

Millennials & Health Messaging



Who is Young Invincibles (YI)?

Young Invincibles' mission is to amplify the voices of young adults in the political process and expand economic opportunity for our generation



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Who is Young Invincibles (YI) cont'd?

Offices in:

California (Los Angeles & Oakland)

Colorado

Texas (Houston & Austin)

New York

Chicago, Illinois

Washington, DC (headquarters)

Today's Agenda:

- Who are the Millennials (also what do they want and why are they here)?
- What are the biggest knowledge gaps for Millennials?
- How can we best communicate with these odd humans?
- Social Media 101!!

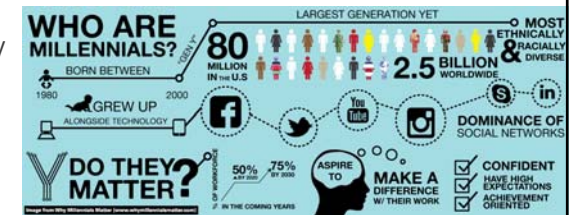
The Millennials

- Millennials are the generation born between 1982 and sometime in the early 2000's.
- However, these boundaries aren't set in stone. Some definitions have the Millennial Generation starting as early as 1978 and starting as late as 1985.
- Basically, if you born a little earlier than 1982 and you consider yourself to be more Millennial than Generation X, that is your opinion.
- Or if you were born in or just after 1982 and you feel that you are more Gen X than a Millennial, the same applies.

"I'm not sure who millennials are...how old are they?"

Why are we special???

- Because we are awesome.
- We are the most racially diverse generation in U.S. History
- 1st generation to have open access to the internet...We are digital natives.



What we know aka "the Problem Statement"

- Only 29% of young adults were very or somewhat confident in understanding of key health insurance concepts, compared to 50% for older adults
- Consumers with low literacy present similar behaviors as uninsured and delay medical care
- Newly insured make incorrect and often unchallenged assumptions about their plan

What is preventive care?

Keeps you from getting sick	Healthy diet	Exercise	Yearly physical
Drinking water	Going to the doctor	Breast exams	Dentist
Blood work	Flu shot	Sleep	'I've never heard the term before'

What's involved in preventive care?

"Smart decisions & not consistently staying up late"

"Sometimes you need to go to McDonalds late at night, but at least get the healthier option, the grilled chicken not the burger."

What are some barriers to preventive care?

"No instant gratification"

Key Takeaway 1

- "Free preventive care" does not resonate w/ young adults
- But, when we broke the term down & gave examples, participants saw the value & were excited they could access these services
 - Akin to young adults' response to the phrase "financial assistance available"

Messaging: Stay "young and healthy!" You can access preventive services for \$0! Millennials see immediate value in getting covered when phrased this way.

Key Takeaway 2

Cost-sharing is confusing

- Break down and repeat key terms: deductible, co-pay, co-insurance
- Provide resources that consumers can take with them: handouts, mobile app

Messaging: Let's look at the whole picture: premium, deductible, out of pocket maximum, etc. before making a final decision

The YI Solution

- Terminology such as
 - Co-pay, Co-insurance, Out-of-pocket maximum, In-Network and Out-of-network: PPO, HMO
- Where to go for care (ex: ER vs. Urgent Care)
- Examples of cost-sharing
- Preventive care specifics
- Understanding insurance card
- Scheduling appointments
- Cost of care with and without insurance
- Value of health insurance

#healthyadulthood
A YOUNG INVINCIBLES INITIATIVE

Top learning outcomes

That pap smears are free	Medicaid IS health insurance	Reasons to go to the ER	Which payments come out of your pocket
STD testing and birth control are free	Difference between co-pay and co-insurance	How to use your benefits	Can't max out on insurance

Messaging

- HOW CAN WE BEST COMMUNICATE WITH THESE ODD HUMANS?

Adult Learning Styles

Adults learn differently:

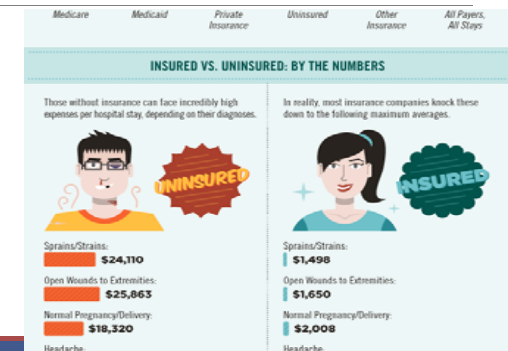
- Visual – pictures, demonstrations, and visually appealing pictures
- Auditory – discussions, use of videos, reiterating key points
- Kinesthetic – hands on and case examples
- Have a variety of “tools” to explain complex terminology or concepts



Figure 1: Example of explaining deductible.

With & Without Health Insurance

- Lack of knowledge on cost of care without insurance
- Medical debt is extremely difficult to get rid of
- Provide examples of types of care with and without insurance



Explaining Deductible

- Same concept as reaching your deductible for car insurance or your cell phone
- Caveat – SOME services are FREE or will only require the co-pay even before deductible is met
- Understanding co-insurance and out-of-pocket maximum are essential
- “You will have to pay your \$1,000 deductible before your co-insurance kicks in.”
- “You will have to pay your \$1,000 deductible before your health insurance begins sharing the costs with you.”
- Have pictures handy while you’re enrolling



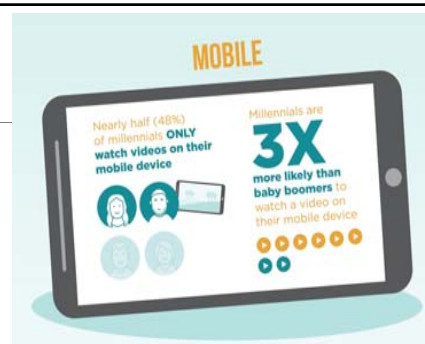
Explaining Preventive Care

- Specifics of preventive care (contraception, STD/HIV screenings, cholesterol screenings...)
- Using analogies
 - “When you purchase car insurance, do you get a free tune up? Oil change? Tire rotation? With health insurance, preventive care is your free ‘tune up.’” – Navigator, Miami, Florida
- Early screenings for:
 - High blood pressure
 - Cancer screenings
 - Diabetes
- When health care is not important for the individual, it may be important for their family:
 - “Health insurance ensures you can maintain your health so you can be around for your family.”



Videos

Millennials are 264 percent more likely to share videos about a product, service or company than Baby Boomers.



Text messaging

According to [Pew Research Center](#), cell owners between the ages of 18 and 24 exchange an average of 109.5 messages on a normal day—that works out to more than 3,200 texts per month.



Among the top reasons millennials prefer text communication for many interactions is speed of use. [According to OpenMarket](#), 83% of millennials open text messages within 90 seconds of receiving them. Millennials prefer text messages for the ability to communicate quickly and conveniently.

“Millennials are ALWAYS on their phones 😊”

Social Media Time

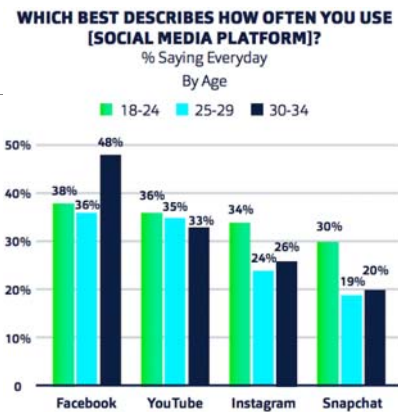


Why use Social Media

- Most of it is free
- Most young adults are on social media
- More than 1 billion people in the world are on Facebook alone
 - It's use friendly
 - It's fun
- Did I mention that EVERYONE is doing it??

Who uses what?

Today around seven-in-ten Americans use social media to connect with one another, engage with news content, share information and entertain themselves.



facebook

Good for reaching young adults (specifically young adults of color)

Post photos, video, news articles

Facebook Q&A's and polls

Built in analytics tool (for FREE!)



Facebook – best content

- When posting, Facebook's algorithm LIMITS what your own fans see – so make it count!
- Photos and photo albums do very well, as do memes
- Make sure you engage with with your audience – respond to comments!
- Don't be selfish – also post things from partners!

Measuring growth and engagement on facebook

Facebook Analytics

- Track growth daily, weekly, monthly or as long as your page has been up
- For videos – see who watched what, when, and for how long!
- Track engagements – likes, comments, and shares!



instagram

- Good for reaching young adults – specifically young adults of color (Black and Latino)
- ONLY photos! You can upload graphics, but they don't really do as well



Instagram – Best content

- Be relatable – since it comes up in a feed, make sure it looks like something that would exist there already
- Photos and video
- Use Instagram to give outsiders an insider perspective into your organization



Twitter



- Great for engaging advocates and consumers alike
- Teaming up with partners can distribute your message far and wide
- The 140 character limit ensures your message has to be concise and to the point

Twitter – best content

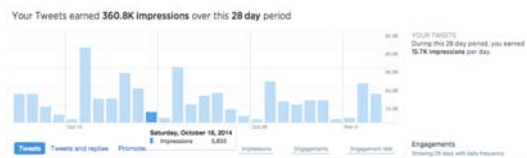


- Make sure to keep your message clear and concise
- Frequently ask for people to retweet or comment on your tweets. Start conversations!
- Photos and videos often get high engagements
- Use #HASHTAGS! Hashtags are great ways to jump into conversations, and to draw in an unconventional audience

Measuring growth and engagement on twitter

Twitter Analytics

- Free
- Track followers, comments, mentions, retweets and potential impressions



Activity Time!!!



Report Back



Young Invincibles' Mobile App: Health YI



- Health checklist
- ZOC DOC
- Ask a question of health care experts


Questions?




Younginvincibles.org/healthyadulthood

Thank you! Let's keep in touch!

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