

TEEN 2XTREME = T2x

Using Social Media to Engage Teens in Their Health Care

Health Net Strength of Quality Conference
November 5, 2011

Health Net, Inc.; UCLA School of Public Health; EPG Technologies; and
Weinreich Communications

Outline

- ◉ Health, Health Care Literacy, and the Adolescent Challenge
- ◉ Social Media Tools that Promote Health Care Literacy
- ◉ From Social Activity to Health Care Literacy
- ◉ Growing Pains: Adjusting Our Strategy
- ◉ Engaging Providers

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- ⦿ **Health, Health Care Literacy, and the Adolescent Challenge**
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The Health Coverage – Health Literacy Disparity

- 94% of adolescents (aged 13-17) in CA have health care insurance and 84% have a usual source of care.
- 21.6% are covered by Medi-Cal and 7.4% by Healthy Families.
- BUT: Teens lack health literacy and often do not know how to set doctor appointments, get referrals, fill out forms, and advocate for appropriate care.
- ALSO: Teens have many other life priorities.
- Bridging the Gap:
 - Get teens involved in their health care.
 - Improve the health care literacy of adolescents about health insurance benefits.

Social Media Website for Teens:

<http://www.t2x.me>

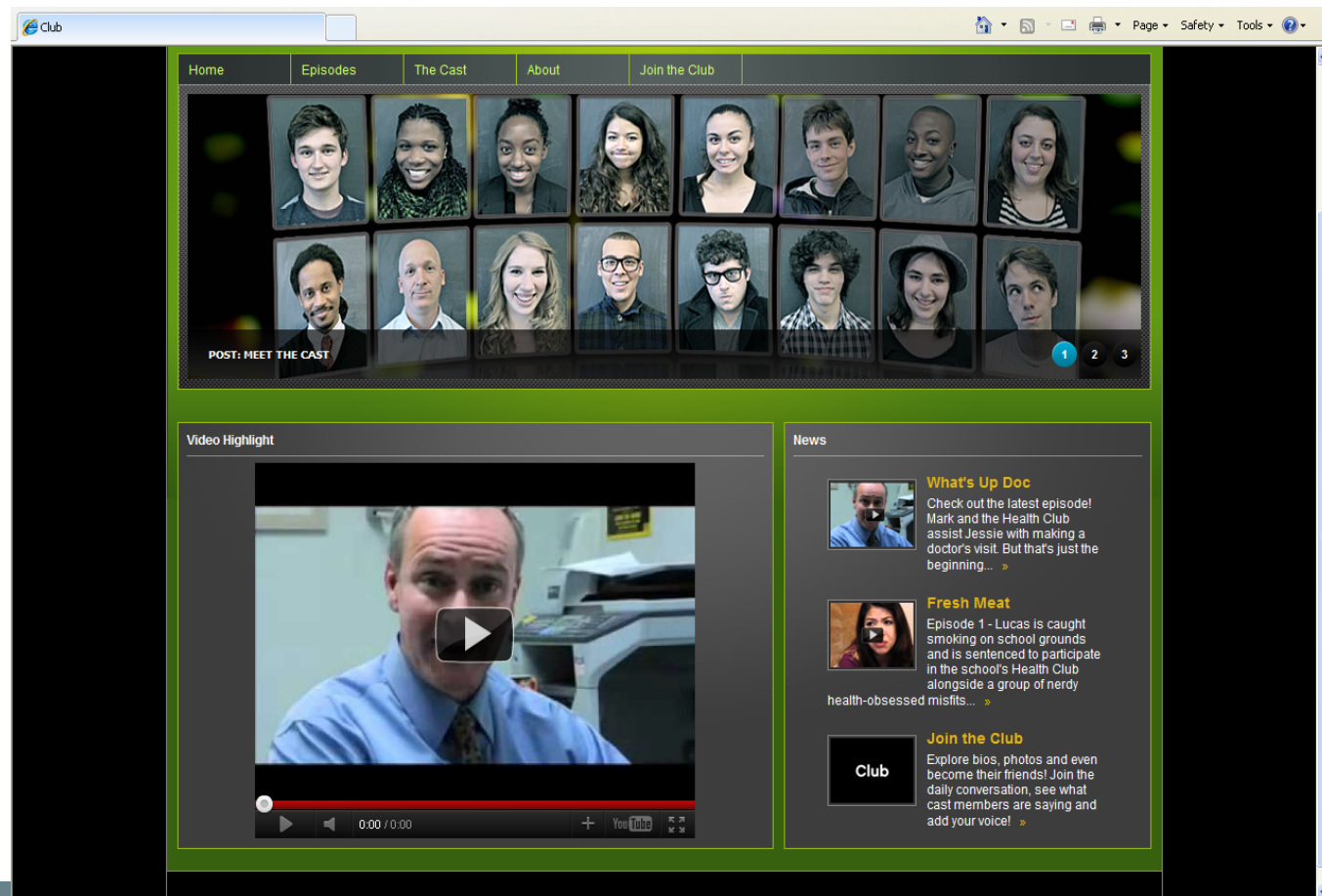


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Transmedia: Using Entertainment and Related Strategies to Hook Teens

View Episode 2 at:
<http://www.teen2xtreme.net/club.aspx>



“Ask Allison” Blog

THE LATEST POSTS:

[New Post](#)

clubAllison says:

[Edit](#)[Delete](#)[Submit This](#)

Ask Allison

"Your place to get accurate answers to your burning health questions"

Dear Allison,

I need to see the doctor, but don't want my mom to know the reason or she'll totally kill me. I don't want to lie to her, but can I just go anonymously or confidentially or whatever?

*Sincerely,
Anonymouse

Dear Anonymouse,

First of all, thank you for coming to me with this question. You KNOW you can get the right answers from me!

Secondly, why would you want to hide something from your mother? I'm sure she has only your best interests at heart. As my mother says to me all the time, "Allison, I only want the best for you. So stop slouching and stand up straight."

It turns out that there are some things that you can see a doctor about on your own, without your parents having to give their permission or being able to get info on why you were there. It's different in each state, but here in California, any kind of doctor visit having to do with sex, pregnancy, birth control or STD/HIV testing can be done without your parents' permission. Also, if you need mental health help, like if you're totally stressed out or feeling down, you can see a doctor on your own.

There are some contagious diseases that you can go to the doctor for by yourself.

Interaction Between CLUB Members and General Teen Members



clubDoShe says:

Happy to see that scarves are the season's top fashion accessory!

Posted about a week ago



clubAnthony says:

What language do they speak in Kuwait? Need to figure out how to say hi in Kuwaitian.

Posted about a week ago



Write a comment...

Submit



clubJustin says:

Get ready to see the new me. Coolness here I come!

Posted about a week ago



Write a comment...

Submit



clubLucas says:

Health Club is so lame. Stuck with a bunch of losers.

Posted about a week ago



lovely1 says:

I read your blog...guess you really aren't into this

1 seconds ago



Write a comment...

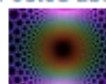
Submit



clubMolly says:

New outfit and maybe new guy??? Workin on it! ;-)

Posted about a week ago



rockhound says:

good luck

Posted about a minute ago

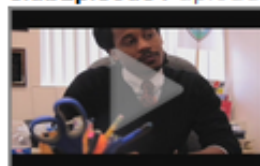


Write a comment...

Submit



clubEpisode1 uploaded a new video:



T2X Expert Chat: Getting Teens Talking

From Expert Chat with Dr. Ray: Teens and Sex

[**ExpertRaymondP**] great question! in california, anyone over 12 years old can get a pregnancy or std test without their parent's permission. But, if you use your parent's insurance, it may show up on the bill.

[**Bloomwink**] wait, why would you need parent's insurance for a pregnancy test??

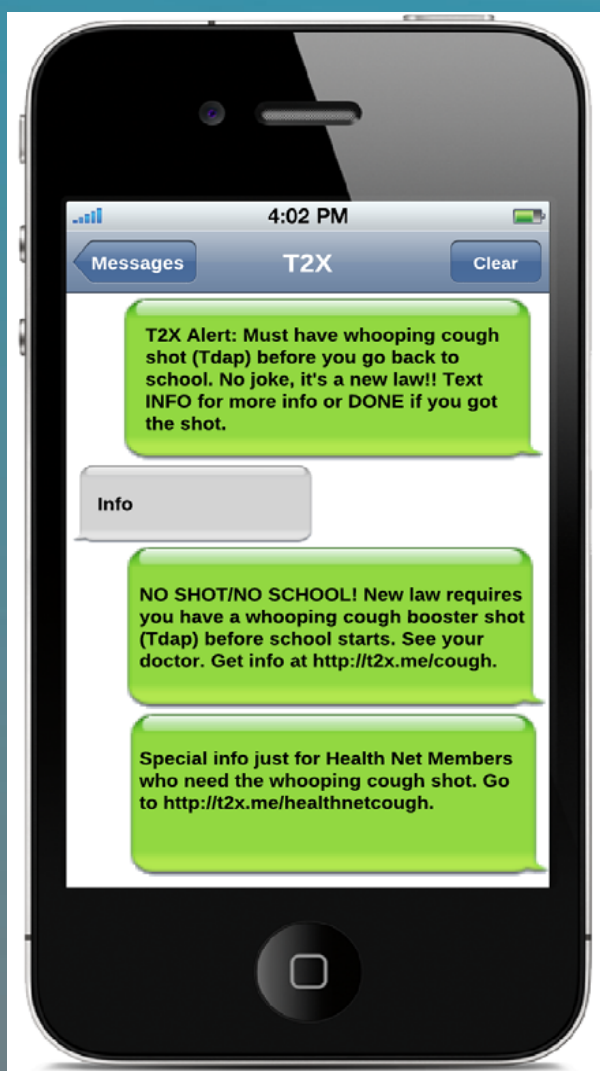
[**HostMichael**] did everyone get that? that is not usually known by most teens.

[**KlondikBar**] im sure it costs

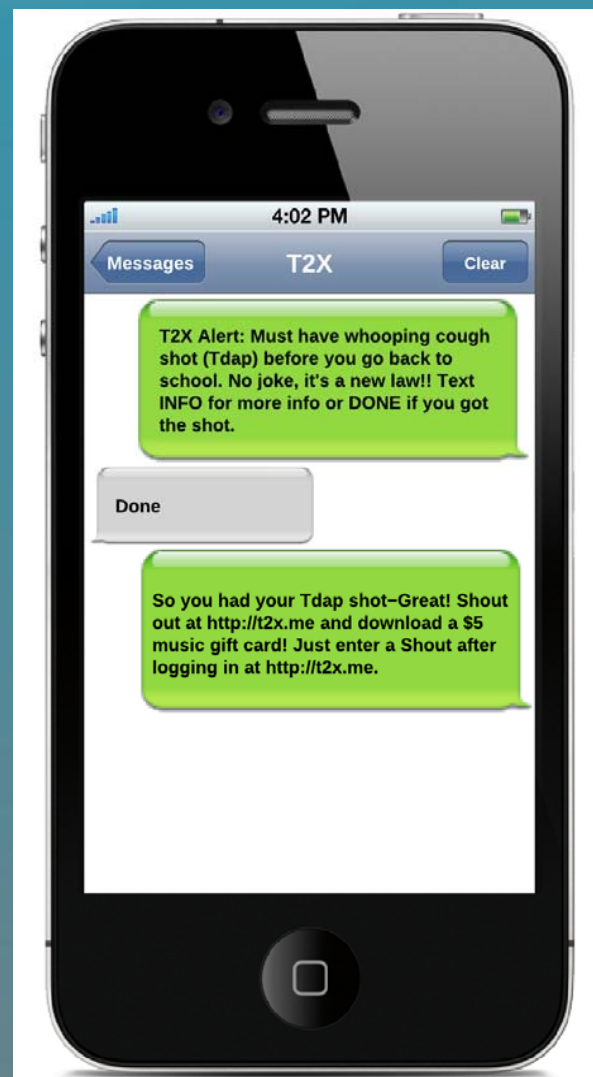
[**ExpertRaymondP**] there are free or low cost clinics throughout the city and state that you can go to, even though it's always best to involve a parent or an adult you trust in health care decisions.

T2X Text: Reaching Teens Where They Are

Intervention Group Website-Registered



Intervention Group Not Website-Registered



The T2X Text

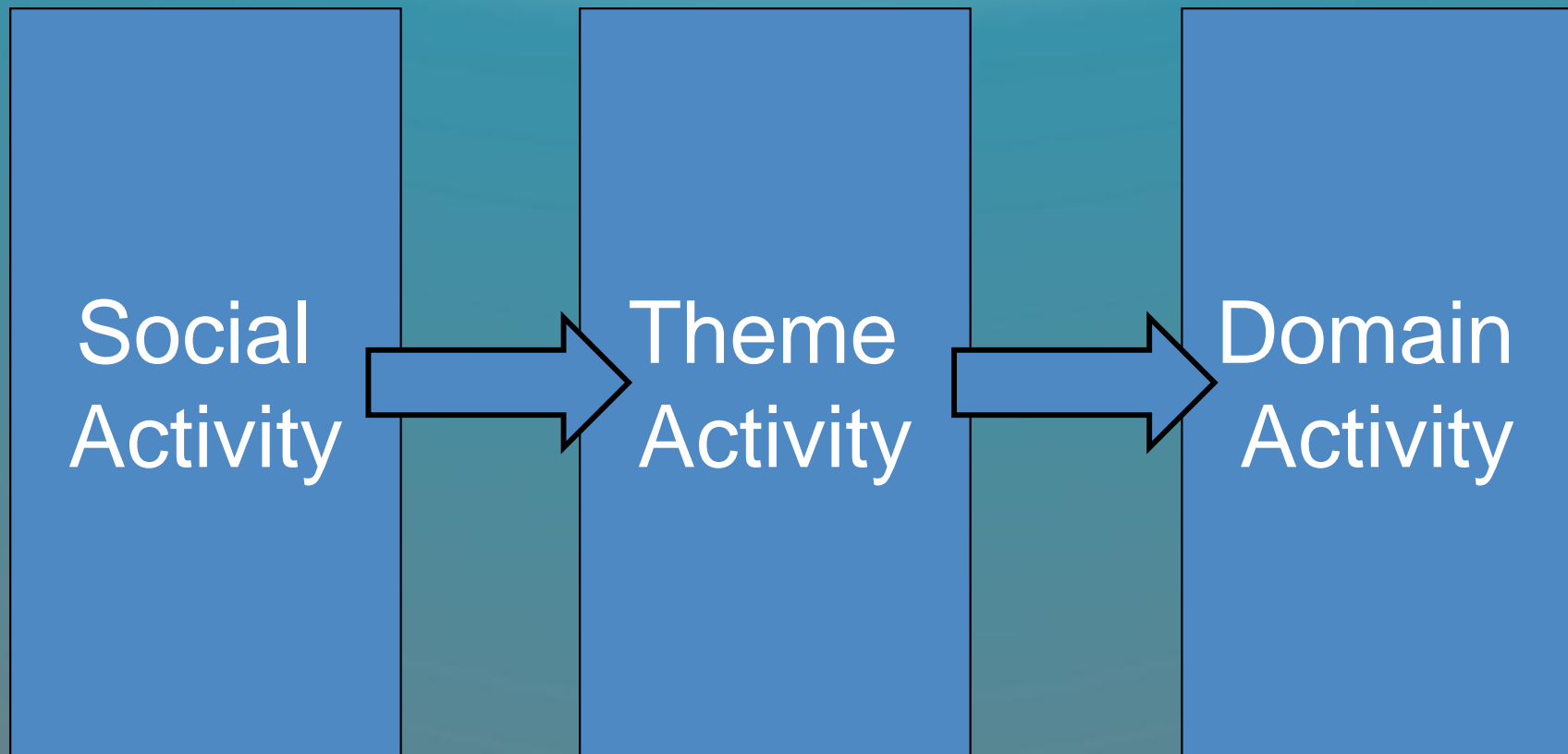
Whooping Cough Example:

Intervention Group:	T2X Registered	Not Registered
Received SMS Alert	112	347
Responded	14	97
Response Rate	12.5%	28%
Comparison with SMS-driven registration on website	3.1%	0%

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Conceptual Framework



Social Activity: What Teens Do

(Activities in white are most popular)

- ◉ *Individual*: profiles, status updates, photos, blogs, videos, single-player games, articles, content rating, Facebook integration
- ◉ *With another*: “friending,” eCards, multi-player games, chats, internal messaging, content-rating and sharing
- ◉ *Community*: shared goals, shouts, polls, trivia, opinion prompts
- ◉ *We initiate*: expert chats, contests, transmedia, SMS mini-campaigns

T2X Health Themes

(Chat Experts have addressed the themes in white)

- Appearance
- Sex / STDs / Pregnancy
- Stress / Depression
- Infectious Disease
- Obesity / Weight
- Fitness / Sports
- Safety / Injury
- Violence / Gangs
- Relationships / Family
- Environmental Health
- Drugs / Alcohol / Smoking
- Driving

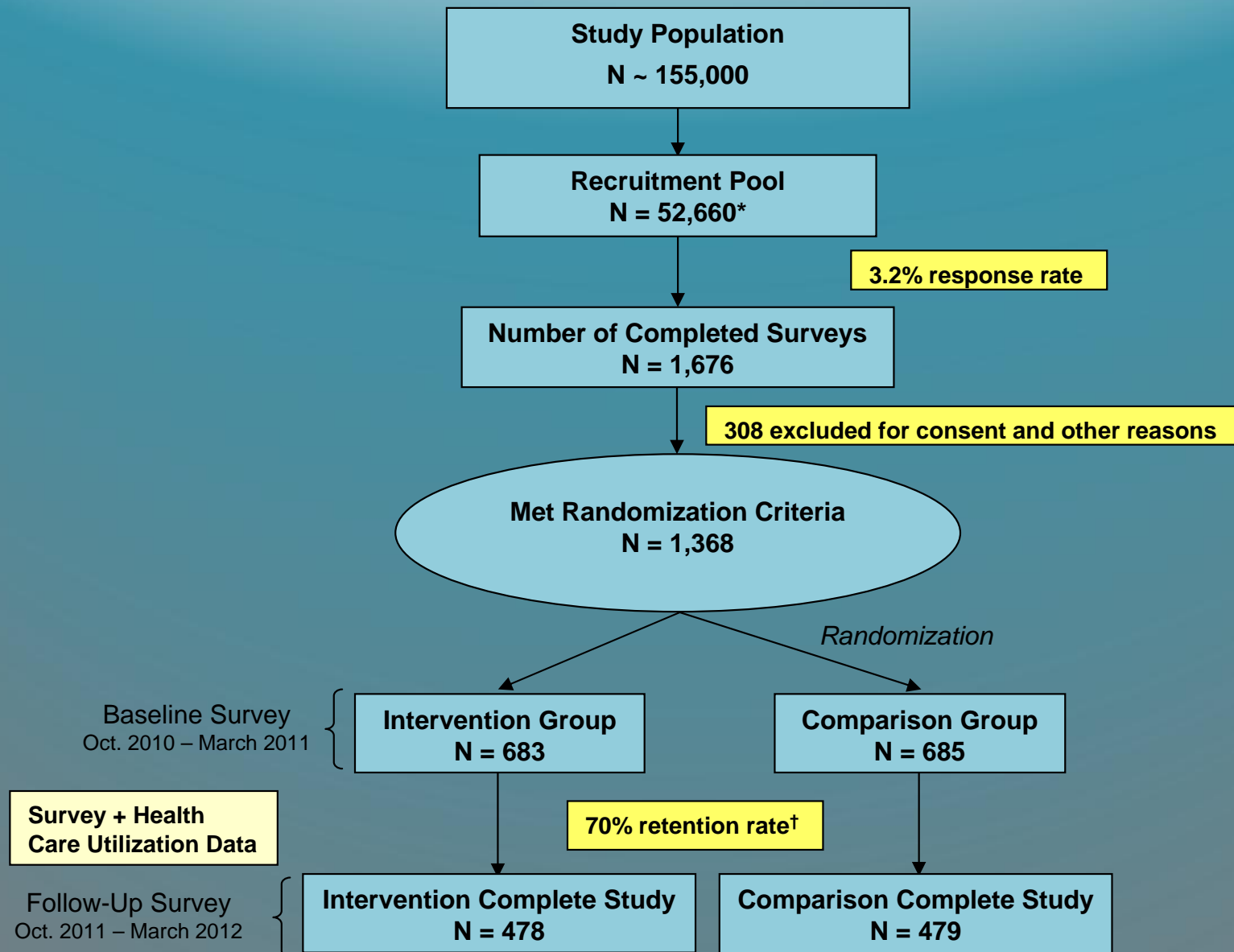
T2X Domains

- 1) Annual Well Care Visit
- 2) Patient-Doctor Relationship
- 3) Navigate Healthcare System
- 4) Benefits, Rights & Responsibilities
- 5) Healthcare-Seeking Information

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Research Design



* Pool includes all eligible teens after randomly selecting 1 eligible teen per household; [†] Estimated retention rate

1. Recruitment: Build creativity and persistence into the recruitment framework

Total Unique Website Registration Visits = 268

Email 2.7%

SMS 3.1%

Greeting Cards* 6.3%

- **Holiday Card** 8.8%

- **Valentine Card** 3.8%

Average Touches for Registration Visit = 4.8

(*Only 1 touch for each type of greeting card)

2. Retention: Tailor to individuals

- Male = 41%
- Female = 59%
- Avg Age = 15.2

n = 683

Invitations

- Male = 30%
- Female = 70%
- Avg Age = 15.4

n = 165

Users

- Male = 16%
- Female = 84%
- Avg Age = 15.6

n = 37

Power Users

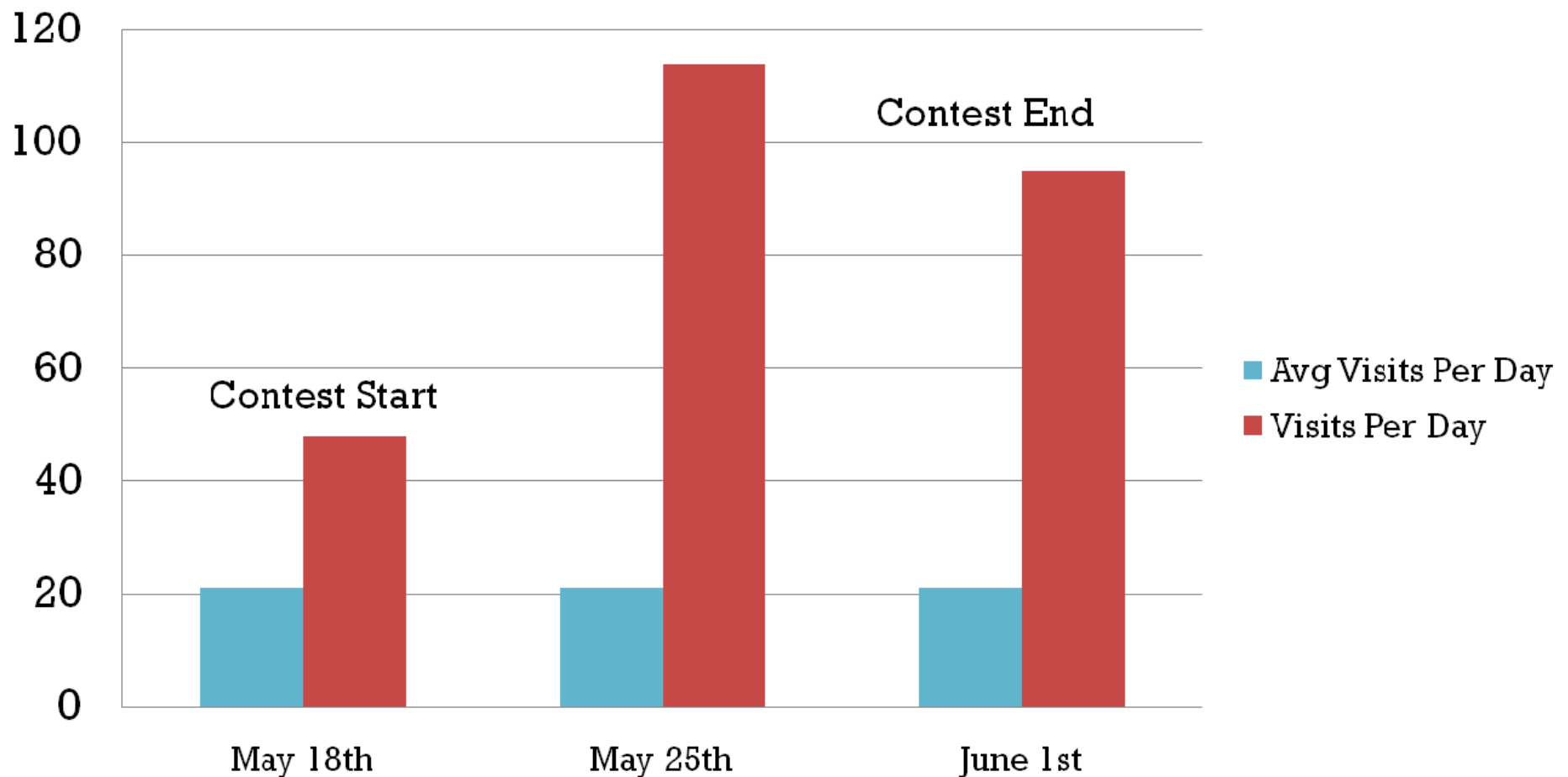
(Data for study participants only)

3. Retention: Find the right incentive (part 1)

- Sent 1277 free music incentive SMS messages prompting invited members to register
- Incentive = \$5 Amazon music certificate
- 31 incentives redeemed (2.4%)
- Challenges
 - Competing with the onslaught of other “free” offers
 - Hard to communicate that it is for any song

3. Retention: Find the right incentive (part 2)

Site Activity During T2Xpression Awards



Announcing the 1st **T2X** **PRESSION AWARDS**

What does good health mean to you?

Grand Prize

\$500 or an iPad2

Category Prizes

\$100 each

The T2X teens-only website is hosting our first T2Xpression Awards and we are seeking original creative content for consideration. All submissions will be voted on by other teens like you!

What can be submitted?

Any piece of original creative content on the following theme:

What does good health mean to you?

This can be your health, your family's, school's, community's, the environment's, or the world's!

What are the categories?

Art (all kinds), Photography, Essay or Poetry, Audio and Video

How do I submit?

1. Be between the ages of 13-17
2. Register at: www.t2x.me

Important Dates

April 18 - May 21	Submit Original Creative Work
May 22 - May 27	First Round of Voting
May 28	Category Winners Announced
May 29 - June 4	Final Round of Voting
June 5	Grand Prize Awarded

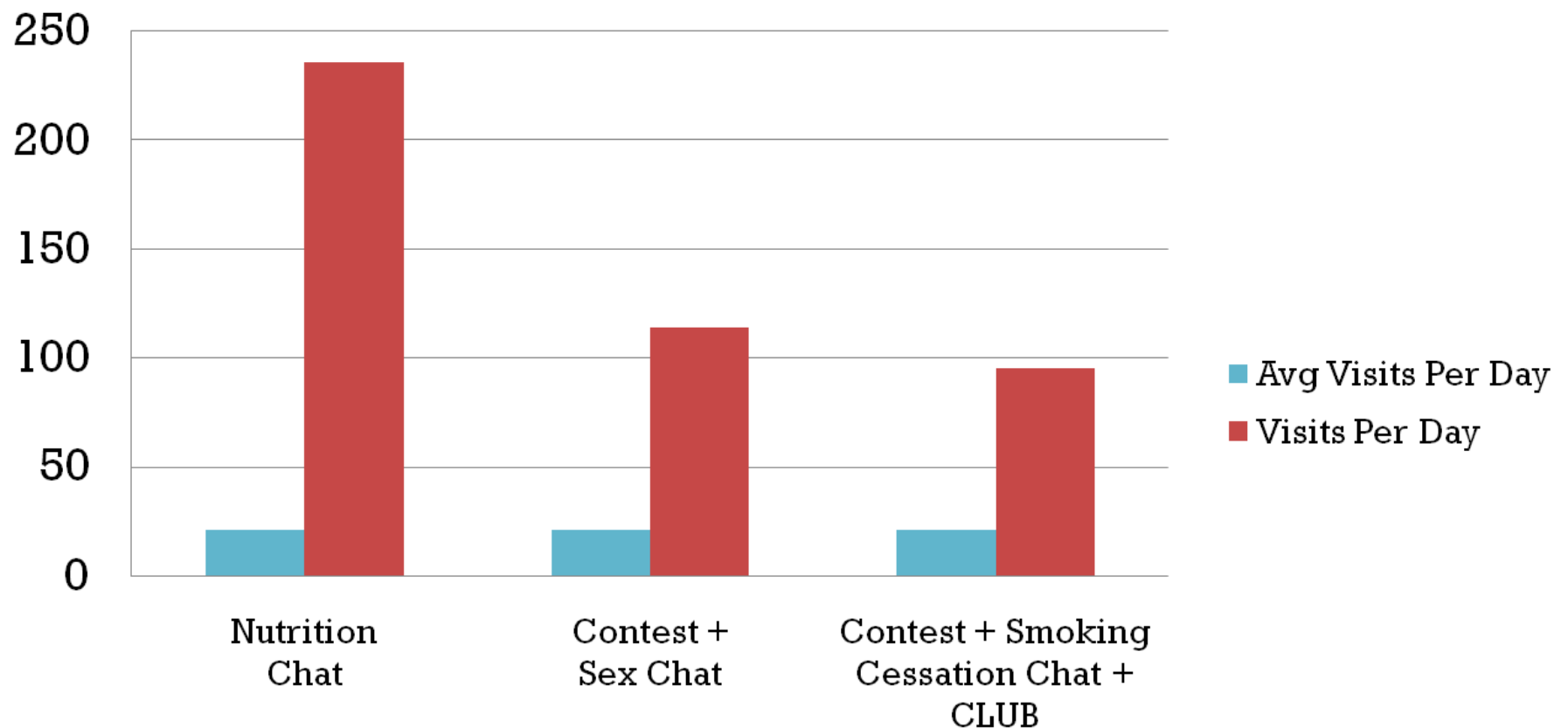
For more information and submission rules, visit www.t2x.me

4. Retention: Bring real-world groups online

- ⦿ Classrooms
- ⦿ Boys and Girls Clubs
- ⦿ Potentially:
 - ⦿ Teen Clinics
 - ⦿ Teen Health Fairs
 - ⦿ Community Events
 - ⦿ Other

5. Retention over time: Keep teens engaged with micro-experiences/events

Top 3 Busiest Site Days



6. Create a niche, not a competitor

- ◉ Linked to Nemours' KidsHealth.org/ TeensHealth.org: We didn't need to become content experts
- ◉ Competing with many other websites and constraints on teens' time
- ◉ Links to/from Facebook accounts didn't work:
 - ◉ “Totally new” community desired, but unwilling to ‘friend’ strangers
 - ◉ Heaviest users are non-Facebook users
 - ◉ Like not having parents/adults on site

7. Organize content in usable and reusable packages

- ⦿ Mini campaigns
- ⦿ Supplemental classroom resources and activities
- ⦿ Vertical integration to enhance content delivery to multiple audiences

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Engaging Providers

- ⦿ Providers can identify communities to invite
- ⦿ Notifications can become automated and instant
- ⦿ Can monitor teens and provide more effective responses
- ⦿ Can tailor “nurse chat line” to appropriate health plan beneficiaries
- ⦿ Allows tracking of teens’ interests and usage

T2X Project Partners



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