

1 ISSUE

- There are over 15,000 Maaori rangatahi (youth) aged 15-24 years living in Counties Manukau many of whom have poorer health outcomes compared to their peers.
- Market research undertaken by Counties Manukau Health (CM Health) states that the health system's traditional methods of communication results in missed opportunities to engage with rangatahi.

2 ASSESSMENT

- Through a review of reports on youth health, research findings on Smokefree strategies in CM Health as well as information from marketing experts and community experts, it became evident that:
 - Rangatahi interact better through social media.
 - Rangatahi are highly influenced by their peers and local role models.
 - When building a movement, it needs to be seen to be coming from within the community rather than being associated with a health organisation. Rangatahi are suspicious of branded material.
 - Over 80% of NZ youth use Facebook every day. It is considered the 'hub' of social media and allows specified audiences to be targeted.
 - Snapchat is one of the fastest growing social media channels, particularly users are youth 13-24. It has been identified as being important for people seeking to reach young people.

3 APPROACH

CO-DESIGN

- The project is co-designed between CM Health and a health provider specialising in youth, Te Kaha O Te Rangatahi. This partnership enables rangatahi (youth) to take a lead in their health and wellness.
- Campaigns are co-designed and developed with rangatahi, and each campaign aims to build on the momentum of the previous. To date, 'Launch', 'Healthy Kai' and 'Love Your Life' campaigns have taken place.
- Eight Te Angitu Leaders are actively involved in the co-design process. These rangatahi (youth) are aged 16-20 and are all from within the Counties Manukau area.
- Improvement science methodology is being applied throughout the project, namely Plan Do Study Act (PDSA).



7 RECOMMENDATIONS

- Social media presents exciting opportunities for the health system.
- It is important for the health system to understand the influence that social media has on our rangatahi. When used properly, it can connect, motivate and inspire change.
- YouMe helps close the gap between rangatahi and the health system by better engaging and empowering rangatahi to lead their own health and wellness.
- YouMe provides a flexible and adaptable model that can be used to engage other age groups.
- There are opportunities to share learnings and collaborate with others in the healthcare industry that have used social media to engage hard to reach groups.

4 YOU ME

- YouMe is a youth led wellness movement using social media to empower rangatahi (youth) to lead healthier lives. The name and branding was led developed by rangatahi leaders.
- YouMe was launched over three days at the Street Dance New Zealand National Hip Hop Championships to over 6,000 people. This is a major event in the social calendar of Counties Manukau rangatahi.
- YouMe has two campaigns that also support the project: Healthy Kai (food), which encourages youth to eat healthier and #LoveYourLife, which encourages our rangatahi to love their life and seek local services if they need support.
- The main social media channel used for YouMe is Facebook, with Snapchat and Instagram used to drive rangatahi to the Facebook page.
- Local rangatahi (youth) heroes were profiled to share their experiences to help encourage our rangatahi to strive for their dreams.



6 KEY LEARNINGS

- Social media is an important platform for engaging with rangatahi.
- Co-design is of immense value, the health system can learn a lot from rangatahi.
- Rangatahi are most engaged with health messages linked to music, dance, sports and friends.
- Rangatahi engage the best through videos and profiles of people they admire.
- Rangatahi participate better when activities are turned into a game or competition.
- Activities need to be simple and quick for rangatahi to engage, for example creating Snapchat photos rather than designing hard-copy posters.
- Social proofing is immensely important to rangatahi; health messages generated by rangatahi have greater buy-in from their peers.
- Applying an improvement science methodology (PDSA) ensures the project is flexible, continually refines and leverages off successes. For example, profiles of local role models resonated with rangatahi to a greater extent than some of the other posts. As a result, more profiles were released than initially planned.

5 MEASUREMENT & INSIGHTS

- To assess whether social media is an effective way of engaging with rangatahi, the following quantitative measures are being used. The 'Levels' indicate the extent of engagement with the Facebook page, with Level 3 being the desired level of engagement:
 - Level 1 (Page Likes): The number of individuals who have chosen to like the Facebook page and therefore aware of YouMe.
 - Level 2 (Post Reach): Number of individuals who have seen page posts.
 - Level 3 (Engagement): Number of individuals who have liked, commented or shared YouMe page content. This is the most valuable engagement metric as it shows actual interaction between rangatahi who have liked the YouMe page and the campaigns.

- YouMe also provides an opportunity for the health system to gain qualitative information about:
 - The health issues that are important to rangatahi.
 - How traditional health messages can be reshaped to be more engaging and relevant to rangatahi.



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