



# The Next Generation

Engaging Young Audiences in Public Health 2023



# Agenda

01

Introductions

02

Discussion (30 mins)

- a. Defining Our Audience
- b. Reaching Your Audience:  
Tools & Best Practices
- c. What Does Good Look Like?
- d. Case Study
- e. Conclusion

03

Questions  
and Answers

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**

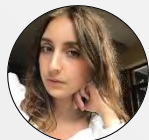
**Demo:** 23

**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:**

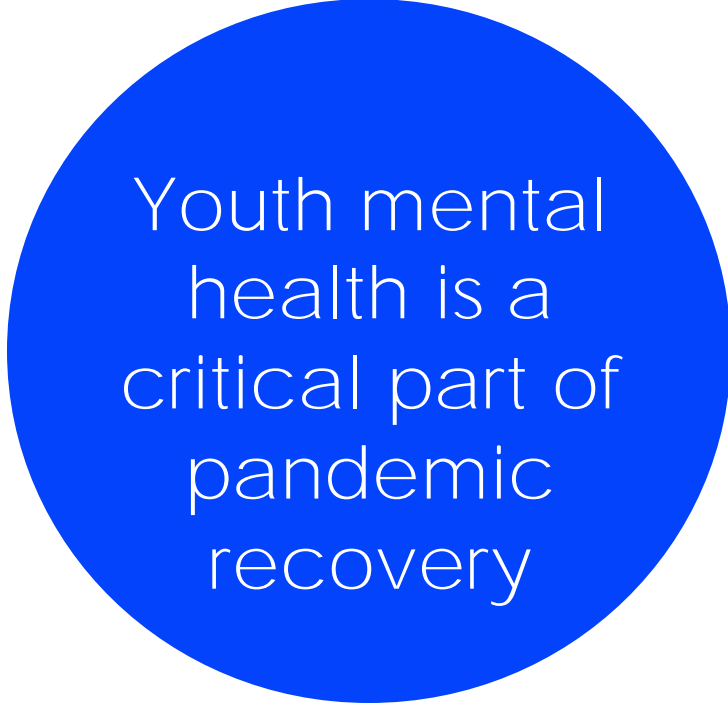
Fave vintage social platform is Foursquare - still great for restaurant recs in big cities!

There's something different here.

# 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



Youth mental health is a critical part of pandemic recovery

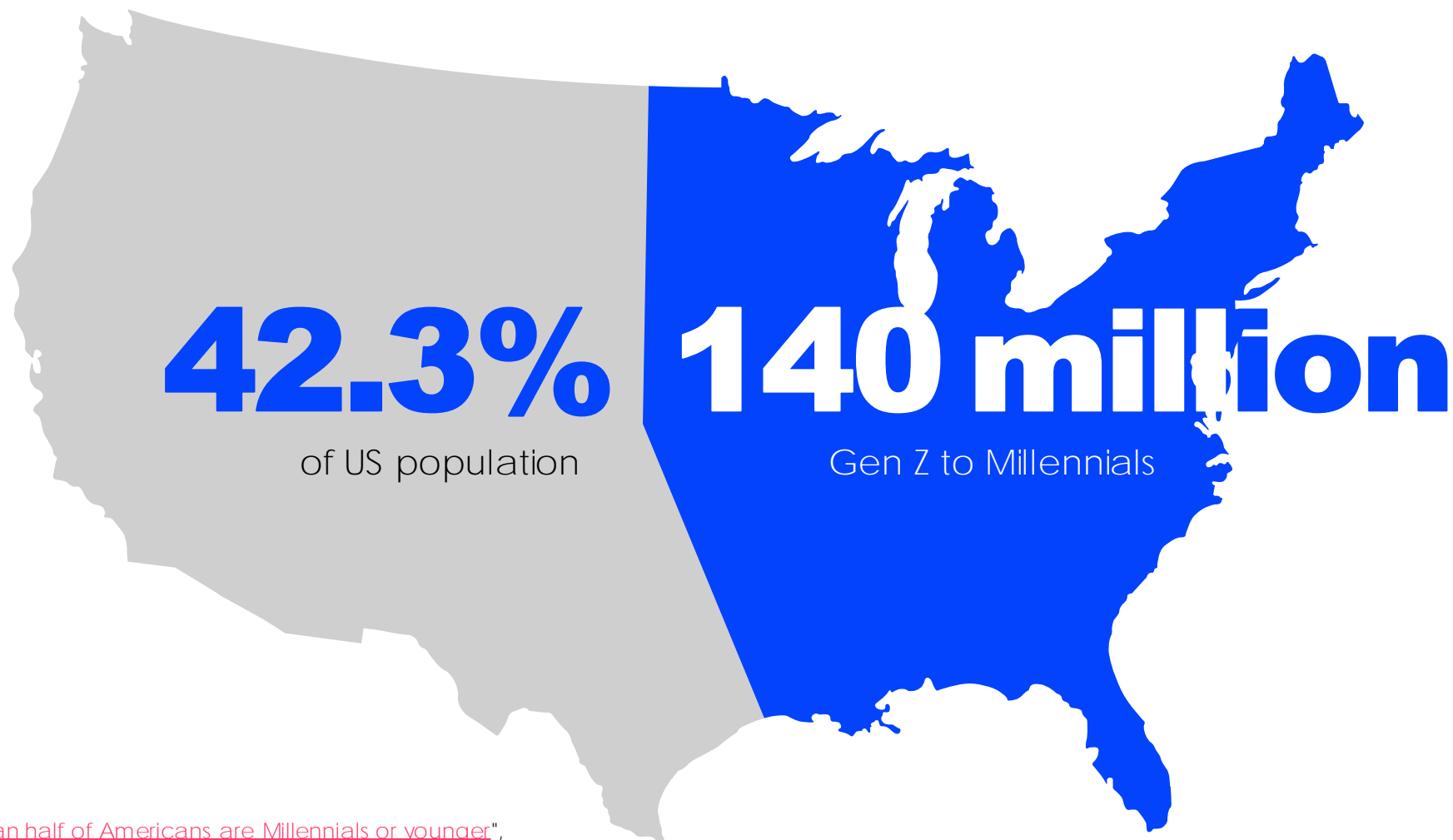
There's something different here.

# Defining our Audience



There's something different here.

# How Many Young Adults are There?



Source: "[Now, more than half of Americans are Millennials or younger](#)",  
Brookings Institution's *The Avenue* Blog, July 30, 2020.

PROPRIETARY AND CONFIDENTIAL

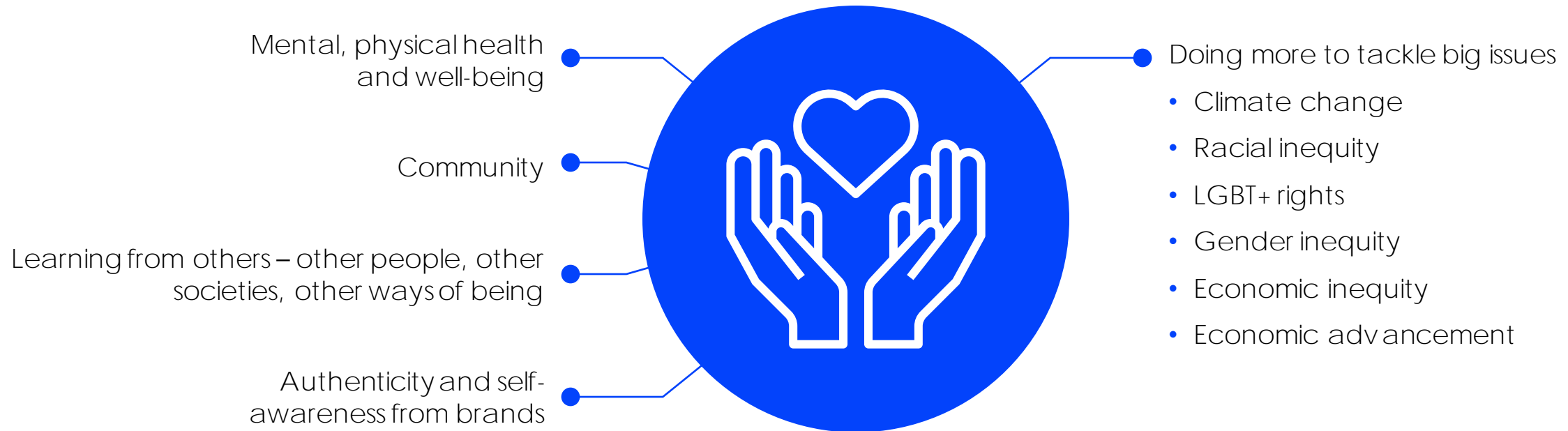
There's something different here.

# 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.

There's something different here.

# What Young Adults Care About



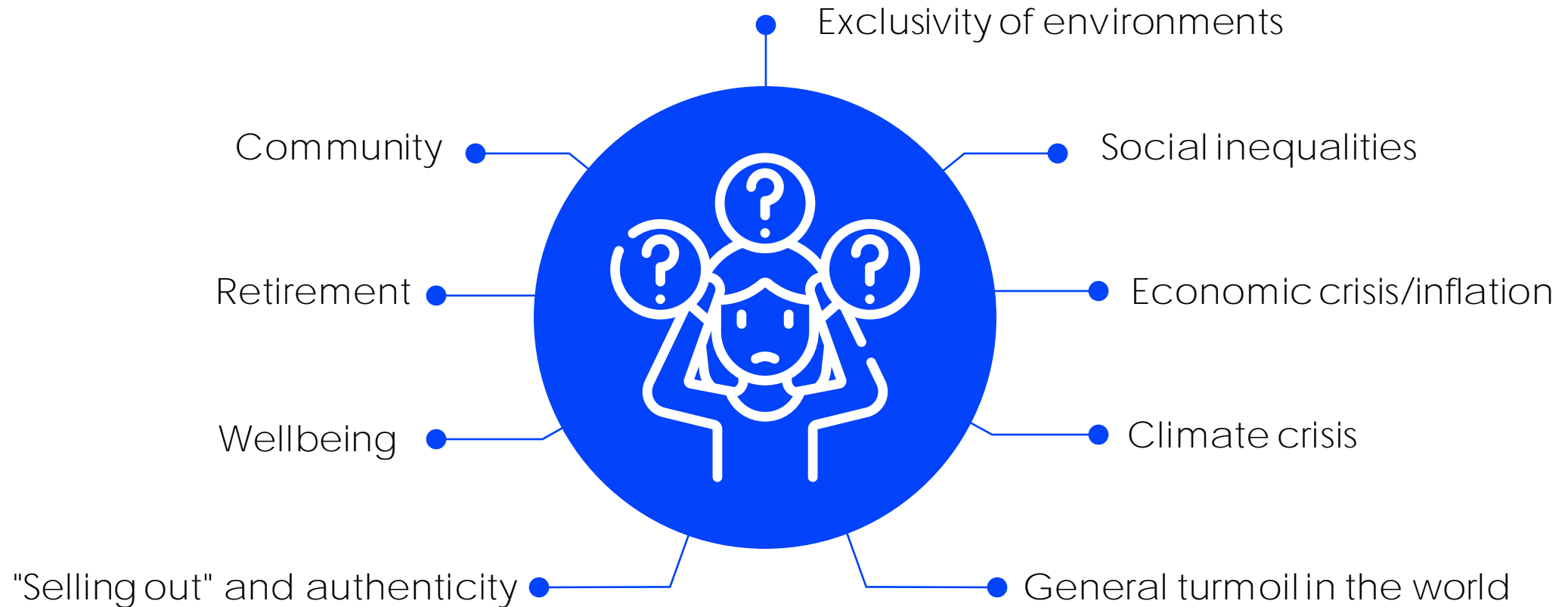
Source: "[On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Gen Z So Far](#)", Pew Research Center Blog, May 14, 2020.

Source: "[Gen Z and spirituality: Lessons for brands](#)", Ad Age, July 29, 2021.

Source: "[Deloitte Global 2022 Gen Z and Millennial Survey](#)", Deloitte Global Press Release, May 18, 2022.



# What Young Adults Worry About



Source: "[On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Gen Z So Far](#)", Pew Research Center Blog, May 14, 2020.

Source: "[Deloitte Global 2022 Gen Z and Millennial Survey](#)", Deloitte Global Press Release, May 18, 2022.

Source: "[Young Millennials and Gen Zers Face Employment Insecurity and Hardship during the Pandemic](#)", Urban Institute's Urban Wire Blog, December 18, 2020.

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

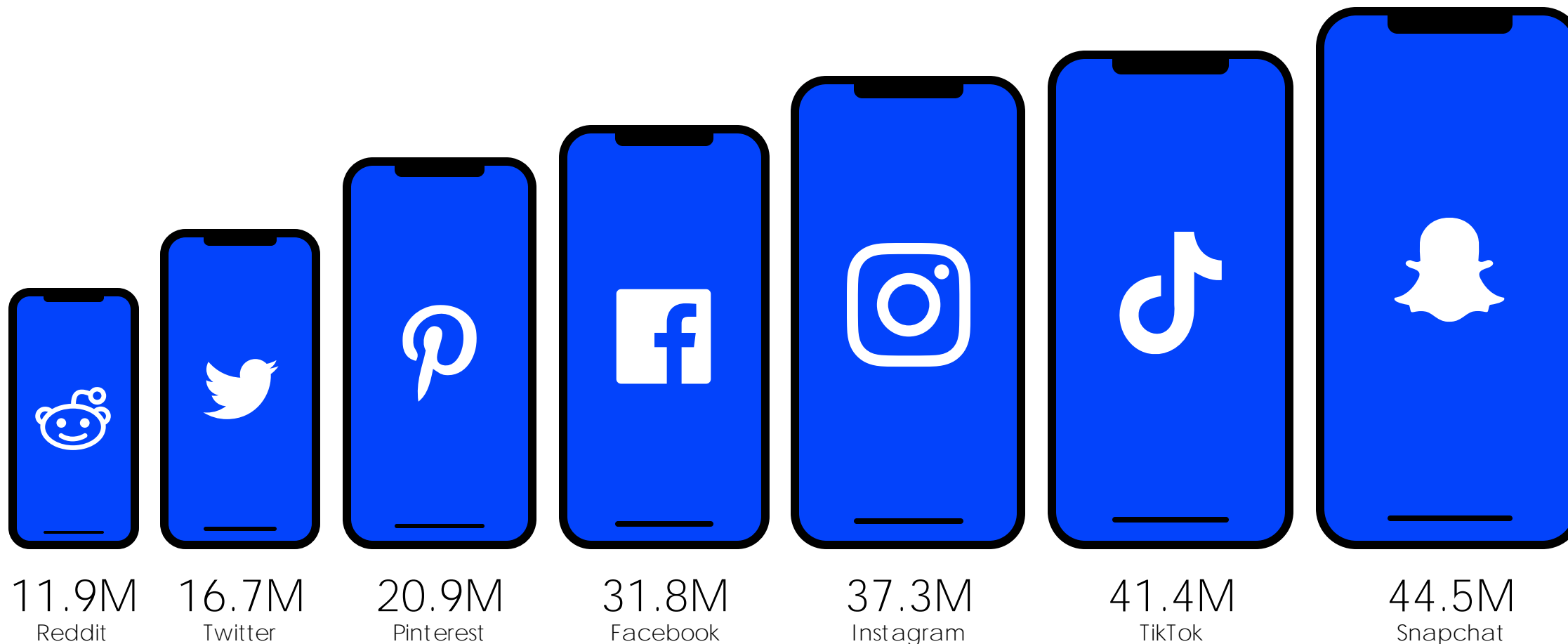
Source: "[On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Gen Z So Far](#)", Pew Research Center Blog, May 14, 2020.

Source: "[Deloitte Global 2022 Gen Z and Millennial Survey](#)", Deloitte Global Press Release, May 18, 2022.

# Reaching Your Audience

There's something different here.

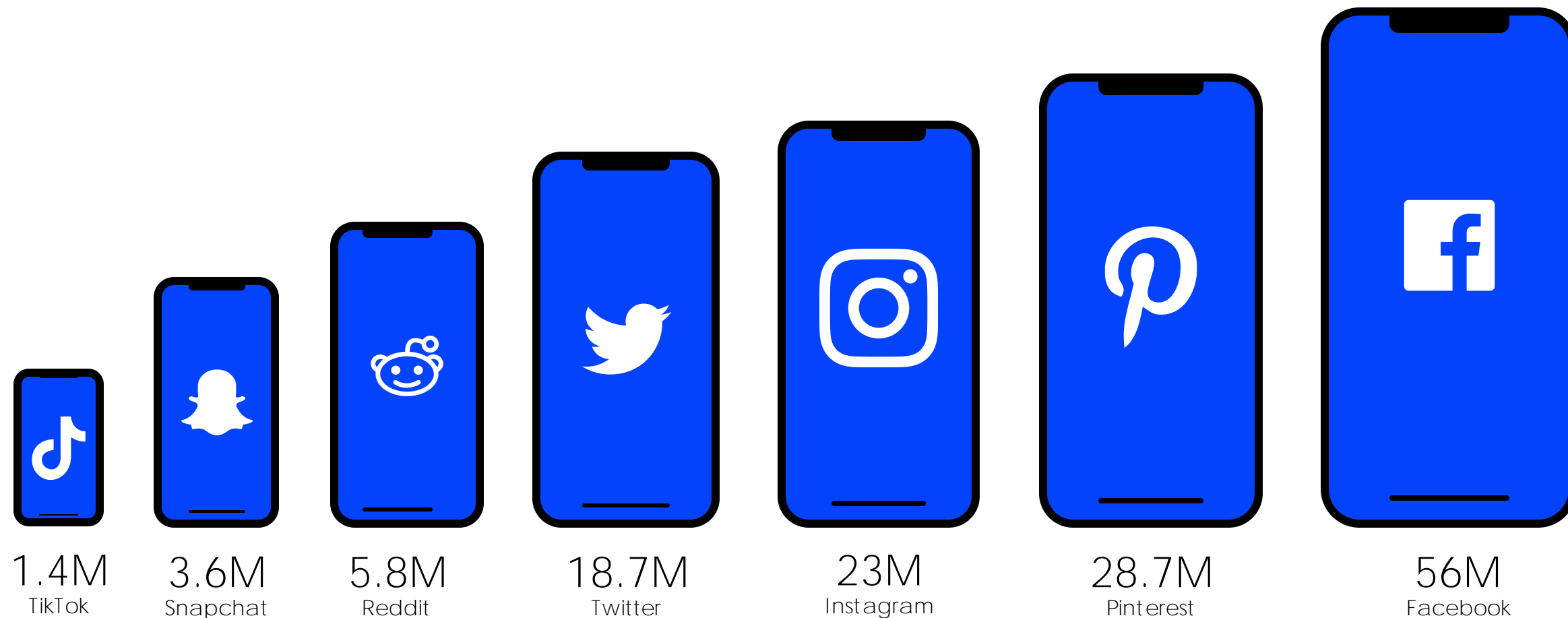
# Social Media: Where Your Audience Is



There's something different here.

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

# Social Media: Baby Boomers



There's something different here.

Source: ["US Boomer social media user stats \(2020\)"](#), Statista, April 4, 2022

# 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

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.*

## Is BeReal in its flop era?

## FORTNITE STREAMER, NINJA, RAISES \$2.7 MILLION FOR ST. JUDE CHILDREN'S HOSPITAL

## Why Would Anyone Pay for Facebook?

The tech giant is taking the worst ideas from the airline industry

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

## 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%



There's something different here.



# 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%*



There's something different here.

# 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%



There's something different here.

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

# 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

There's something different here.

# 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



There's something different here

# Trends of the Moment

- De-influencing
- AI/ChatGPT
- Mash-ups
- Gaming
- Race & Brands
  - Positive: [Maseca](#)
  - Negative: [Mielle Hair Oil](#)



# What Does Good Look Like?

There's something different here.

# Evolving a Youth Centered Approach: truth's This is Quitting campaign Takes Flight on Tik Tok

## Impact:

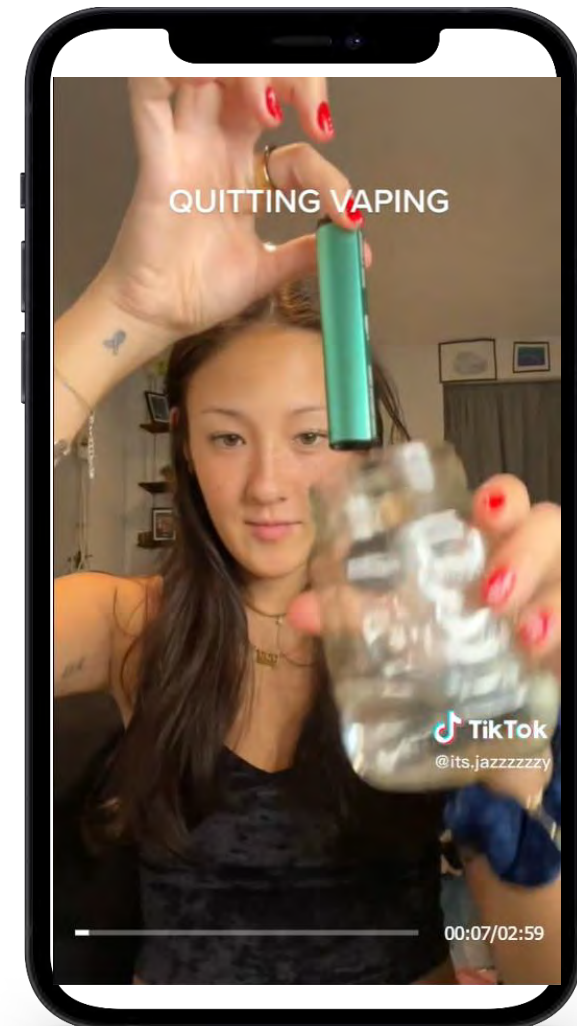
- 500k+ young people started the free, anonymous text program This is Quitting
- Tailored for young people ages 13 to 24
- Increased quit rates by 40%+ compared with control group
- 13.3B Tik Tok views of This is Quitting content and challenges

## The Trend Continues on TikTok:

- [No-nic January](#): experience videos, hashtags, creating community
- Organic trend responsive to Gen Z needs

Source: truth initiative, "[This is Quitting](#)." Accessed Dec. 1, 2022.

Source: BuzzFeed News, "[Gen Z is Choose a Vape-Free New Year Over Dry January](#)," Fjolla Arifi, Jan. 20, 2023



# Share the Love Through Tagging



There's something different here.



# Unique Voices are Amplified



There's something different here.

# Creating a Public Health Champion

There's something different here.

# Nick's Story



Nick and a friend with Virginia Sen. Tim Kaine

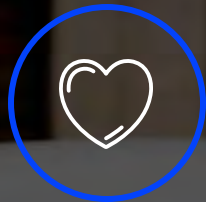
## Don't be afraid to make a bet!

- 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

# 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 – poising you to reach the next generation of public health champions

There's something different here.

# Questions & Answers

There's something different here.

# Thank You

Emily Bonaparte, Klick Health  
edore@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