



Northwest (HHS Region 10)

PTTC

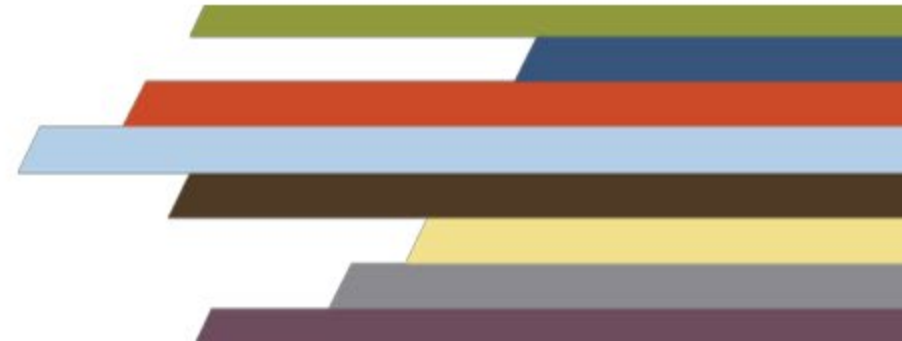
Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Media in Prevention Webinar 3: Using media in substance misuse prevention

May 2, 2023

Stacey J. T. Hust and Jessica Willoughby





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The Northwest PTTC is a partnership led by the Social Development Research Group (SDRG) at University of Washington (UW) School of Social Work in collaboration with the Prevention Science Graduate Program at Washington State University (WSU), and the Center for the Application of Substance Abuse Technologies (CASAT) at the University of Nevada, Reno (UNR).

Northwest partnering institutes share a vision to expand the impact of community-activated prevention by equipping the prevention workforce with the power of prevention science.



SCHOOL OF SOCIAL WORK
UNIVERSITY of WASHINGTON



Prevention Science
Graduate Program

WASHINGTON STATE UNIVERSITY



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- Q&A Pod
- For technical support email Karen at ktotten@casat.org
- Webinar recording and presentation slides
- Certificates of attendance



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Media, Adolescent and Cannabis Research Group co-director

Research focus: Substance misuse and prevention & sexual violence reduction among adolescents and young adults.



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Research focus: Use of technology for health risk reduction among adolescents and young adults.



WSU MAC LAB



Funded Projects

Dedicated
Marijuana
Accounts
Grant

Washington
State Dept. Of
Health

Mixed Methods

Qualitative
In-depth
Interviews &
Focus Groups

Quantitative
Surveys &
Experiments

Research Mentoring

Two faculty
members

Two doctoral
candidates

Five doctoral
students

Two master's
students

One
undergraduate



Agenda

01. Substance Use in the Media: Entertainment, Social Media, and Advertising

02. Effects of Substance-Use Related Media Content

03. Designing Effective Prevention Messages

04. Identifying Successful Campaign Messages



01.

Substance Use in the Media: Entertainment Media, Social Media and Advertising



Substance Use in Entertainment Media

Alcohol is the most common beverage depicted in media.

The majority of main characters of popular TV programs consumed alcohol.

TV programs popular among boys (11 to 16) included 21 alcohol-related incidences per hour.

Cannabis content is becoming more frequent and more acceptable on television.

Substance Use in Social Media

Alcohol posts on social media

- New forms for advertising?
 - Alcohol companies have developed social media marketing strategies targeted toward young people
 - Majority of influencers have posted about alcohol
 - Positive content
 - Brand visibility but not labeled an advertisement
 - Minors follow these influencers
- Peer influence
 - Social media and advertising exposure associated with alcohol consumption
- Exposure to branded alcohol content associated with negative health beliefs, intentions, and behaviors





Substance Use in Social Media

What type of cannabis-related content do you think teens report seeing most often on social media?

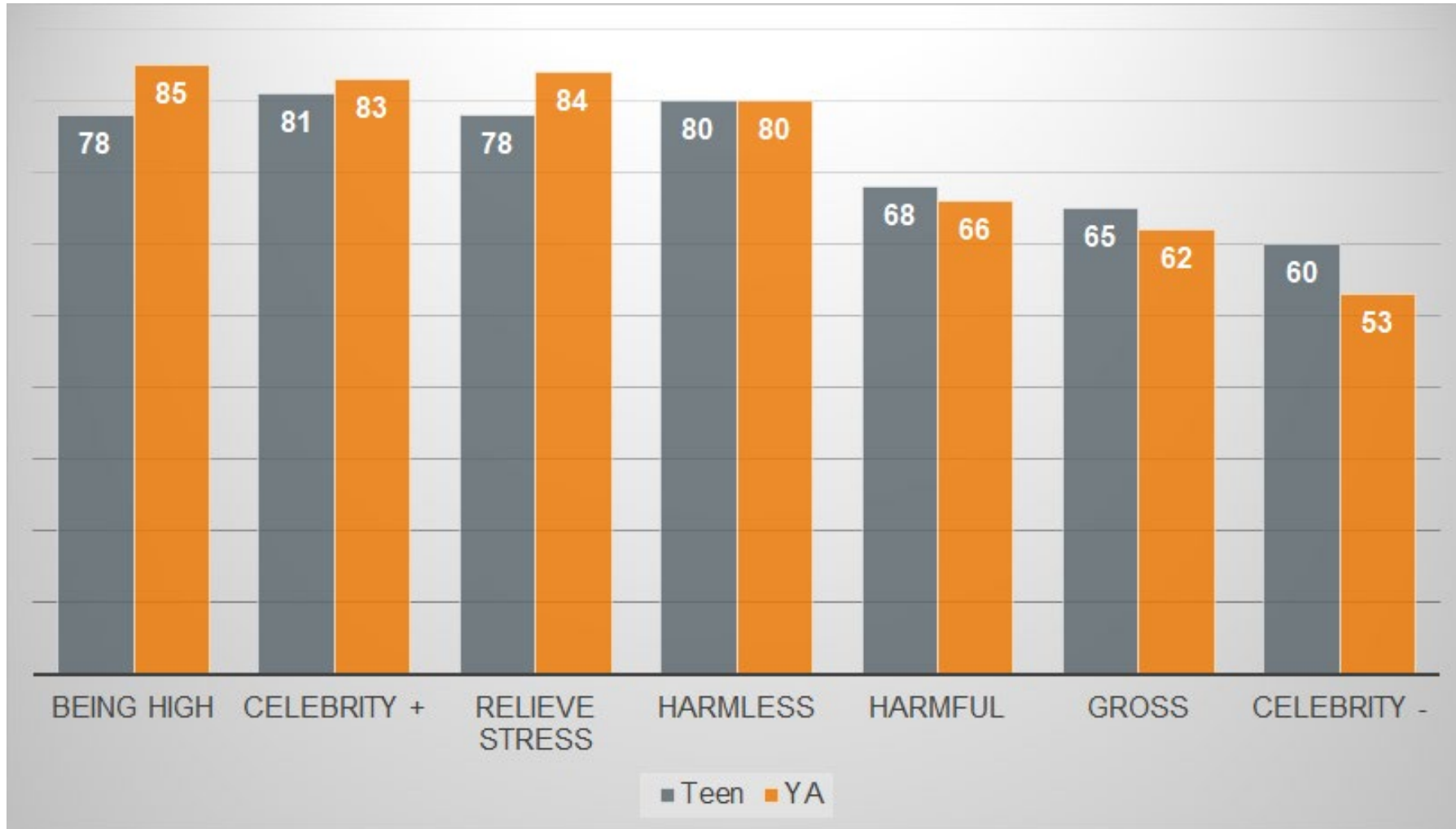


Substance Use in Social Media

What type of cannabis-related content do you think young adults report seeing most often on social media?

Substance Use in Social Media

The type of cannabis-related social media content teens and young adults report seeing.

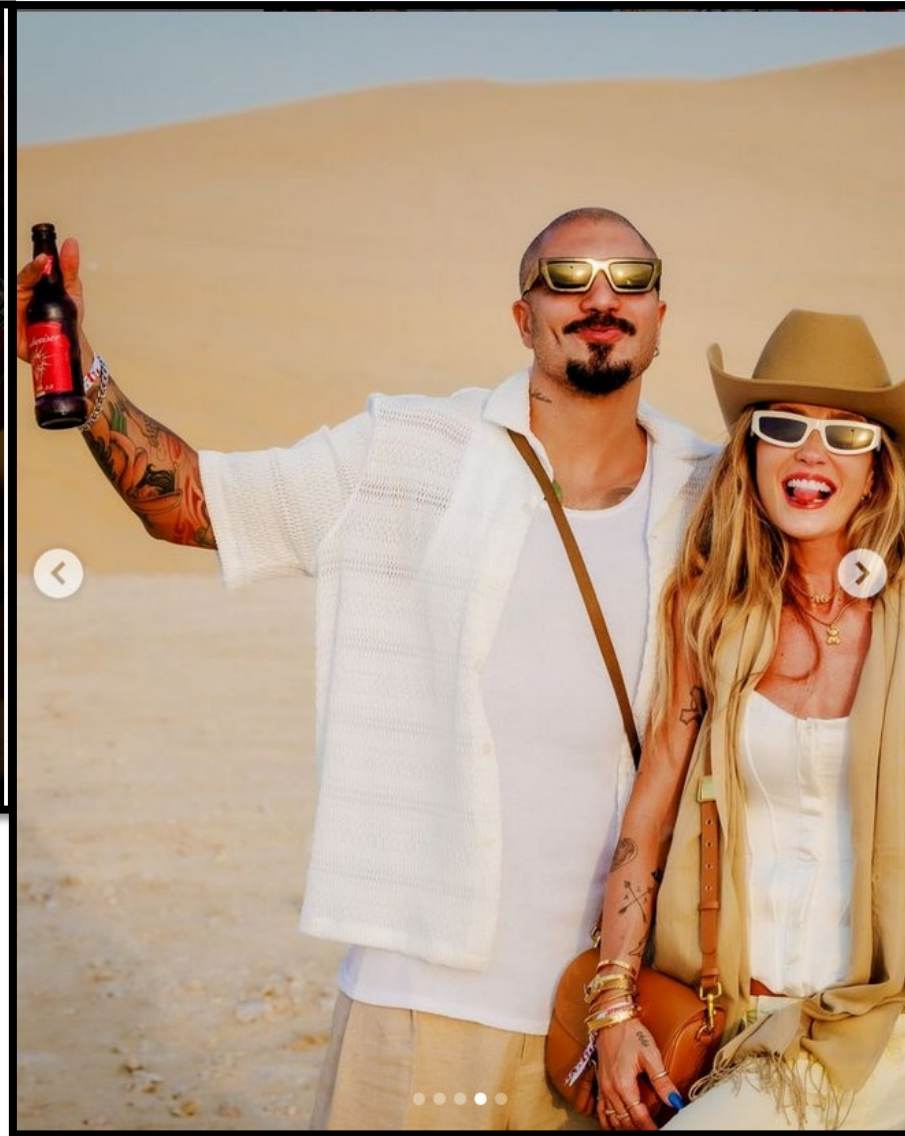


Substance Use in Social Media

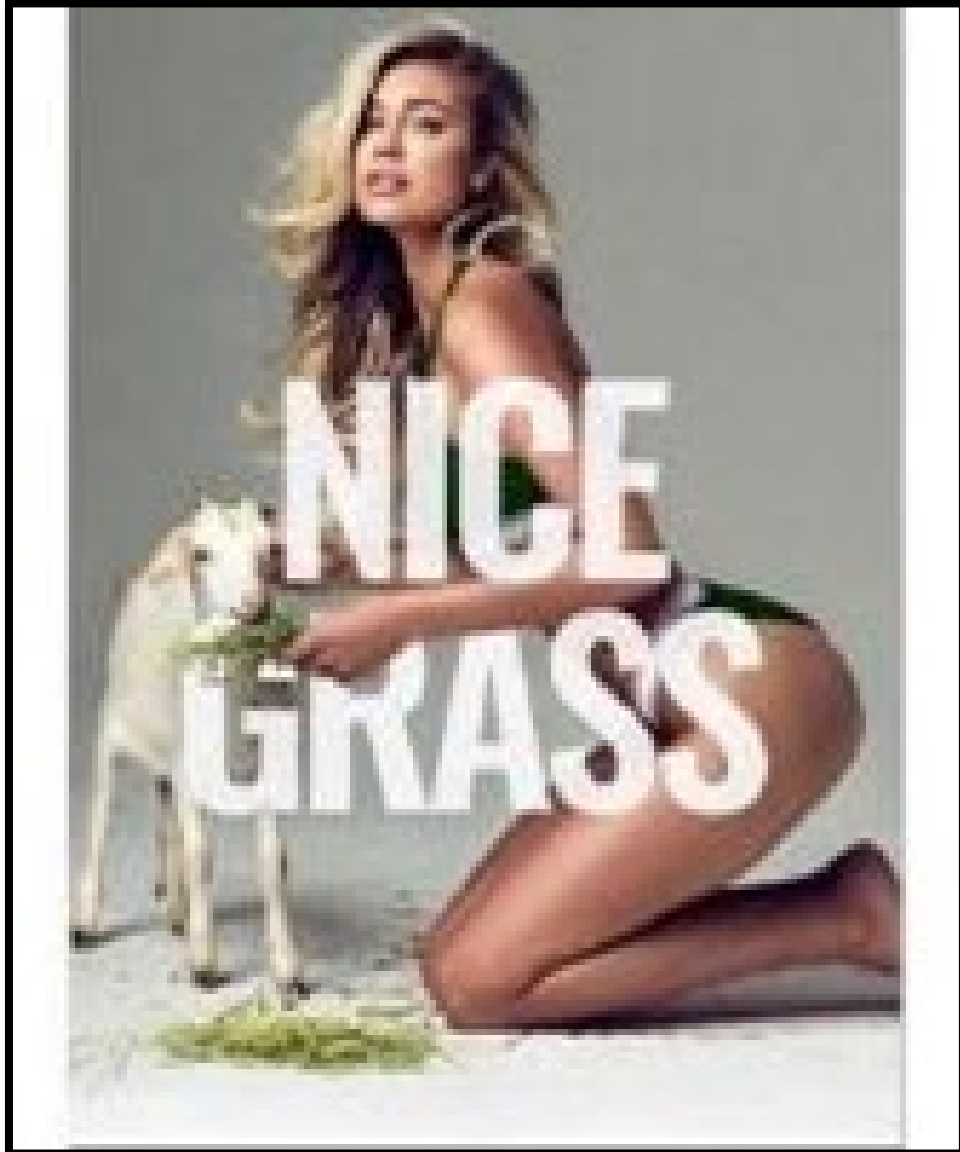
Teens report posting about cannabis on social media

Ever posted...on social media	N	%
Cannabis related content on social media	108	31
A cannabis-related meme	84	24
Picture of someone smoking cannabis	45	13
Video of someone smoking cannabis	39	11

Substance Use Advertising



Substance Use Advertising

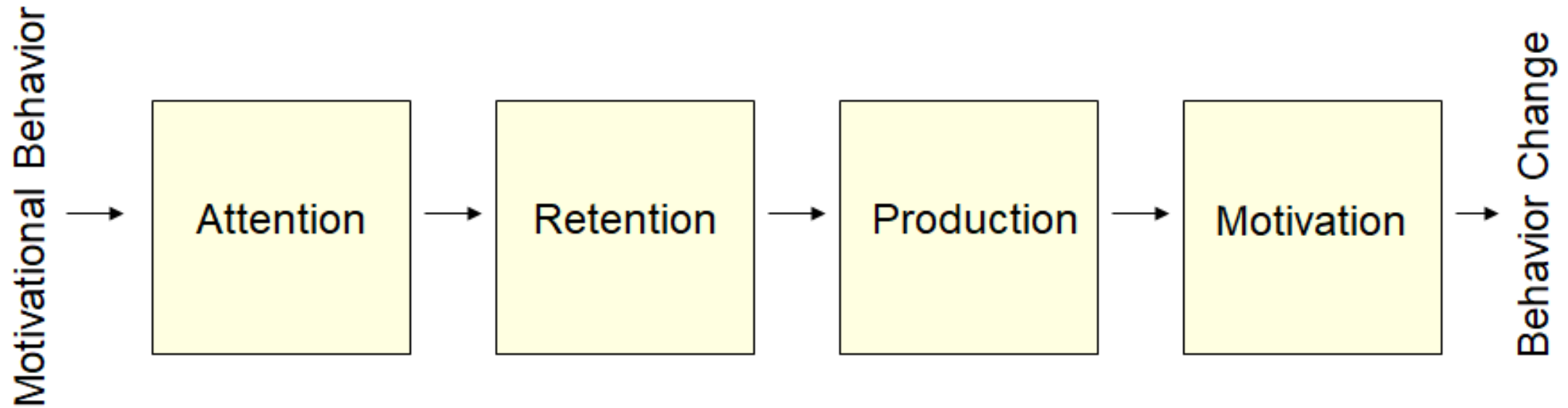


02.

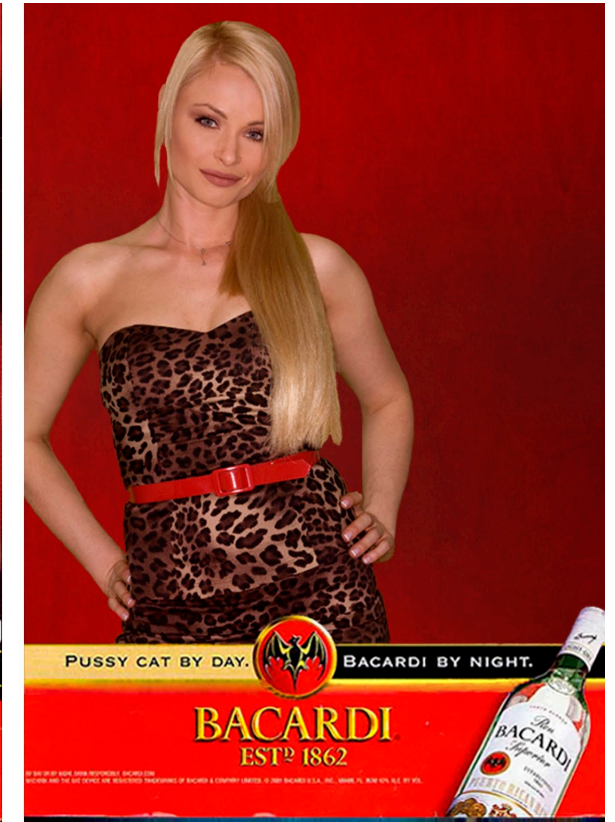
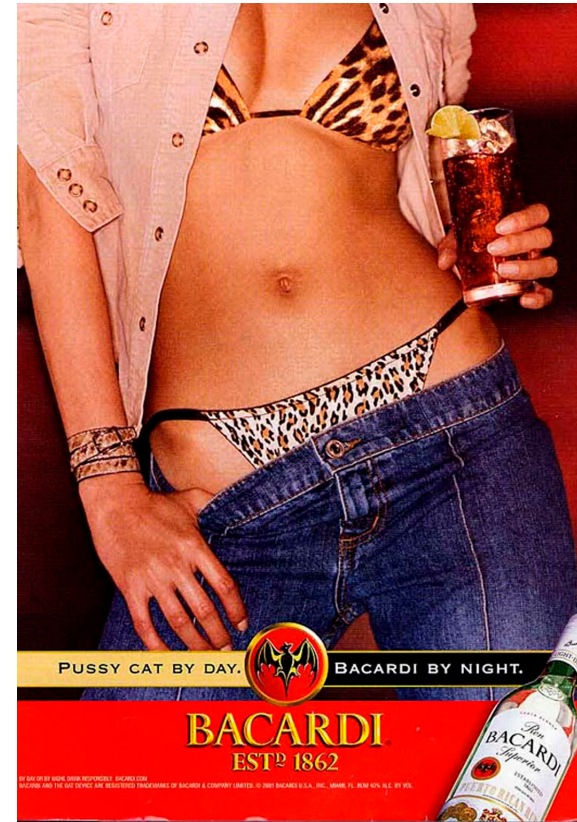
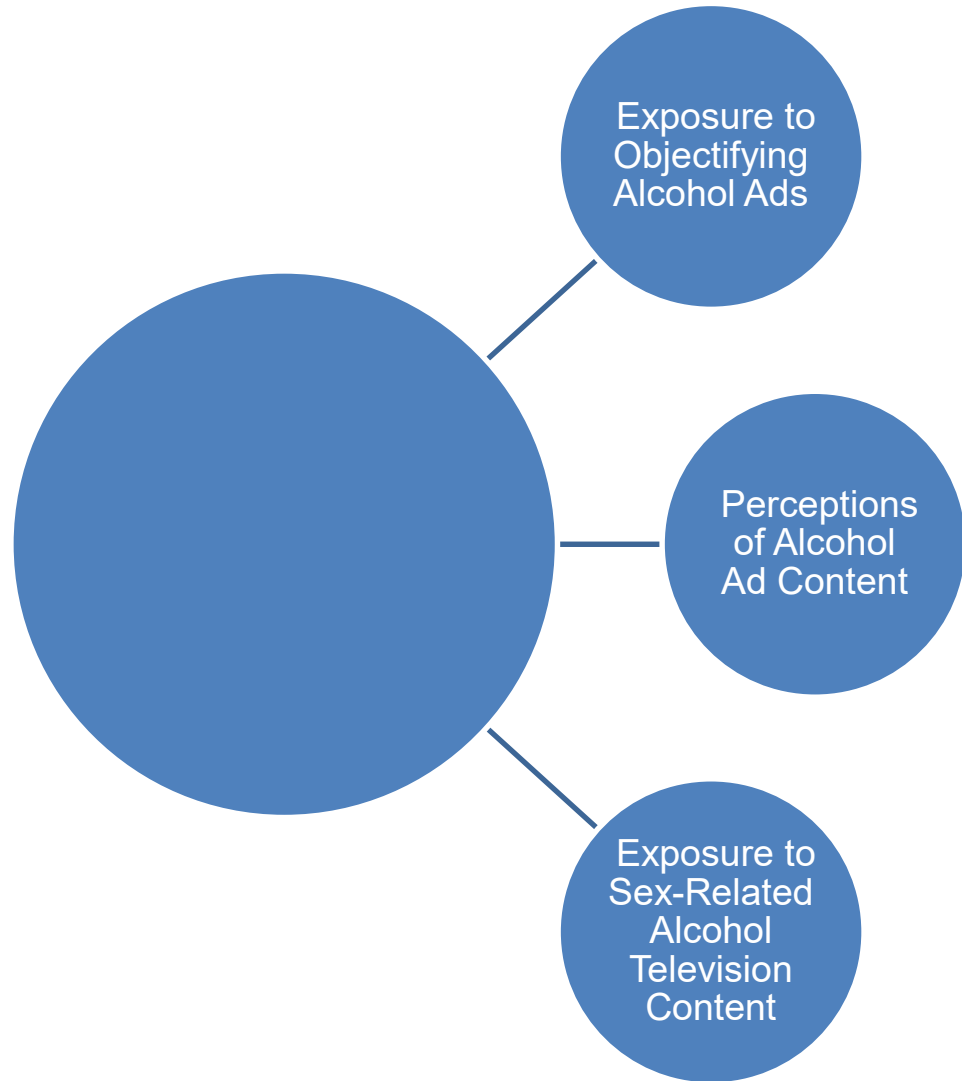
Effects of Substance Use Related Media



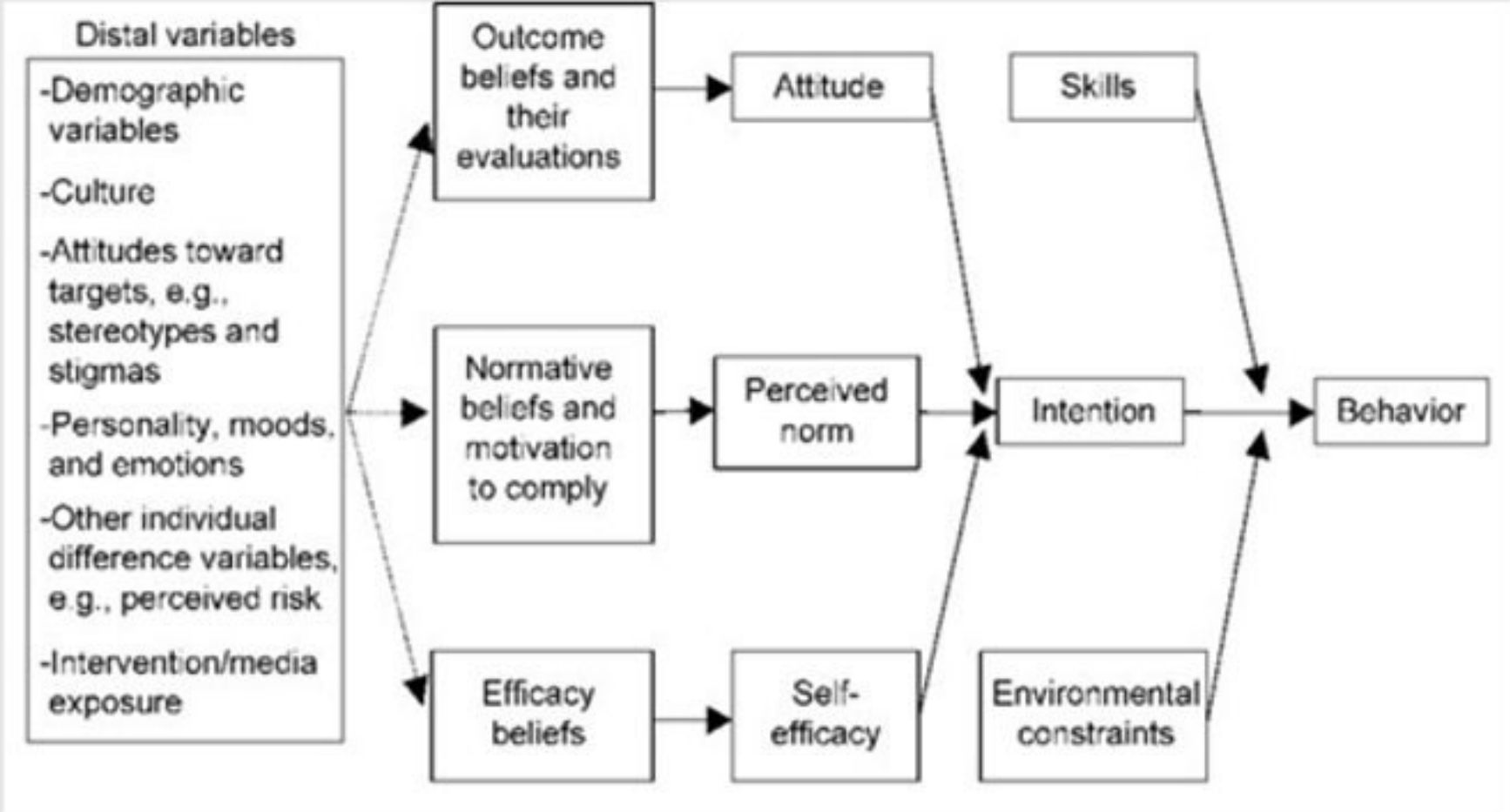
Social Cognitive Theory



Effects of Alcohol-Related Media Content



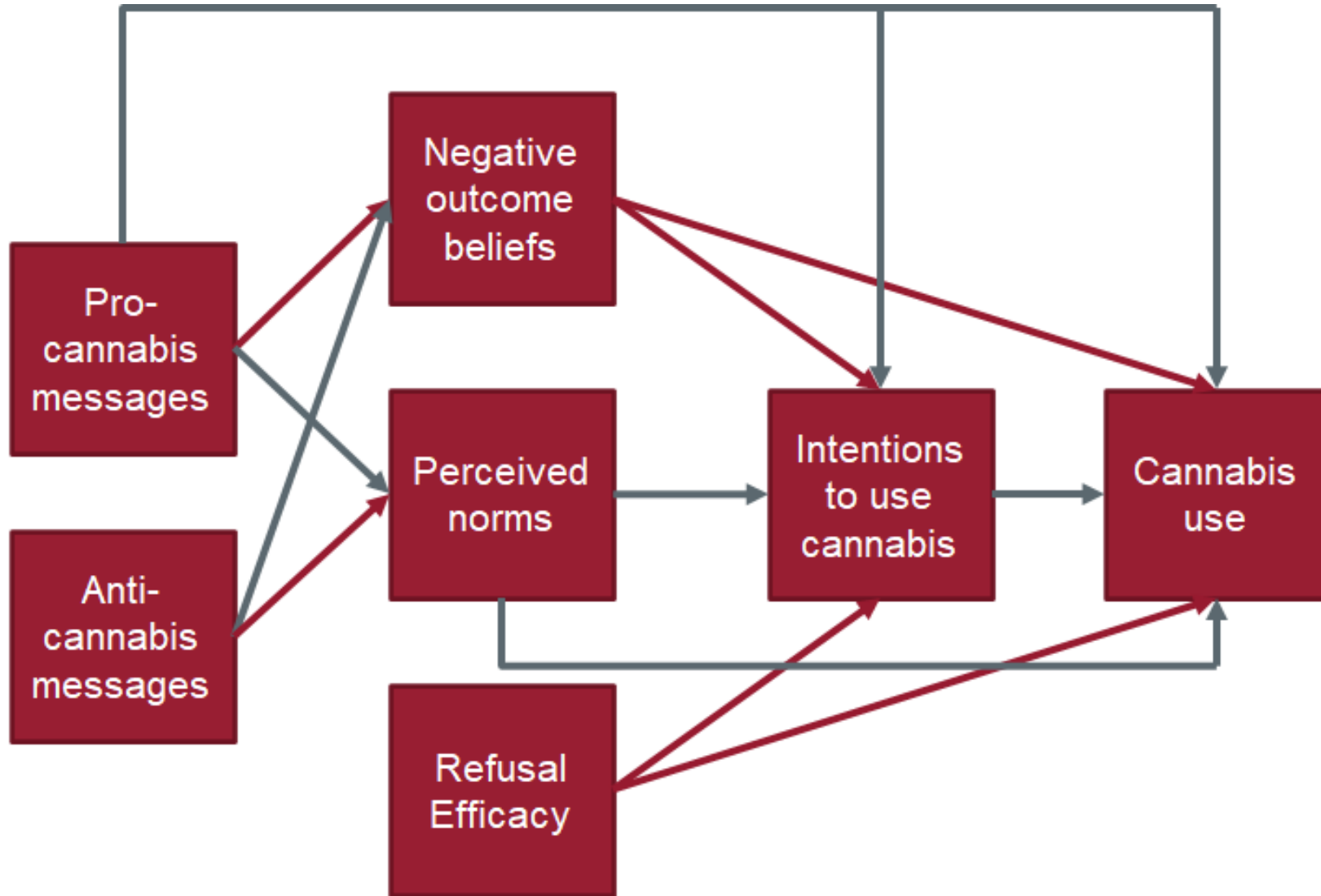
Integrated Model of Behavioral Prediction



IMBP: Cannabis and Social Media

- More than 80% of participants reported seeing positive posts about cannabis
 - Positive portrayals of intentions to use or actual use
 - Benefits of cannabis use
 - Legalization of cannabis
- Exposure to anti-cannabis posts were less common
 - Negative portrayals of users (unproductive, losers)
 - Against cannabis legalization
 - Criminal or legal consequences of cannabis use





Social media portrayal perceptions associated with intentions to use

- Reports of greater exposure to positive portrayals associated with increased intentions to use
- Associations with sex-related cannabis expectancies less clear; different for boys and girls and men and women
- Positive content --> higher expectancies
- Higher expectancies for boys --> higher intentions to use cannabis



Social media portrayal perceptions associated with intentions to use

- Pro-cannabis messages also influence how young boys (13-17 years-old) think about cannabis and sex.
- When these young boys believe that cannabis helps with sex, associated with intentions to use.



Exposure to ads with sexual and romantic appeals effects intentions to use prior to sex

- Perceptions of what was conveyed in the ads impacted expectancies
- Men who wanted to be more like men in sexual condition had lower sexual risk expectancies (wishful identification)
- Stronger intentions to use cannabis before sex if men and women perceived the ads suggested cannabis use enhances sex.
- Men who perceived ads showed increased sexual risk reported weaker intentions.



I went to a party last weekend with some friends. I've been to a few parties before. People seem to do some crazy things when alcohol is around!

So, at the party I drank a lot and hooked up with a guy I just met. I don't know him well. What was I thinking?!?! I'm totally embarrassed and regret it.



I'm not sure we used a condom. I've heard that after drinking, people may be less likely to use protection. I'm going with a friend to get checked.

Good news! Everything checked out ok for me. I talked to my friend, and next time we go out and drink, we plan to look out for each other and space out our drinks.



Social Norms

- Should emphasize positive behavior
- Referent group is important
- Message should be simple
- Descriptive norm – actual behavior
- Injunctive norm – beliefs associated with behavior
- Important to consider graphics

Social Norms Messaging

- Personal behaviors collected via surveys
 - As a result of drinking alcohol, I have had unprotected sex. (M=3.37, SD=2.51)
- Perceived collective norms collected via surveys
 - As a result of drinking alcohol, college women have had unprotected sex. (M=4.72, SD=1.99)
- Percent difference or t-test differences between personal behaviors and perceived collective norms
 - Should be significant, pluralistic ignorance
- Correlation between collective norm and personal behavior
 - Correlation = .331**



ZZU NEWS

- News for WSU Fraternity Members -

WSU SPRING 2018

Stories of Fraternity Life: **Fraternity member plays it cool**



.....
 "89% of WSU fraternity members have not gotten into a fight at a party as a result of drinking too much alcohol."

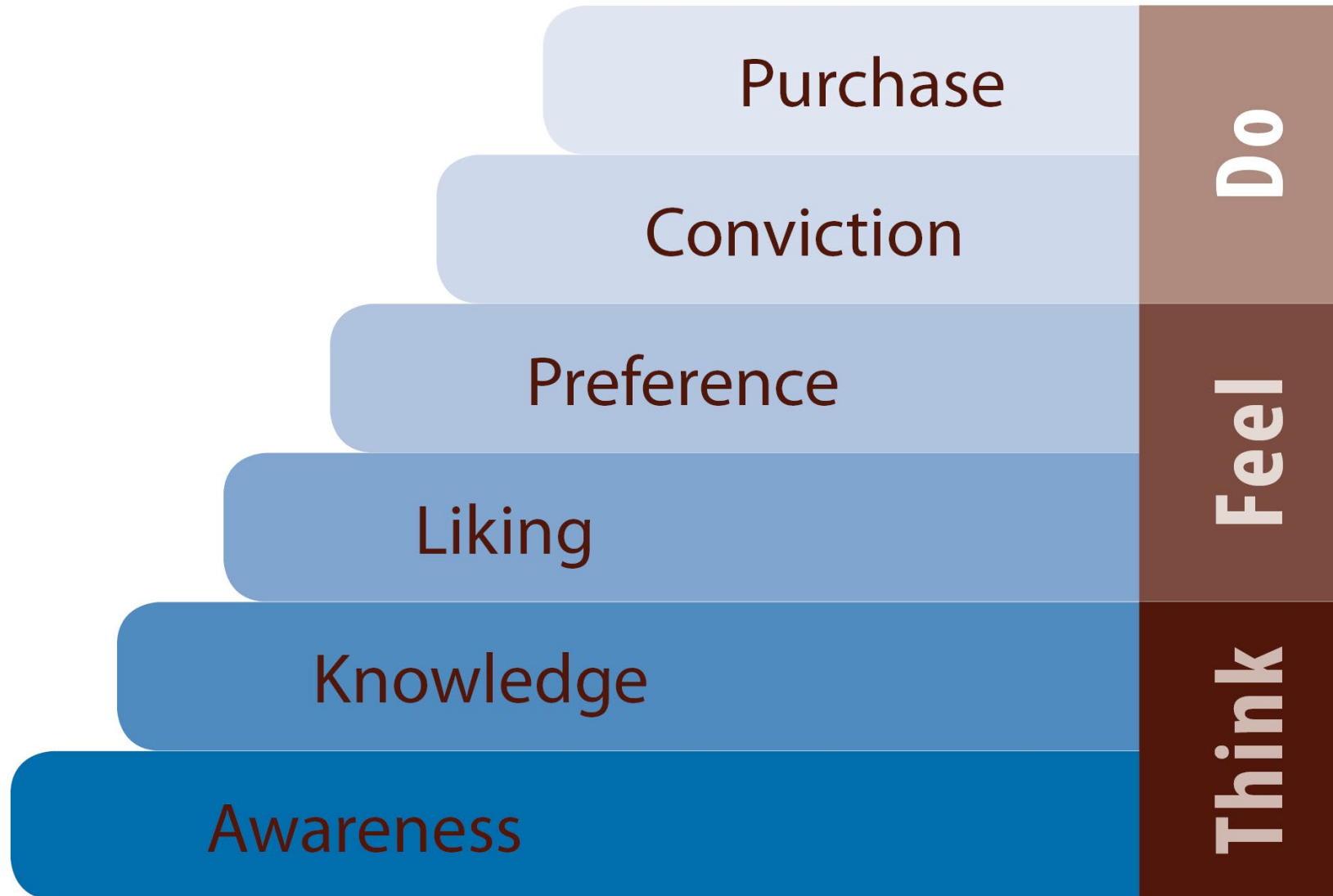
It's the biggest biad of the semester. It's at John's fraternity and he has pre-gamed a bit beforehand. He is getting pretty drunk at this point. Someone who he has a bit of a beef with shows up: Evan. At a party last week, Evan and John got into it and it seems like although neither of them are confrontational people, they've both had too much to drink and just can't let this one go. What's funny is people disagree about who started it last time or what the dispute was about exactly. Some say that John had said something pretty messed up to Evan a while ago. John is reluctant to fight but knows that if it did get heated again his fraternity brothers would have his back. The whole scene is beginning to look like a total frat move. However a recent survey found that **89% of WSU fraternity members have not gotten into a physical fight at a party as a result of drinking too much alcohol.** John finally met up with Evan around the food and drink table and they glanced at each other. Evan looked like he had had a few too many as well, and he stepped up with raised eyebrows. "Whats up?" Evan asked. John's brothers were watching to see if he and Evan would settle the score this time. "Ah, not much man," said John. John just figured it wasn't worth it, and didn't engage Evan. He thought, "It's a party," and instead invited him to play a game of beer pong. Everything was

03.

Designing Effective Prevention Messages

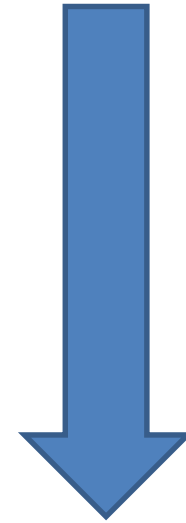


Hierarchy of Effects



Stages of Change

- Transtheoretical model
 - Precontemplation
 - Contemplation
 - Preparation
 - Action
 - Maintenance
 - Termination



Stages of Change

- Precontemplation
 - No intention to take action within 6 months



Stages of Change

- Contemplation
 - Intends to act within the next six months



Stages of Change

- Preparation
 - Intends to act within the next 30 days and has taken some behavioral steps in this direction



Stages of Change

- Action
 - Changed overt behavior for less than 6 months

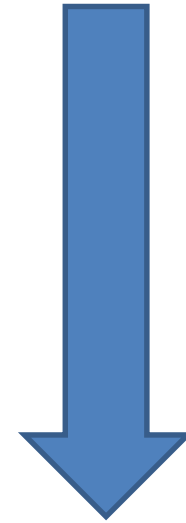


Stages of Change

- Maintenance
 - Changed overt behavior for more than 6 months
- Termination
 - No temptation to relapse and 100% confidence

Stages of Change

- Transtheoretical model
 - Precontemplation
 - Contemplation
 - Preparation
 - Action
 - Maintenance
 - Termination



Theories based on emotional responses

- Emotional v. logical appeals (either can be effective if adaptive)
- Appraisal theory
- Simple messages tend to be most persuasive
 - Emotional messages are drive arousing
 - Logical messages are cognition arousing

Fear appeals

- Negative information can be more memorable and persuasive than positive information
- Can be difficult to use effectively
- It's critical to know the audience
- Consider age effects, level of fear, physical v. social fear
- Efficacy important component



A TIP FROM A
FORMER
SMOKER

**ALLOW EXTRA
TIME TO PUT ON
YOUR LEGS.**

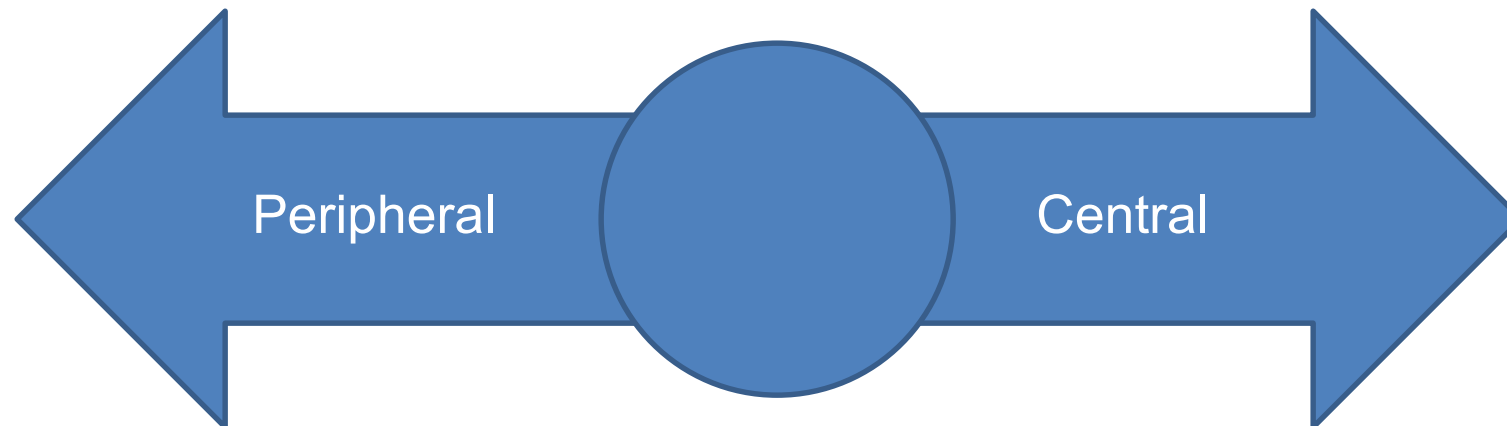
Brandon, Age 31, Diagnosed at 18
North Dakota

Smoking causes immediate damage to your body.
For Brandon, it caused Buerger's disease, which
cut off blood flow and led to amputation. You can
quit. For free help, call 1-800-QUIT-NOW.

 U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention
www.smokefree.gov

Elaboration likelihood model

- Two routes to persuasion
 - Central
 - Peripheral
- Routes are influence by motivation and ability



Emoji and elaboration



Instagram

incaseyourecurious



244 likes

incaseyourecurious QUESTION: Is a condom necessary for oral/anal sex? ANSWER: You should use a condom during oral/anal sex. Consistent and correct use of latex condoms during oral/anal sex reduces the risk for HIV and STIs.

Home Search Post Like Profile

Instagram

incaseyourecurious



319 likes

incaseyourecurious QUESTION: Is a condom necessary if a female is on her period? ANSWER: A condom is necessary when a female is on her period. Women can become pregnant when they are on their period and latex condoms provide the best protection against many STIs including HIV, the virus that causes AIDS.

Home Search Post Like Profile

Short, Simple Message on the Photo for Instagram

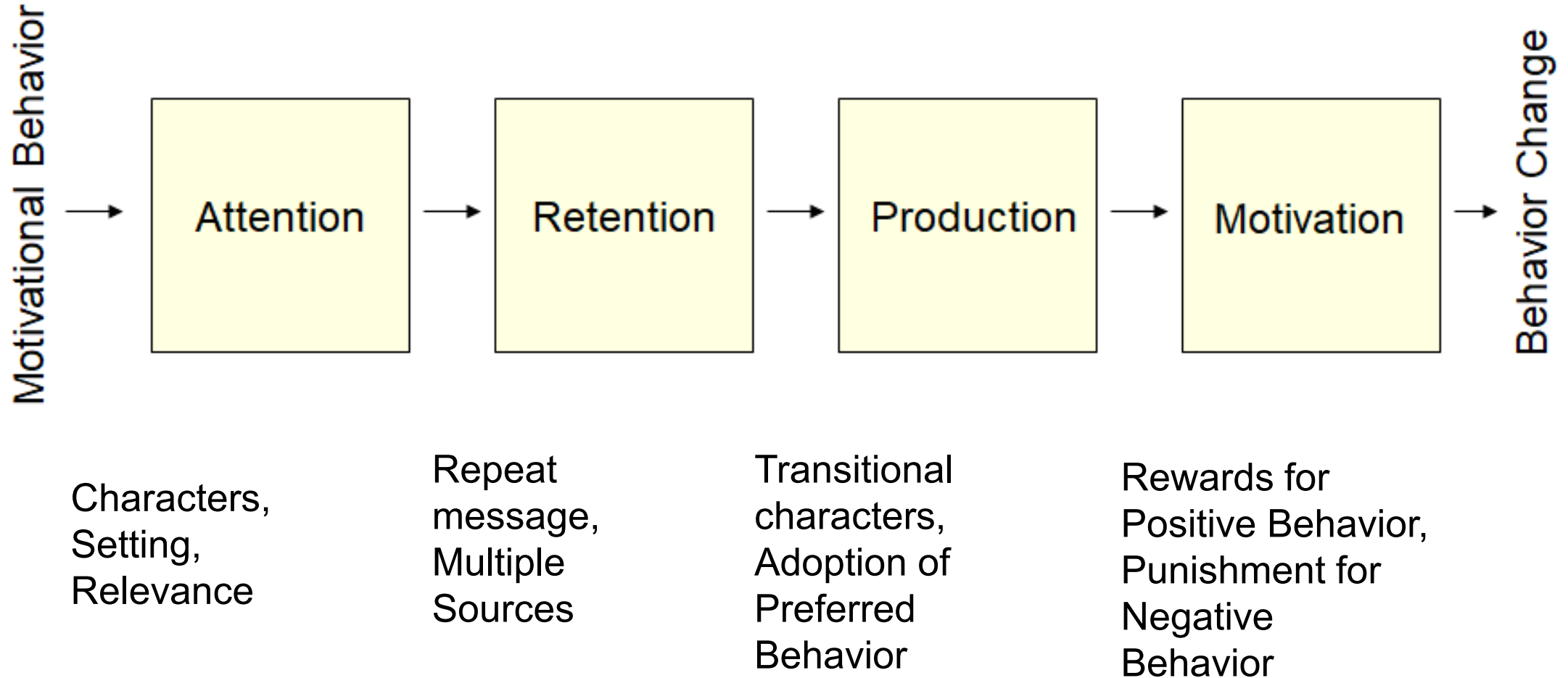


04.

Identifying Successful Campaign Messages



Social Cognitive Theory





Narrative or non-narrative messages

Which type of message do you think would be more effective at changing attitudes and behavior?

Narrative vs. Non-Narrative Messaging Aimed at Cannabis Use During Pregnancy



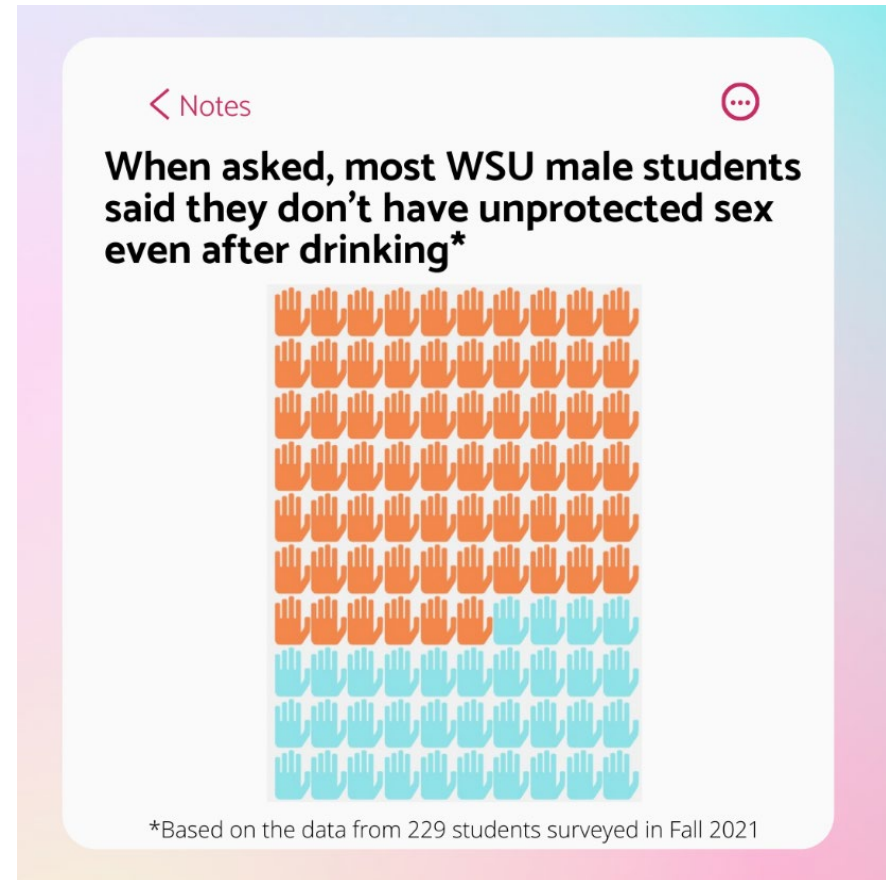
Condition 2.1.1. Non-narrative cannabis science message on the relationship between THC and the placenta.

Crafting gendered social norms messaging

My new friend Taylor had been trying to make new friends. Last weekend Taylor was invited to a party.

Taylor had been to a few parties before. One thing he noticed was that people sometimes make decisions he wouldn't usually when alcohol is involved.

So, at the party Taylor drank a lot and hooked up with someone he just met. Now Taylor's a little anxious and regretting it.



Pilot Testing a Cannabis Awareness Program

Cannabis in Washington State



Prepared By: Elizabeth Adan

*Cannabis Awareness Program
Washington State University*



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Thank you!



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Thank you!

