|  |
| --- |
| **Engaging young adults to co-design approaches for mitigating COVID-19 risks** |
| *Quote* *- Colleague, Title (Anind or Janet?)* |
| **THE NEED** In July 2020, roughly 150 University of Washington (UW) students tested positive for COVID-19 in an outbreak that affected hundreds more via contact with those students. In partnership with Public Health - Seattle & King County, Innovation & Performance conducted a research and design sprint to better understand how young adults were navigating the COVID-19 pandemic, with an emphasis on understanding what barriers they encounter to staying healthy, following public health guidelines, and meeting their basic needs. **OUR APPROACH**This project utilized human-centered design, a methodology used for creative problem solving that is anchored on insights about the experiences of those most impacted by a product or service. Over a five-week period the following methods and activities were completed: (may add a visual/image for this instead of text - RC to create visual and will add to media links)**THE RESULTS**Through ## one-on-one interviews and small group codesign sessions, IP’s research yielded six key insights (RC may make this a visual instead of text but text is below): 1. Young adults are seeking more reliable information and clarity in messaging
2. Young adults are fearful of spreading the virus and do not want to be the one who exposes others
3. Young adults need social connection as support but have limits on increasing their risk
4. Young adults experience barriers to getting tested, and isolating/quarantining
5. Young adults are willing to track and report their information, so long as their identity is protected
6. Social stigma is a barrier to sharing information amongst young adult social groups

These insights informed near- and medium-term recommendations that were co-designed by young adults and Innovation and Performance (IP) staff. Several recommendations lend themselves well to usability testing and further iteration with young adults. The following recommendations were surfaced to Public Health Seattle & King County stakeholders:**READ MORE**Bitly link to online report: >Link to Capstone project?<  | **EXTERNAL PARTNERS** Public Health – Seattle & King CountyUS Digital ResponseUniversity of Washington iSchoolUniversity of Washington School of Public Health**PROJECT** **DURATION** August - 2020**IMPACT**RC to provide**KEY PARTNERS*** Contacts

**FOR MORE****INFORMATION****CONTACT*** Rachael Cicero (IP)
 |