

Youth-led Creative Expression COVID-19 Protection Contest

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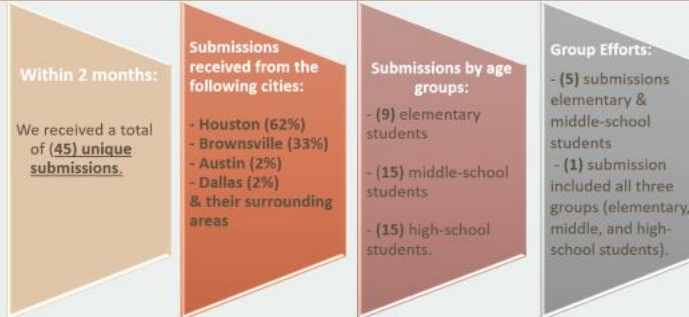
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BACKGROUND

- There are over 8.2 million COVID-19 cases and more than 220,000 deaths in the United States as of October 21, 2020. Approximately 10% of the total cases are from Texas (1).
- Youth under the age of 18 comprise about 11% of all cases, with more than 740,000 children have tested positive since the beginning of the pandemic (2). Youth are typically asymptomatic; however, they can spread the virus to others who might be greatly impacted.
- UTHealth School of Public health researchers collaborated with existing community partners from across Texas to engage youth.
- Purpose: To describe a rapid response Youth-led Creative Expression Contest that aimed at increasing awareness of COVID-19 protective practices across Texas communities.

(1) Texas Health and Human Services: Coronavirus Disease 2019 (COVID-19) 2020. Available at <https://www.dhs.texas.gov/newsroom/newsroom>. Accessed October 21, 2020.
(2) American Academy of Pediatrics. 3530. Available at <https://www.aap.org/american-academy-of-pediatrics/2020/10/21/coronavirus-covid-19-infection-in-children-and-adolescents>.

RESULTS



CONCLUSIONS

- This contest verifies the practicality of engaging youth, as innovators and champions, in developing creative materials that can be used by schools, health departments, and other community groups to improve COVID-19 messaging.
- Future research is needed to explore how to best :
 - Engage youth, as active members, during outbreaks of COVID-19 and similar public health emergencies going forward.
 - Disseminate youth's expression artwork using their own prevention messages.
 - Evaluate the impact of such initiatives on their families and communities.



METHODS

- We sent contest information to 54 youth-serving community partners across Texas in Summer 2020.
- To participate: 1) youth had to be in elementary, middle, or high school; 2) live in Texas; 3) have a parent/guardian's permission.
- Submissions had to include one of 4 COVID-19 prevention practices: mask-wearing, social distancing, handwashing, and not touching the face.
- A youth advisory board was recruited to score submissions. Prizes included five \$300 and five \$100 gift cards.



RESULTS - Continued



CONTACT INFORMATION

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