Media Sources with Health Messages: Adolescent Perspectives

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This project was developed by the Youth Advisory Committee and faculty at the Johns Hopkins Center for Adolescent Health to explore the importance of different media sources among urban youth. It is our intent to inform youth serving organizations of the tools and outlets necessary to reach and better serve adolescents in Baltimore. We hope the findings will be used by researchers and youth serving organizations to better tailor their use of various media sources to more effectively reach and engage urban adolescent in health promotion and prevention efforts.

Eligible participants had to be between the ages of 13 - 21 and reside in Baltimore, Maryland.

Youth participated in a 21-item survey containing multiple choice questions and ranking questions. The Youth Advisory Committee members handed out surveys at community events, malls, schools, and places of employment.

Age
- 13-15: 27 (30%)
- 16-18: 51 (57%)
- 19-21: 12 (13%)

Gender
- Male: 34 (38%)
- Female: 56 (62%)

Race
- Black/African American: 69 (76%)
- White/European American: 10 (11%)
- Other: 12 (13%)

Finding: Entertainment and health news ranked highest on importance among participants.

Tip: There is huge potential in reaching youth by attaching public health messages to youth friendly celebrities as well as incorporating health messages with entertainment news.

Finding: Most likely to believe news story is reliable if confirmed by a TV news report (60%) or confirmed by an internet news source (44%).

Tip: Despite the eagerness to use new forms of media, local news still ranks highest for young people when they want to learn about important topics and confirm the validity.

Finding: Nearly 80% of participants said they access search engines at least once a day.

Tip: Since youth access search engines more frequently than anything else online and are more likely to agree with the information they find during their searches, information needs to be easily searchable.

For more information on the Center for Adolescent Health, use your mobile device to scan the QR code.

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