kia ora
Welcome aboard
15,000 Māori Rangatahi (youth)

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

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.
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 = TOGETHER WE CAN
SEE THE CHANGE | FEEL THE CHANGE | BE THE CHANGE
SOCIAL MEDIA PLATFORMS

INSTAGRAM  SNAPCHAT  FACEBOOK
THE CAMPAIGNS

THE LAUNCH
STREET DANCE NZ

#JUNKFREEJUNE

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 SAFETY BELT SIGN IS OFF!
CREATE A SOCIAL MEDIA CAMPAIGN THAT HELPS TO ADDRESS AN ISSUE FACED BY INDIGENOUS RANGATAHI THAT YOU WORK WITH
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.

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

The YouMe Model is a flexible and adaptable model that can be used to engage a wide range of groups.
Explore Social Media!
Social media presents exciting opportunities for the health system. Think about how you could use it in your setting!

Keep Up with the Play!
Social media is always changing. Keep your eye on the horizon for new trends.

Be Flexible & Adaptable!
Be prepared to change tack and learn a new language.

Co-Design is Key!
By working in partnership, rangatahi have driven all aspects of the campaigns, generating their own health goals and messages.

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.
YouMe Movement

Follow us and be part of the movement

@YouMeNZ