



CO-CREATION NATION



September 16, 2021

The National Town Hall For Rural and Urban Teens

“You [teens] have the power. I need you to go out there, use your voice in your communities, teach about the #CovidVaccine, use your power to effect a change. I’m counting on you.” ~ *Dr. Kate King, Teen Town Hall Keynote Speaker.*

Key Metrics



INTENT

- More representation at the table.
- Teens get involved in their own terms.



RESPONSE

- Empathetic and relational messaging resonates better.
- Facts present in a fun, quick, detail, simple way are easier to deliberate.
- Non-judgemental trust development through humans is highly preferred, regardless age, race, and income.



CO-CREATION NATION

Executing In Alignment



Co-Creation Nation is an awarded project of Nxt Wave Founders, Inc.



www.nxtwavefounders.com



From Tampa, Florida to Rural America

CHALLENGES



in Florida, Mississippi and Louisiana, thousands of schoolchildren and teachers were in quarantine after being exposed to COVID-19. Districts in Kentucky and Georgia shuffled opening plans, while others in Indiana and South Carolina switched to remote learning. These challenges kept parents in suspense over whether they’ll be able to return to a regular workday themselves. A further complicating factor was the spread of the highly contagious Delta variant among the unvaccinated, misinformation, hesitancy and kids under 12 being ineligible for inoculation in the U.S.

SOLUTIONS



Teens were provided a civic engagement experience to raise their voices. They were eager to get involved in their communities helping more teens, particularly teens in low-income households.



Teen Leadership



Sector Partnership Convener



Intentional Citizens (Expert)



Intentional Citizens (Expert)

BENEFITS



1

Keynotes from Credible Experts

Keynote speakers provided scientific information in simple terms, using visuals and examples easy to understand.

2

Inspiring Teen Stories

Storytelling showcasing Individual and family stories helped teens to find the strength to activate their local communities and inspire others amidst the unvaccinated, hesitancy and misinformation.

3

Breakout Sessions and Call-To-Action

Engaging and stimulating multi-generational dialogue facilitated active listening that fostered new perspectives reflected in trending social media activity post-event.