



Conversation 3: Strategies for Reaching Millennials with Primary Prevention Messaging

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Practical Actions

- Hire them → peer networks
- Use nontraditional channels for contact → part of a community
- Incentives (giveaways, cost savings)
- Make the messaging/language catchy, edgy, fun
- Social Justice
- Story telling – testimonials, sharing what they are doing, give them credit, make it funny

What makes millennials an important group to reach with primary prevention messaging?

- Years (ages) in this group is important to message to because of habits being formed in these years.
- Largest population, surpassing baby boomers

Might there be additional challenges in reaching millennials with information about cancer prevention?

- For organizations, leadership is older and disapproves of messaging

What methods have been successful in increasing primary prevention awareness among millennials? In increasing awareness of cancer prevention?

- Health conscious- organic, healthy, etc. (concerned with health)
- Quick, clear, concise messaging → Effective, dramatic, edgy
- Involving millennials, getting their feedback
- Once you make a human connection, they are committed to it and spread the messaging (fundraising)
- They have power to make/ drive change (personal individual power to make a difference)
- Getting to the point, theirs is mistrust
- Meeting them where that are; convenience for them
- Word as “partnership”, “collaboration”

- Through social media, use influential people in the community to share, tweet/ retweet campaigns, etc.
- In tribal communities social media helps (ex. Suicide prevention)
- Make things fun/funny
- Distract them to pay attention
- Action now, not later

What are the opportunities for organizations to collaborate and leverage resources for messaging?

- Youth and adult engagement
- Engaging and interactive events
- Faith based organizations (community specific)
- Partner with state parks and national parks
- Places where they get their information or spending their time (ex. Gyms, coffee shops, on streaming sites like Pandora and Netflix)
- Millennials are values based consumers and socially conscious
- Have messaging focus on them and how they can take care of themselves so they are around to save the world
- Make them feel important

What practical actions can be taken to successfully reach millennials with primary prevention information?

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