

Teens Taking Action

Developing Healthy Youth Movements

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Webinar Objectives

- Demonstrate the ability to engage youth in healthy activities.
- Identify how the use of social marketing can be a tool to reach youth and trigger action.
- Explain how to drive youth to action.

Base Foundation of Social Marketing

Defining Social Marketing

Knowledge vs. Action

Targeting your audience and

Researching your audience

Building a strategy

Influence behavior by design

Social Marketing

Social marketing is the use of marketing principles to influence human behavior in order to improve health or benefit society.¹

Underlining use of social marketing is to change behaviors.

1. Prevention, C. f. (2014, Feb 13). *Gateway to Health Communication & Social Marketing Practice*. Retrieved Feb 13, 2014, from Centers for Disease Control and Prevention: www.cdc.gov/healthcommunication/HealthBasics/WhatIsHC.html

Knowledge vs. Action

Facts & Education Not Enough

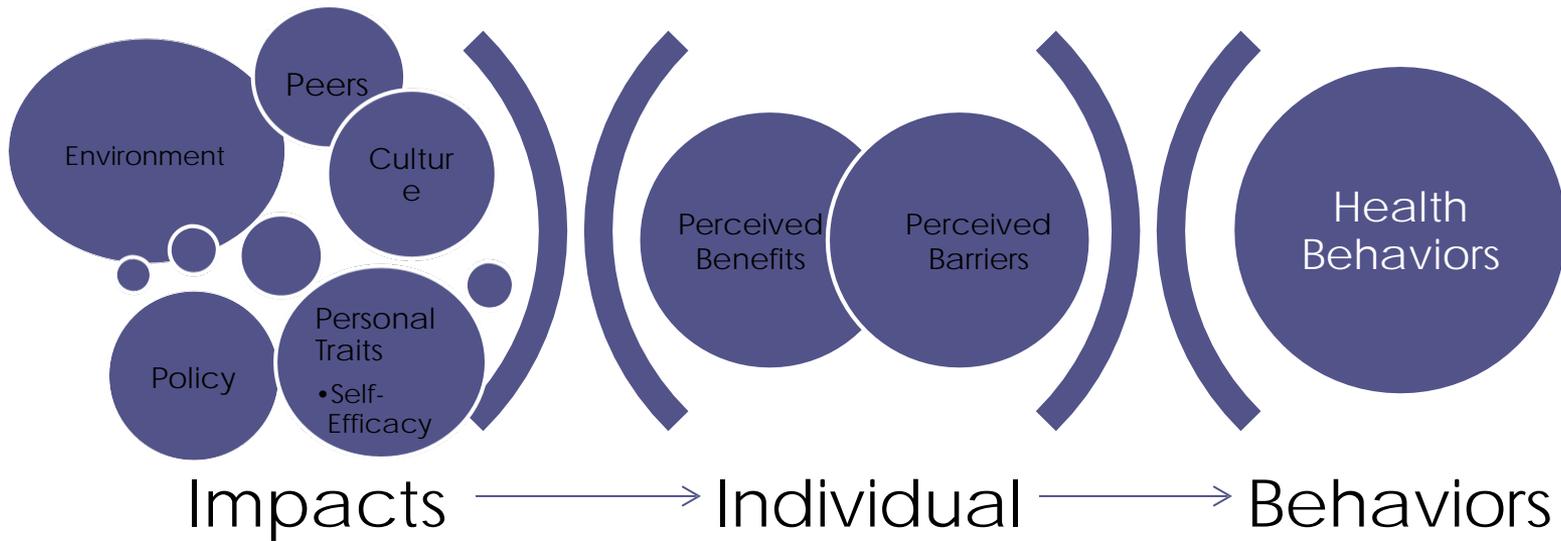
- Commercial Marketing – Goal is Profit
- Social marketing – Goal is Action.

“Like commercial marketing – it’s based on the principle of exchange, the idea that people will bear certain costs to get something of value in return.”¹

1. Weinreich, N. K. (2011). *Hands-On Social Marketing, A Step-by-Step Guide to Designing Change for Good*. California: SAGE Publications, Inc.
2. Unknown. (2013). Using Theory-Based Approached and Audience Segmentation to Change Behavior and Reduce Health Disparities. *Waves of Change, Managing the Possibilities*. Atlanta: National Public Health Information Coalition



Components of Behavior



How to Change Behaviors

Increase Perceived
Benefits

Lower Perceived
Barriers

Gaining Direction Targeting Your Audience

- Does One-size-fit-all ?¹

Research your audience

- What we think they should know vs. what the audience sees they need. ¹

Strategy

- Don't go straight into developing materials without putting in the strategic forethought. ²

1. Weinreich, N. K. (2011). *Hands-On Social Marketing, A Step-by-Step Guide to Designing Change for Good*. California: SAGE Publications, Inc.
2. Paul F. Monaghan, C. A. (2009). Using Community-Based Prevention Marketing to Improve Farm Worker Safety. *Social Marketing Quarterly*, 1-40.

Influencing Behavior by Design

- 4 P's – Product, Price, Place, Promotion^{1,2}
- Social marketing mind-set²
 - Consumer's Point Of View²
 - Versatility^{2,3}

1. Prevention, C. f. (2014, Feb 13). *Gateway to Health Communication & Social Marketing Practice, Market Strategy*. Retrieved Feb 13, 2014, from Centers for Disease Control and Prevention: www.cdc.gov/healthcommunication/cdcynergy/marketstrategy.html
2. Weinreich, N. K. (2011). *Hands-On Social Marketing, A Step-by-Step Guide to Designing Change for Good*. California: SAGE Publications, Inc.
3. Paul F. Monaghan, C. A. (2009). Using Community-Based Prevention Marketing to Improve Farm Worker Safety. *Social Marketing Quarterly*, 1-40.

Applying Social Marketing for Youth Behavior Change

1Team, 1Cause, 1Movement

Product

Youth becoming educated on Violence at several levels, Bullying, Teen Dating Violence and Domestic Violence.

Youth educate with community members.

Use information to make personal change in types of relationship they engage in.

Observational Research

SPEND TIME with Population

Get to know them and their IMPACTS.

- Policy
- Likes & Dislikes
- Culture
- Needs
- Attention Getters

Information Gathered Determines Target Audience

What We Found

Rural – Located on Navajo Reservation

Majority Native American (NA), Navajo – Navajo Nation 96.1 % NA.¹

Young Population, Navajo Nation consists of 37.4% under the age of 19 years.¹

Teen Pregnancy, Navajo Nation 152 births per 1,000 woman ages 15-19 years.¹

For the US, 29.3 births per 1,000 women ages 15-19 years.²

1. Outreach, A. R. (n.d.). *Demographic Analysis of the Navajo Nation, Using 2010 Census and 2010 American Community Survey Estimates*. Northern Arizona University, W.A. Franke College of Business.
2. United States Census Bureau, U. D. (2010). *Fertility of American Women: 2010 - Detailed Tables*. Retrieved from Census: <http://www.census.gov/hhes/fertility/data/cps/2010.html>

Assess Impacts

Target Audience

- Environment
- Age Group
- Cultural Norms connected to your health concern.
- Policies
- Needs of population
- How to get their attention.

Relationships and Partnerships

Be Reliable, Be Recognizable

- Provide consistent information and services to the target population.
- Create a good relationship

A Program that Caters to the Population

1Team, 1Cause, 1Movement

The Program

- Youth Led Domestic Violence Awareness Campaign.
- Student Athletes are spokespersons for change in their community. Much like professional athletes.
- "Youth Reps" provide DV & Bullying education to community members.
- Basketball games are used as a platform.
- Resources at games for community members, and also consistent information for students in the school.
- Advertisement, familiarity with logo and campaign and cause.

Place & Promotion Basketball

APPROACHABLE & ACCESSIBLE – Go to them, where they are comfortable.

INFORMAL, no need for appointment.

RISES IMPORTANCE OF DV

Selling our IDEA to Partners

- *Your relationship with your partnering organization matters*
- *Get Partners in Early.*
- *Sell your IDEA, Benefits over Barriers*
- *ANY amount of commitment is GOOD*
Let them be involved at their comfort level.
Recognize them for their support.



Selling our IDEA to Students



- Relate to them, existing relationship, is very important.
- Engage them with what they like.
- Get personal, Be honest.
- Emphasize their importance.
- Highlight the benefits.
- Take Commitments at any level. Their comfort is important.

FACE OF THE CAMPAIGN

Youth

- Large percentage of Population
- Adolescents showing openness and willingness to change and volunteer.
- Rates of Teen-Age Pregnancy
- Likelihood of making a change at current age.
- Population views youth as "FUTURE", large investment in Youth.



ACTION

Educate, Create, Lead

- EDUCATION CAN CREATE CONFIDENCE
- OPPORTUNITY, they are involved in decision making.
- SUPPORT, let them know you will be there to help them.
- GROUPS THINK IT'S "COOL"
- ENCOURGE!



Extended Reach



Resources

- **We R Native**, www.wernative.org. Information on overall Health and Culture. Ask Auntie, answers from a mental health professional.
- **Love is Respect**, www.loveisrespect.org. Teen-Dating Violence information. 1-866-331-9474. Text "loveis" to 22522, advocate chat.
- **Suicide Lifeline**, 1800-273-8255. www.suicidepreventionlifeline.org. *Online Chat*.
- **Suicide Prevention Crisis Line**, 1-877-727-4747. www.suicideprevention.org. *Online Chat*.
- **TEEN LINE** 1-800-852-8336, www.teenlineonline.org, teen-to-teen hotline. Text "TEEN" to 839863 available between 5:30pm-9:30pm PST. *Online Chat* & resources.
- **Boys Town** 1-800-448-3000, Information on range of mental health issues. *Online Chat*. www.boystown.org/nationalhotline
- **RAINN**, (Rape, Abuse & Incest National Network). 800-850-8078. www.rainn.org. *Online Chat*.
- **Trevor Line**, Crisis line for LGBTQ youth, 800-850-8078. Text "Trevor" to 1-202-304-1200. *Online Chat*. www.thetrevorproject.org
- **National Eating Disorder Association**, 800-931-2237. www.nationaleatingdisorders.org
- **National Drug and Alcohol Abuse Hotline**, 877-437-8422. www.drug-rehas.org
- **National STD and AIDS Hotline**, 800-227-8922 www.ashastd.org
- **Child Help National Child Abuse Hotline** 800-422-4453. www.childhelp.org.
- **Centers for Disease Control and Prevention, Gate way to Health Communication & Social Marketing Practice**. www.cdc.gov/healthcommunication/

