



Conversation 3: Strategies for Reaching Millennials with Primary Prevention Messaging

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Practical Actions

- Hire millennials
- Use nontraditional channels for contact
- Provide incentives or giveaways
- Make the messaging/language catchy, edgy, and fun
- Use storytelling to convey the message

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

- It is important to create targeted messaging for millennials because this is the age when habits are being formed
- 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?

- Messaging that is health conscious- organic, healthy
- Quick, clear, concise messaging
- Effective, dramatic and edgy messaging
- Asking millennials for their feedback on messaging
- Once you make a human connection, they are committed to it and spread the message(fundraising)
- Millennials have power to make and drive change
- Convenience is important to millennials- meet them where they are at
- Word as “partnership”, “collaboration”
- Use influential people in the community to share, tweet/ retweet campaigns, etc.
- In tribal communities social media helps spread the messaging
- 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, 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?

- Hire millennials → millennials have large peer networks
- Use nontraditional channels for contact
- Provide incentives or giveaways
- Make the messaging/language catchy, edgy, fun
- Social Justice
- Story telling – use testimonials to share what they are doing/ convey the message