The Next Generation

Engaging Young Audiences in Public Health 2023
Funding for this project was provided by the Centers for Disease Control and Prevention’s Office of the Associate Director for Communication and National Center for Immunization and Respiratory Diseases.
Putting a Face to a Generation

Nicholas O'Toole
Demo: 23
Pronouns: he/him
Priors: Community Service Society of NY, NYC Mayor's Office, political campaigns
Fun Fact: Not totally clear on what a VCR is

Emily Bonaparte
Demo: 31
Pronouns: she/her
Priors: New Orleans Health Dept., Community Service Society of NY, digital strategy
Fun Fact: My first boss was an Instagram travel influencer

Brandi Hight Bank
Demo: Elder Millennial
Pronouns: she/her
Priors: HHS, national public health comms campaigns
Fun Fact: Fave vintage social platform is Foursquare - still great for restaurant recs in big cities!
This is a moment for public health

- Public health is still a part of daily discourse, but other issues taking precedence:
  - Mental health, fentanyl/opioids, Hep C/STIs, reproductive rights, community safety and gun violence, racial and ethnic inequities
  - CDC’s 2021 Youth Risk Behavior Survey indicates nearly 3 in 5 teen girls (57%) said they felt "persistently sad or hopeless." That's the highest rate in a decade

We need responsive communications and fresh talent to chart the future of public health and public trust

Defining our Audience
How Many Young Adults are There?

42.3% of US population

140 million Gen Z to Millennials

Source: "Now, more than half of Americans are Millennials or younger", Brookings Institution's The Avenue Blog, July 30, 2020.
Who is Our Champion?

An individual creating positive behavior change for themselves, influencing their community and/or creating long-standing attitudinal/behavioral change through commitment to public health.
What Young Adults Care About

- Mental, physical health and well-being
- Community
- Learning from others—other people, other societies, other ways of being
- Authenticity and self-awareness from brands
- Doing more to tackle big issues
  - Climate change
  - Racial inequity
  - LGTB+ rights
  - Gender inequity
  - Economic inequity
  - Economic advancement

What Young Adults Worry About

- Exclusivity of environments
- Social inequalities
- Economic crisis/inflation
- Climate crisis
- General turmoil in the world
- "Selling out" and authenticity
- Retirement
- Wellbeing
- Community

Source: "In Their 20s, Struggling to Save and Tired of Being Lectured About It," New York Times, January 20, 2023
Why Bother Targeting Young Adults?

**Political and purchasing power**
- More Gen Z voters than Silent Generation voters
- Equal numbers Millennial and Boomer voters
- Early- to mid-career, strong earnings growth ahead

**Online, content-hungry, easy to reach**
- Expect strong aesthetics and for-profit branding
- Value authentic voices and diversity
- Expectation of brand presence online but high levels of skepticism

**Amid societal woes, they are driven by mission/social impact— a natural fit for public health**

Reaching Your Audience
Social Media: Where Your Audience Is

11.9M Reddit
16.7M Twitter
20.9M Pinterest
31.8M Facebook
37.3M Instagram
41.4M TikTok
44.5M Snapchat

Source: "US Gen Z social media user stats (2020-2025)"*, Insider Intelligence, April 4, 2022

*Proprietary and Confidential
Social Media: Baby Boomers

Source: "US Boomer social media user stats (2020)". Statista, April 4, 2022

PROPRIETARY AND CONFIDENTIAL
Keys to a Successful Digital Campaign

01. Sharable/snackable content
02. Make content visual/aesthetic
03. Mobile first
04. Video
05. Capitalize on relevant trends
06. Create authentic conversations driven by your mission
07. Outsource content creatively through partnerships and Calls to Action via User-Generated Content
REACHING GEN Z: ENGAGING YOUNG AUDIENCES IN PUBLIC HEALTH // MARCH 13, 2023

CULTURAL COMMENT

TIKTOK AND THE FALL OF THE SOCIAL-MEDIA GIANTS

Facebook is trying to copy TikTok, but this strategy may well signal the end of these legacy platforms.

FORTNITE STREAMER, NINJA, RAISES $2.7 MILLION FOR ST. JUDE CHILDREN’S HOSPITAL

Nearly half of Gen Z is using TikTok and Instagram for search instead of Google, according to Google’s own data.

Is BeReal in its flop era?

Why Would Anyone Pay for Facebook?
The tech giant is taking the worst ideas from the airline industry

Why Twitter Won't Crash And Die Despite Losing 70% Of Staff: Former GitHub CTO
Best Practices: TikTok

- TikTok ban on public devices
- Sharing content through trusted partners
- High-quality video
- Utilizing niche hashtags
- Use trends wisely
- Use Call To Actions that promote engagement
- Cross promote across platforms
- Duet/Stitch

Average monthly US users: 138M
Average monthly use in focus demographic: 73%

Source: "US Gen Z social media user stats (2020-2025)"*, Insider Intelligence, April 4, 2022
Best Practices: Instagram

- Post often
- Use Instagram Reels
- Interactive
- Time sensitivity
- Tagging
- Respond to followers
- Emphasis belief and values

Average monthly US users: 160M
Average monthly use in focus demographic: 68%

Source: "US Gen Z social media user stats (2020-2025)", Insider Intelligence, April 4, 2022
Best Practices: Twitter

Concerns about Twitter’s future are real
Still an important platform for rapid communications
Move away from advertising on this platform
Write original content
Know how Twitter’s audience is different
More online / More political
Don't be afraid to be bold
No edit button; Link out
Other tweets / Outside links / Other campaigns

Average monthly US users: 41.5M
Average monthly use in focus demographic: 33%

Source: "US Gen Z social media user stats (2020-2025)"*, Insider Intelligence, April 4, 2022

*Proprietary and Confidential
No Budget, No Problem!

High-Value Content
- Authentic
- Community voices
- Culturally relevant

Organic Growth
- Engagement!
- Impt Tools: Sprout Social, Hootsuite, etc.

Partnerships
- Community and commercial partnerships
- Tagging
- SM Toolkits
- Tweetstorms

Platform Grants and Donated Space
- Google Grants for Non-profits
- Twitch Charity
- Facebook Social Impact Partnerships
Staying on Trend

**Automate:** Set Google alerts, subscribe to Substack newsletters, and use social listening tools to get updates on the issues you care about.

**Know Your Meme:** Pay attention to graphic design trends and meme culture.

**Be an Omnivore:** Get outside of your filter bubble – try new platforms, be ideologically agnostic, especially to monitor posts and trends in your area.

**Go Private:** Gen Z are digitally savvy (to say the least) – they may be in closed communities, like Facebook groups – great source for more open conversations.
Trends of the Moment

- De-influencing
- AI/ChatGPT
- Mash-ups
- Gaming
- Race & Brands
  - Positive: Maseca
  - Negative: Mielle Hair Oil
What Does Good Look Like?
Evolving a Youth Centered Approach: truth’s This is Quitting campaign Takes Flight on Tik Tok

**Impact:**
- 500k+ young people started the free, anonymous text program *This is Quitting*
- Tailored for young people ages 13 to 24
- Increased quit rates by 40%+ compared with control group
- 13.3B TikTok views of *This is Quitting* content and challenges

**The Trend Continues on TikTok:**
- **No-nic January:** experience videos, hashtags, creating community
- Organic trend responsive to Gen Z needs

Share the Love Through Tagging

@ihartericka
she/they
Black queer femme activist, writer, highly acclaimed speaker and award-winning sexuality educator

QUEER SEX EDUCATORS
9
to follow and learn from
@justsaysk

"There's something different here."

"Follow @justsaysk for more queer content & scroll through this post to follow each of these unique and amazing humans!"

"Add some queer sex-ed to your feed today =)
'tag additional queer sex-ed accounts that you love below (or those who you think would benefit from seeing this representation)

#queer #queersexed #queereducation #queereducation #sexeducation #genderandsexuality #queemess"
Unique Voices are Amplified

New Jersey 🐼 @NJGov · Jun 19
happy father’s day

US Consumer Product Safety Commission 🐿 @USCPSC · Jul 23
Stay safe while staying cool this weekend.

You can’t summon the Grand Raccoon to end the heatwave.
You can keep your family safe by opening windows from the
top or installing window guards, making sure you watch your
kids at the pool, and keeping your portable generator
away from your home if you lose power.
Creating a Public Health Champion
Nick’s Story

Don’t be afraid to make a bet!

• Get young people involved!
• Share decision-making, responsibility: We know our priorities, you can help us format, order them
• Seeing young people– and their strengths and weaknesses– hones your messages to them

Nick and a friend with Virginia Sen. Tim Kaine
Conclusion

Gen Z audiences are engaging with public health all the time – via mental health, climate effects, gun safety – make the implicit explicit by communicating the importance of public health in their daily lives.

Engage Gen Z in co-creation and bi-directional conversations; greater chance of reaching young audiences authentically.

Utilize data to inform strategies on legacy social media and emerging platforms.

Be creative in cultivating non-traditional partners in education, business and tech to get the most out of your messaging – poised you to reach the next generation of public health champions.
Questions & Answers
Thank You

Emily Bonaparte, Klick Health
dore@klick.com

Nick O’Toole, Klick Health
notoole@klick.com

Brandi Hight Bank, Klick Health
bbank@klick.com

GSA Multiple Award Schedule Holder: Contract 47QRAA22D0063