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## #drugfree: Using Social Media Advertisements to Spread Health on a College Campus

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# #drugfree: Using Social Media Advertisements to Spread Health on a College Campus

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## BACKGROUND

### Stimulant Misuse

- Almost two-thirds of college students report being offered prescription stimulants for non-medical use
- 30% of college students have misused RX stimulants<sup>1</sup>

### Tobacco Use

- 36.5 million Americans are dependent on tobacco
- Smoking is a leading preventable cause of death<sup>2</sup>

### Social Media

- 88% of adults aged 18-29 use any form of social media
- Facebook is the most popular platform in those aged < 65 years
- Significant platforms for those 18-24 years are Snapchat, Instagram, and Twitter<sup>3</sup>

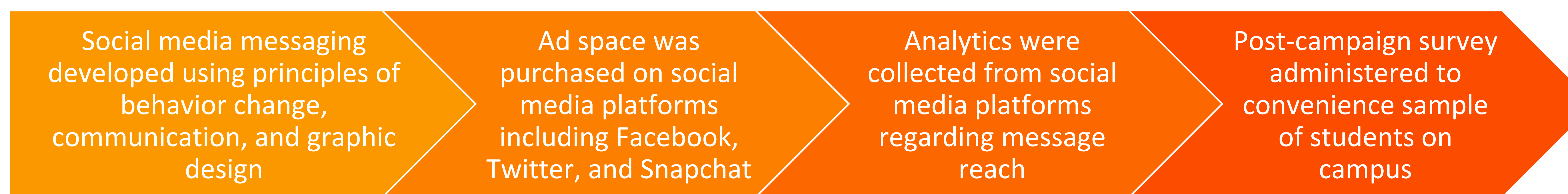
## OPPORTUNITY

- ONU HealthWise is a pharmacist-led, multi-disciplinary clinic that provides education and health services to the campus of ONU and the surrounding community
- Social media advertising offers the ability to deliver public health messages to specific locations and/or demographic groups

## OBJECTIVE

To implement a novel social media campaign aimed at reducing prescription stimulant misuse and tobacco use in college students

## METHODOLOGY



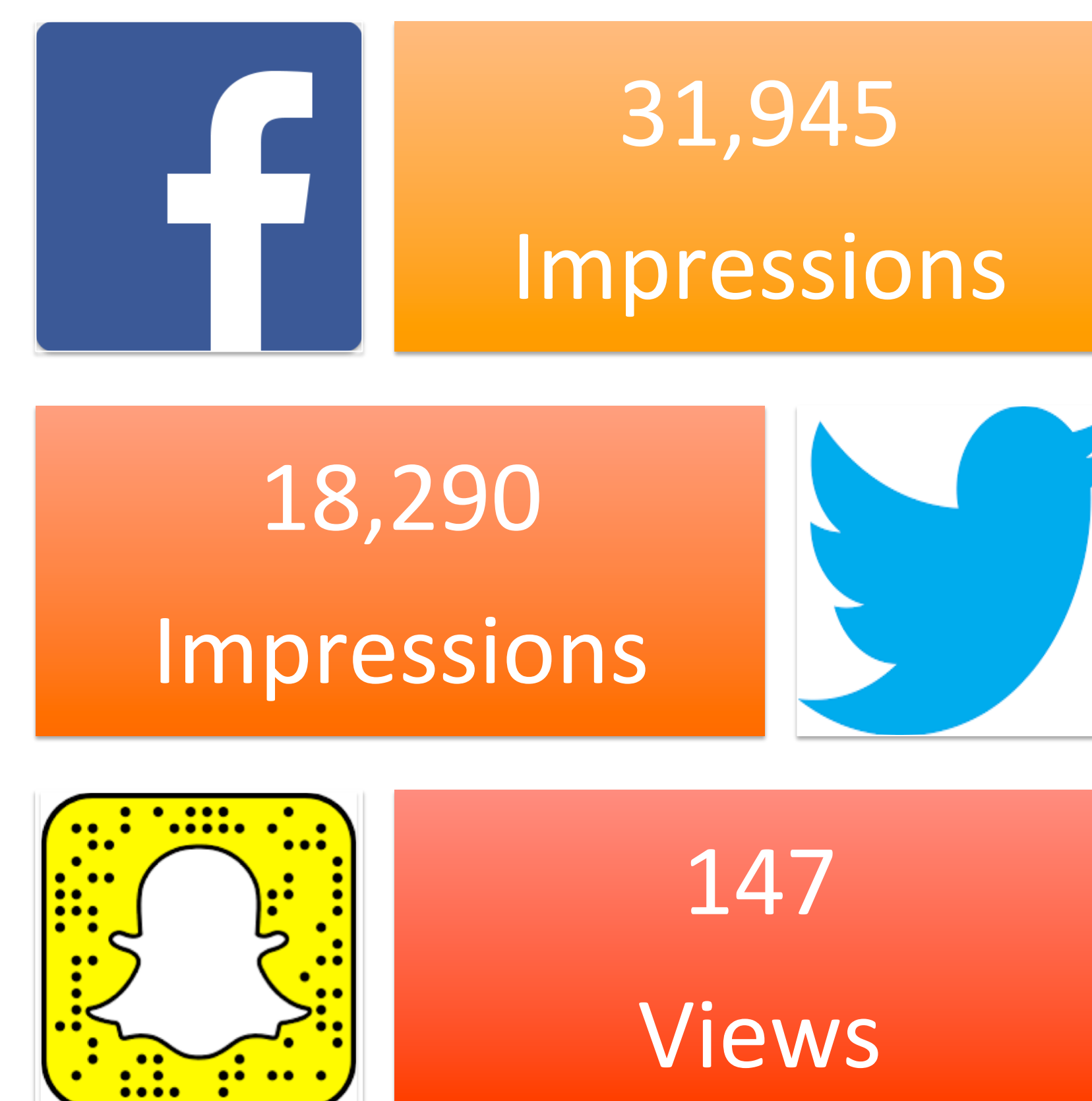
### Examples of social media advertisements



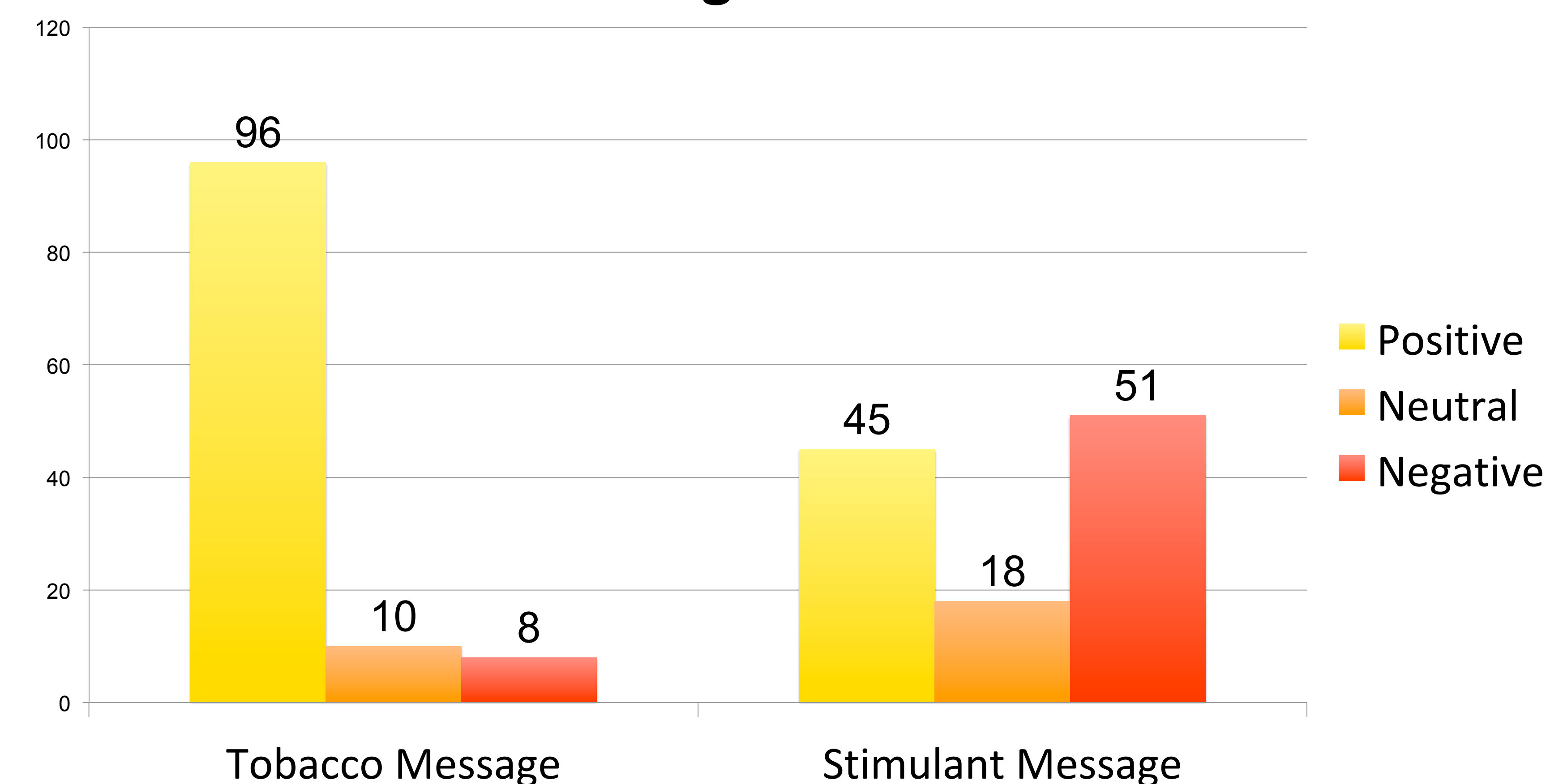
## RESULTS

Demographics %(n)								
Age	18	19	20	21	22	23	24	25
	11.4 (13)	33.3 (38)	24.6 (28)	12.3 (14)	9.7 (11)	3.5 (4)	1.8 (2)	3.5 (4)
Enrollment	Arts & Sciences		Business		Engineering		Pharmacy	
	24.6 (28)		7.9 (9)		12.3 (14)		55.3 (63)	
Gender	Male		Female		Variant/Non-Conforming		Not Listed	
	42.5 (48)		55.8 (63)		0.9 (1)		0.9 (1)	

### Social Media Engagement



### Message Sentiment



## IMPLICATIONS

- Social media reaches a large audience making it a unique platform to distribute public health messages
- Increasing frequency and availability of educational content on social media platforms creates easily assessable messages
- Positively framed messages resulted in more positive sentiment
- More research is needed to understand the long-term effects of these interventions on behavior

## LIMITATIONS

- Images were not pilot tested prior to use on social media
- Social media advertisements and the post-campaign survey were distributed to students at ONU and may not be applicable to other populations

## OTHER INFORMATION

- The authors acknowledge Ericka Kurtz for her significant contributions to this project
- This study was approved by Ohio Northern University's Institutional Review Board
- The authors of this project have no relevant financial relationships to disclose

## REFERENCES

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3. Social Media use in 2018. Pew Research Center. 2018. Available from: <http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>