

Using social media for tobacco control: designing messages and evaluating reach



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Tackling Indigenous Smoking National Workshop

Alice Springs

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Why study social media for tobacco control?

25 million Australians



15 million monthly active FB users
60% of Australian population
50% of Australians use FB daily
Nearly 7 million aged 40+



The tobacco industry says it no longer tries to hook new generations of smokers. So what's behind the legions of beautiful young people in smoking, vaping and partying posts with the same hashtags?



POST :#LUS

You can post both the **blue ones** and the **double clic cold ones** (NOWILD/PURPLE- NO CRISP/YELLOW NOW THAT THEY DON'T SELL THEM)

Use the black or blue package cases or try to always cover up the images that are required to be on the packages by law.



jo_deguet
Bahia The Beach

Place a 73 persone

je_deguet Summer check! #bahia #capoverde #lus

marioagliata71 Mi stai facendo vivo sogno

jo_deguet @marioagliata71 va t co

marioagliata71 Hahahahaha

3 year project funded by NHMRC from April 2016 to March 2019, in partnership with Miwatj Health, Danila Dilba Health Service, Central Australian Aboriginal Congress

Research questions:

- What social media health information is being shared within communities, how and by who? (Study 1)
- How can social media networks within communities be used effectively to influence social norms and stimulate behaviour change? (Study 2)
- How can Aboriginal Community Controlled Health Services use social media effectively for reducing smoking? (Study 3)

Methods:

- 20 peer researchers (aged 18-60) employed to complete 8 weeks of data collection
- Observation study of health content on social media feeds
- Information collected through screenshots and interviews with participants

We wanted to know: was tobacco control content appearing on people's social media feeds?

Study 1: What health information do people share?


Mental health. Food. Positive Aboriginal identity. Family.

RUOK? R U OK Day
15 Jul at 11:23am • Health & Fitness

Help peel back the mask by starting a conversation with three simple words, 'Are you ok?'.
Find tips here: www.ruok.org.au/how-to-ask

#MENTALILLNESSFEELS LIKE

I HAVE TO WEAR A MASK



MUSIC FUNNY HEALTH & FITNESS

My meals today. Feeling a little hungry but I know its my body adjusting. See how we go
#ownplan#mybody#greentea#motivated



Day 1

and 20 others 3 Comments

Like Comment Share

Awesome sis, wish you the best of luck! I'm gunna start using my treadmill tomorrow

News Feed Requests Messenger Notifications More

added 3 new photos.
19 hrs •

Nan,s birthday...great day....



Like Comment Share

and 22 others

Awesome family pics!!! Love them xx
Like · Reply · 9 hrs

Hey booboo...you ok....
Like · Reply · 2 hrs

shared a link.



First female Indigenous GP joins ranks
Shoalhaven Family Medical Centres has welcomed the first fe...
southcoastregister.com.au

5 hrs •

and 23 others 1 Comment

Like Comment Share

Study 2: Paying people to share messages

Methods:

- 13 participants were paid to share tobacco control at least once each week 6 months
- 3 participants (who were also health workers) were paid to share content at least once each week for 2 months
- Options for posts were provided from a range of choices given by the Menzies research team
- Screenshots of posted content, reasons for selection, and resulting interactions sent to Menzies research team each week for analysis
- Interviews each month for further context



Search



Thai Health Promotion Foundation - Smoking Kid (Original Version)

<https://www.youtube.com/watch?v=aHrdy6qcumg>



Study 2: child-focused messages

“I have always told my sister’s children not to smoke...it was a good case of do as I say not as I do...my coughing around them was, I thought, testament to that and I thought my li’l gammon admonishments were enough. No good ...two out of the five children smoke... My niece always used to look at me quizzically at me telling her not to smoke and puffing away same time. This time I want to prove to her I’m important too...and I shouldn’t smoke either.”

(Participant D6)

Study 2: relevant to local context



“It means something to us because we see it. We see adults giving, passing it on to go and take it to someone. Smoking is so normalised, like kids will pick up a stick and mimic what an adult is doing.”

(Participant N1)

Smoking is good for environment
because it kills humans



@Sarcasm101

Sarcasm101.com

@Sarcasmic_Us



“I felt that this image wasn't aiming at the effects of smoking with our bodies but aimed at the environment...I didn't think it would be effective enough for my targeted audience, unless we were more worried about our surroundings more than our health for our bodies...My focus though is us humans, the effects of cigarette smoking on the body.”

(Participant A1)

Study 3: What works for health services?

Methods:

- Three Aboriginal Community Controlled Health Services shared tobacco control content on their organisational Facebook page at least once per week for a period of 6 months. Interactions with posts were monitored using Facebook analytics.

Study 3: popular content



Danila Dilba Health Service
17 December 2017 · 🌐

Can you name the chemicals in a cigarette? Check out our deadly video! If you would like quit support, contact Danila Dilba and book an appointment with our Tobacco Support Workers or Aboriginal Health Worker! #KickinTobacco #LiveLongLiveStrong

1.2K Views

23 Likes · 5 Comments · 18 Shares



Miwatj Health Aboriginal Corporation added 6 new photos.

Published by Emily Osborne [?] · 31 May at 15:37 · Nhulunbuy · 🌐

It was so exciting to see everyone together in Nhulunbuy for #WNTD2017, bukma rrambangi, addressing this important issue.

Aboriginal people in remote regions suffer from the highest smoking rates in the country. Smoking in East Arnhem is estimated to be anywhere between 67% and 80% of the adult population. It is really important that we all get behind reducing these rates! Miwatj Health, Nhulunbuy Corp & Cancer Council NT



Central Australian Aboriginal Congress

Published by Jen Pauli [?] · 13 September at 07:00 · 🌐

Chat to a Congress Tobacco Action Worker today to help you quit!
#quittip #nosmokes #smokefreethewaytobe #dontmakesmokesyourstory

**ON AVERAGE, SMOKERS GAIN
10 YEARS OF LIFE EXPECTANCY
JUST BY QUITTING!**

#QUIT FACT



**DON'T
MAKE
SMOKES
YOUR
STORY**

3,532 people reached

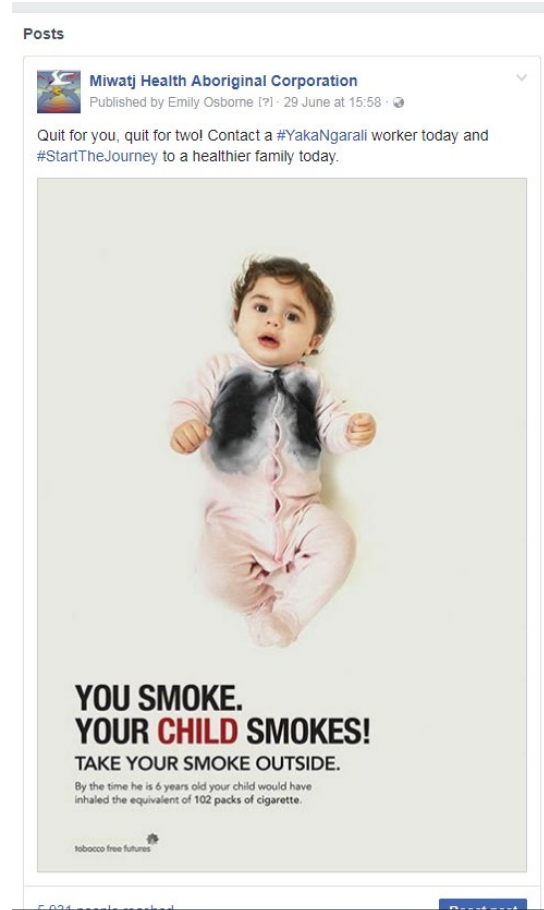
[View Results](#)

👍❤️😄 88

6 Comments · 14 Shares

👍 Like 💬 Comment ➦ Share

Study 3: popular content



What did people tell us in interviews?

- In addition to participants and health services, we interviewed 16 people.
- People were more likely to report seeing posts from personal Facebook connections than health services.
- Messages posted by personal connections were perceived as personally relevant, regardless of post content.
- Several people reported being significantly personally impacted by their friend's posts, even when there was no interaction with the post. In some cases, this included quitting smoking.
- Some participants perceived that posts were received negatively, however this was not reported by people within their networks.

What does this mean for health services?

- Receiving tobacco control messages from personal contacts enhances the relevance and likely effectiveness of broader campaigns.
- Participants became more willing to post tobacco control content as the study progressed – ‘ambassadors’ can be nurtured.

Working with local social media ‘influencers’ and ‘ambassadors’ likely to be a cost-effective way to improve the effectiveness of media campaigns.

What does this mean for health services?

- Indigenous content is important but not necessary – the key is relevance to the local community.
- Visible online interactions such as likes and shares are not a reliable indicator of the impact or effectiveness of social media strategies.
- The more established the social media presence of the services, the greater the overall reach.

Social media messages from health services can achieve targeted reach which likely mimics the effect of mass media approaches on a smaller scale and at relatively low cost.

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- Questions?
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