



## Marketing the Adolescent & Young Adult Well Visit Webinar Series, 2017

### State Adolescent Health Resource Center

Public health challenge: effectively reaching and communicating with young people about health. With many state public health agencies working 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 a result, SAHRC 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 a former advertising executive -- participants explore, analyze, debate, criticize and apply market research insights about adolescents and young adults to this public health challenge. This virtual learning series provides thought-provoking ideas and concepts from commercial marketers to inform our approaches to engaging young people in health.

#### Millennials & Founders = market “disrupters” (April 2017)

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.

- [Archived Recording](#)
- Handouts: [Millennials & Founders PowerPoint](#), [Mash Up of Webinar Highlights & Resources](#)

#### Co-creation > youth engagement? (June 2017)

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.

- [Archived Recording](#)
- Handout: [Co-Creation > youth engagement? PowerPoint](#)

#### Relevance = experiences + sharing (July 2017)

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.

- [Archived Recording](#)
- Handout: [Relevance = experiences + sharing PowerPoint](#)

#### #effyourbeautystandards (August 2017)

Young people aren’t shy about sharing their agenda --are we listening? A discussion about how young people translate values to action via technology.

- [Archived Recording](#)
- Handout: [#effyourbeautystandards PowerPoint](#)

#### Health literacy v. the look-up generation (September 2017)

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.

- [Archived Recording](#)
- Handouts: [Health Literacy V. the Lookup Generation PowerPoint](#), [NM Know Your Health Toolkit](#)
- Webinar Series [Marketing Worksheet](#)

*SAHRC is located in the University of Minnesota’s Division of General Pediatrics and Adolescent Health. SAHRC is a partner of the Adolescent and Young Adult Health National Resource Center (AYAH NRC). This webinar series was supported by the Maternal and Child Health Bureau, Health Services and Resources Administration, USDHHS cooperative agreement U45MC27709, Adolescent and Young Adult Health Capacity Building Program. The contents of webinar events are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government.*

