TEENS & VACCINES PODCAST: COVID-19 VACCINE OUTREACH BY YOUTH FOR YOUTH

November 2, 2021
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WE HAVE NOTHING TO DISCLOSE!
OBJECTIVES

1. Understand the importance of sharing young people’s perspectives and experiences throughout COVID-19

2. Learn how to effectively plan, facilitate, and lead youth-led and youth-centered COVID-19 vaccine outreach

3. Describe media’s role in effectively reaching and connecting youth with shared experiences
A QUICK GAME

What was your favorite song as a young person?
What is your best high school memory?
What advice would you give your younger self?
What would have been engaging for you as a young person?
TEENS AND VACCINES
Passionate Teens

Shared Experiences

Drive to Share our Stories

Why?
ALL ABOUT PERSPECTIVE

ADULT

Risks
- The vulnerable
- The economy
- Job for changes

TEEN

Experiences
- Fear of getting sick
- Online School
- Missing important life events
Teens are not alone in the pandemic.

Our stories are being shared, and heard.

We created a place to learn.

Created a welcoming and inclusive community.
Episode 4

TEENS

REAL TEENS

REAL STORIES

& VACCINES
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My Story

- Planner to podcaster
- Adult support
- Lessons learned
THE PLANNING PROCESS
Early planning stages. Trying to figure out our intentions.

**Late April**

Recording, and recording, and recording

**June, July Aug.**

May-June

Getting topics, plans, dates
Practice our first recording

End of Aug.

Last recording of Season 1
Wrap up before the start of academic year
1. Review topics identified last time and identify any potential gaps
   - Stigma & Misinformation (strategic various themes)
   - Populations to highlight: Potentially wearing various populations and the differences throughout the entire sessions via the teens or young people who are talking about their stories
     o Marginalized communities
     o Various socioeconomic statuses
     o Undocumented individuals
   - Future implications of the vaccine
     o Will this always be free and provided by government? Impending potential struggles of continuing to get vaccinated
     o Will the current vaccines be able to work against various strains we have?
     o Attending school in the future? Are vaccines required? What will that look like for the future?
     o What getting the vaccine allows teenagers/youth to do? What liberties does this afford you? What liberties does this not afford you?
     o Seeing friends, anesthetics
     o Travel?
     o College visits from families
   - Experiences in COVID (make certain that the vaccine should be included into all past, present and future themes)
     o If you’ve had COVID or haven’t had COVID
     o Hopes & concerns for what will life look like
     o Where we started and how does life look like now, what will future life be like
     o Losing family members or having friends who may have lost family members

2. Determination of order of topics
   - First Session: Have teens with opposing views on the vaccine give their insight, start off with a controversial discussion. Begin with a hook to draw people in on what this podcast will be about, then end the podcast with stories and talks about the vaccine (if they are for it or against it)
   - Second Session: To begin the session it might help to ask the teens factual questions and see the differences in response. We can ask the teens who will be on the panel or random young people and splice an opening video together. Have this open the session, then those on the call can dive deeper into their own responses. Have an expert come in and clear up stigma by giving the correct answer to each of the questions. Vaccine component will be hearing whether or not each person has been vaccinated and their experience
   - Third Session: Discuss various anealyzes & cost for COVID, getting boosters, etc.
   - Last Session: End off on the social life topic so that if we want to do another “past-COVID for teens podcast” this can be a cliffhanger

3. Identify potential teens for each session
   - Have a flyer for sign up
     o Have a graphic to attach to this, advertise this on social media, consistent image across the board
     o Communications piece for a logo or a graphic that can be appealing

4. Any other potential agenda items
   - Next steps: bring a smaller group of teens together and map out session 1, mail those details down

Proposed Sessions (more details to be planned by a small group of planning team members)

<table>
<thead>
<tr>
<th>Session #</th>
<th>Content</th>
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| First Session | Discussion of the vaccine from opposing and “controversial” views
| Vaccine Component: Ask each panelist if they are “for” or “against” the vaccine? |
| Second Session | Ask random younger people and the panel of people factual questions about COVID and the vaccine, put this together as a video to open the session
| Have the panel discuss their answers to the questions more in depth
| Have an expert come in who knows the facts to clear up any stigmas by giving the correct answer to each of the answered questions
| Vaccine Component: Ask each panelist if they have been vaccinated and why or why not? |
| Third Session | Discuss various anealyzes & cost for COVID, getting boosters, etc.
| Vaccine Component: What the future of COVID vaccination may look like?
| (May be more podcast sessions between third and last sessions) | TBD |
| Last Session | Discuss each teen’s social life
| End on the social life topic so that if we want to do another “past-COVID for teens podcast,” we’ve set the stage for it |
Step 1
What do we want this podcast to mean/symbolize for us and our listeners?

Step 2
How are we able to accomplish this goal through our content, podcast style, "on camera" interactions?

Step 3
What topics do we want to address?

Step 4
What time is feasible for us to record the podcast for a consistent upload schedule?

Step 5
Execution, execution, execution!
Social Media Marketing

Ways to market and create engaging content for your target audience
How to make engaging content

Colorful, aesthetically pleasing, well produced

Meeting your audience where they are
Let teens make content for teens, and vice versa

SOCIAL MEDIA
A major way to create good teen-mentor partnership
My Story

Alyssa Makena

High School Junior

Iowa
Media+COVID-19 Perspectives

- Media and Opinions
  - Group-Think
  - Education
- Memory
  - Accessibility and Frequency
  - Communities
- Negative Bias
How we can use podcasts to effectively create community, facilitate growth, and feel heard.

- Storytelling and Narratives
- Purpose
- Impact
- Archives
- Communication
- Highlighting voices
SUCCESES VS AREAS OF IMPROVEMENT

- Variety of audiences
- Lack of social media presence
- Guest Speakers
- A lack of guest speakers
- Engaging stories
- Lack of marketing efforts
- Variety of topics
- Lack of structure
Do it yourself
A brief plan on how to start your own podcast to highlight youth.

1. Discuss and decide: What is the purpose of the podcast? What is our end goal?
2. Advertise and market the podcast to interested participants.
3. Meet with interested participants and start planning for a full season worth of episodes.
4. Distribute roles and determine logistics like: Who’s in charge of marketing? Arranging the episode agenda?
5. Market, market, market! Without an audience you may not be able to achieve the initial objectives of the podcast.
My Story

MD

ANITA HOOSHANGI

HIGH SCHOOL JUNIOR
REFLECTING ON OUR IMPACT
The Importance of Our Feelings

- Candid Talk
- Promoting Reassurance
- Expressing AND Listening
- Forming a Positive Community
- Unraveling the Aftermath of Confusion
- Prioritizing Mental Health
EXPERIENCES

"Unprecedented Times"

The Power of Choices

The Effects of Uncertainty

Educating AND Overcoming Misinformation

Finding People to Connect With
Anyone can make a difference!!!
Resources and reliable information can influence others
This opportunity has allowed our platform to grow
We’re contributing to a movement in society
This medium has expanded our reach
Vaccines will allow us to move on in a changed world :)
LOOKING INTO THE FUTURE

Keep students engaged in the conversation

In one word, what is your goal for our future generation?

Continuing to motivate our youth

Encourage transparency and QUESTIONS
QUESTIONS?
Connect with Us!

TEENS & VACCINES

REAL TEENS
REAL STORIES

INSTAGRAM
@teens.n.vax

SPOTIFY

SOUNDCLOUD

APPLE PODCASTS