



YOU ME

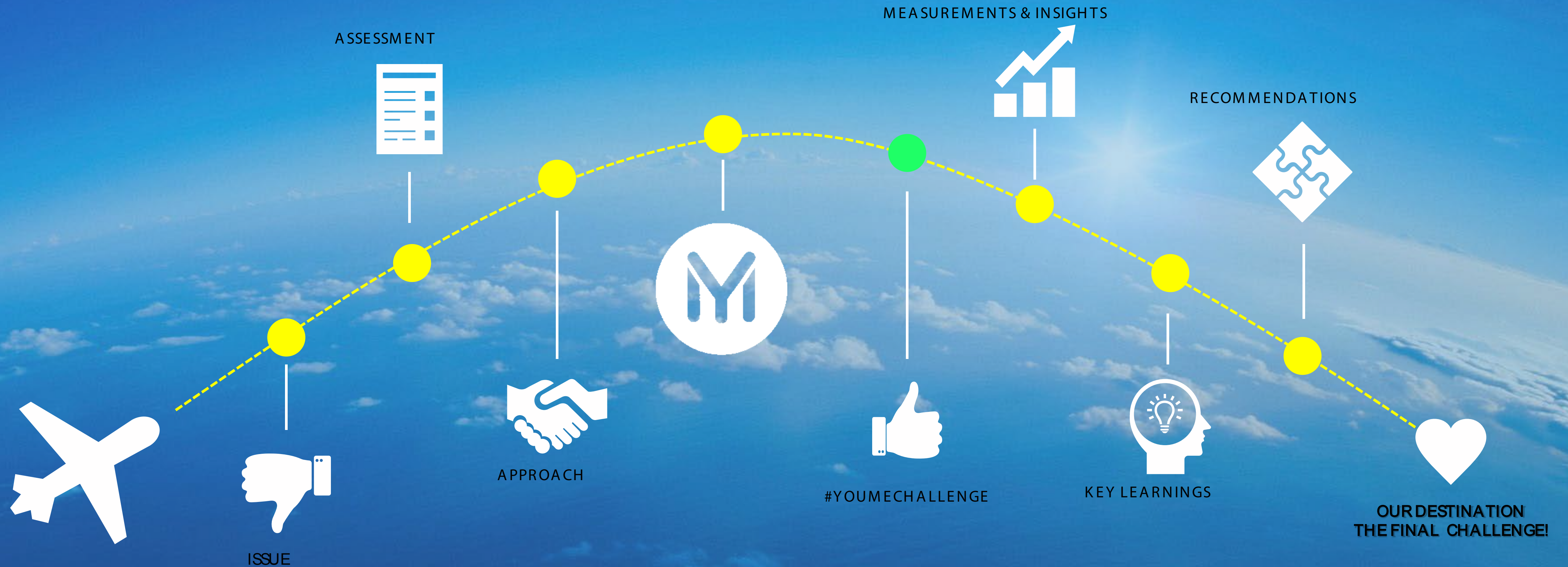


**WAKE UP**



YOU ME

# OUR FLIGHT PLAN



# ISSUE

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- 15,000 Maaori Rangatahi (youth)



Aged 15 – 24 years living in Counties Manukau, many of whom experience poorer health outcomes compared to their peers.



YOU ME



# ASSESSMENT

THE HEALTH SYSTEM IS  
**UNCOOL**



1

Rangatahi (youth) are active users of social media

2

Rangatahi (youth) can be suspicious of health sector branded material and can 'tune out' traditional advertising channels.

3

Rangatahi are highly influenced by their peers and local role models



YOUME

# APPROACH (CO-DESIGN)



## CROWN ENTITY

Established under the New Zealand Public Health and Disability Act 2000 to provide publically funded health and disability services for people living in the Counties Manukau region

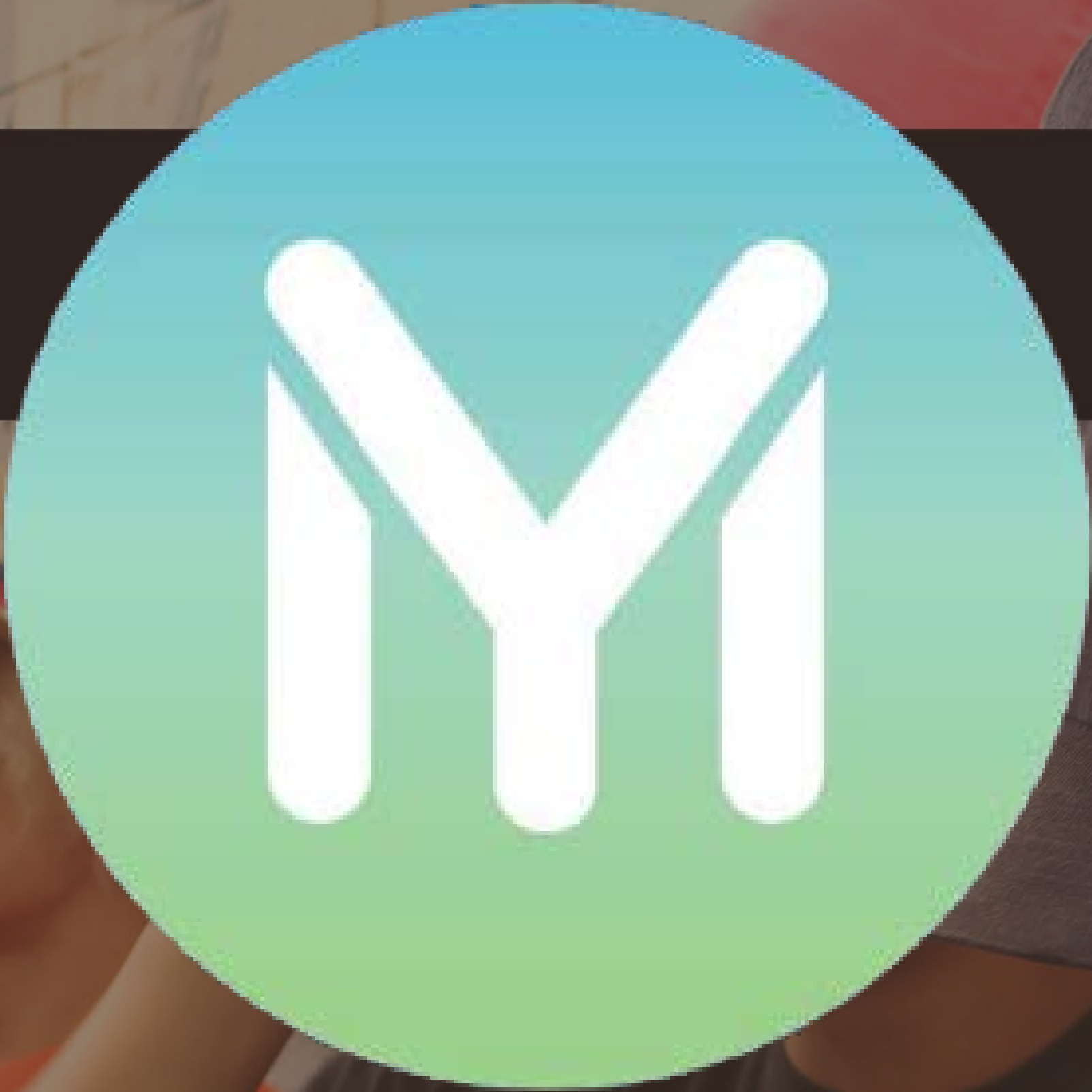


## NON GOVERNMENT ORGANISATION

Te Kaha O Te Rangatahi Trust is a Non Government Organisation that specialise in supporting rangatahi And their whānau. All services provided by the organisation are FREE. They are based in the heart of Manurewa, Counties Manukau



YOU ME



**YOU**ME

YOU + ME = TOGETHER WE CAN  
SEE THE CHANGE | FEEL THE CHANGE | BE THE CHANGE

# SOCIAL MEDIA PLATFORMS

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INSTAGRAM



SNAPCHAT



FACEBOOK



# THE CAMPAIGNS

THE LAUNCH  
STREET DANCE NZ



HEALTHY KAI

#LOVEYOURLIFE



# LOCAL HEROES



KYRA AOAKE  
105,288 POST REACH



HENARE-HEKE  
BROTHERS  
8,584 POST REACH



PULE'ANGA  
BROTHERS  
6,790 POST REACH



ARIHIA CASSIDY  
4,935 POST REACH



👍 THE SEAT BELT SIGN IS OFF!



YOU ME

# #YOUMECHALLENGE

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CREATE A SOCIAL MEDIA CAMPAIGN THAT HELPS TO ADDRESS  
AN ISSUE FACED BY INDIGENOUS RANGATAHI THAT YOU  
WORK WITH



- TeAo Tanaki
- Edit Profile
- Language

FAVORITES

- News Feed
- Ads Manager
- Messages
- Events
- Te Whanau O Debi...
- Nga uri o Eriha rau...
- Te Angitu
- YouMe Team
- Shops

PAGES

- YouMe NZ
- Te Kaha O Te Rang...
- Pages Feed
- Like Pages
- Create Ad
- Create Page

GROUPS

- Makeup Obsessive...



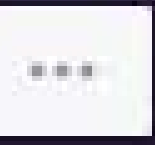
# YOUME MOVEMENT COMMUNI...

Closed Group

Joined

Share

Notifications



Discussion

Members

Photos

Search this group

- Write Post
- Add Photo / Video
- Create Poll
- More

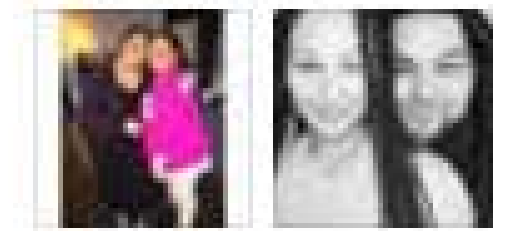
Upload Photos/Videos

Create Photo / Video Album

### ADD MEMBERS

+ Enter name or email address...

MEMBERS 3 Members (1 new)



### DESCRIPTION

Add a Description  
Tell people what this group is about.

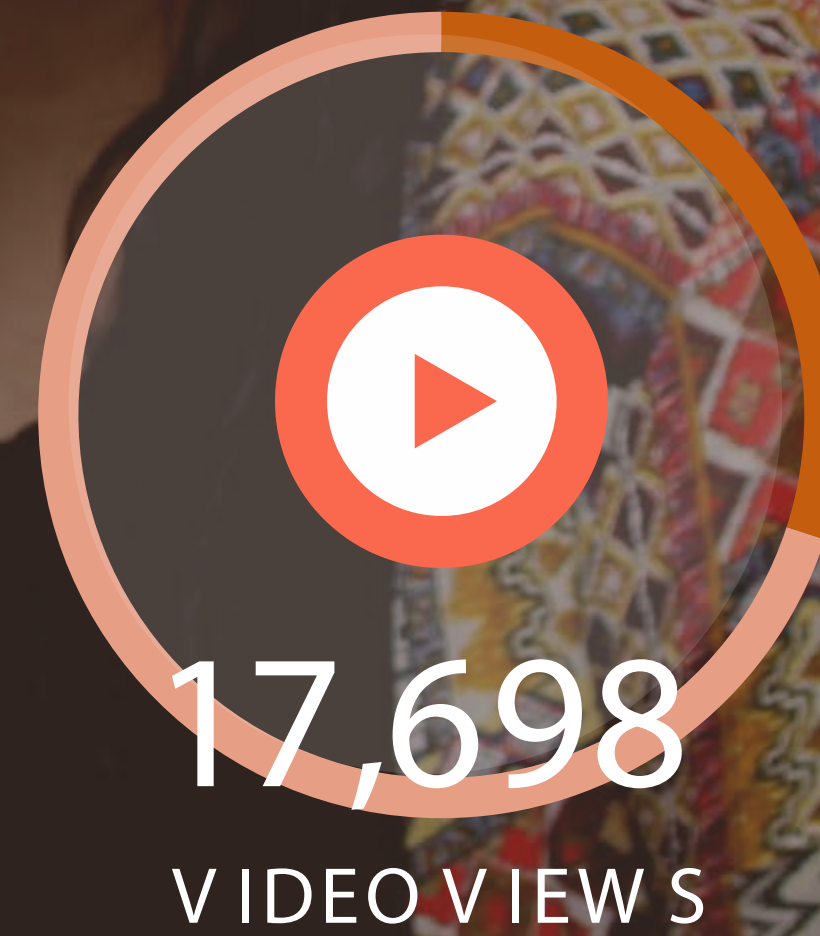
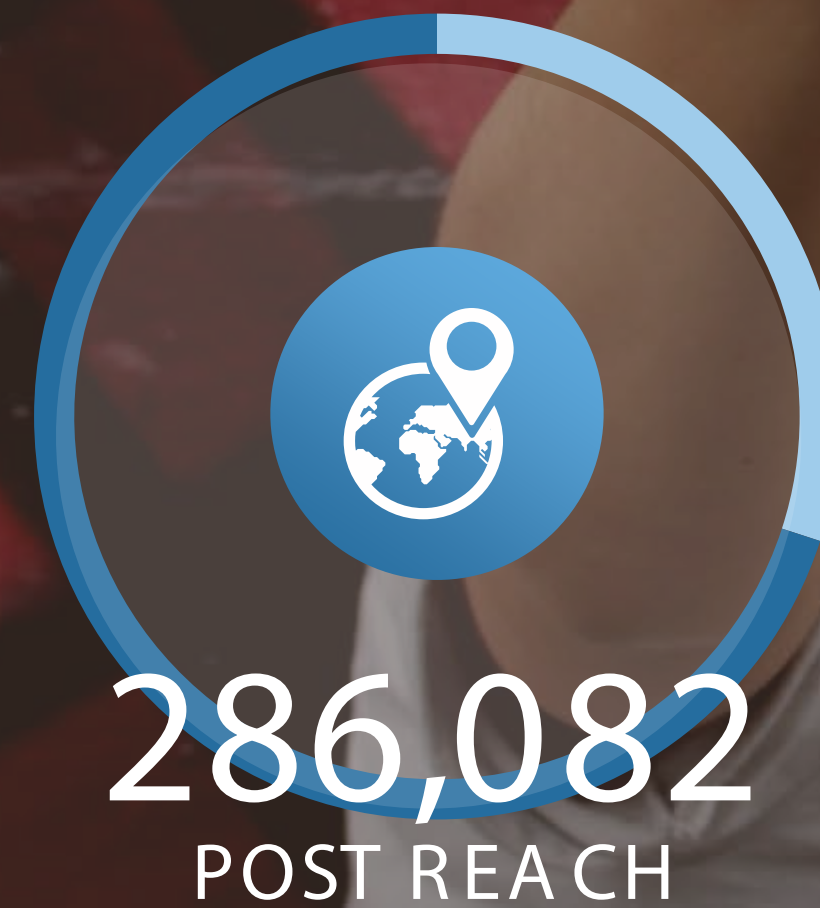
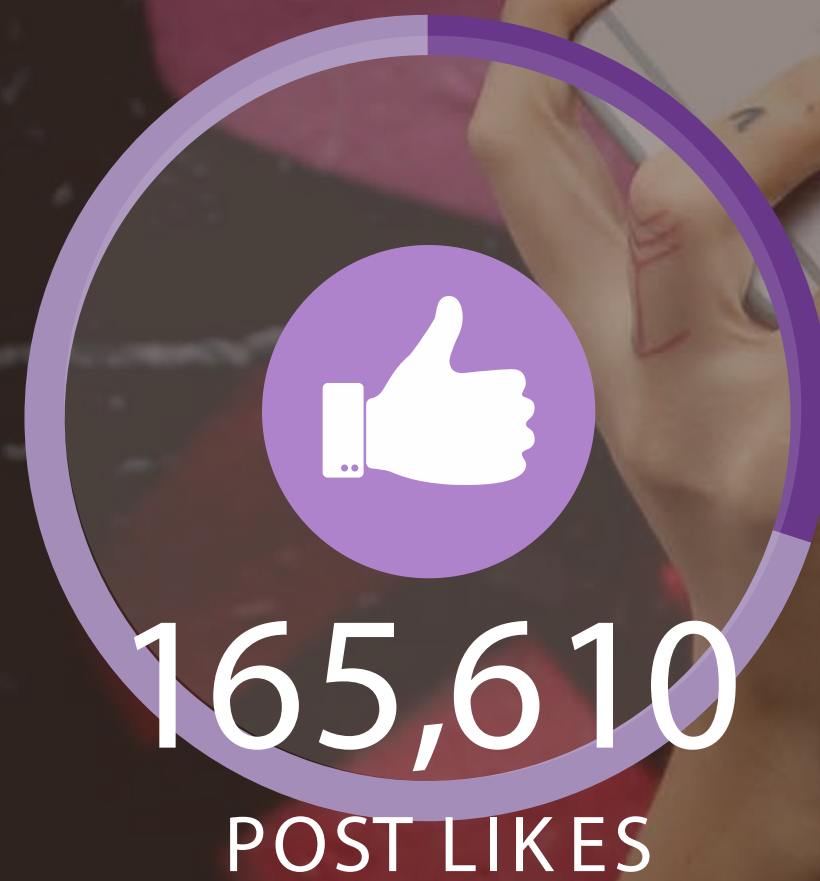
### GROUP CHATS

### RECENT ACTIVITY

**Shaquille Whatarangi** updated the group photo.



# MEASUREMENT & INSIGHT





# KEY LEARNINGS



Social Media presents opportunities for the health sector to engage with young people in new ways



Co-Design is of immense value, the health system can learn a lot from rangatahi



Social proofing is immensely important to rangatahi; health messages generated by rangatahi have greater buy in from their peers



The YouMe Model is a flexible and adaptable model that can be used to engage a wide range of groups





# RECOMMENDATIONS

## Explore Social Media!



Social media presents exciting opportunities for the health system. Think about how you could use it in your setting!

## Co-Design is Key!



By working in partnership, rangatahi have driven all aspects of the campaigns, generating their own health goals and messages.

## Keep Up with the Play!



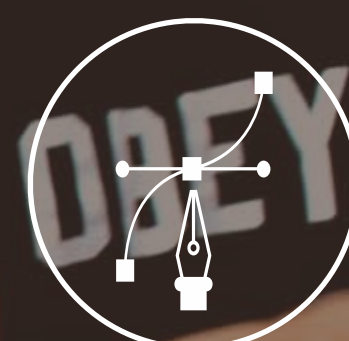
Social media is always changing. Keep your eye on the horizon for new trends

## Value Local Intelligence



Rangatahi are influenced by stories from 'real' people from their community. These stories from local heroes have the ability to connect, inspire and motivate

## Be Flexible & Adaptable!



Be prepared to change tack and learn a new language





YOU ME



# YouMe Movement

Follow us and be part of the movement

# @YouMeNZ



YOUME