



To Whom It May Concern:

At Youth Empowered Solutions (YES!), we held a *Get Ready Day Event* that capitalized on social networking and utilized the power of high-school aged adolescents, which we called a “Get Ready Tweet-A-Thon”. On September 20th, 2011 between the hours of 7pm – 9pm we gathered local, statewide, and national support to come together during a short period of time and tweet the same pro-immunization message: **#schoolbasedhealthcenters help you @GetReady for flu season**. You may have noticed an unusual amount of activity on your @GetReady twitter handle during this time. That was us.

Three weeks prior to the event, YES! youth began planning and strategizing on how to organize a large-scale virtual event that would have a ripple effect. As youth are the ones being impacted by a pro-immunization message, we looked to engage young people to play a leadership role in this activity. Our YES! youth developed an action plan that included organizing the community through setting up a Facebook Event and recruiting advocates to “attend”, getting out into schools and utilizing guerilla marketing tactics including “locker drops” (we would drop small slips of paper in people’s lockers), and using our social networks to organize our community around the above central message.

The impact of our “Get Ready Tweet-A-Thon” was that 32 different tweeters and retweeters sent over 100 tweets during the short window of 7pm – 9pm. Based on the followership of all of these tweeters, this script reached out to 5,066 people nationally, many of which were youth themselves, with a pro-immunization message and promoting school-based health centers.

In Wake County, North Carolina where YES! is based, we are 1.5 years into a project to build a school-based health center, because we have none. However, we would greatly appreciate being considered for the \$500 prize for this advocacy event.



