

A Public Health Approach

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- PH lead for children and young people
- Yorkshire & the Humber

Your adolescence

- Had you any role models?
- How did you communicate/meet with friends?
- What boosted your self esteem?
- What were your financial pressures?

Adolescence today

- Who are their role models?
- How do they communicate/meet with friends?
- What boosts their self esteem?
- What are their financial pressures?

Social Marketing

- **Insight**

“....a deep truth based on behaviour, attitudes, emotions and beliefs”

- **Seeing people in 3D**

Why insight is important

- We base our work on what people really want and need
- We find best ways to engage targeted people with the right message
- We make media choices that give people the info & messages they need at the right time and in the best place

An insight....

- **Hard to identify role models**

They admire celebrities (Beckham and Jordan)

- **Technology is a strong mode of communication and boosts self esteem**

26% of 11-17 yr olds would “feel unwanted if a whole day went by when my mobile phone did not ring”

- **Teenagers are growing up with debt and most think its ok to borrow money to buy luxury goods and experiences**

Socialising with friends more (71%)

“You never really understand a person until you consider things from his point of view...until you climb into his skin and walk around in it.”

To Kill a Mockingbird, Harper Lee