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ATLANTA STRATEGY + EVIDENCE REPORT

The case for an intergenerational hip-hop health platform, the 2026 pilot, and the path to a repeatable 2027 property.

RESEARCH AND PLANNING SYNTHESIS CURRENT AS OF SEPTEMBER 3, 2026 · PREPARED BY LEIGH BURGESS, BOLD INDUSTRIES GROUP

THE THESIS

Culture earns attention. Trust makes health actionable.

The concept works when the music, health experience, community institutions, and intergenerational design operate as one system. The event is not the intervention by itself. It is the convening point that moves people toward conversation, screening, resources, and follow-up.

Promise what the evidence supports: connection, screening, and literacy — not cures.

WHY INTERGENERATIONAL

Programs that bring age groups together show consistent benefits in social connection, cross-age attitudes, and mental wellbeing. The strongest case is relational and educational, not a claim of physical-health transformation.

WHY ATLANTA

The city combines global hip-hop credibility, major health institutions, HBCU leadership, college density, and community networks with real authority.

WHY HIP HOP

Hip-hop-based health education has a research-backed model: memorable multisensory content can improve health literacy, and younger people can carry messages into their families.

WHY VITUITY

Vituity Cares already works across representation, vulnerable communities, and social determinants. The event gives those pillars one visible, public expression.

AUDIENCE POTENTIAL

The recruitment problem is conversion, not market size.

35K+

Georgia State Atlanta-campus enrollment signal

21K+

Georgia Tech undergraduate enrollment signal

71K+

conservative six-campus planning pool

MOREHOUSE + SPELMAN

HBCU leadership, alumni, health equity, student voice, and intergenerational relevance.

CLARK ATLANTA

Culture, communications, student media, alumni, and campus-crew potential.

EMORY

Public health, medicine, student leadership, and research ecosystem.

GSU + GEORGIA TECH

Scale, student organizations, innovation, wellness, and downtown reach.

RECRUITMENT PRINCIPLE

Do not market at students. Build the event with them. A 10–15 person Student Advisory Council and a campus ambassador network give the campaign trust, feedback, and reach before paid media begins.

THE EXPERIENCE

One energy arc from health to music

TIME	MOMENT	WHAT HAPPENS
2:30	THE HEALTH MARKET	DJ, food, community partners, health resources, activations, and social capture.
3:30	THE OPEN	Cultural host and healthcare leader explain why culture and health belong in the same room.
3:45	WHAT WE WERE NEVER TAUGHT	Three generations discuss prevention, trust, and what families do not always talk about.
4:20	THE ARTIST'S BODY	Sleep, movement, mental health, stress, performance, and sustaining a career.
4:55	NEXT GENERATION	Student voices, the Health x Culture Lab, and the emerging-artist moment.
5:25	CULTURAL PARTNER CONVERSATION	The path from pre-med to hip hop, the choices we make, and the health we carry.
6:00	CULTURE HOUR	Food, DJ, networking, health activations, and sponsor experiences.
7:00	GENERATIONS LIVE	Student opener, bridge act, legacy voice, cultural partner, and one anchor artist.

The health experience should feel culturally alive. The music should carry meaning beyond entertainment.

VITUITY PLATFORM

Own useful experiences, not the concert

HEALTH IN PLACE: ATL The health experience zone: ask-a-clinician conversations, preventive education, mental-health resources, clinician stories, and licensed partner services. Vituity becomes visible through usefulness.	THE BEAT OF BETTER HEALTH The conversation stage: artists, clinicians, students, and families make hard health topics approachable. The output becomes a reusable content and employer-brand engine.	VITUITY CARES NEXT GEN: HEALTH x CULTURE LAB A student challenge asking how culture can improve one health behavior. Finalists present live; the winner receives a microgrant, mentorship, and career exposure.
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CO-BRANDING CHOICE

Three ways in

A — PRESENTING SPONSOR

Low lift. Vituity receives exclusive healthcare presenting rights, supplies visible clinician volunteers, and owns a scholarship moment. Fastest to close; the risk is reading like an ad buy.

B — CARE VILLAGE · RECOMMENDED

Recommended for the pilot. Vituity owns a named health zone, staffing, experience standards, and an impact report. It becomes a repeatable asset that can travel.

C — MULTI-YEAR TITLE CO-BRAND

High commitment. Shared naming, IP, governance, scholarship, mentorship, and co-published outcomes. Best after the pilot proves the coalition and Vituity earns the right to expand.

RISK AND SAFEGUARDS

Trust is a design requirement

TIME

Seven to eight weeks is the dominant risk. Use hard gates and narrow the event before compromising quality.

CLINICAL BOUNDARIES

Licensed partners own consent, screening, emergency procedures, and follow-up. No personal health information enters marketing systems.

CULTURAL CREDIBILITY

Artists are collaborators, not corporate endorsers. Community institutions and students help shape the work.

OVER-BRANDING

Vituity leads through the experiences it makes possible. Brand presence follows usefulness and visible clinician participation.

TALENT DEPENDENCE

The concept should be strong enough to survive a lineup change. Hold one credible anchor route and more than one fallback.

MEASUREMENT CLAIMS

Track connection, participation, literacy, screenings, and linkage to care. Do not imply that one event creates clinical outcomes it cannot prove.

MEASUREMENT

One action now. Proof for the next year.

The most important day-of outcome is simple: every attendee leaves with at least one meaningful health action, resource, connection, or new understanding.

ON THE DAY

Attendance and generation mix; Bring Your OG participation; screenings and resource connections; Health x Culture Lab participation; health-literacy and cross-age attitude measures; content engagement.

AFTER THE EVENT

Linkage to care; return intent; older-adult social connection where appropriate; student mentorship and pipeline participation; partner renewal; 2027 interest list and coalition persistence.

THE PROOF LOOP

Event + 48-hour content burst → impact report within 10 days → renewal while results are fresh → 2027 announcement built on evidence.

Selected evidence base

- Campbell Systematic Reviews (2023) — intergenerational activities and older-adult wellbeing.
- Ageing Research Reviews (2021) — cognitive, social, and health outcomes across 44 studies.
- Archives of Gerontology and Geriatrics (2025) — systematic review of intergenerational interventions.
- Hip Hop Public Health and Columbia Neurology — multisensory health education and youth as intergenerational advocates.
- Morehouse School of Medicine Prevention Research Center — community coalition and prevention-program models.
- Grady Health System Health Equity reporting — community fairs, screenings, mobile services, and follow-up infrastructure.
- Vituity and Vituity Cares public materials — mission, workforce, vulnerable-community, social-determinant, and clinic-event programs.
- Official institutional enrollment sources for Georgia State, Georgia Tech, Morehouse, Spelman, Clark Atlanta, and Emory.

Planning note: Enrollment figures use different census dates and definitions and are directional recruitment signals, not attendance forecasts. Venue, artist, festival, and organizational facts should be revalidated before any public launch or contract decision.

PATH FORWARD

Pilot the format. Build the property.

WINDOW	WHAT HAPPENS
SEPTEMBER 2026 — FEASIBILITY	Executive alignment, venue/date path, cultural partner, producer, budget envelope, talent route, legal and clinical guardrails.
OCTOBER 2026 — PILOT OR RECRUITMENT WINDOW	If the gates hold, run the indoor pilot. If they do not, use the month for partner conversations, campus recruitment, content capture, venue holds, and the 2027 permit file.
NOVEMBER–DECEMBER 2026 — PROOF	Publish the impact story, renew partners, hold the coalition, and convert the audience into the 2027 interest list.
JANUARY–APRIL 2027 — SCALE	Secure the permit and site, activate campus crews, reveal talent in waves, and build the full event during National Minority Health Month.

The pilot proves the property. The proof earns the next year. The next year is the long game.