Georgia Southern University
Digital Commons@Georgia Southern

National Youth-At-Risk Conference Savannah

Mar 3rd, 1:00 PM - 2:15 PM

MyMediaLife - Population-Driven New Media Social Marketing and Branding

Kenny Shults
Connected Health Solutions, kenny@connectedhealthsolutions.com

Victoria Sterkin
Connected Health Solutions, victoria@connectedhealthsolutions.com

Emily Hanlen
Brooklyn, NY

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/nyar_savannah

Part of the Civic and Community Engagement Commons, Communication Technology and New Media Commons, Health Communication Commons, and the Social Media Commons

Recommended Citation
Shults, Kenny; Sterkin, Victoria; and Hanlen, Emily, "MyMediaLife - Population-Driven New Media Social Marketing and Branding" (2015). *National Youth-At-Risk Conference Savannah*. 83.
https://digitalcommons.georgiasouthern.edu/nyar_savannah/2015/2015/83

This presentation (open access) is brought to you for free and open access by the Conferences & Events at Digital Commons@Georgia Southern. It has been accepted for inclusion in National Youth-At-Risk Conference Savannah by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.

About Us

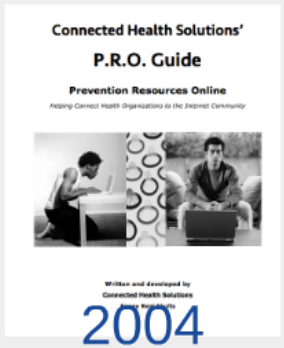
Kenny Neal Shults has worked with adolescents for over 20 years. He specializes in HIV prevention and risky behavior change with a variety of "at risk" populations. Kenny is also an actor, writer, filmmaker, and stand up comedian. For over 14 years he has specialized in developing guidance and programming that utilizes new media for prevention and health promotion.

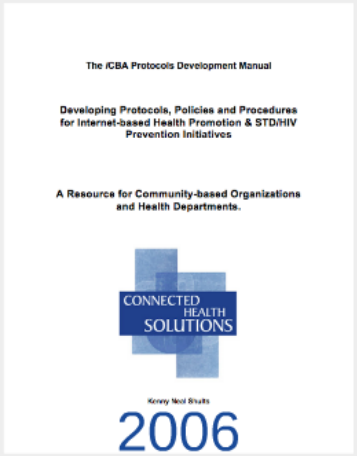
Emily Hanlen has a Masters in Education and a Masters in Public Health. She was a public school teacher in East Harlem New York for four years, where she taught 6th and 8th grade English classes. Emily received her MPH in Global Health from NYU and now works in the field of sexual and reproductive health and education for high-risk adolescents. She is currently exploring the impact that non-clinical services have on risk-behaviors of teens in immigrant communities.

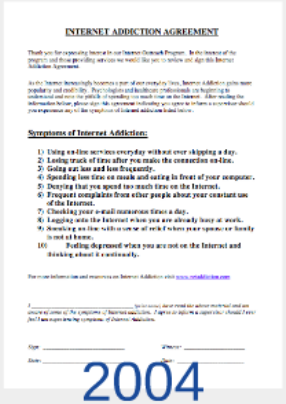
Together Kenny & Emily deliver CHS' most innovative new-media programming to adolescents (and their providers) from every walk of life.

Planned Parenthood peers
Youth in residential facilities
Youth with HIV
Homeless youth
Bi-cultural youth

Immigrant youth &
Children of immigrants
LGBTQ youth
Youth with substance use issues
Formerly incarcerated youth







MML MyMediaLife is a program that takes any population through a process where they envision, design, and produce their own beautifully crafted pieces of social marketing (commercial-length videos or posters) that can be leveraged by the host agency as online outreach, marketing, or fund-raising tools. The campaigns can

PDD Preventing Digital Disasters - In this new communications landscape driven largely by new media (email,SMS,social media) interpersonal skills and responsible new-media use are quickly becoming scarce among teens and adults alike. The impact of this shift can be seen all around us.

• TEXTING WHILE DRIVING

SM4SC In order to facilitate the dissemination of marketing content that advertises your brand and services, CHS offers Social Media for Social Change - a capacity-building workshop series that engages participants to:

The *i*CBA Protocols Development Manual

Developing Protocols, Policies and Procedures for Internet-based Health Promotion & STD/HIV Prevention Initiatives

A Resource for Community-based Organizations and Health Departments.

Kenny Neal Shults

2006

iCBA Internet-based Initiatives Capacity Building Assistance

2007

iCBA assists agencies to:

- Develop sound infrastructural components of Internet-based health promotion and HIV/STI prevention programming
- Increase staff capacity to deliver web-based health promotion and HIV/STI prevention services to a variety of target populations
- Develop protocols, policies and procedures for conducting consistent, ethical and confidential Internet-based health services
- Increase staff and agency capacity to evaluate the effectiveness of Internet-based efforts
- Increase agency capacity to monitor and manage front-line Internet-based staff
- Increase management and agency capacity to ensure staff privacy and safety
- Reduce the potential for compulsive internet use by staff
- Decrease agency liability associated with working with minors
- Increase staff and agency capacity to utilize mobile communication technologies in the delivery of health and prevention services

Thank you fo
program and t
Addiction Ag

As the Interne
popularity and
understand an
information b
you experienc

Sympton

1) Usin
2) Losi
3) Goi
4) Spe
5) Den
6) Fre
of th
7) Che
8) Log
9) Snea
is no
10)
thin

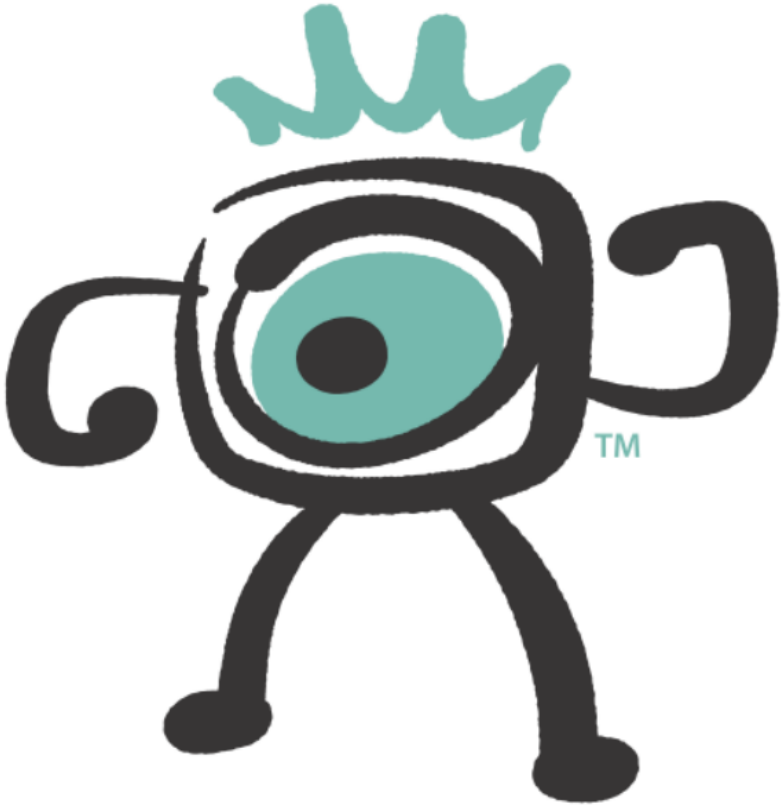
For more info

I _____
aware of som
feel I am expe

Sign: _____

Date: _____

2010



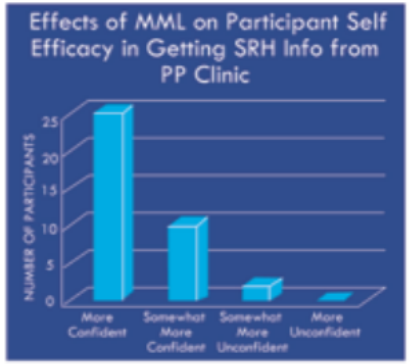
my media life™

Internet Addiction
Texting While Driving
Sexting
Cyberbullying
Social Media Over-Sharing
Addiction to Likes
Screen Obsession
Text walking
Dependence on SMS for Difficult Communications
Decrease in Motoric and Pre-frontal Brain matter
Increase in negative mood offline

MML

MyMediaLife is a program that takes any population through a process where they envision, design, and produce their own beautifully crafted pieces of social marketing (commercial-length videos or posters) that can be leveraged by the host agency as online outreach, marketing, or fund-rasisng tools. The campaigns can surround any area of focus including:

- **Behavioral Issues - bullying, violence, unhealthy relationships**
- **New-Media Abuses - texting while driving, sexting and cyberbulling**
- **Environmental Concerns - recycling, water conservation, fire prevention**
- **Public Health Issues - smoking cessation, STD/HIV prevention, teen pregnancy prevention**
- **Mental Health Issues - depression, suicide, anxiety, addiction**



As a result of engaging in the MML process participants' perspectives and behaviors around the chosen topic are forever altered as they gain a fuller understanding of the issue, new media, their values, emotions and motivations, all while enhancing cognitive-behavioral skills.

AGENCY BENEFITS

These campaigns can be used for community-level behavior change, recruitment and outreach, public awareness, and can also be leveraged as marketing, branding, and fund-raising tools for the host organization.

PDD

Preventing Digital Disaters - in this new communications landscape driven largely by new media (email,SMS,social media) interpersonal skills and responsible new-media use are quickly becoming scarce among teens and adults alike. The impact of this shift can be seen all around us.

- **TEXTING WHILE DRIVING**
- **SEXTING**
- **CYBERBULLING**
- **SOCIAL MEDIA OVER-SHARING**
- **ADDICTION TO LIKES**
- **SCREEN OBESSION**
- **DEPENDENCE ON TEXTING FOR DIFFICULT COMMUNICATIONS**
- **DECREASE IN MOTORIC AND PRE-FRONTAL BRAIN MATTER**
- **INCREASE IN NEGATIVE MOOD**

DYNAMIC AND FUN WORKSHOPS THAT CHANGE DIGITAL BEHAVIORS AND ENHANCE INTERPERSONAL SKILLS

OUTCOMES INCLUDE:

- NEW MEDIA LITERACY
- BETTER COMMUNICATION
- EMOTIONAL AND BEHAVIORAL CONTROL
- NEURO - BIOLOGICAL FUNDAMENTALS
- THE VALUE AND MANAGEMENT OF PRIVACY
- CONSTRUCTIVE USES OF NEW MEDIA
- EMPATHY & COMPASSIONATE ACTION

SM4SC

In order to facilitate the dissenmination of marketing content that advertises your brand and services, CHS offers Social Media for Social Change - a capacity-building workshop series that engages participants to:

- **INCREASE THEIR NEW-MEDIA LITERACY AND BETTER UNDERSTAND AND EMPLOY THE POWER OF NEW MEDIA**
- **INCREASE THEIR ABILITY TO GENERATE AND BROADCAST AGENCY- SPECIFIC MARKETING MATERIALS**
- **BUILD AND DRIVE TRAFFIC TO YOUR ORGANIZATION'S SOCIAL NETWORKS**
- **FACILITATE SOCIAL CHANGE THROUGH SOCIAL MARKETING - THE SCIENCE BEHIND LARGE-SCALE BEHAVIOR CHANGE!**

Can be implemented as a follow up to MML to disseminate digital products produced by MML, but no pre-requisites are necessary to particitpate in SM4SC

ALL PROGRAMS CAN BE DELIVERED TO:

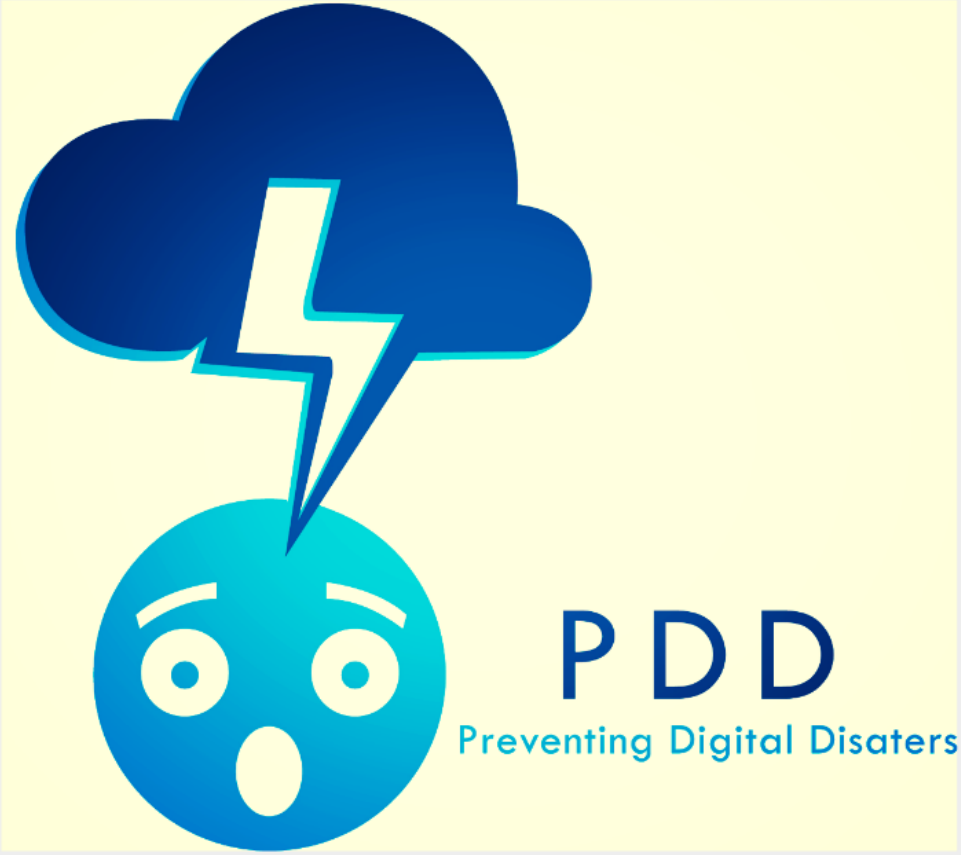
AGENCY STAFF

To build in-house and/or institutional capacity.

TARGET POPULATIONS

Engage youth or other population in creation of their own new media marketing.

Internet Addiction
Texting While Driving
Sexting
Cyberbullying
Social Media Over-Sharing
Addiction to Likes
Screen Obsession
Text walking
Dependence on SMS for Difficult Communications
Decrease in Motoric and Pre-frontal Brain matter
Increase in negative mood offline



my media life™

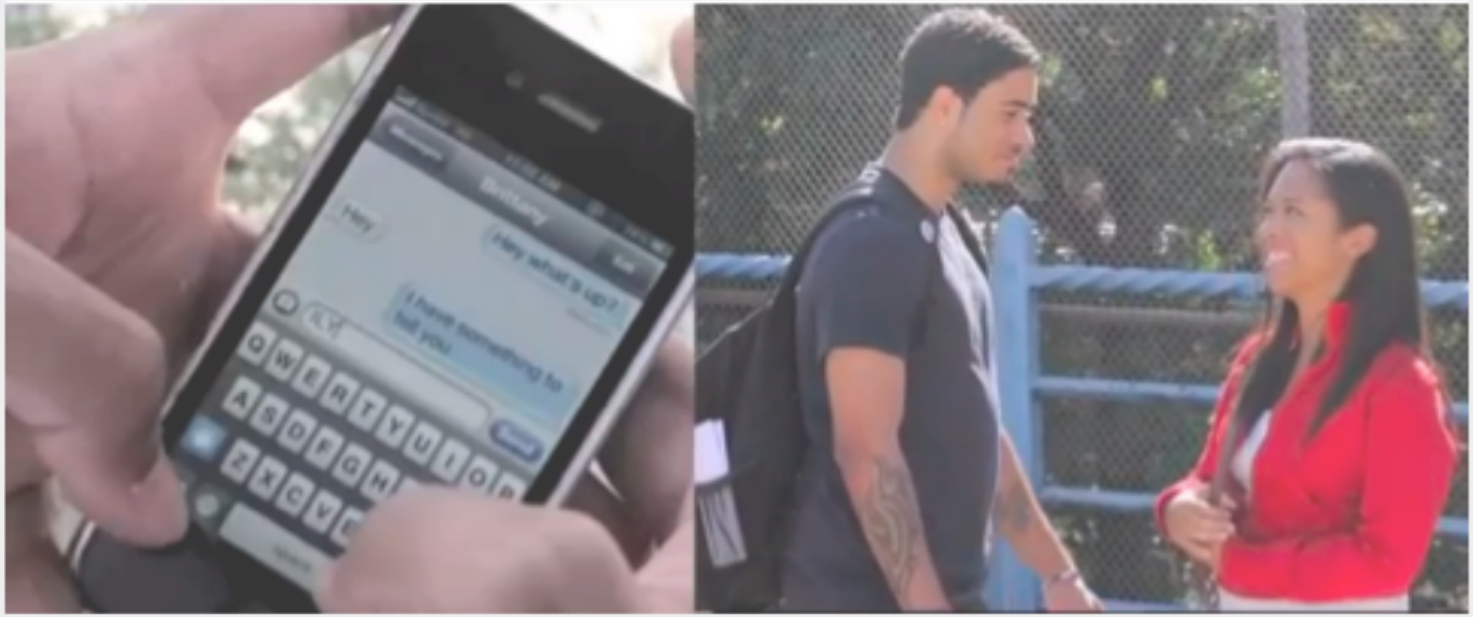
A psycho-educational workshop series that uses behavioral science, new media, positive reinforcement, and fun to generate a branded social marketing campaign while changing behaviors.

- Fun
- Extremely dynamic
- Nonjudgmental
- Youth As partners model - participants develop campaign, not adults

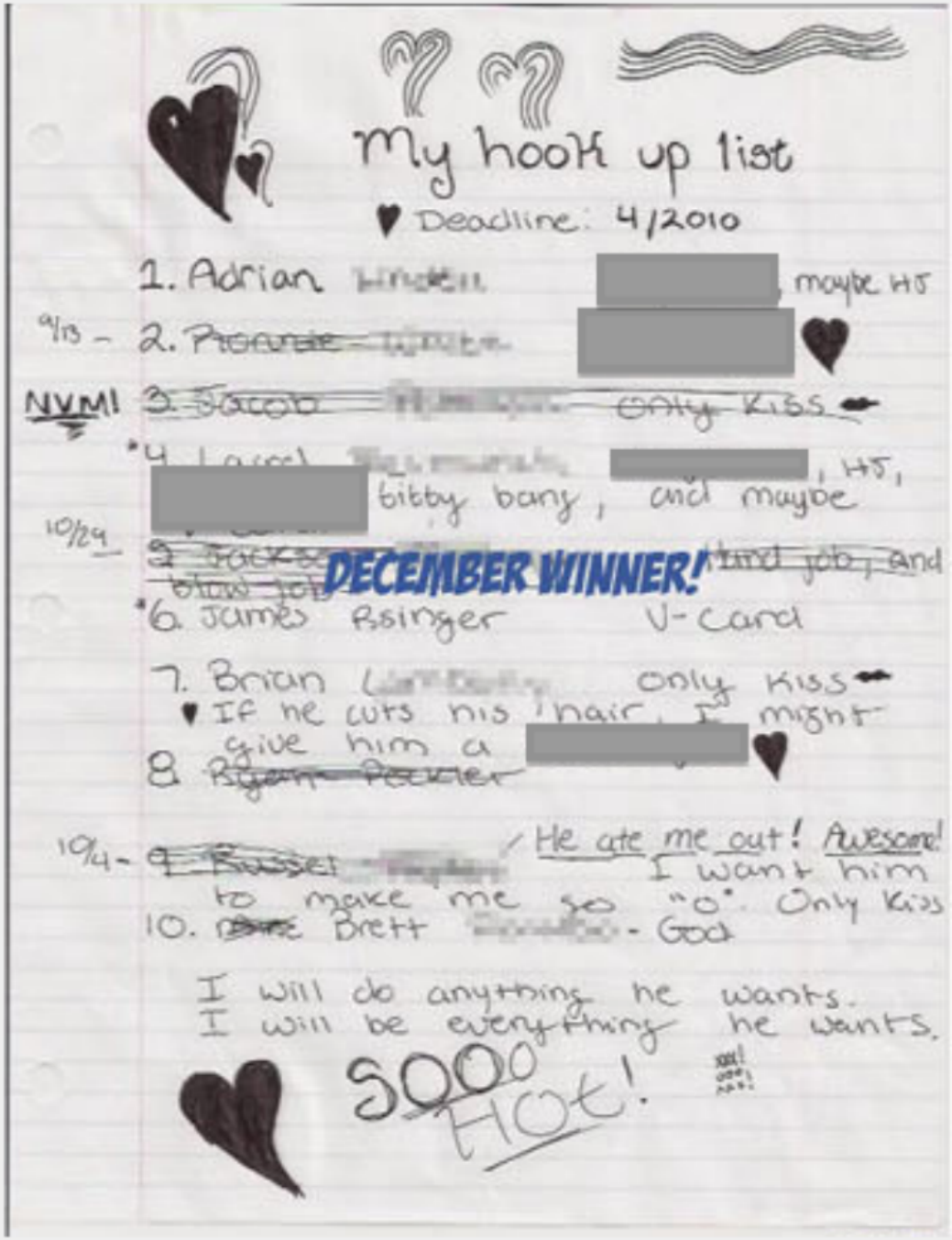
- Does not lecture
- Not punitive
- No negative reinforcement
- Does not take the process away from participants

What is

Digital Aprosodia



"Facetime" - 2013

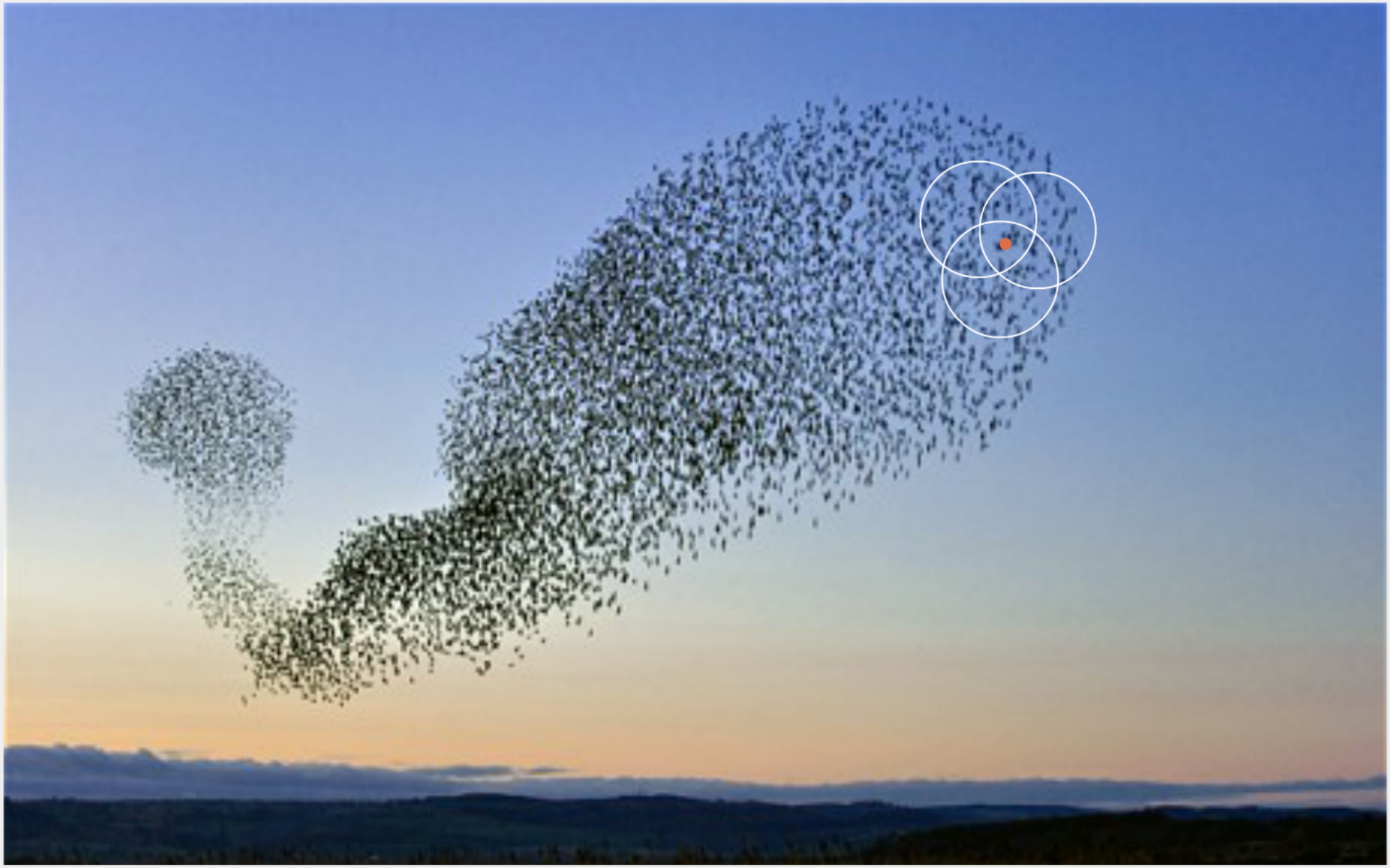


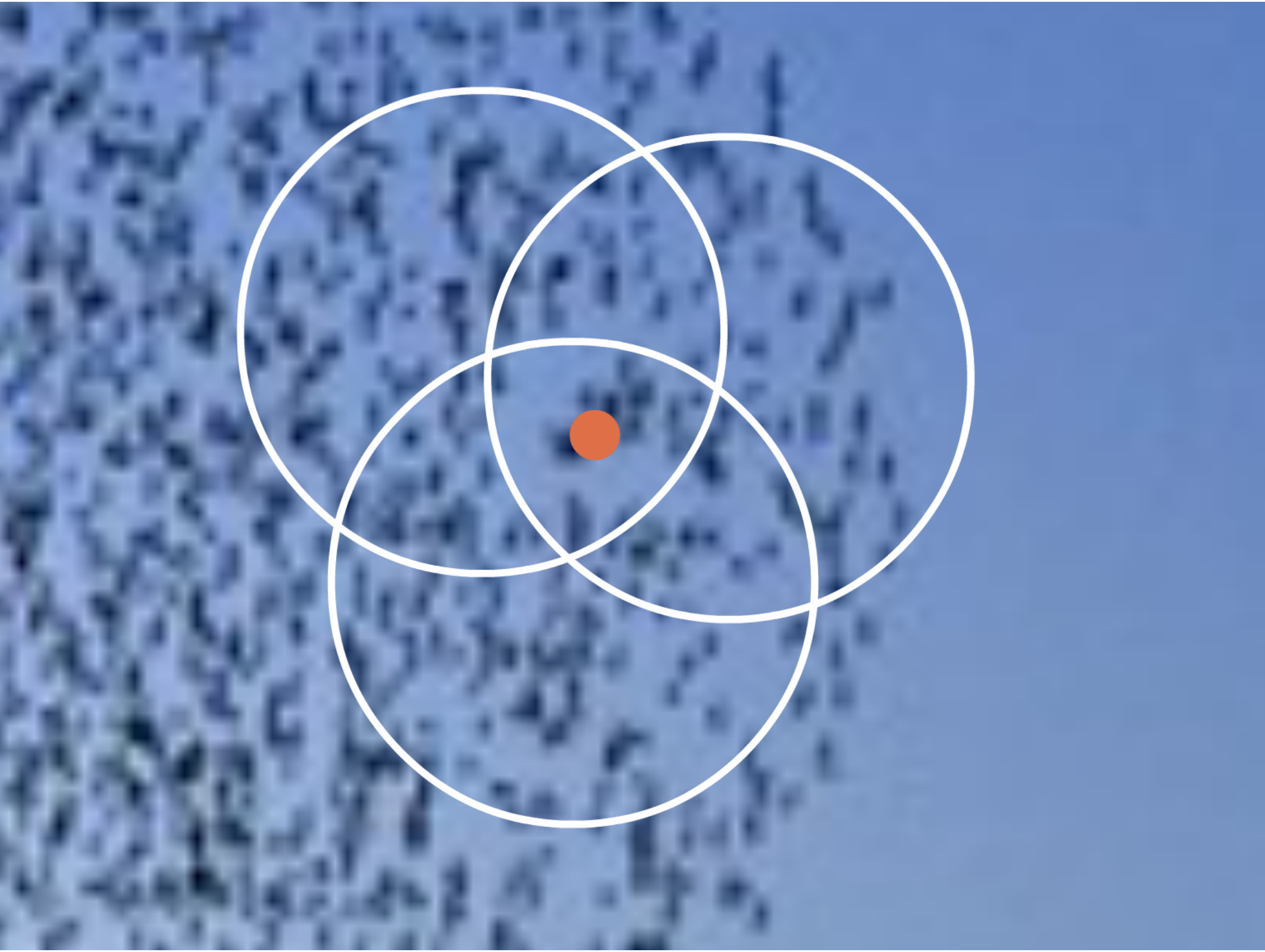
EXAMPLE DISASTER!!!

What do you think the brother was thinking? Feeling?

What do you think happened to the sister?

What do you think their relationship will look like in the future?





What is Social Marketing?

Social marketing is the systematic application of marketing, along with other concepts and techniques, to achieve specific behavioral goals for a social good.

History of Social Marketing:

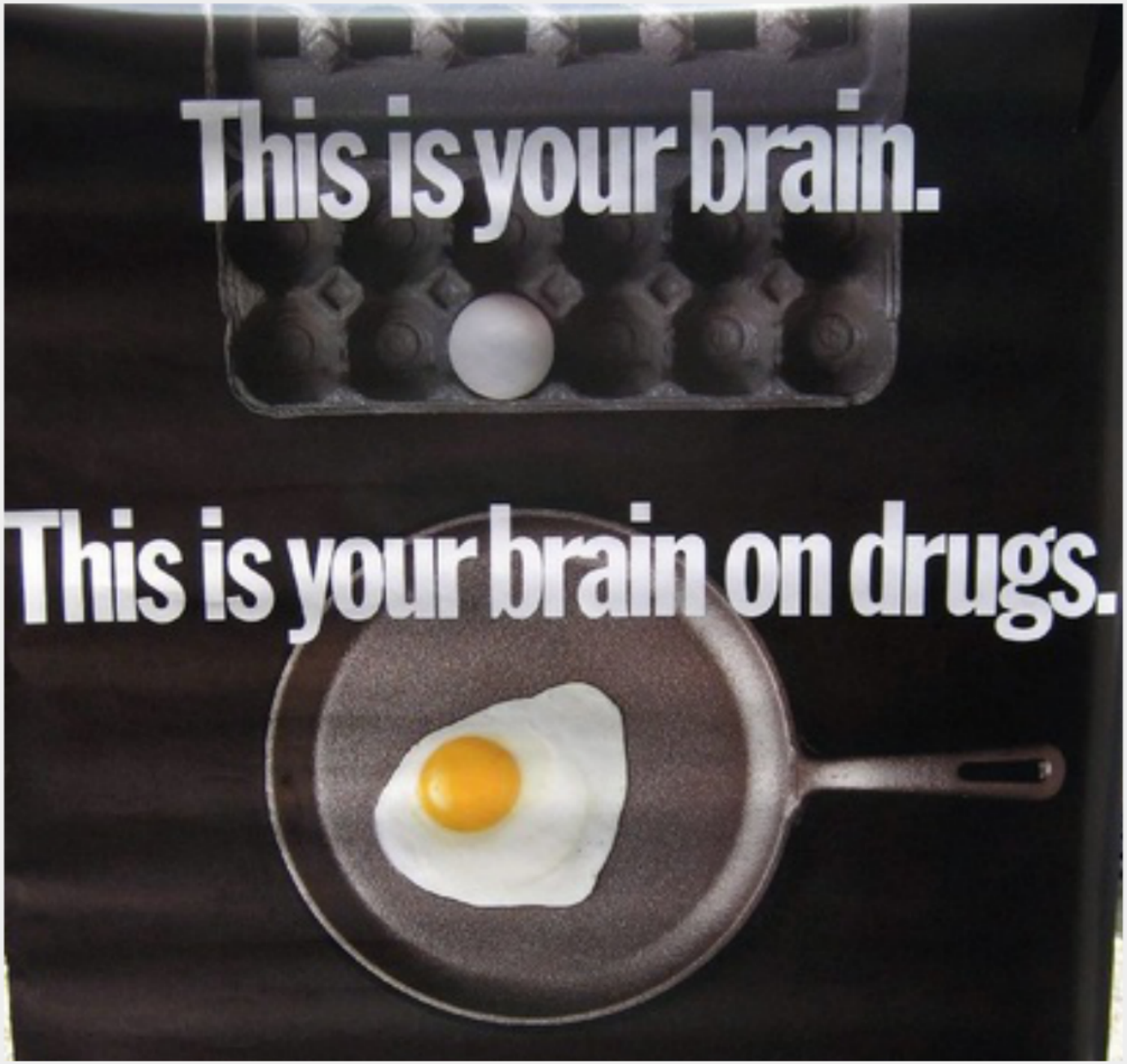
The U.S. government sold bonds during the Civil War through newspaper ads for free in Northern newspapers.

National Child Labor Committee used this format to dramatize the outrages of child labor in the early 1900s.

The device was so effective that the national bond sales have been credited with demonstrating “what advertising could do” and resulted in the first national ad campaigns for baking powder, soap and railroad travel, thus launching the commercial advertising industry.

Six million women moved into the workforce to replace the men and help manufacture war materiel.

Another wartime campaign, Loose Lips Sink Ships, urged Americans to keep quiet about information that might be useful if heard by the enemy.



Was this effective?

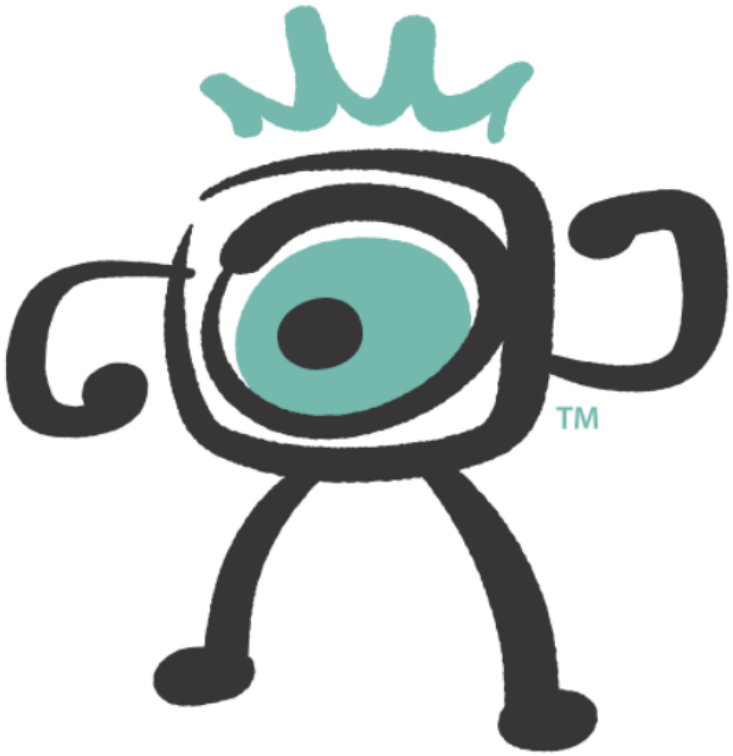
The time of the personal broadcaster

32 percent of consumers actually consider themselves to be a "broadcaster" of their own media

45 percent are creating personal content for others to see

54 percent are increasingly making their OWN entertainment

69 percent of consumers are watching/listening to content created by other consumer/broadcasters



my media life™

Activities and Learn Units

What is MyMediaLife?

MyMedialife is a process where my peers and I come together to create a video campaign about an issue that affects us.

There are no bosses in this group. We work as a team and receive support from each other and our adult partners.

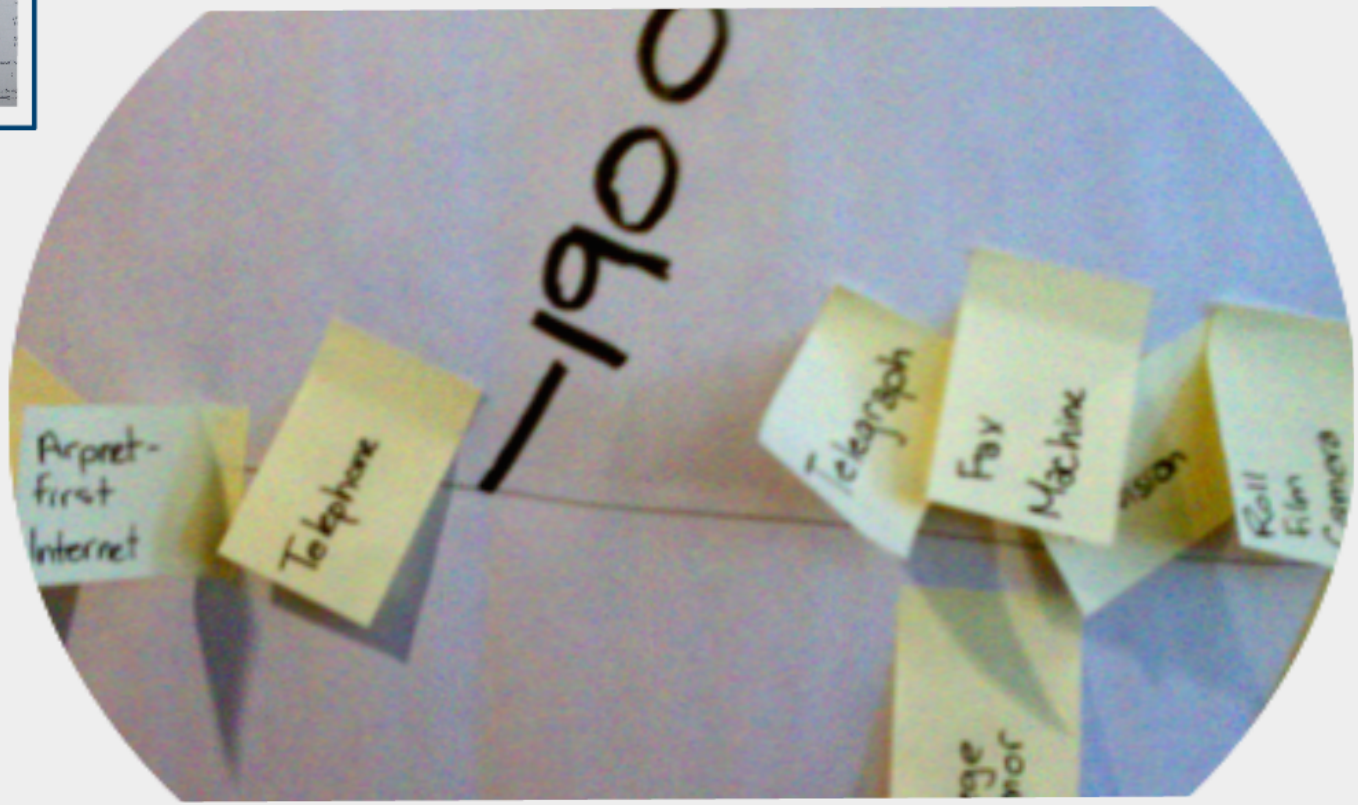
Some of us will be leaders, some of us will be idea people, some of us will be logistics people, some of us will want to be in front of the camera, some will want to be behind the camera, some will try to steal the camera!

These roles and negotiations will be OURS to make and this will be a dance that we will discover as a group through teamwork, support, and cooperation.

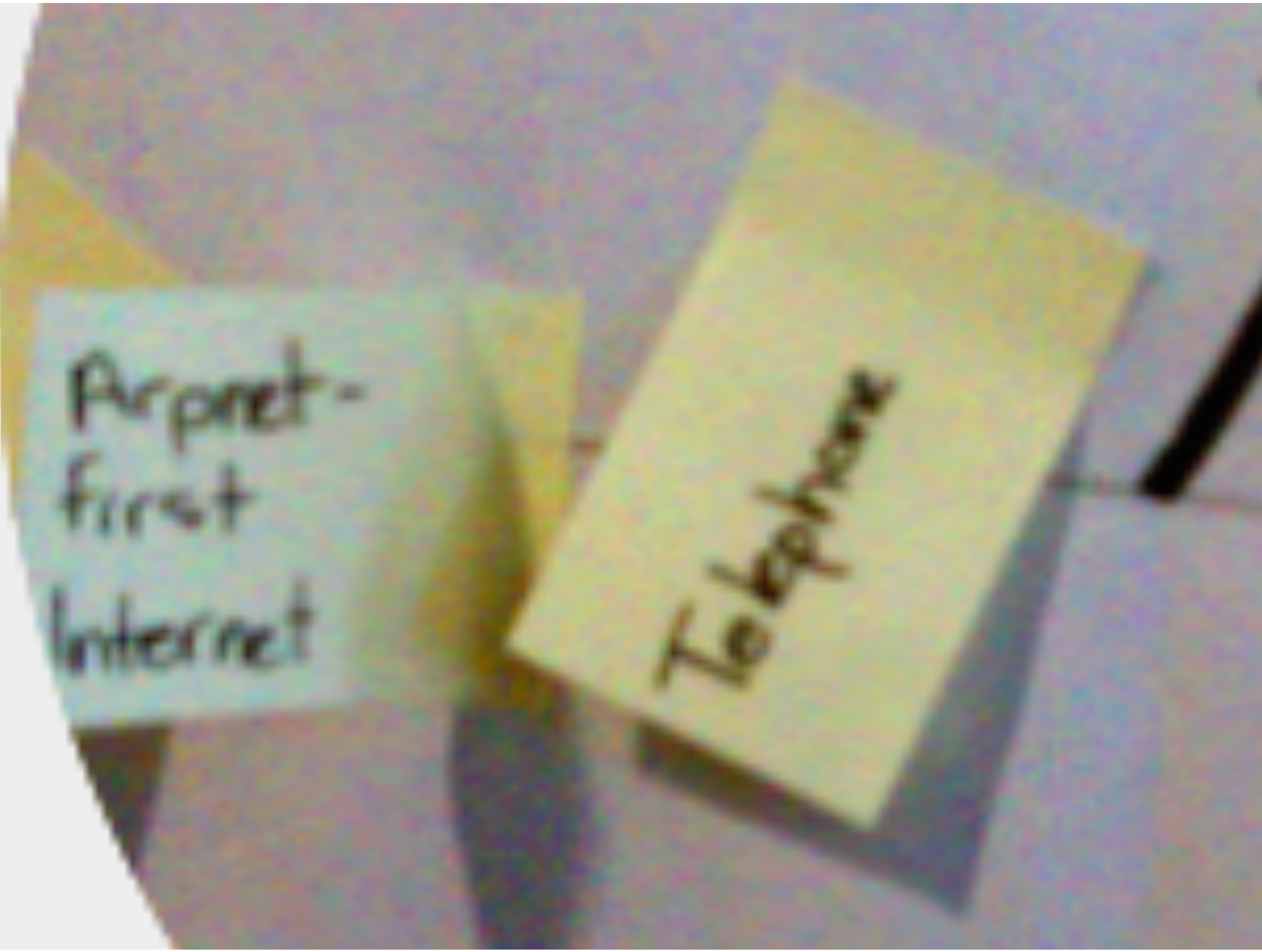
We will be answerable to ourselves and each other, not to Kenny, Emily, or any adult partners. My team and I will need to address issues that arise AS A TEAM. We will be challenged to organize ourselves and cooperate to meet deadlines, execute missions, and do everything we need to make a movie.

Most of the time we are used to adults running the show, but this time the show is ours.

New Media Primer



When were you born on this timeline?
Why is it important to know when these innovations were introduced?


Arpret-
first
Internet

	1800	1850	1900	195
e. First email	Before 1800	1800-1850	1851-1900	190 19
f. First cell phone	Before 1800	1800-1850	1851-1900	190 19
g. First text messaging	Before 1800	1800-1850	1851-1900	190 19
h. First smartphone	Before 1800	1800-1850	1851-1900	190 19
i. Facebook invented	Before 1800	1800-1850	1851-1900	19 19
j. YouTube invented	Before 1800	1800-1850	1851-1900	19 19

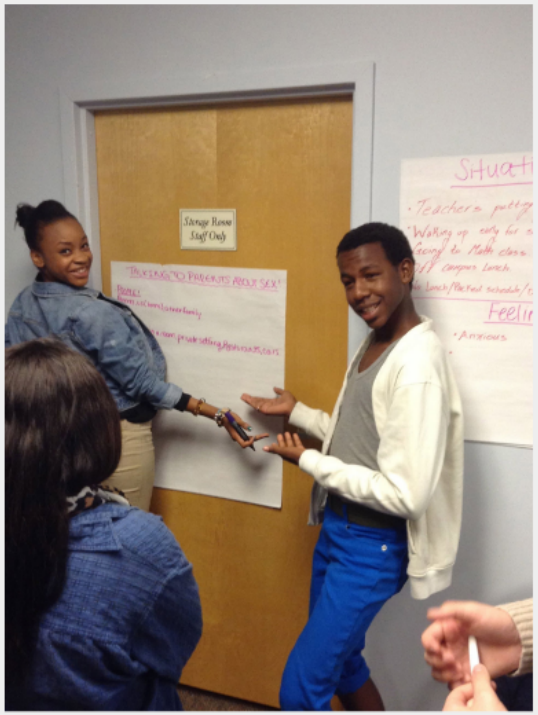
7. On a scale of 1 to 10 (1 being the least, 10 being the most) hc
behaviors?

1 2 3 4 5 6 7

The next questions are about words you can use to describe dif
word in the box below to show they have the same meaning... s

Examining the issues

Activities that allow each participant to envision, develop, and produce a social marketing campaign.



Decisional Balancing

Pros and cons of:

Bullying

Sexting

Drugs

Teen Pregnancy

Name an issue

Pros of Sexting

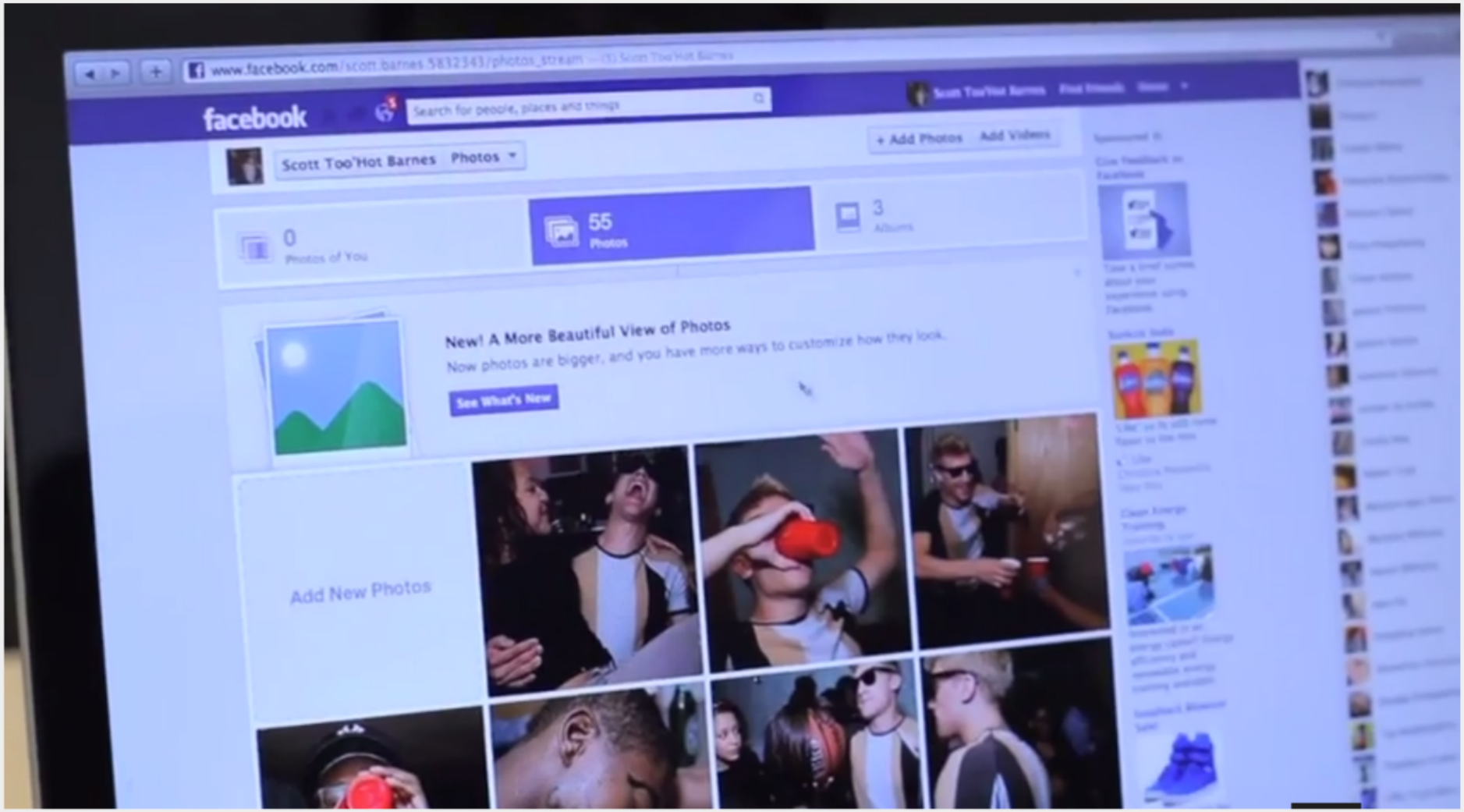
Get laid
Hold on to partner
Confidence with opposite sex
Overcome shyness
Feel sexy
Flirt
To get them to send one back
Validating
Show friends
They show friends
Feel grown up
Feel cool

Take control of relationship
Strengthen relationship
Something to do
Connects you for life
Thrilling/exciting
Leverage/blackmail
Compete with other girls
Reach out
Get interest
Memento
Trophy
Joke/prank
Feel like model
Temporary self-esteem
Society and pressure to be sexy

When Brainstorming in a social setting they reflect more carefully on these truths and learn some new ones. They unpack these themselves after the activities and ultimately use this experience to make better choices.

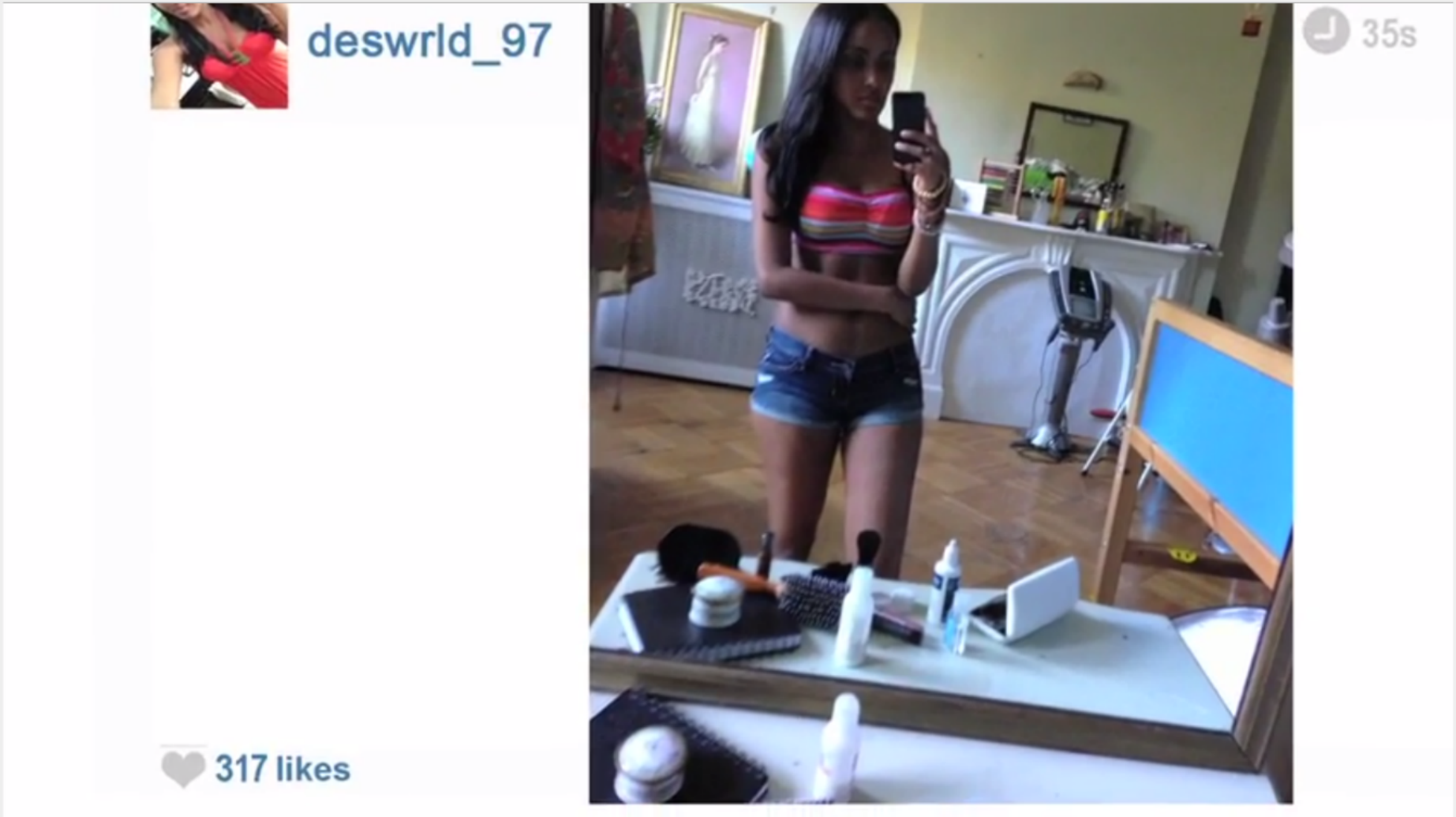
Bullying

Over-sharing

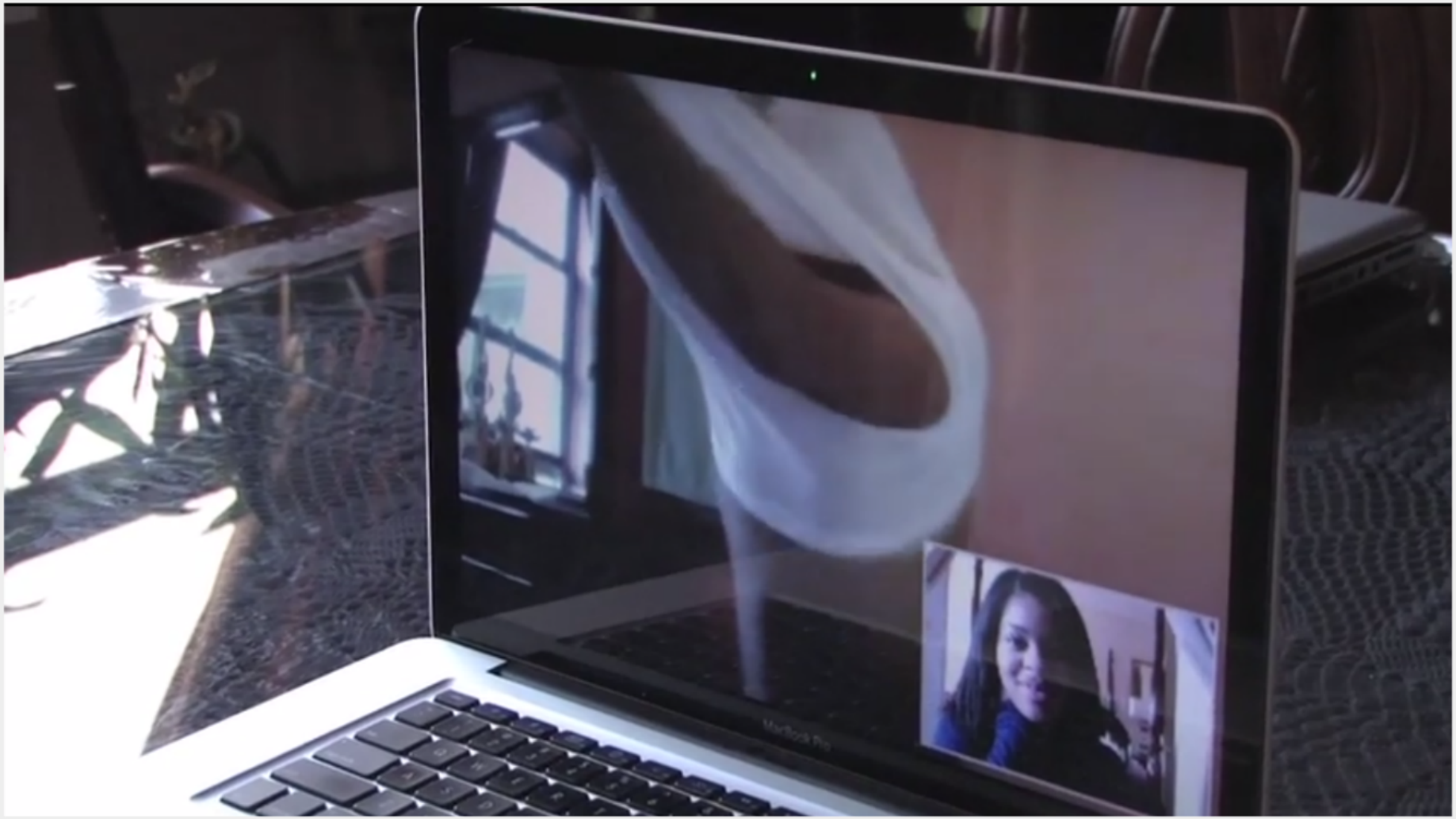


Texting vs. Face to Face

Likes Addiction



Sexting



Outcomes

Emotional Regulation

Executive Function

Professional Development

Organizational Skills

Communication Skills

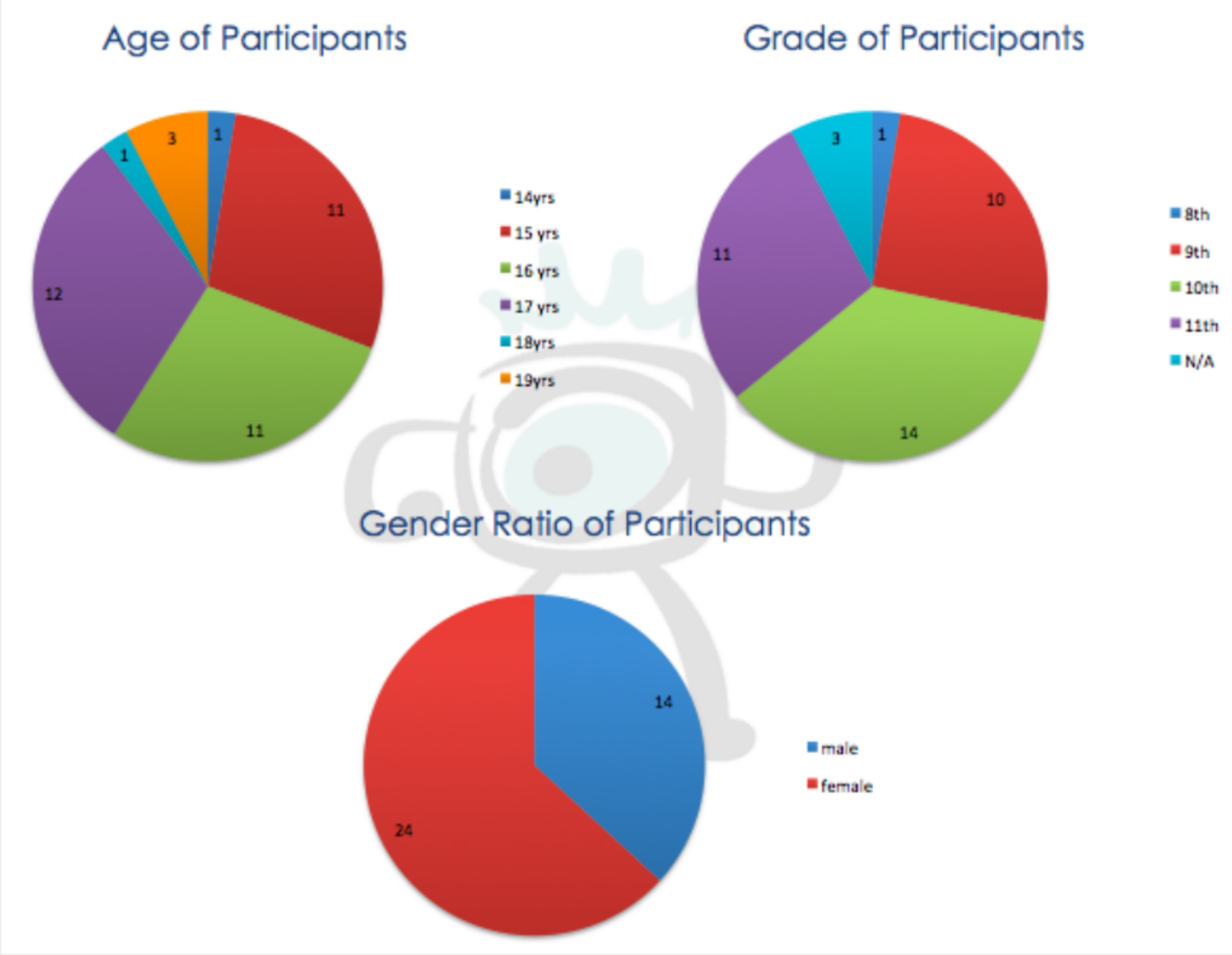
New Media Literacy & Social Marketing

Attitude & Behavior Change related to PSA topic

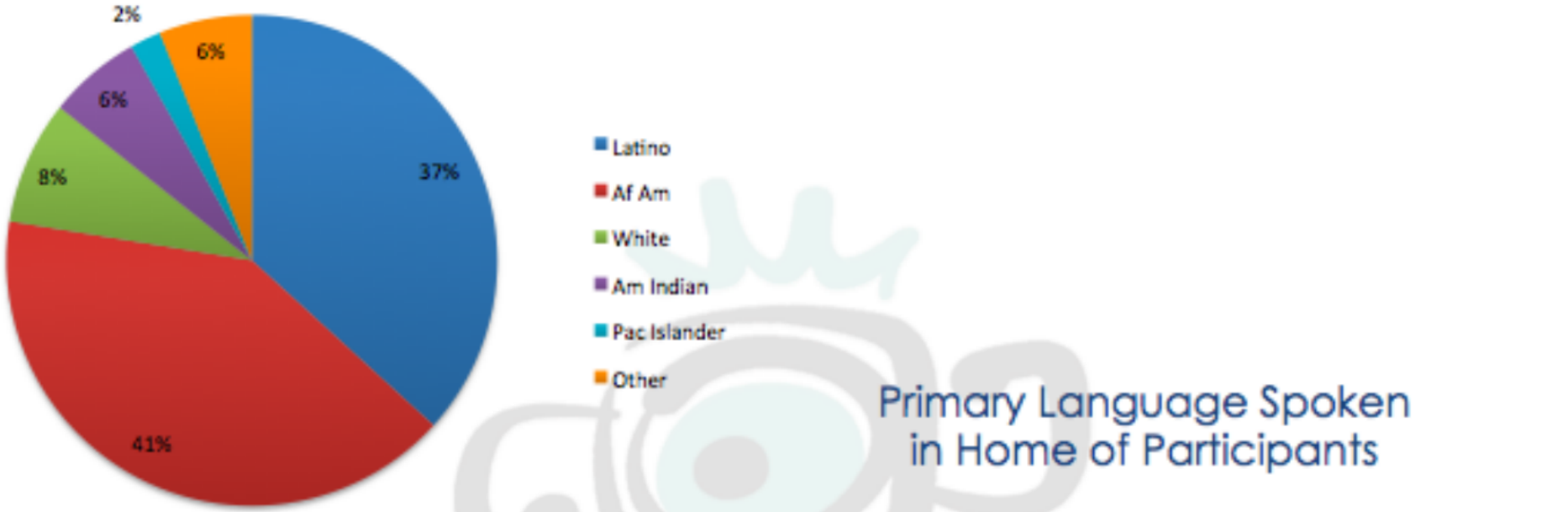
Demographic Data:

38 youth were recruited by 4 Planned Parenthood Affiliates to participate in MyMediaLife, Fall of 2013.

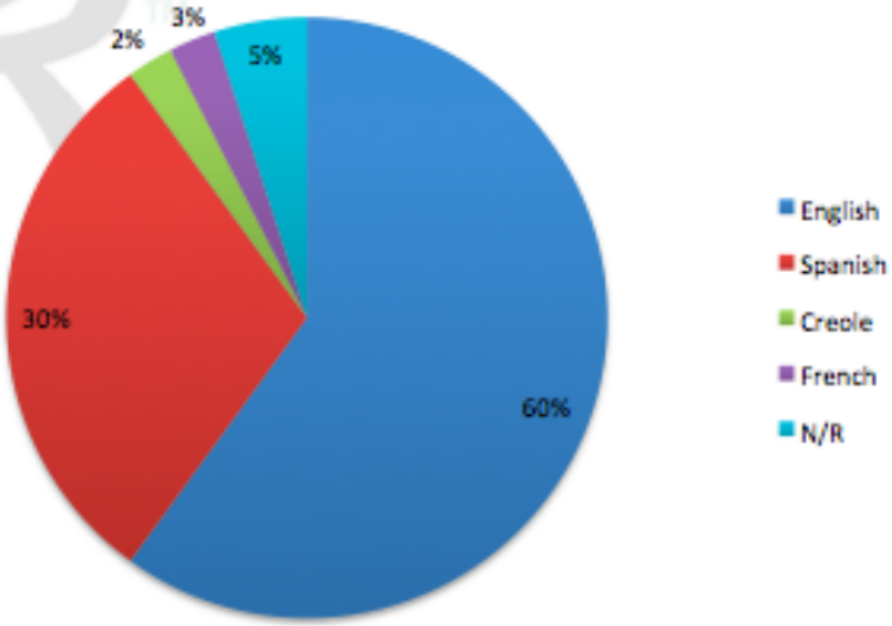
Planned Parenthood Midhudson Valley, Hudson Peconic New York City, Nassau County



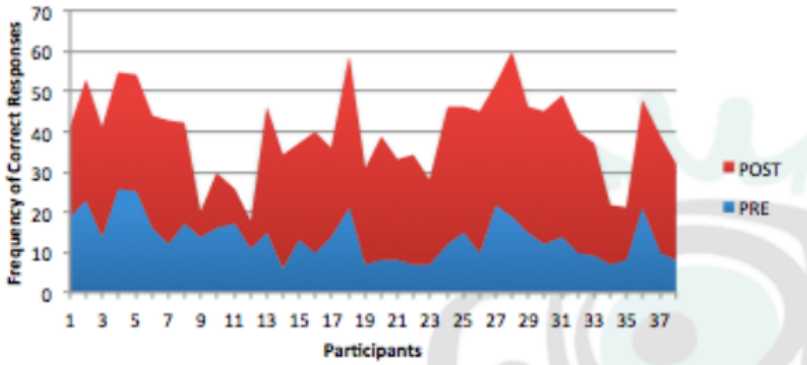
Race & Ethnicity of Participants

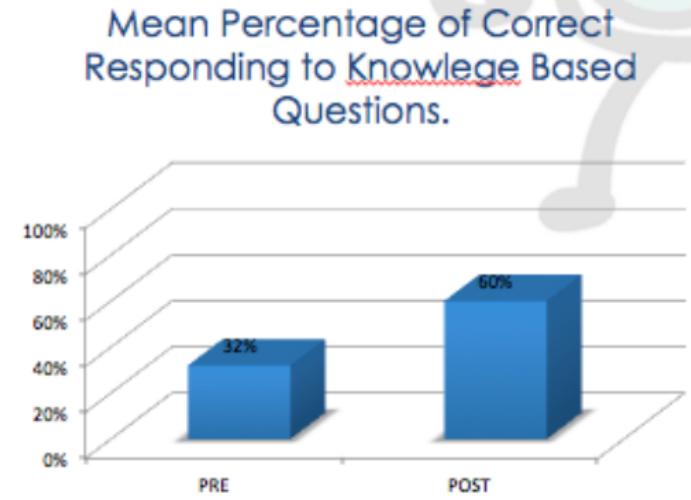


Primary Language Spoken in Home of Participants



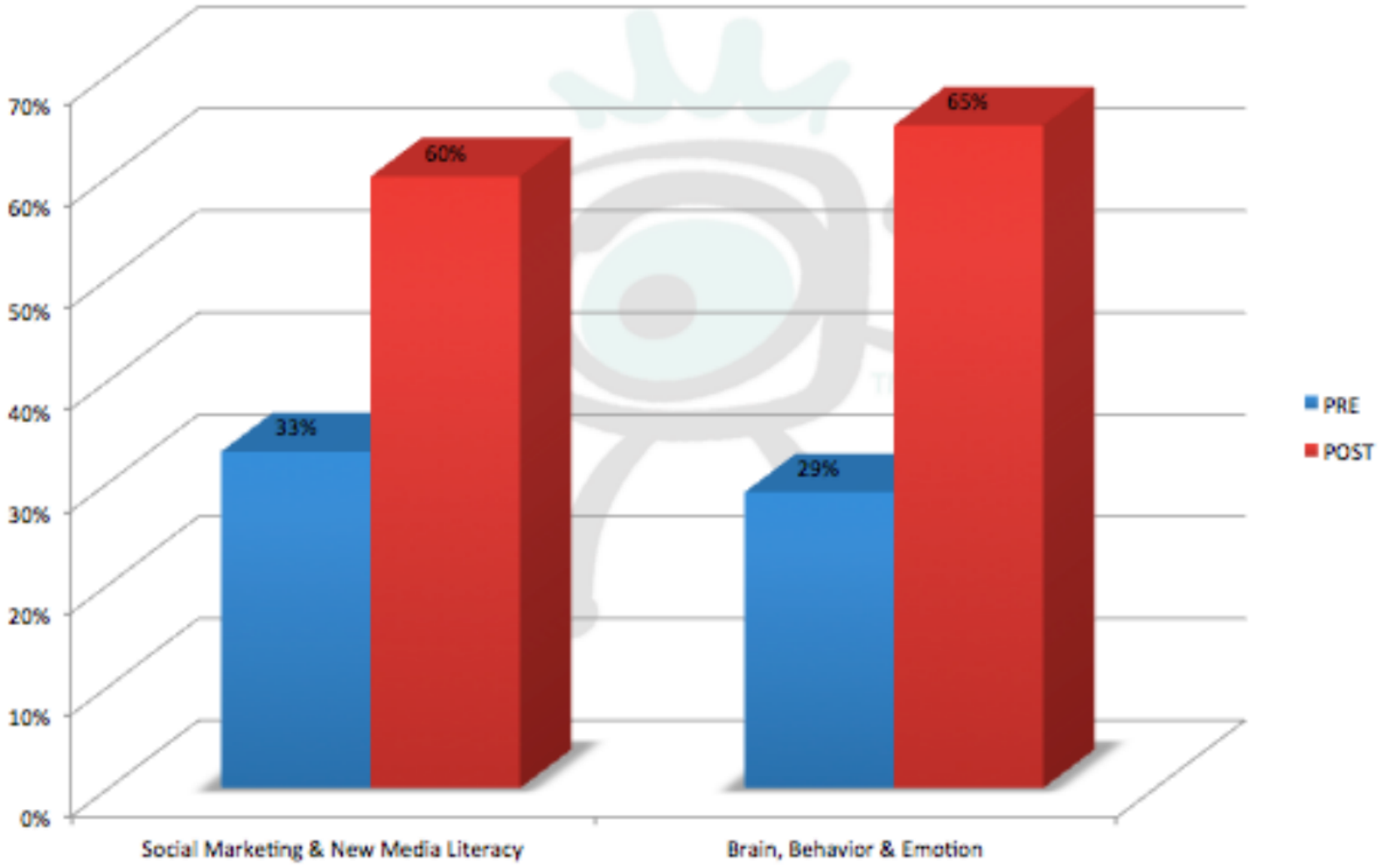
Changes in Participant Knowledge of MML Content Topics
Social Marketing & New Media Literacy
Brain, Behaviors & Emotions





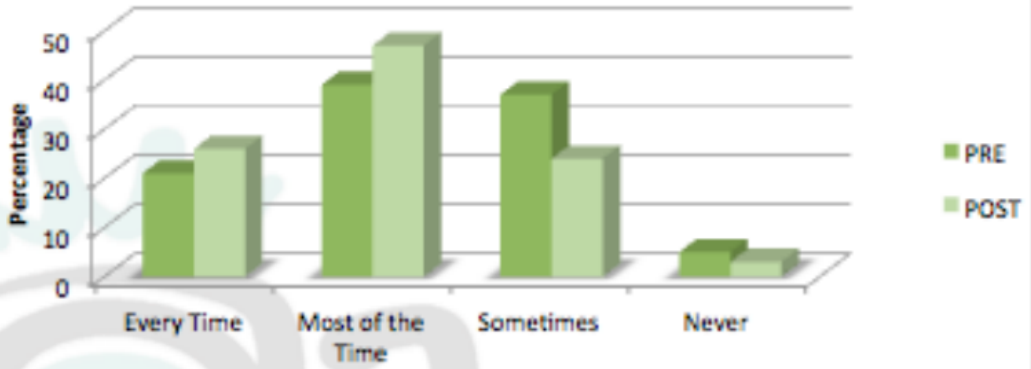
ALL participants increased their correct response to learn unit presentations for knowledge based questions ☺

The Effects of MML on Percent Correct Responding for Knowledge Based Questions

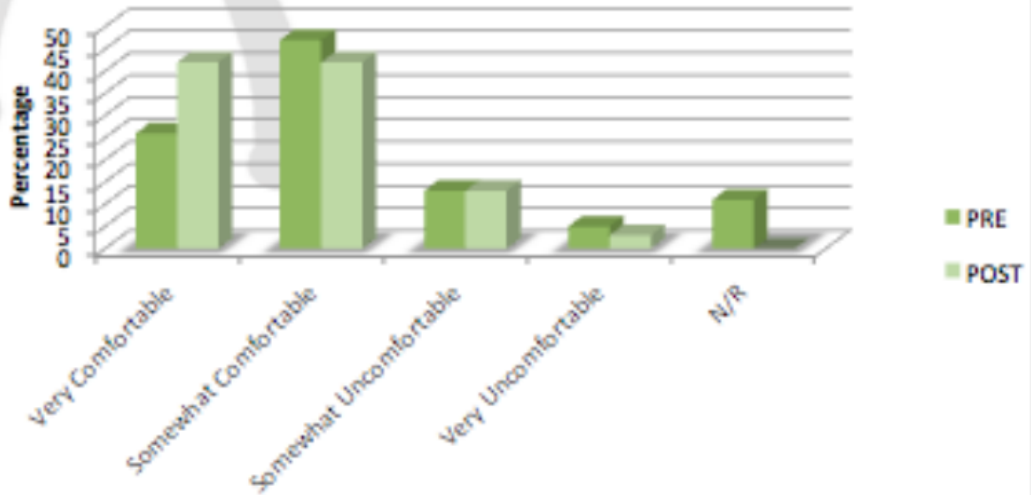


Emotional Contingencies & Decision Making

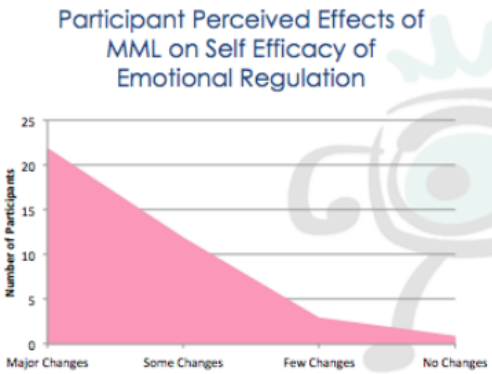
Participant Frequency of Awareness of Antecedent to an Emotional Reaction

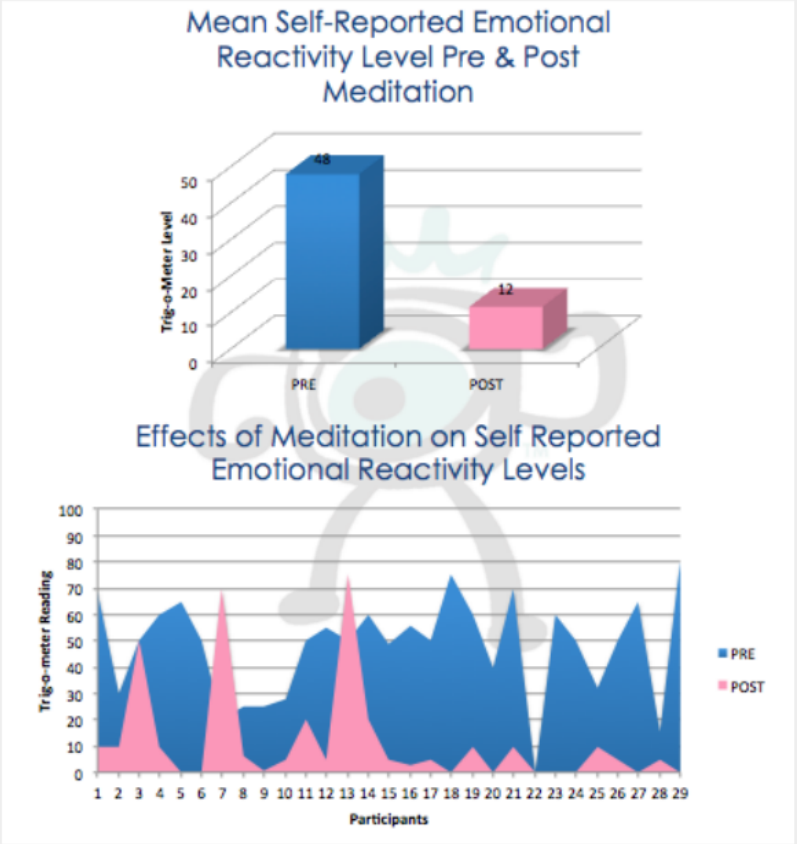


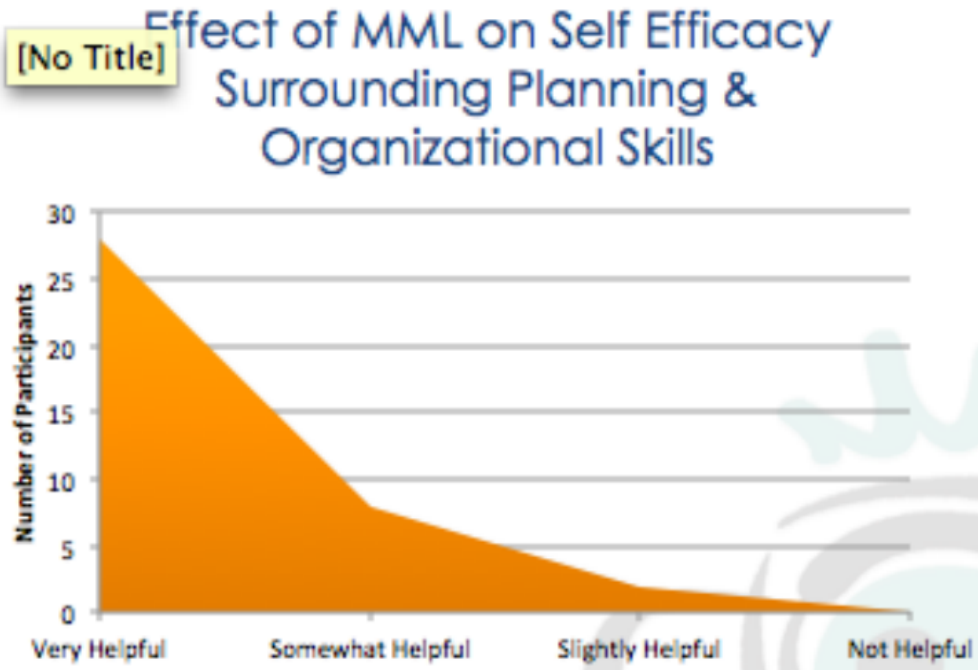
Participant Self Efficacy in Making a Pros & Cons List To Inform Decision Making

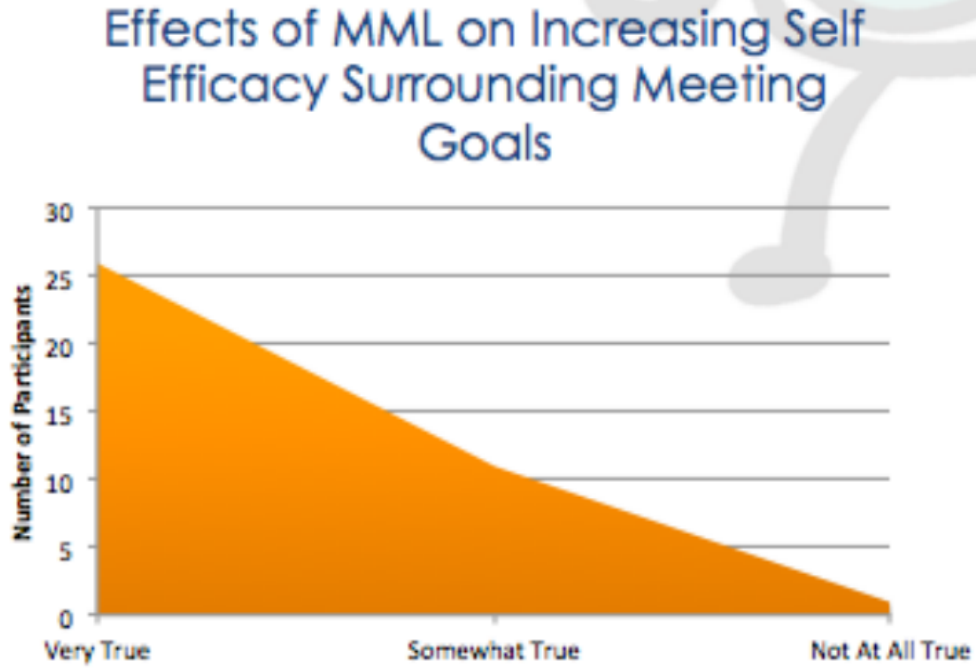


Self-Management & Emotional Regulation



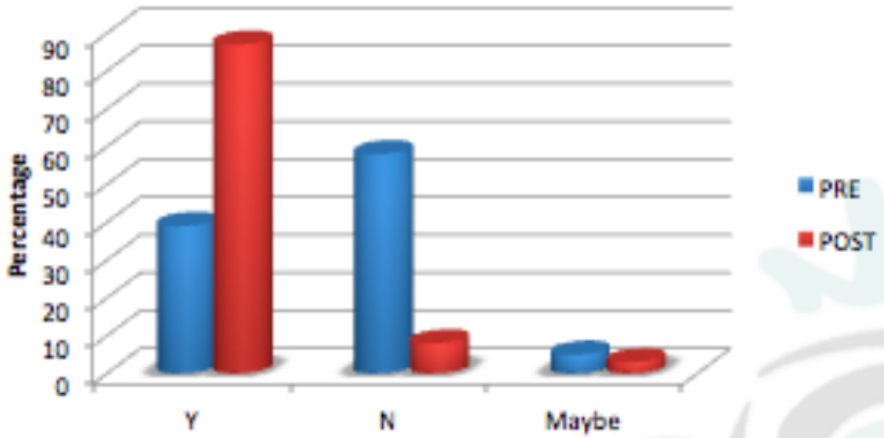




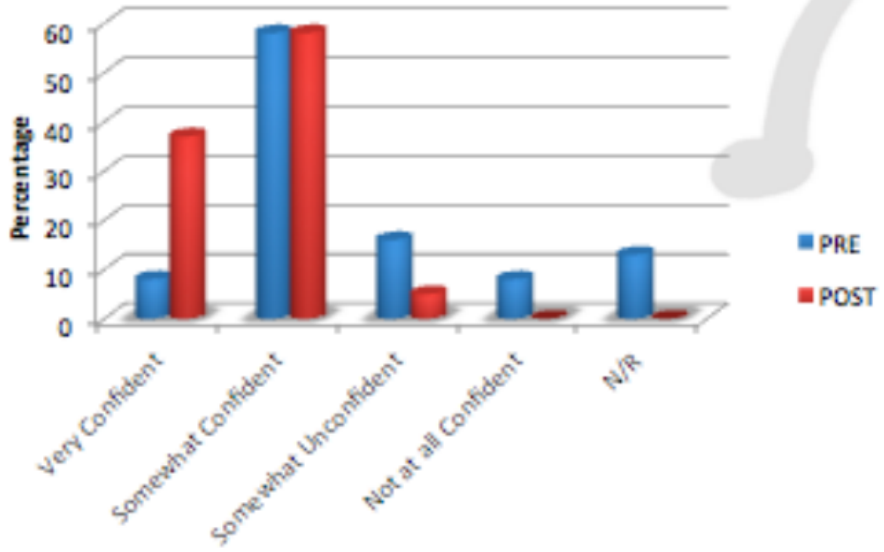


Self Management & Professional Development Skills

Participant Self Efficacy Related to Writing a Script

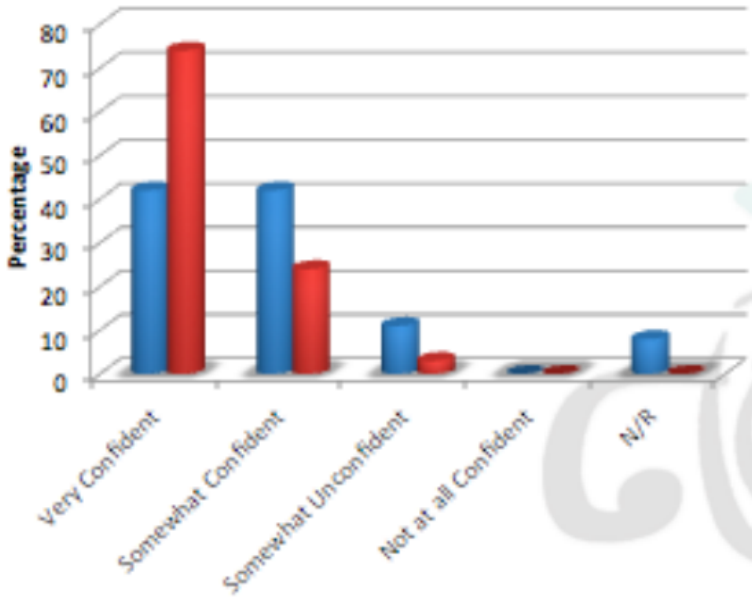


Participant Self Efficacy Related to Writing Visual Component of Script

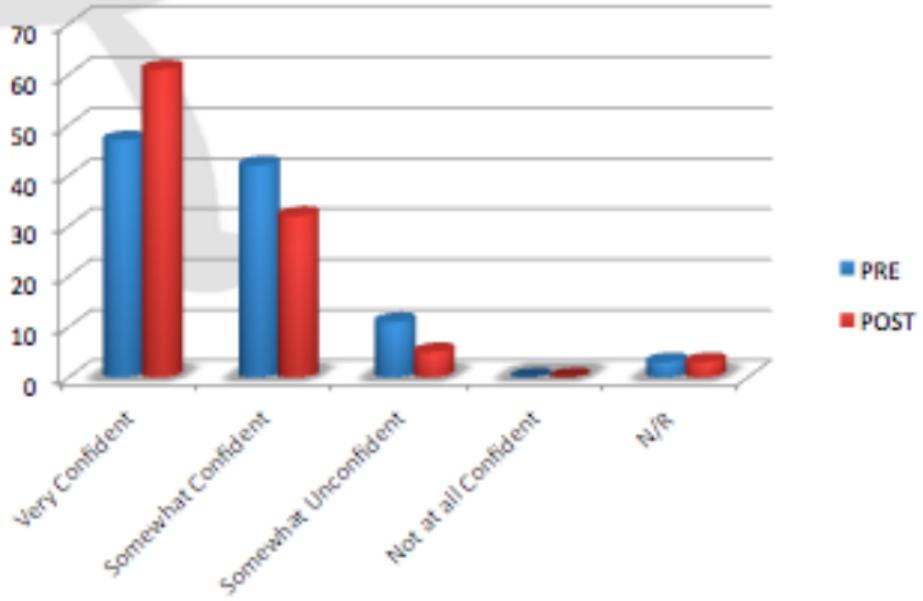


New Media Literacy & Social Marketing

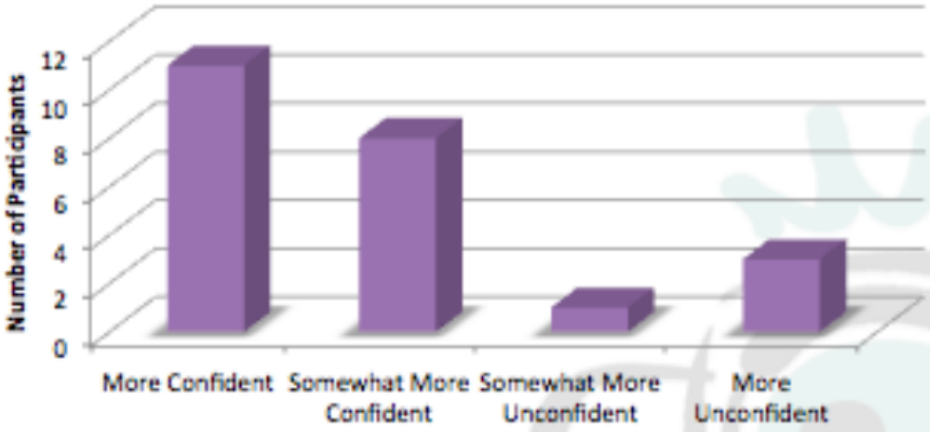
Participant Self-Efficacy Related to Creating a Message to Change Peer Attitudes



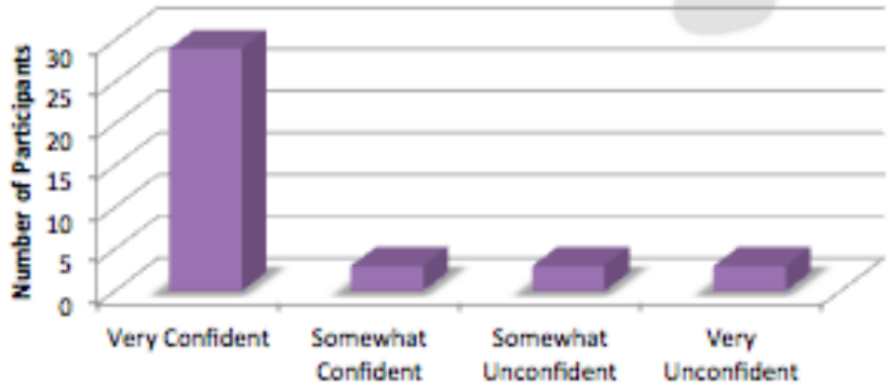
Participant Self-Efficacy Relating to Creating Messaging to Change Peer Behaviors



Effects of MML on Participant Self Efficacy Relating to Talking About Healthy Relationships to Peers



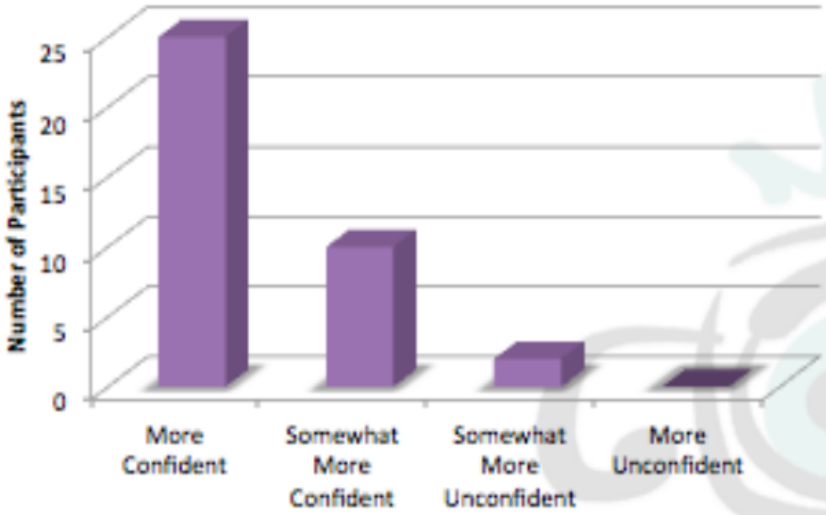
Participant Self Efficacy Relating to Answering Peers' Questions Related to Sex



Outcomes Related to PSA Topics

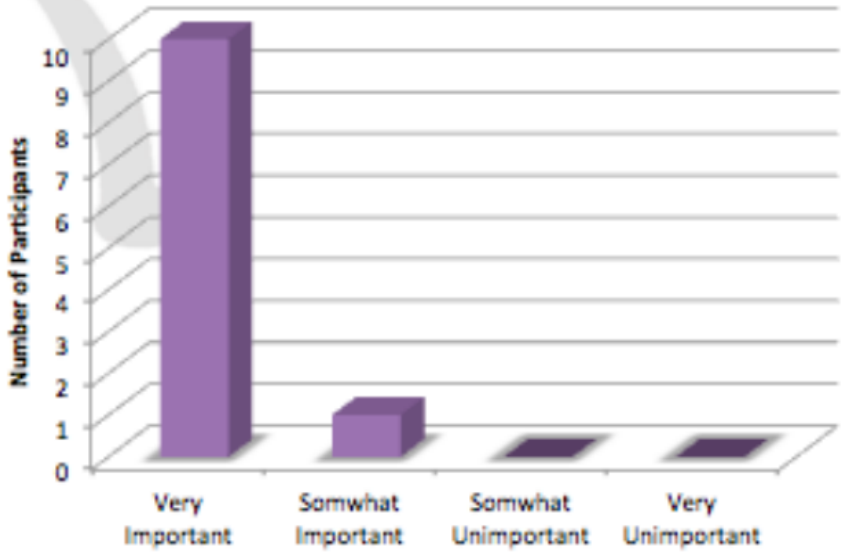
Mid Hudson Valley & Hudson Peconic Only

Effects of MML on Participant Self Efficacy Related to Getting SRH Info from PP Clinic

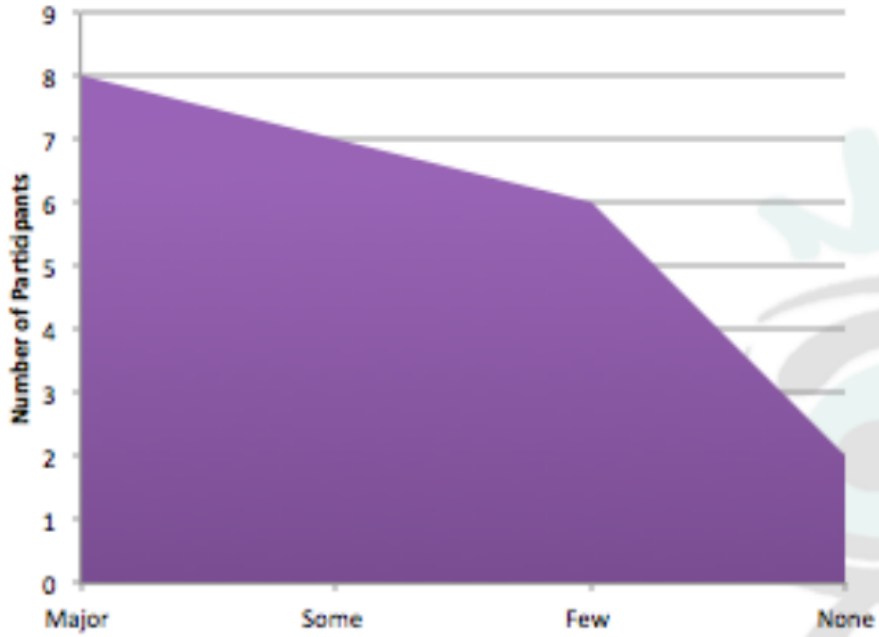


Midhudson Valley Only

How Important do Teens Feel it is to Talk to Parents/Adults About SRH

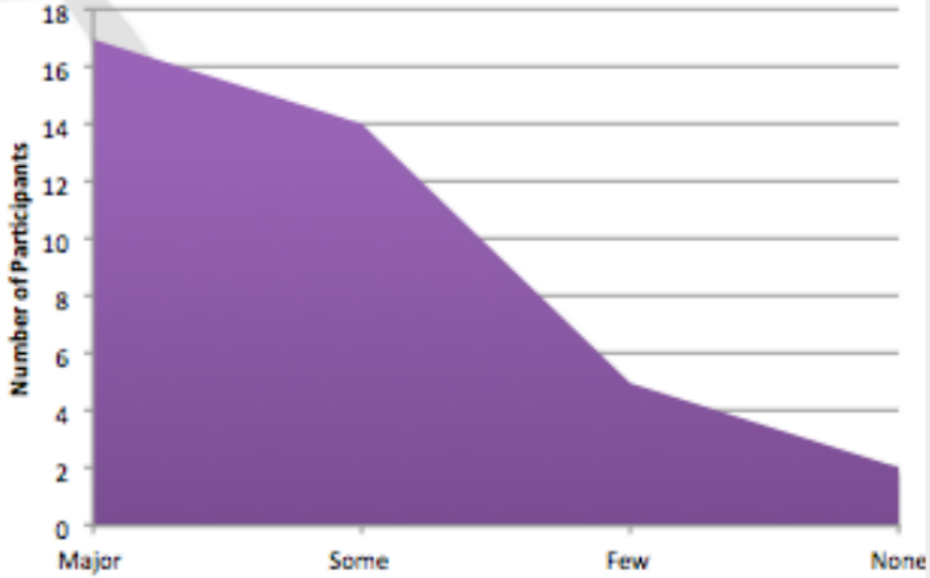


Effects of MML on Change in Behavior Related to Talking to Parents/Guardians About SRH

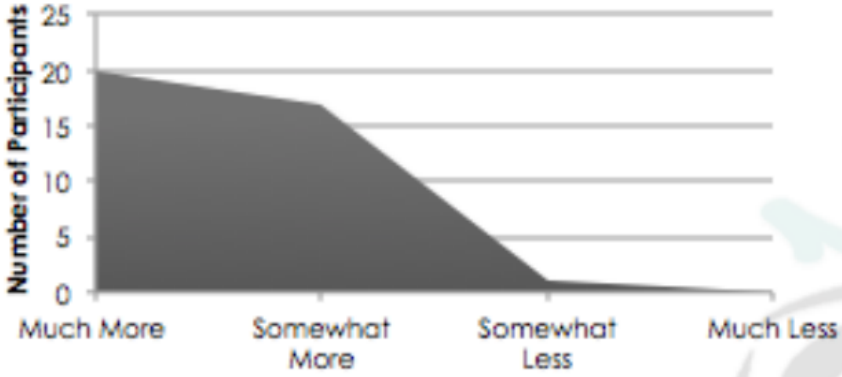


Mid Hudson Valley & Hudson Peconic Only

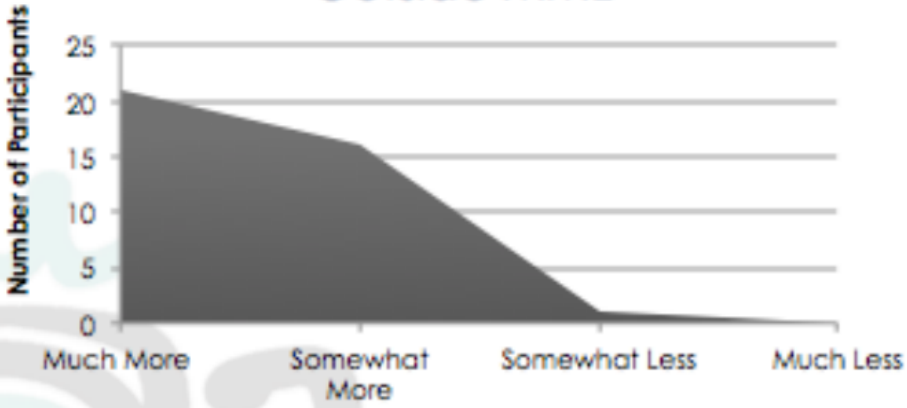
Effects of MML on Participant Perceived Behavior Change Related to Going to the Clinic



Levels of R+ Delivered to Peers & Adults As Compared to Outside of MML



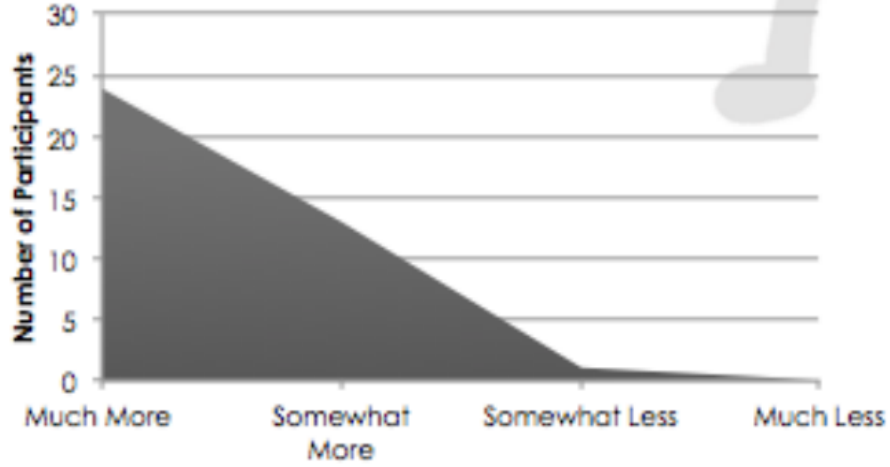
Levels of R+ Received by Peers & Adults as Compared to Outside MML



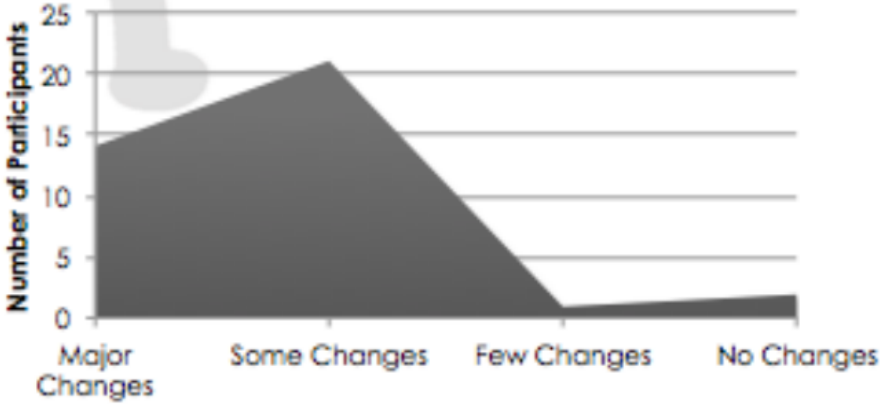
Communication & Interpersonal Relations

(R+ = Positive Reinforcement)

Change in R+ Delivered to Peers & Adults Outside of MML

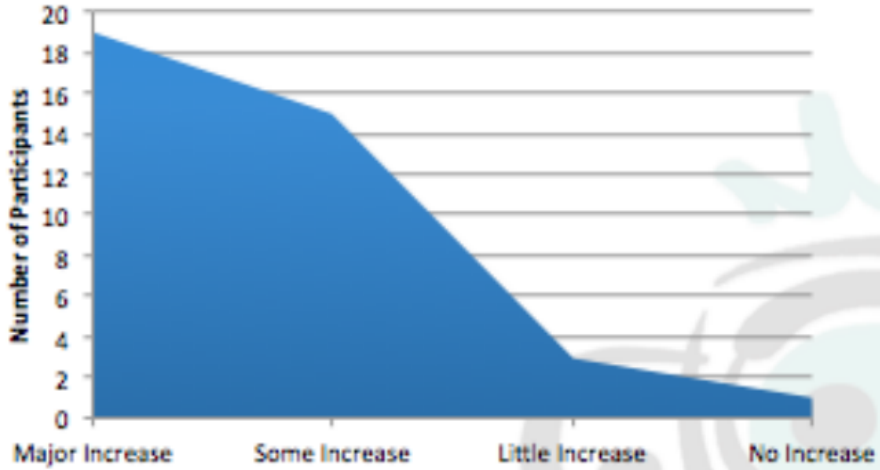


Participant Perceived Effects of MML on Change in New Media Behaviors

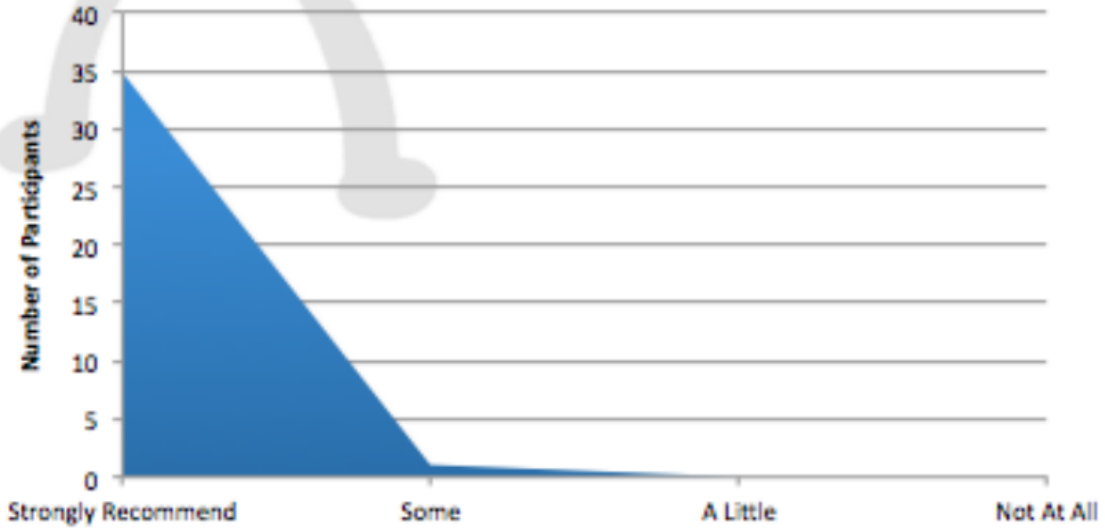


MyMediaLife & Clinic Commitment/ Satisfaction

Participant Perceived Effects of MML on Commitment to Planned Parenthood



Level of Recommendation of MML to Other Teens



How has your attitude changed toward the PSA topic?

"I also realized how stereotypes can be formed and words should be chosen wisely so they won't be offensive to the audience.“

"I've learned how to be patient and understanding."

How will you put into practice the information you learned about the PSA topic?

"Tolerance and understanding.“

"I will definitely explain to my friends what the issues were and how to look at them in a better way or more positive way."

How will you put into practice the new skills you learned?

"I learned a lot about writing scripts and filming. I also learned that not everyone is going to agree with what you're saying and compromise works best to conquer the situation.“
"I will put my new organization skills towards my school work!“

"I'm going to listen to others and focus on positive feedback instead of negative."

How did your ability to contribute to the making of the PSA surprise you?

"Usually I don't participate or contribute. But, the group of peers were very accepting and encouraging making an easy to participate atmosphere."

"It showed I am really good working with different people."

For more information please visit:
www.connectedhealthsolutions.com

If you have any questions please feel free to contact us:

Kenny Shults
kenny@connectedhealthsolutions.com

Emily Hanlen
emily@connectedhealthsolutions.com