

# A Youth Perspective on Communicating Health and Science to Young Audiences

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# Objective

- [illegible]

# A real story: Family moment that reshaped my approach to health communication

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# My experience communicating with peers

- Facilitated youth sessions on SRH, mental health and climate resilience
- Trained as youth leader - going beyond project to train youth peers in business digital skills

## What that looked like

- Used relatable language that was simple, clear, and culturally relevant
- Added humor to keep it light fun and engaging
- Creative flyers via social media

# My experience communicating with peers

- Real life stories to connect on personal level and inspire change
- Practiced active listening using eye contact, paraphrasing, and body language to build trust
- Used both verbal and nonverbal cues tone, posture, gestures to reinforce messages
- Adapted messages based on youth age, gender, and cultural context to improve relevance

# What it looks like



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# Being communicated with as a young person

I felt empowered when the speaker broke the message down in a way I could actually relate!

I valued communication that was:

- Respectful – where I wasn't spoken down to just because I'm young.
- Clear – free from jargon or scary sounding words.
- Visual – diagrams, drawings, even hand gestures helped me see what they meant.

# Being communicated with as a young person

- Connection mattered: I listened more when the person speaking showed curiosity about what I thought or asked if I had questions.
- I remembered more when the message was linked to something I already knew i.e. food, sports, school, or even social media.
- One-way talking didn't work—what stuck was conversations, not lectures.



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# Where and how I access health information

- Facebook health pages
- Youth advisory board meetings
- Trusted youth influencers
- Instagram, Tiktok , LinkedIn , Youtube
- Peer Conversations
- Clinic bulletin and posters
- Youth friendly spaces
- Podcasts on health and wellbeing

# What doesn't work



- Overuse of jargon
- Statistics without context
- Ignoring cultural context or using generic messages
- Treating us as passive listeners not partners



# What works to reach youth

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# Wrapping Up

- What challenges have **YOU** faced reaching the youth?
- How would **YOU** want young people to help you deliver(communicate) your message better?



OPEN Q&A

REFLECTIONS

# Thank you for listening

