lawn” is your reaction to Millennials, your head will surely explode when you hear what Founders are all about. Commercial markets are changing dramatically to meet their needs -- are we? A discussion about the “psychographic” profile of young people.

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May 16 Co-creation > youth engagement?

Shocker: commercial marketing is all on-board with youth engagement. They call it “co-creation” and realize that if young people aren’t actually involved in the process, no sale. A discussion about flipping our approach to youth engagement and messages.

June 13 Relevance = experiences + sharing

In a world where there are a bazillion messages and everyone gets to pick their own media channel, how do we “reach” young people with our agenda? We don’t. A discussion about achieving relevance when we aren’t.

July 11 #effyourbeautystandards

Yes, cat gifs. And, clickbait. But also, hashtag activism. Young people aren’t shy about sharing their agenda -- are we listening? A discussion about how young people translate values to action via technology.

August 8 Health literacy v. the lookup generation

Google and WebMD have all the answers and I can get them while ordering an appetizer. So we’ve got health literacy covered, right? A discussion that re-defines what health literacy means for young people today.

register: <http://bit.ly/2mT2dSc>