Navigate This! Youth Contest:
A case study of social advertising and social media marketing in action
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Goal: To create different sets of activities that give Ontario youth age 16-25 a variety of opportunities to experience health navigation in a fun and engaging way, and to ultimately reveal that they already have health navigation skills, and that by exploring the Taking It Global “Navigate This!” webpage, they can further develop these skills.

Sample Activity

Where do most people in your neighbourhood go to buy food? Take a photo of that place, then answer some or all of these questions:
- Can you walk there easily, or do you need to drive or take public transportation?
- What do you think of the food there? Does it have everything you want?
- How many different fruits and vegetables does it have? How many are organic? How much snack food can you find?

A Winning Submission: “What are neighbours for?”

“The first place that a family or individual could get food in our community is a neighbour...This...where all problems of accessibility and having the right documentation to access benefits, if one were in the need of food, neighbours would be more than willing to help out as people in this community have very big hearts.”

-Jaques, age 16-19

Sample Activity

Make a piece of art that expresses your thoughts about any of these:
- Youth mental health in general and in your community
- Food security in general and in your community
- What it means to be a “Health navigator”
- What is community? What is health? What is a healthy community?
- What would it be like to be new to your community, have a problem of some kind (e.g., a very sick family member, not enough to eat, too much stress) and not know where to go or what to do?

A Winning Submission: “Empty”

“When people arrive to Canada they don’t typically have the same state or others may have and struggle to make ends meet. When they don’t have food, they all have the effects that plague their daily lives. This happens often in communities and we have to make it a topic of conversation to help combat it.”

-Evelyn, age 16-19

Sample Activity

Write a short article, essay (at least one paragraph) or poem that answers any of these questions:
- What is it like (or what do you think it’s like) being a newcomer in your community? What are some of the challenges a newcomer youth or adult might face? Where are some of the places they might go for help, and what kind of help would they find there?

A Winning Submission: “Food to Feed a Brighter Future”

“Lack of food to often isn’t the only problem for families. What’s concerning is how families with financial difficulties will sometimes opt for cheaper foods—which are often less healthy—due to issues of cost. Unfortunately, this often has an effect on their health and can lead to problems over time. For families with young children and youth, it can also influence the youth to make unhealthy food choices, which will affect them for the rest of their lives...It is very important that we try to shift current social views so that individuals and families who need help can seek it if they need it, without feeling embarrassed or ashamed.”

-Judy, age 16-19

Sample Tweets

- Are you an Ontario youth? Like writing and want a chance to win an iPad? Navigate This! (plus contest URL)
- If you’re an artistic Ontario youth and want a chance to win an iPad, then you need to Navigate This! (plus contest URL)
- Amazing art! Check out today’s contest entries. And if YOU want a chance to win an iPad, then Navigate This! (plus contest URL)