

decades of youth

MTV peels apart the layers



older millennials
20s/30s

younger millennials
teens

founders
twens&kids

born 1981 - 2000

2001 - _____

mission Dreamers who disrupt and dismantle the system

Pragmatists who will found the new world in wake of the Millennial disruption

self-actualization With Boomer parents, grew up dreaming: "The world is my oyster."

With pragmatic Xer parents, grew up dreaming with a dose of practicality

source of confidence Taught to have confidence the world would propel them to success.

Equipped with internal confidence to navigate a tough world

diversity & acceptance Disrupted the existing framework of race, gender, and sexuality equality.

Founding a new frame-work of acceptance when people of color will outnumber whites; gender + sexuality fluidity normalized

education School with health dose of Internet learning

Heavier blend of traditional school with more internet-education

Virtual college will be commonplace

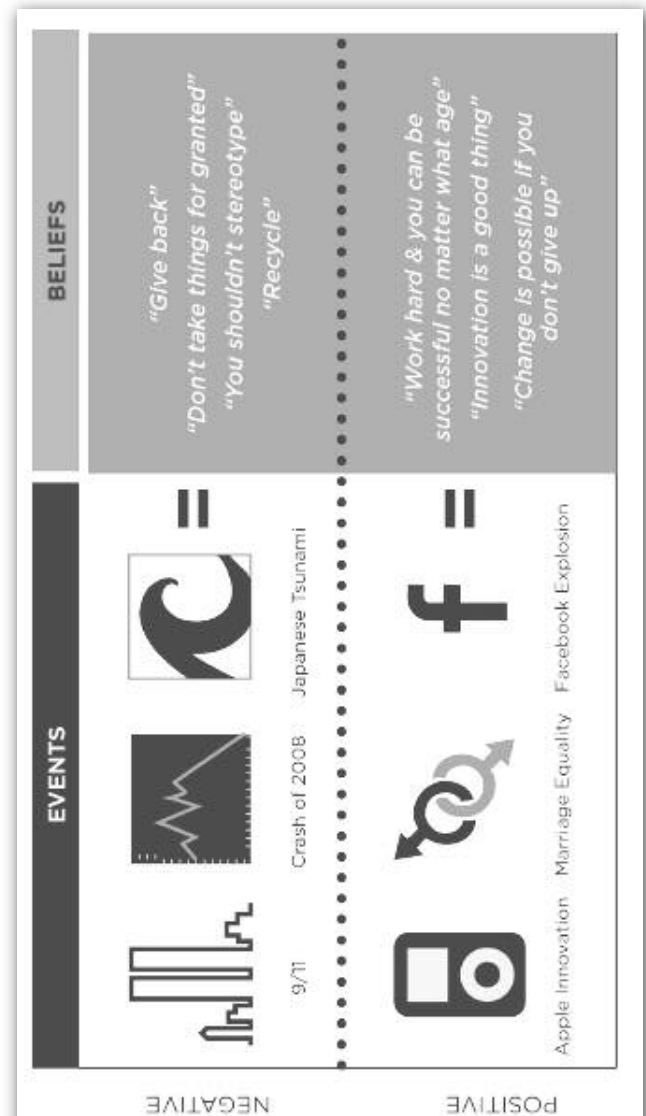
digital behavior Digital homesteaders began to establish rules in the "Wild West of social media

Digital Natives unfamiliar with life Before Internet.

Party Cyborg - everything (including self) will be hooked into the "internet of things."

Promoting the Adolescent Well Visit:

Marketing & Communications



MR YOUTH

consumer perspective

Youth Experiences of Primary Care: Summary report of youth listening session conducted in Jackson and Imatilla Counties.

Most youth did not identify preventive services as a main reason why they would go to the doctor or health care provider.

Youth access services from a wide variety of settings in the community, and they want more options.

Youth offered more critiques of their health care experience as compared to positive experiences.

The most commonly cited barriers to accessing care included cost, belief that it was not a priority, and fear/uncertainty about care.

Youth provided an extensive and pointed list of opportunities to improve their experience of care.

No clear pattern of the most important well visit health topic emerged and varied greatly by community and setting.

Oregon Health Authority, 2/1016



Top health concerns

Handling stress	51%
Exercising	46%
Staying healthy as I get older	43%
The best foods to eat	42%
Handling depression and anxiety	38%
Dieting	32%
Sexuality	29%
Taking vitamins or supplements	29%
When to visit doctor	28%
What to look for on nutrition labels	28%

CDC: Americas Promise 2005 Survey,
Teens 9th - 12th grade



marketing analysis

Audience(s)

Adolescents*
Young Adults*

Parents/Care-givers

Systems of care
Practitioners

Audience mindset

preventive wha?
meh
health is ...
medical services are ...
that clinic is ...

Promotion

Letters from clinic/insurer
Awareness campaigns (sexual health, systems)
Policy dictates
Word of mouth
Place/school

Price

Free?
Access
Emotional
Paperwork
Privacy

Product Components

Physical Assessment

Measurements (height, weight, BMI, blood pressure)

History/key developments since last visit

Physical exam

Monitor development (information obtained through the medical examination, by asking questions and through general discussion)

Sensory Screening (vision, hearing)

Lab tests (depending on risks + history – including STI, HIV)

Immunizations

DTaP/Tdap (Diphtheria, tetanus, pertussis).

HPV (Human papillomavirus).

MCV4 (Meningococcal conjugate).

Influenza.

Catch up vaccines

Risk/Strengths screening, discussion and counseling

Physical growth and development

Nutrition and physical activity (diet, exercise, weight management)

Substance use (alcohol, tobacco, other drugs)

Sexual health (identity, pregnancy, STI, HIV)

Social and academic confidence

Emotional well-being (depression, suicide)

Violence and Injury Prevention (family-partner violence, bullying, fighting, guns, seat belts, helmets, distracted-impaired driving/riding)

Observation of parent-youth interaction

Product Deliverables

Test results (via ...)

Insights/advice

Relationship

Referrals to ...

State of mind: scared, motivated, confident ...

Product Name(s)

Well Visit

Preventive Care Visit

Annual Check up

Product Experiences

Scheduling

In-clinic staff interaction

Clinic space: Location, appearance, waiting room, clinical spaces

Practitioner interaction

Test procedures

Results delivery

Product Benefits

Enables sports, school, job, sex

Peace of mind

Trustable, personalized advice

Values alignment: body image, athletics, etc

audience insights

Co-creation

Partners in production

Ensures relevance

= Youth engagement
= Positive or Healthy Youth
Development (PYD/HYD)

Applied

Socially-conscious values

Multi-dimensional diversity

Aspirations

Activism

Applied

Technology

How it meets needs (development!)

Look-Up generation

Early adopter status

Applied

Sharing

If youth aren't sharing your
brand, you don't exist (TYR)

Sharing experiences,
recommendations

Where am I in this story?

Applied

Experiences

Analog as goal

How it feels

Social spaces/places

Applied

sources

Young adults and health insurance: Not invincible—but perhaps convincible. Findings from the Deloitte 2014 Survey of Young Adults and Health Insurance.

Deloitte LLP, 2015

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Graham D. Brown/Total Youth Research, 2015

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www.pewresearch.org

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May, 2013

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Why Co-Creation is the Future of Products.

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YPulse Quarterly. Unique is the New Cool, The Body Positive, Talk the Talk.

Q3, 2015: YPulse

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<http://mtvinsights.com/>

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