

Sassy & Short

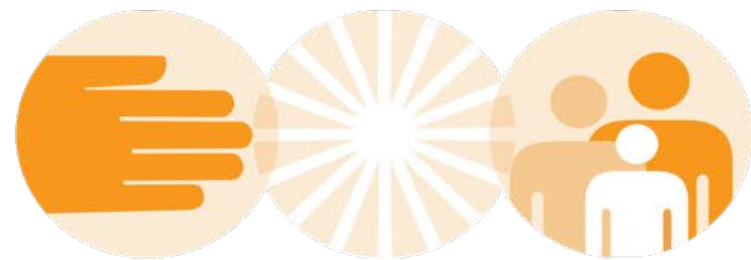
...but with a Punch

Translating complex health information for new media





Making a difference in the lives of teens & young families since 1979.



Healthy Teen Network

www.HealthyTeenNetwork.org

Genevieve Martinez Garcia

Director, Innovation and Research

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Associate Director, Innovation and Research

Contact Healthy Teen Network today to learn how we can support your work! Training@HealthyTeenNetwork.org



Introductions

- Find the person with your matching image/description
- Share with one another
 - Name
 - Organization and role; and
 - One expectation for today's session
- You will be asked to introduce your partner to the group.



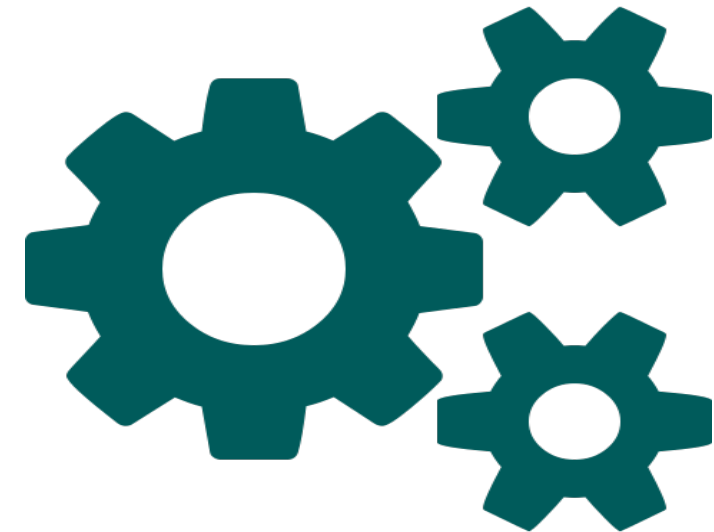
Objectives



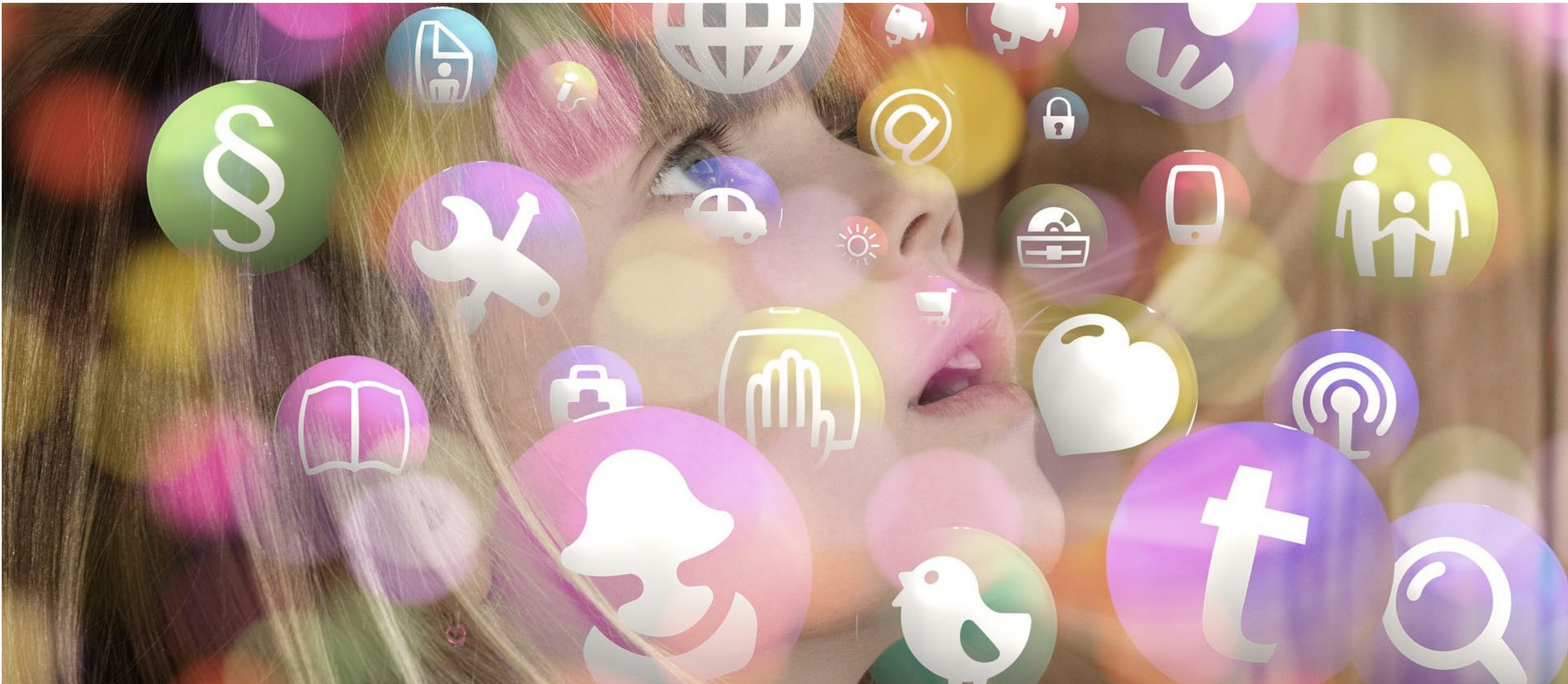
List three lessons learned to align health content with new media.



Apply five key components to develop a new media product.



Practice developing a prototype of a new media product.



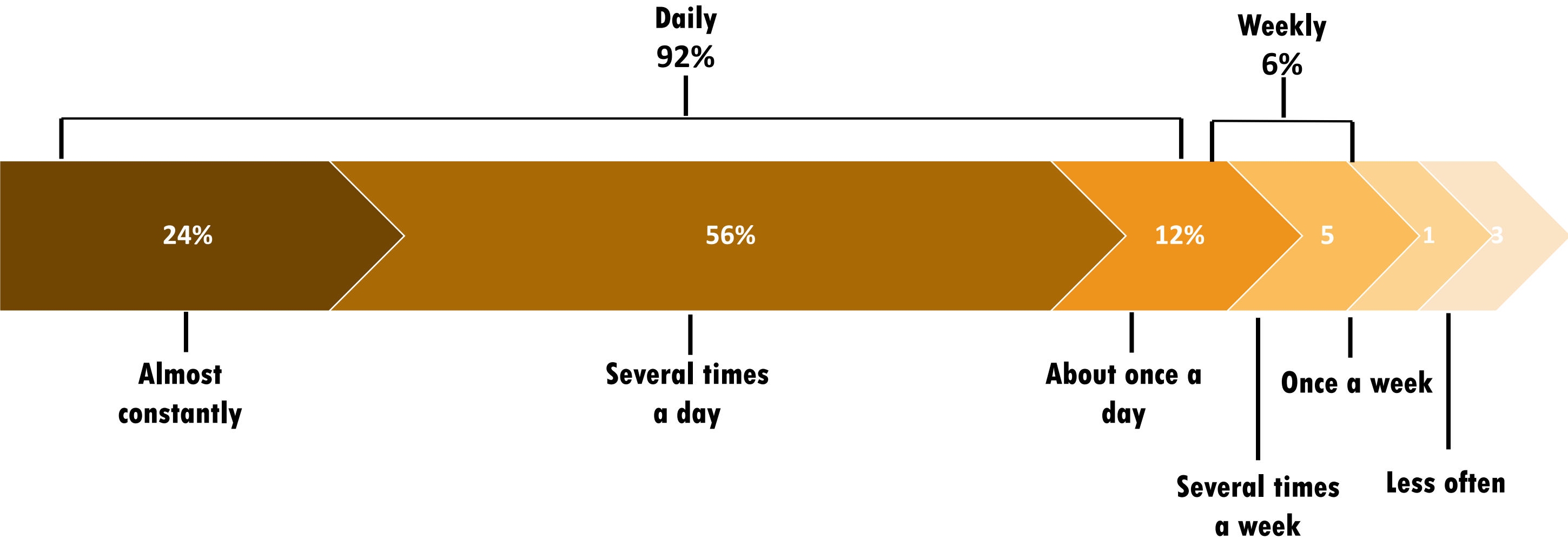
Youth Access to Information

88%

Youth 13-17

Have Access
to Mobile
Phones

Frequency of Internet Use by Youth



Source: Pew Research Center's Teens Relationships Survey, September. 25-Oct 9, 2014 & Feb.10-Mar.16, 2015.



**Which online platforms are the most use
by youth?**

Top Platforms Used by Youth



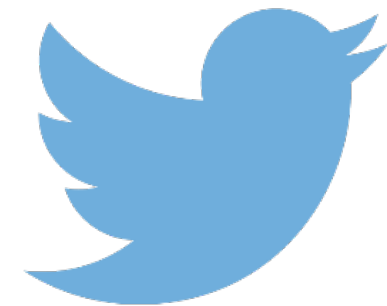
71 %



52 %



41 %



33 %

Top Platforms Used by Youth



71 %



52 %

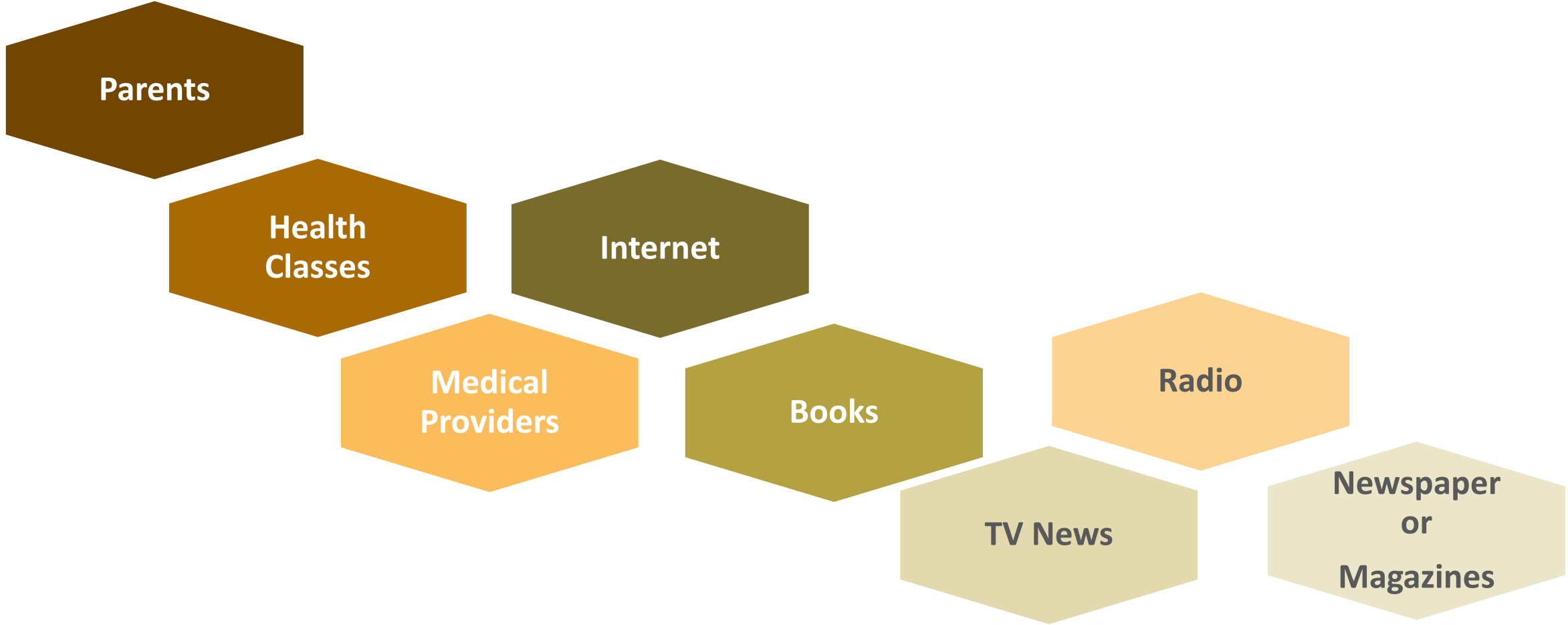


41 %



40 %

Health Information Sources for Youth

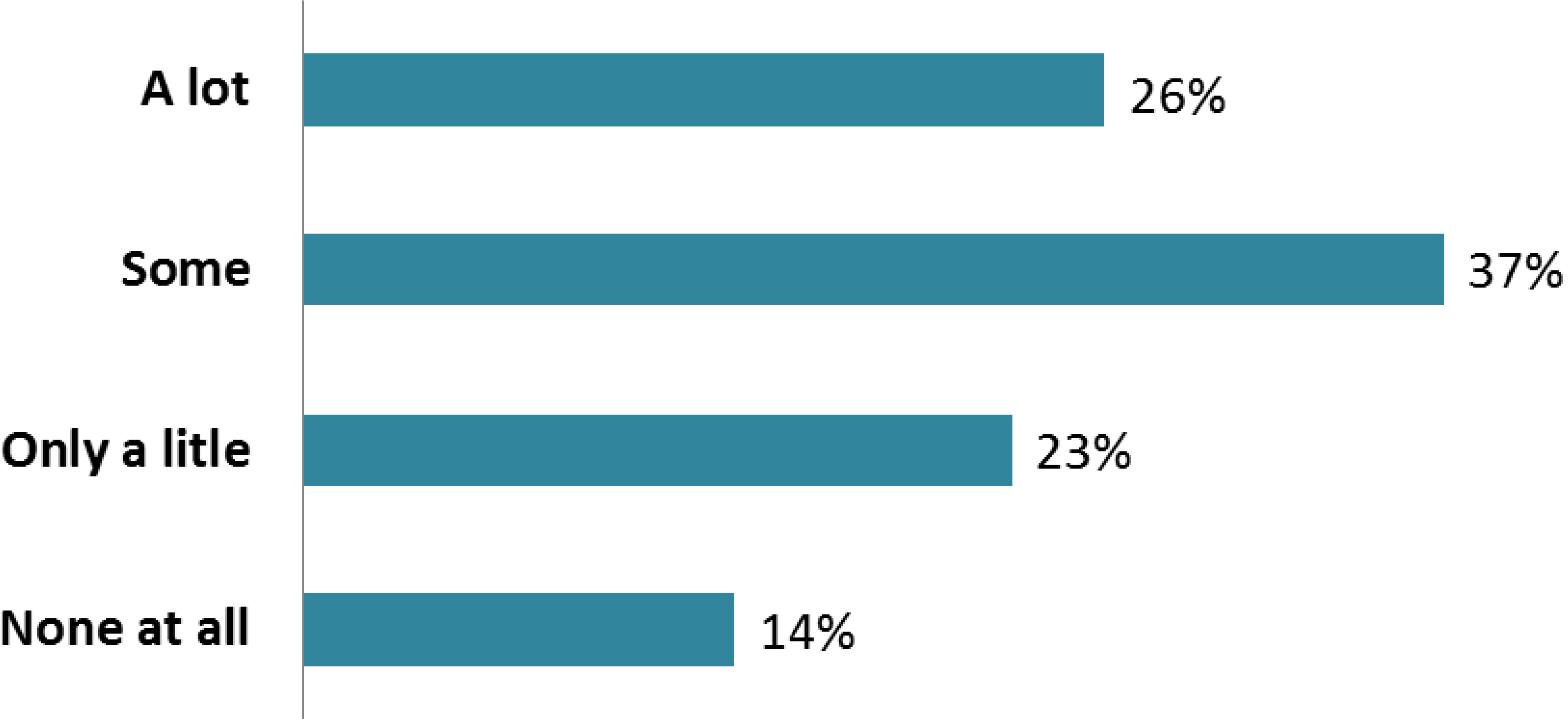


84%

Youth 13-17

Access health
information
online

Amount of information youth gets from the internet



Source: Teens, Health, and Technology: A National Survey. June, 2015. Northwestern University..



Where do youth get their health information online ?

Online Health Information Sources



Medical
Website

49 %



31 %

You Tube

22 %



20 %



11 %

9 %

82%

Youth 13-17

Have access to
**mobile
phones**



Most **popular** &
frequently used
Social Media
platform

92%

Youth 13-17

Report going
online daily



Most popular &
frequently used
anonymous
text-messaging
platform

Internet is the
primary source of
health information.

Mobile phones
facilitate access to
information.

Youth **don't seek**
health information
from social media.

Taking an idea to final concept.

Instructions

- Find the person that you introduced this morning,
- Read available topics, and
- Select one topic with your partner (remove post-it-note)
- ***You will be using this topic throughout the remaining of this training.***

PURPOSE



Component I

TARGET AUDIENCE



Component II

KEY MESSAGE

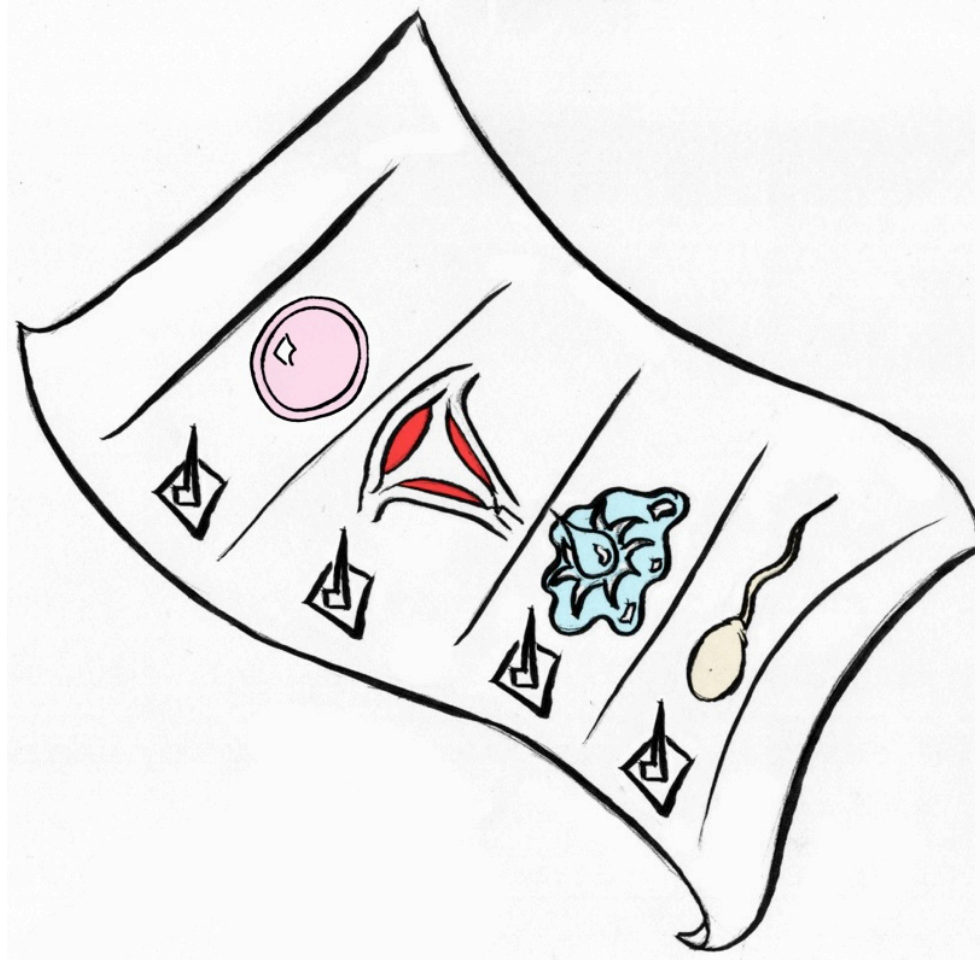
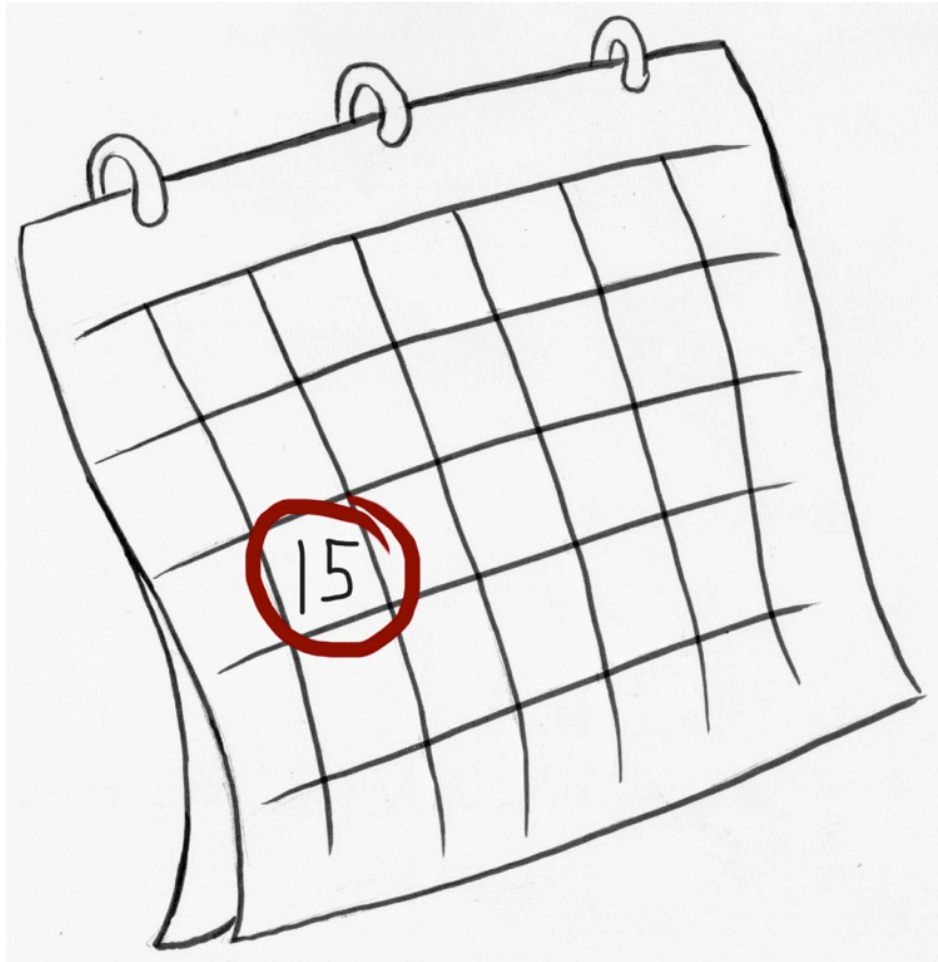


Component III

MEDIA



Component IV









SCRIPT



Component V

Illustration description	Context and dialogue
<p>1. Lola is seen in her room texting on her phone. She is racially ambiguous.</p>	<p>Lola: Hey babe Lola: Where are u? Lola: Why r u not texting back? Lola: Answer me!!! Lola: Why are u ignoring me? Lola: TOMMY.....???</p>
<p>2. Tommy is walking out of a sneaker store looking down at his phone replying to Lola. Tommy is a light skinned African American guy.</p>	<p>Tommy: Geez Lola, chill, was with my homeboy.</p>
<p>3. Lola and Tommy hanging out at Tommy's house. Lola is laying down with her feet on tommy's lap while Tommy is sitting straight up on the couch AND phone on the table showing 3 missed calls.</p>	<p>Context (no dialogue)</p>
<p>4. Split a. Focus on Tommy's face looking angry b. Focus on Lola's face looking surprise</p>	<p>Tommy: Who is Xavier? You've been talking to other dudes? Lola: We are just friends, u don't trust me?</p>
<p>5. Panel center on Tommy, angry, answering the phone in speaker (holding phone in his hand) Phone showing Xavier name. Only a small piece of Lola's body is shown and her dialogue bubble showing.</p>	<p>Tommy: Why are you blowing my girl's phone up? Lola: Tommy, I have told you not to answer my calls</p>

Lola: Hey babe
 Lola: Still hanging out later?
 Lola: Where are u?
 Lola: Why r u not texting back?
 Lola: Damn Tommy at least answer me!!!
 Lola: Why are u ignoring me?
 Lola: Tommy.....?
 Lola: Tommy.....?

Tommy: Geez Lola, chill, was with my homeboy.
 Tommy: Yea Sure

Tommy: Who is Xavier? why didn't you pick up

Lola: I will talk to him later... He's probably calling about Ashley's party.

Tommy: Yeah right . You been talking to other dudes behind my back?

Lola: Xavier and I are just friends. What, you don't trust me?

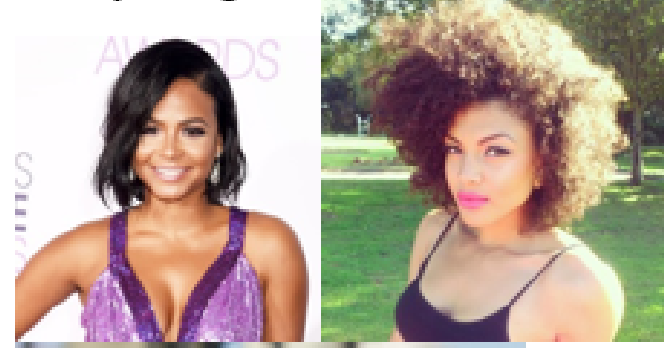
Tommy: Why are you blowing my girl's phone up?

Hours Later,
 Lola and Tommy
 are seen
 hanging out at
 Tommy's house.
 Lola's phone
 keeps ringing

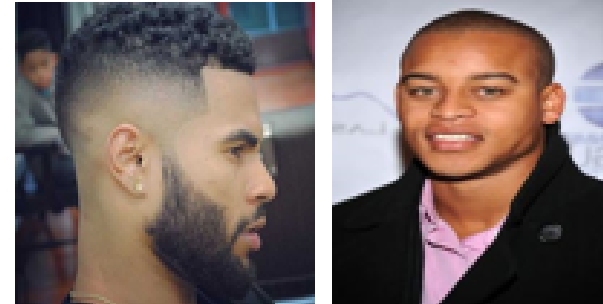
After several rings,
 Tommy picks up Lola's
 phone

Illustration description

1. Lola is seen in her room texting on her phone. She is racially ambiguous.



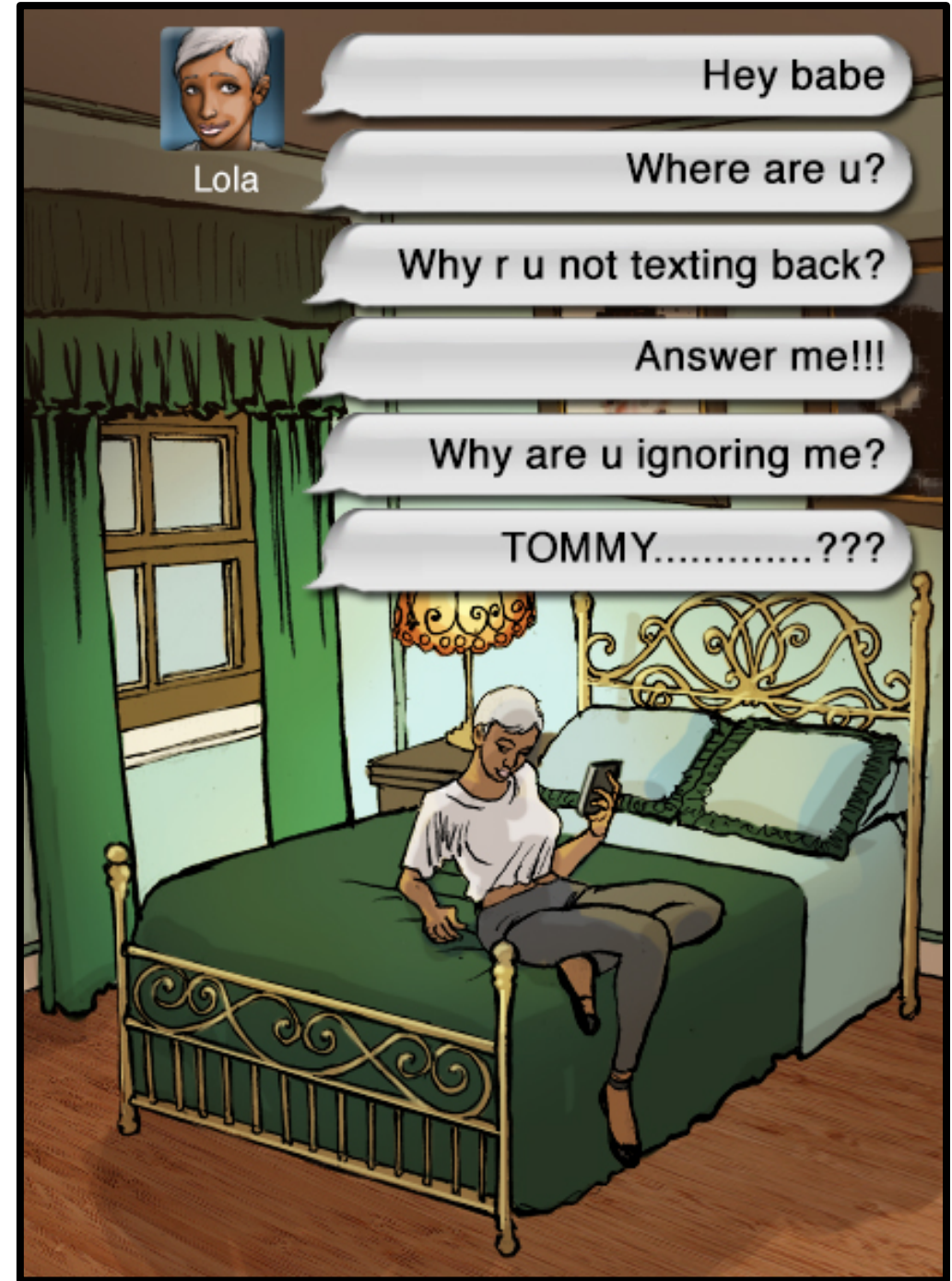
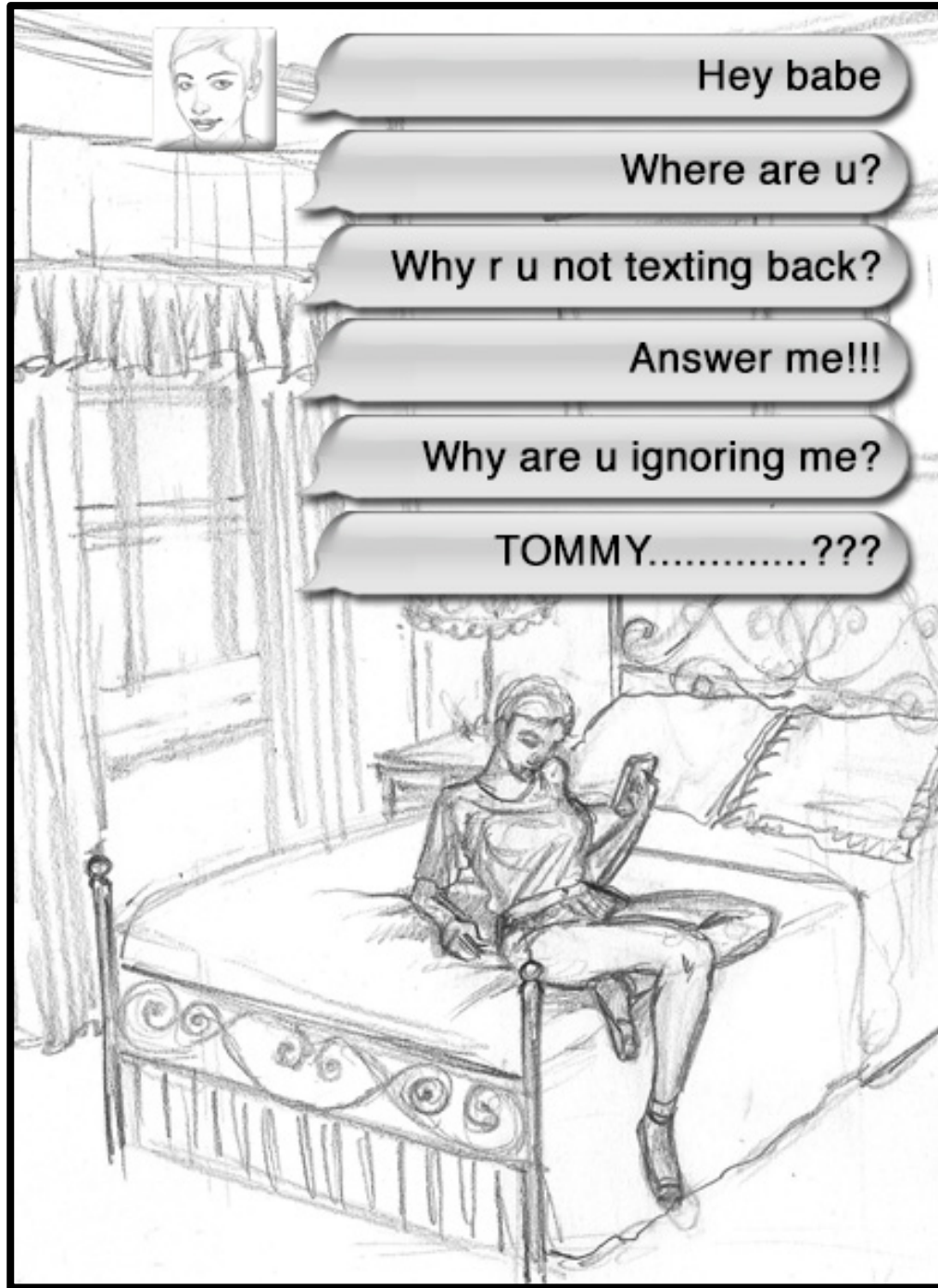
2. Tommy is walking out of a sneaker store looking down at his phone replying to Lola. Tommy is a light skinned African American guy.



Context and dialogue

Lola: Hey babe
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 Lola: Where are u?
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Tommy: Geez Lola, chill, was with my homeboy.
 Tommy: Yea Sure



Taking a concept to a prototype.

Prototyping

- Start small and simple
- Figure out the story that you want to tell
- Visualize multiple options
- Show, don't tell

Prototyping Feedback Activity

- Find a partner from a different team
- Have one partner play the role of stakeholder
 - *Think about feedback as information to improve the prototype rather than denigrate the concept*
- Share your concept and get the feedback. **Remember- DON'T SELL**
- Switch roles and give your partner feedback
- Rejoin your team and share what you've learned.

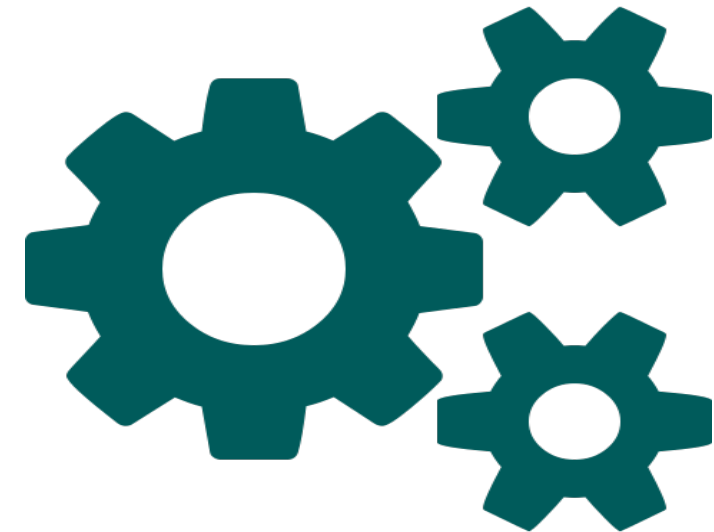
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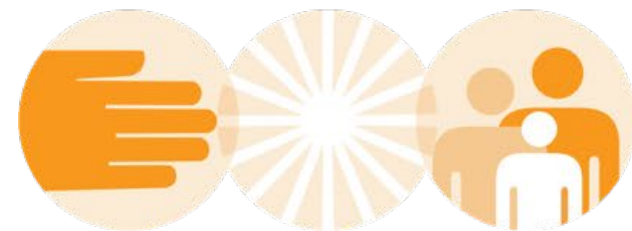
Thank You

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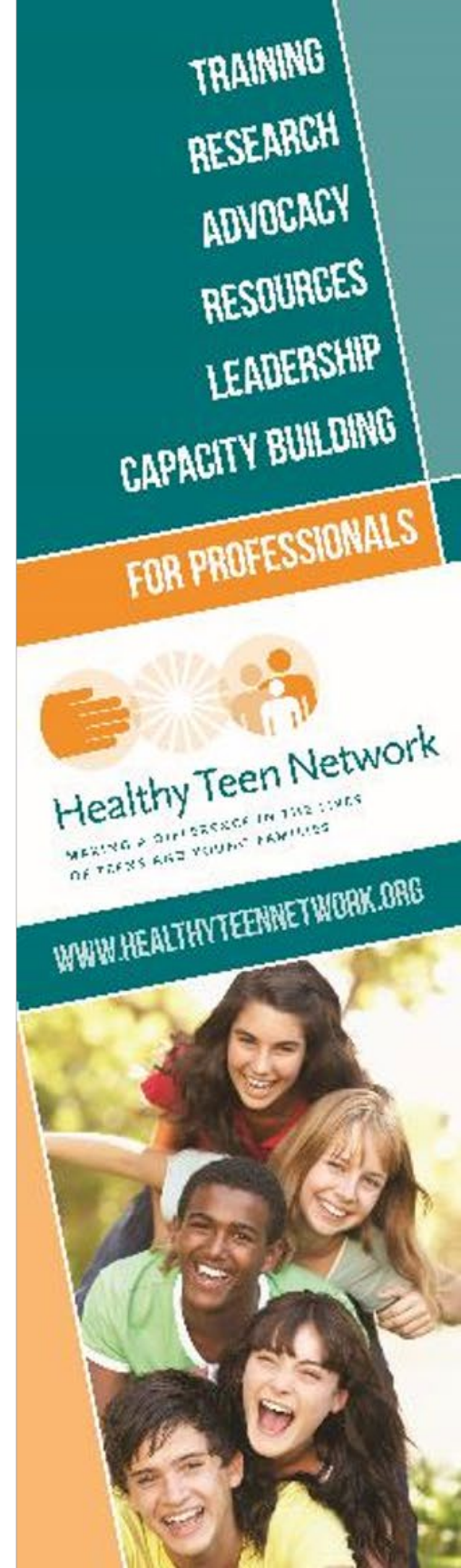
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