

Tailored Public Health Knowledge Transfer with BC Young Adult

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Objective

Our qualitative study examined the **attitudes and perceptions** of **young adults** (age 19-40) on **COVID-19** in British Columbia to better inform public health messaging

Background

- Since summer 2020, young adults have had the highest infection rate and viewed as a major cause for community spread
- Young adults faced unique difficulties during the pandemic:
 - Socially mobile age-group
 - Shared accommodation and relied on public transport
 - High-risk, public-facing employments

Methods

- * 50 young adults (*Mean Age= 29, SD= 6.7*) recruited via existing research net works, social media, and snowball recruitment
- * Focus group discussions of 4-6 via teleconferencing
- * Thematic analysis conducted where codes were generated inductively

Results



Conclusion

What do tailored messaging look like to BC young adults?

- 1) **Reflects their lived experiences**
- 2) **Positively** framed
- 3) Delivered on accessible platforms for **two-way** communication



Recently with public health saying to limit ourselves to one household and six safe people I think there's a lot of ambiguity around what it means to be safe. (FG2 F)

It needs to be geared towards the, the base positive feelings that all human beings have, which is the need to connect, which is the need to belong, the need to feel cared about, the need to feel valued. (FG8 M)



I think that my friends are taking it seriously but I don't feel like they are meeting the standards that I would take, so that is a little bit awkward. (FG1 F)

Questions? Contact tina_cheng_5@sfu.ca