THEORY-DRIVEN SOCIAL MEDIA FOR HEALTH: Key Takeaways from Current Tobacco Interventions Using Social Media

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Today’s Agenda

- Provide context for social media, health communication theory, and tobacco efforts
- Discuss analysis of “social” tobacco programs
- Highlight initiatives enhanced by theory
- Implications and future work
Social Media... so what?!

• Understood benefits of data- and theory-driven social media are growing
• Social behaviors abound on- and off-line and across sectors
• Major component of tobacco cessation/prevention efforts
“The affordability and ease of social media allows tobacco control groups to throw the kitchen sink at the industry...but social media can only help level the playing field when it is used strategically and methodically – especially given the limited resources of the tobacco control advocates involved. There’s obviously great need to identify the best campaigns and most effective materials instead of reinventing the wheel.”

Sandra Mullin
Senior Vice President, World Lung Foundation
Enhancing Social Media with Theory

• Popular behavior change theories can:
  – Provide the “why,” “what” and “how” health problems should be addressed
  – Streamline planning and evaluation
  – Take levels of influence into consideration
  – Show relationships among variables
Content Review

• Reviewed 25 tobacco campaigns with social elements across sectors
  – Local (4)
  – State (6)
  – Federal (4)
  – International (4)
  – Private industry (7)
Content Review

• Evaluated on:
  – Primary platform type
  – Targeted audience
  – Type of media incorporated
  – Evident theoretical constructs
  – Available outcome data
Health Belief Model

Belief in a health threat

+ Belief in the behavior’s effectiveness

Predict adoption of the behavior
Health Belief Model

Features in support of HBM:

• Tell stories
  – Videos and photos
  – Personal blogs

• Leverage personal interactions to influence personal beliefs
  – Host engagement activities
  – Discussion forums
Live Q&A with Tips From Former Smoker participant, Terrie

Public · By CDC Tobacco Free

Friday, September 28, 2012 · 3:00pm

Terrie shared her personal story in CDC’s Tips from Former Smokers campaign. We know many of you were moved and motivated to quit by Terrie’s courage and your own, so we are pleased to host this live event. We encourage you to submit questions in advance of the live chat, so we can get to as many of them as possible and have time for live interaction during the hour Q&A session.

Please submit your questions for Terrie on the comment thread below and be sure to join us on 9/28 to see her answers and more: http://go.usa.gov/r63k

We look forward to chatting with you next Friday!

To learn more:

• About Terrie: http://go.usa.gov/r63k
• About CDC Tobacco Free
• About Tips From Former Smokers

Welcome guests (2 new)
Social Cognitive Theory

Environmental factors
Behavioral factors
+ Personal factors
Influence Behavior Change
Social Cognitive Theory

Features in support of SCT:

- Support imitation
  - “How to” or inspirational videos/photos
  - Model and reward behaviors among influencers

- Give social reinforcements
  - Create conversations of support
  - Generate accountability on a public scale

- Influence both behavior and environment
  - Virtual rewards
Stopped smoking two days ago. Feel very nauseous and my head feels like it is clogged. Is this a sign of withdrawal?

I have 2 links for you, that will help you understand what you are going through, remember all the damage we have done. It amaze me what are bodys will do to repair it self.


Understanding with drawl


renee 12 and counting

windancer97 (Renee July 22, 2013) 33 days ago
Social Cognitive Theory: UbiQUITous

THE ZOMBIE SITUATION

Catherine, my experiments with a new drug to eliminate cravings have gone haywire. It’s infecting people with cravings to smoke — including your pals!

Earn doses of cure in the lab. For 100 Cure Points, you can save a friend (use the CURE button). Or, hit CAPTURE to bring your infected buddy in for treatment.

Also, I may send you on missions to help contain these “craving zombies!”

LET’S GO!
Theory of Planned Behavior

Control over a behavior
Strength to perform it
+ Social motivations
Predict intention to perform
Theory of Planned Behavior

Features in support of TPB:

• Show progress for improved confidence
  – Tracking capabilities
  – Timelines that tell a story

• Motivate with influencer input
  – Surveys or prompts
  – Build conversation in niche communities
WHEN I’M TAKING SELFIES OF MY BRIGHTER TEETH

After a few days without cigarettes, your smile will be brighter and your tastebuds will kick back in. Quitting smoking now will keep your mouth healthy and kissable for years to come.
Theory of Planned Behavior: Quit For Life (ACS)

Tweets

 Quit For Life @Quit_For_Life
 Deep breathing exercises can help fight off cravings hub.am/1f0vDOu
 View media

 Quit For Life @Quit_For_Life
 Be happy and positive! More than half of all adult smokers have quit, and you can too. #quitsmoking
 Expand

 Quit For Life @Quit_For_Life
 Why you need to expect the unexpected when you quit smoking
 hub.am/1ap3GCv #quitsmoking
 View media

 Quit For Life @Quit_For_Life
 RT @SmokefreeGov Quit tip: Do things and go places where smoking is not allowed. Keep this up until you're sure that you can stay #smokefree
 Expand

 Quit For Life @Quit_For_Life
 Quitting Tobacco Requires Accountability hub.am/1ap1V8d
 Expand
Multiple Theories & Technologies

Robust technologies

+ Integrated social features

Integrated theories to maximize impact
Integrated Theories

Features in support of integrated theories:

• Simplify goals
  – Assess stage and track progress
  – Measure, monitor, and repeat

• Leverage levels of influence
  – Integrate different outcomes for different user
Integrated Theories: QuitPal (NCI)

NCI QuitPal

23
Tracking

Videos

My Health

Summary

Saving Goal

Facts

Graphs

Reminder

Tips

I was smokefree today!

Smoking Log

Aug 2013

Sun Mon Tue Wed Thu Fri Sat

1 2 3

Hooray!
Congratulations on a smoke-free day! You can let your social network know about this milestone in this app’s "Friends" feature.

OK

Let your friends know when you’ve reached a smoke-free milestone!
Becoming Ambassadors: Analysis Takeaways

1. Develop clear, simple calls to action
2. Consider less popular networks and solutions
3. Use theory to inform metrics at the start
4. Remember that it’s not about the media
5. Always keep syndication in mind
Becoming Ambassadors: Analysis Takeaways
Thank You

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