Digital Media for Vaccination Promotion with Youth: Exploring the Power of Games, Videos, and Animated Infographics
Carlos Velazquez, Charles Martin, Jonathan Collins

Summary of Topic:
A panel of digital communications professionals will provide insights into promoting influenza and HPV vaccination to young people through digital media, gaming, and messaging. The highly interactive session will provide participants an opportunity to address panelists about their insights, results, and lessons learned in creating innovative and engaging digital products.

Description of Session:
Upon completion of the session, participants will be able to:

- Identify resources to develop digital media strategies to promote vaccination uptake among youth
- Access digital tools to promote influenza and HPV vaccination
- Discuss opportunities to replicate digital media strategies to increase vaccination uptake
- How teens and tweens respond to health messaging is impacted by a variety of factors including visual content, engaging personas, and platform utility. Participants in this session will learn about digital tools targeted at promoting youth vaccination, including a mobile-based memory game, an animated infographic, an animated graphic novel, and digital messaging. The panel will address questions related to message mapping, pre- and post-testing, measuring and evaluating success, and a cost analysis for the digital media products.