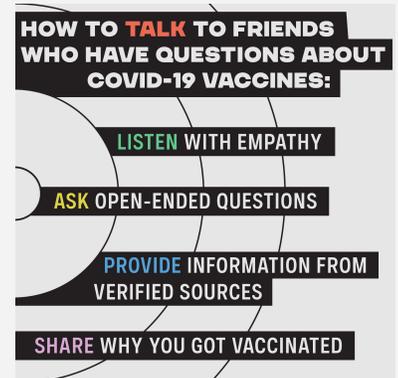


Partnering with Young Folks in Vaccine Outreach

Young people have long been catalysts in social change throughout history. As we enter Year 3 of COVID-19 how can we better engage, support and learn from Gen Z (currently those who are ages 13 to 24), especially those already working to mobilize communities in the fight against the pandemic? With Latinx representing one-in-four Gen Zers, this toolkit aims to provide community-based organizations with some ideas and assets to support these ongoing conversations.

Equip youth advocates with the information they need

- As the most racially and ethnically diverse generation yet, it's also perhaps the most social-minded.
- Among the top core social issues Gen Zers care about? Healthcare, mental health and racial equity.
- As digital natives, they love to learn and are hungry for knowledge. To reach Latinx Gen Z, share content that helps them understand why someone their age needs to get vaxxed. Communicate through bite-size, accessible, info that reflects their culture, community and multi-layered, lived experiences.



Community matters

- Not only is participating in community important for youth in nurturing their sense of belonging, and developing life and leadership skills—communities are stronger when youth voices are represented.
- How can you leverage your org's current youth spaces to collaborate and create more opportunities for them to share their own experiences with peers?

Call to Action Should Inspire

- Gen Zers care about the world around them and want to actively make it a better place. Invite young people to care about each other by helping them envision the world they want to see.
- Reflect diversity and inclusion in your org's marketing and communications, using the power of storytelling to help young people get excited about joining your mission.



Click on any image to download and access more image files [here](#). Visit [NYC Health Communications](#) for a full asset library.