

Media Campaigns to Prevent Prescription Drug Misuse, Youth Marijuana Misuse, and Underage Drinking: Evidence of Effectiveness

This chart summarizes evaluation findings from a selection of media campaigns (current and past) shown to be effective in preventing one or more of the following: prescription drug misuse, youth marijuana misuse, and underage drinking. For each example, we provide a description of the campaign, the target population of the evaluation, evaluation methods, and key findings. Though many of these campaigns may target specific types of substance misuse, practitioners can glean valuable insights from their evaluations that can be applied more generally.

CAMPAIGNS TO PREVENT PRESCRIPTION DRUG MISUSE

Name of Campaign	Description	Target Population	Evaluation Methods	Outcomes
SmartRx: Web-Based Intervention	Multimedia, web-based education and intervention program focusing on the medication properties of prescriptions, safe and responsible prescription use, and self-management strategies to improve health	Working women employed by hospitals in West Virginia and Ohio	Prospective, randomized controlled experimental design with 362 volunteer participants (346 completed pre- and post-tests) in 2007. Participants who completed a pre-test questionnaire were randomly assigned to the program or a wait-list control group, then completed a post-test questionnaire after the intervention.	Compared to those who did not participate, participants in the SmartRx, program participants showed increases in the following: <ul style="list-style-type: none"> • Knowledge of prescription drug medication properties • Measures of confidence in adhering to physician medication instructions and managing problems with the medication

Name of Campaign	Description	Target Population	Evaluation Methods	Outcomes
SmartRx: Web-Based Intervention (cont.)				<p>However, SmartRx participants were no more likely than comparison group participants to demonstrate improvements in knowledge on safe and responsible use or self-management strategies.</p> <p>(Deitz, Cook, & Hendrickson, 2011)</p>
Use Only As Directed: Utah Prescription Pain Medication Program	Educational program to improve prescribing practices, prevent prescription drug misuse, and reduce the harm caused by prescription drug misuse, with a focus on prescription opioids.	Patients and prescribers	Retrospective, non-experimental design using public survey data and statewide administrative data on overdose death rates. Public surveys were conducted in May 2009, after a year-long statewide media campaign that began in May 2008. Annual state epidemiological surveillance data was analyzed for 2007, 2008, and 2009.	<p>Forty-eight percent of those surveyed recalled the Utah Prescription Pain Medication media campaign's TV commercial. Of those respondents who recalled any of the campaign's media messages:</p> <ul style="list-style-type: none"> • About half (52%) said they were less likely to share their prescription drugs than before seeing the campaign. • About half (51%) said they were less likely to use prescription drugs not prescribed to them.

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Use Only As Directed: Utah Prescription Pain Medication Program (cont.)				<ul style="list-style-type: none"> • 29% said their understanding of the potential dangers of prescription drugs had changed. • 18 % said they disposed of leftover prescription drugs as a result of the media campaign. • There was not a significant number of respondents who said that their knowledge of the community burden that misuse causes, or of the appropriate way to dispose of leftover prescription drugs had changed. <p>During campaign implementation, the number of unintentional prescription-drug involved overdose deaths statewide decreased 14% from 2007 to 2008. The number of such deaths increased slightly (259 to 265) in 2009.</p> <p>(Johnson, Porucznik, Anderson, & Rolfs, 2011)</p>

CAMPAIGNS TO PREVENT YOUTH MARIJUANA USE

Name of Campaign	Description	Target Population	Evaluation Methods	Outcomes
Above the Influence: National Youth Anti-Drug Media Campaign (Marijuana Initiative)	Anti-marijuana advertising targeting sensation-seeking youth market segments. The central message is "Above the Influence."	Adolescents	Pre-intervention baseline; post survey at end of school year	<ul style="list-style-type: none"> • Reductions in past-month use for 8th grade girls only (no effects for boys, or 10th and 12th grade students) • Reduced upward trends in 30-day use among high sensation seekers • Reduced upward trends in 30-day use among high sensation seekers • Reduced rate of change for use of marijuana <p>(Carpenter & Pechmann, 2011; Palmgreen, Lorch, Stephenson, Hoyle, & Donohew, 2007; Palmgreen, Donohew, Lorch, Hoyle, & Stephenson, 2001; Slater, Kelly, Lawrence, Stanley, & Comello, 2011)</p>

Name of Campaign	Description	Target Population	Evaluation Methods	Outcomes
Be Under Your Own Influence	Media-based intervention designed to reduce adolescent marijuana use. Sought to align messages with developmentally appropriate goals. Used in-school media and promotional materials combined with community-based efforts.	Adolescents	Pre-intervention baseline; post survey at end of school year	<ul style="list-style-type: none"> • Reductions in past-month use for 8th grade girls only (no effects for boys, or 10th and 12th grade students) • Reduced upward trends in 30-day use among high sensation seekers • Reduced rate of change for use of marijuana (Slater, Kelly, Lawrence, Stanley, & Comello, 2011)

CAMPAIGNS TO PREVENT UNDERAGE DRINKING

Name of Campaign	Description	Target Population	Evaluation Methods	Outcomes
Border Binge-Drinking Reduction	<p>Multi-component program combining communication, enforcement, and policy strategies to reduce underage drinking and binge drinking in border towns. Program aims to prevent U.S. youth (under 21 years) from entering another country that has a lower legal drinking age (e.g., Mexico) to gain commercial access to alcohol. Program includes a strong media campaign that incorporates social marketing and media advocacy strategies such as:</p> <ul style="list-style-type: none"> • Information from the BAC surveys to reframe the issue of underage drinking from an accepted norm to a health and safety issue • Leaflets, press conferences, and other public forums to educate the public 	Underage youth (18–21 years old) crossing U.S.-Mexico border		<p>Border binge drinking reduction efforts have been associated with reductions in the number of:</p> <ul style="list-style-type: none"> • 16- to 20-year-old drivers who had been drinking alcohol and were involved in nighttime crashes • Underage drinking pedestrians crossing the Mexico-U.S. border between midnight and 4:00 a.m. • Americans arrested for alcohol-related violations in Tijuana <p>(Romano et al., 2004; Voas, Tippetts, Johnson, Lange, & Baker, 2002):</p>

Name of Campaign	Description	Target Population	Evaluation Methods	Outcomes
Border Binge-Drinking Reduction (cont.)	Multiple media outlets to highlight law enforcement operations at the border and gain public support for the police department to devote resources to deal with the cross-border drinking problem.			
Healthy Campus 2010	Promotional materials illustrating the social repercussions of excessive alcohol use and promoting the advantages of moderating one's drinking were disseminated in popular student venues.	College students	Evaluation included (1) a time-series design in which students completed an anonymous online standard alcohol and drug survey, and (2) review of campus records of drinking under the influence (DUI) citations, alcohol-related judicial violations, and emergency department transports for alcohol overdose	<ul style="list-style-type: none"> • Decreased rates of self-reported high-risk drinking • Decreased rates of drinking and driving • Decreased rates of DUI violations • Decreased rates in alcohol-related judicial violations • Decreased transports to the emergency department for alcohol overdose • Decreased perception that alcohol facilitates sexual opportunity <p>(Glassman, Dodd, Miller, & Braun, 2010)</p>

Name of Campaign	Description	Target Population	Evaluation Methods	Outcomes
Student-Driven Social Marketing Campaign	Intended to reduce high-risk drinking at a Midwestern, public research university in the United States	College students	Anonymous survey sent to a stratified random sample of undergraduate students. Responses were gathered on student demographics, appeal of promotional materials, self-reported drinking patterns, and whether the campaign affected students' reflections on drinking or beliefs and behaviors concerning their own alcohol consumption.	<ul style="list-style-type: none"> When implemented with college students, social marketing strategies have been linked to increased confidence in and use of techniques to reduce alcohol-related harm <p>(Thompson, Heley, Oster-Aaland, Stastny, & Crawford, 2013)</p>

CAMPAIGNS TO ADDRESS MULTIPLE SUBSTANCES

Name of Campaign	Description	Target Population	Evaluation Methods	Outcomes
All Stars	In-school mediated communication campaign. The cross-substance prevention curriculum <i>All Stars</i> emphasizes non-use norms, commitment not to use, and school bonding; as well as the inconsistency of drug (primarily marijuana) and alcohol use (and to a lesser extent tobacco use) with one's aspirations. Campaign also seeks to reframe substance use as an activity that impairs rather than enhances personal autonomy.	Middle/Junior high school students	Eight media treatment and eight control communities throughout the U.S. were randomly assigned to condition. Four waves of longitudinal data were collected over 2 years in each school and were analyzed using generalized linear mixed models to account for clustering effects.	<ul style="list-style-type: none"> Compared to control communities, intervention communities demonstrated reductions in alcohol use among middle school students (Slater et al., 2006)
Midwestern Prevention Project	Comprehensive, social-influences- and community-based drug prevention program (tobacco, alcohol, and marijuana) comprising mass media, school, parent, community, and health policy components introduced sequentially over a 5-year period.	Middle schools (grades 6–8) and surrounding communities	Prevalence rates from area schools; pre- and post- surveys conducted in 1984	<ul style="list-style-type: none"> Students less likely to believe in positive consequences of drug use Students indicated improved ability to communicate with friends about drug problems

Name of Campaign	Description	Target Population	Evaluation Methods	Outcomes
Midwestern Prevention Project (cont.)				<ul style="list-style-type: none"> • Lower marijuana use prevalence rates in intervention schools at one-year follow-up • Fewer students intending to use marijuana <p>(Pentz et al, 1989. MacKinnon et al, 1991.)</p>

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