

# Handout 3: Crosswalking Social Media in a Strategic Prevention Framework World

## Introduction

The crosswalk of social media usage within SAMHSA's Strategic Prevention Framework (SPF) has been developed to assist prevention practitioners to utilize social media strategies within the five steps of the SPF planning model when including social media as a prevention and health promotion tool. This resource provides a definition of social media and a brief description of the steps – assessment, capacity building, planning, implementation and evaluation – followed by a chart that includes:

- Key considerations for using social media in each SPF step
- Resources from the Center for the Application of Prevention Technologies (CAPT, and other prevention technical assistance providers), that build on the information provided in this resource
- Examples of how social media platforms have been used in substance abuse prevention efforts

## Q. What is Social Media?

A. Social media are web-based platforms that allow organizations and individuals to create their own personal profile and build a network of connections with other users.<sup>i</sup> They allow people to share and exchange information in a variety of formats, such as texting; instant messaging; Twitter; YouTube; Facebook; Google+; and LinkedIn, to name a few.

## Q. What is the Strategic Prevention Framework?

A. The Strategic Prevention Framework (SPF) is a 5-step plan that guides the selection, implementation, and evaluation of evidence-based, culturally appropriate, sustainable prevention activities.<sup>ii</sup> Below is a brief definition of each SPF step and initial considerations for social media usage as you develop substance abuse prevention activities.

- [ASSESSMENT](#) helps determine the greatest substance abuse problem in the community. It is the systematic gathering and examination of data, and pinpointing where the substance abuse problems are and the populations that are affected.<sup>iii</sup>
  - ✓ Think about the characteristics of the community you serve, the potential populations you want to reach, and the impact you want to achieve before choosing the social media sites you want to use.
  - ✓ Consider the sites your target populations use, how they use them, and the frequency with which they use them.
  - ✓ Assess the sites for cost and time required to update information.
  - ✓ Use multiple messages with multiple approaches.
- [CAPACITY BUILDING](#) is finding out what you need to meet the substance abuse problem. It means taking a close look at your assessment data, finding the gaps, and developing an action plan to address those gaps.<sup>iv</sup>
  - ✓ Identify who in the community needs to be involved to carry out the plan. Key stakeholders can be recruited to get messages out through social media concerning what substance is a problem in the community and why it needs attention. These leaders also can monitor social networking sites and engage other community members in addressing the problem.
- [PLANNING](#) involves developing a detailed plan to tackle a piece of the identified substance abuse problem that can be changed. Risk and protective factors associated with the identified problem should be prioritized, so a plan can be developed. The involvement and commitment of community members can be ensured when they realize the purpose of the prevention plan, what results can be expected, and how outcomes will be achieved through the selection of activities that are appropriate for the community.<sup>v</sup>
  - ✓ Map out when and how you will use social media and which sites can be used to the fullest potential to will reach your target audience.

- **IMPLEMENTATION** is where you do what you said you were going to do in your comprehensive prevention plan.<sup>vi</sup>
  - ✓ Send planned substance abuse prevention messages through various social media venues.
- **EVALUATION** is collecting and analyzing information about activities completed in the implementation step, then making decisions about and reporting on how well the activities worked.<sup>vii</sup>
  - ✓ Social media can be used to collect data for evaluation purposes in implementation of the plan, as well as to disseminate data results.
  - ✓ Social media messages that worked can continue to be used. Messages that did not reach the right audience or that were not used in the best media outlets can be changed.

| SPF Step                                   | Key Considerations                                                                                                                                           | How Social Media Might Fit                                                                                                                                                                                                                                                                                                                                                          | Other Things to Consider                                                                                                                                                                                                                                                                               | CAPT Resources and Other Examples                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| <b>Step 1:</b><br><b><u>Assessment</u></b> | How can prevention providers use social media in order to gather information and data to be used in assessing substance abuse – related needs and resources? | <p>Gain access to youth, young adults (college and non-college students), parents, law enforcement, key stakeholders, and other populations.</p> <p>Recruit participants for interviews and focus groups, and observe adolescent behaviors.<sup>viii</sup></p> <p>Scan the community for existing data sources.</p> <p>Determine data needs and from whom, to help identify the</p> | <p>Make postings interactive: post questions for discussion, reply to posts.</p> <p>Review existing social media platform demographic data for the audience from which you want to gather information.</p> <p>Observe user posts and responses on the sites to determine readiness for prevention.</p> | <p><a href="https://www.facebook.com/samhsa/app_227679917356169">https://www.facebook.com/samhsa/app_227679917356169</a> is a Facebook site where people pledge to prevent substance abuse and promote mental health.</p> <p><a href="http://www.healthyandroggin.org/">http://www.healthyandroggin.org/</a> has text-a-tip for anonymous reporting of underage drinking to law enforcement. It includes a number to text and a mobile app to download.</p> |

| SPF Step                                                                             | Key Considerations                                                                                     | How Social Media Might Fit                                                                                                                                                                                                                                                                                                                           | Other Things to Consider                                                                                                                                                                                                                                                                                 | CAPT Resources and Other Examples                                                                                                                                                                                                                          |
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|                                                                                      |                                                                                                        | <p>platforms to use in gathering the information needed</p> <p>Conduct environmental scans: find out why the problem is happening; where it is taking place; what group is affected the most; how a change can be brought about; and if the community is ready to address the problem.</p>                                                           |                                                                                                                                                                                                                                                                                                          | <p>Assessing Needs:<br/> <a href="http://www.samhsa.gov/capt/applying-strategic-prevention-framework/step1-assess-needs">http://www.samhsa.gov/capt/applying-strategic-prevention-framework/step1-assess-needs</a></p>                                     |
| <p><b>Step 1:</b><br/> <a href="#"><u>Assessment</u></a><br/> <b>(continued)</b></p> | <p>What role can assessment play in developing a social media plan for substance abuse prevention?</p> | <p>The assessment process will identify appropriate social media platforms to utilize in the capacity building, planning, implementation, and evaluation phases of the project as well as provide insight for the entire communications strategy.</p> <p>Determine which social media platforms offer the data needed to enhance the assessment.</p> | <p>Review options for the audience that utilizes each form of social media; frequency of access; and common times accessed.</p> <p>Identify resources needed to implement a successful plan and to address data gaps and challenges.</p> <p>Identify available data for tracking reach and outcomes.</p> | <p><a href="https://storify.com/samhsa.gov/notbefore21-twitter-chat">https://storify.com/samhsa.gov/notbefore21-twitter-chat</a> #NotBefore21 uses Twitter to target underage drinking; sponsored by SAMHSA and hosted by a Latino social media group.</p> |

| SPF Step                                                                  | Key Considerations                                       | How Social Media Might Fit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Other Things to Consider                                                                                                                                                                                                                                                                                                                                                   | CAPT Resources and Other Examples |
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|                                                                           |                                                          | Assess the platforms for ease of use and ability to maintain and sustain them long-term.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                            |                                   |
| <b>Step 1:</b><br><a href="#"><u>Assessment</u></a><br><i>(continued)</i> | What social media sites do the target population(s) use? | <p>Facebook and Instagram are used daily by most users of the platform, 70% and 59%, respectively.</p> <p>Twitter and Pinterest are used at least weekly by most users of the platform.</p> <p>The percentage of all U.S. adults that use the following 5 social media platforms are: Facebook (62%); Pinterest (26%); Instagram (24%); LinkedIn (22%); and Twitter (20%).<sup>ix</sup></p> <p>The percentage of all teens who use the following social media platforms are: Facebook (71%); Instagram (52%); Twitter (33%); Google+ (33%); Vine (24%); and Tumblr (14%).<sup>x xi</sup></p> | <p>Become familiar with the particular characteristics of the community and target populations you intend to impact.</p> <p>Become educated on the research supporting identified risk and protective factors that influence the issue.</p> <p>Educate stakeholders (e.g. community councils, coalitions) on the risk and protective factors that influence the issue.</p> |                                   |

| SPF Step                                                                  | Key Considerations                                                                                     | How Social Media Might Fit                                                                                                                                                                                                                           | Other Things to Consider                                                                                                                                                                                                                                                                                                                                             | CAPT Resources and Other Examples                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| <b>Step 1:</b><br><u><a href="#">Assessment</a></u><br><i>(continued)</i> | Why should I use social media?                                                                         | Social media is a communication channel that provides ease of access and is cost effective when compared to other channels, such as newspaper, TV, radio. <sup>xii</sup>                                                                             | Compare financial and resource costs of using social media versus other media, for the particular purpose and audience you have in mind.                                                                                                                                                                                                                             | Assessing Readiness to Use Social Media for Prevention:<br><a href="http://www.samhsa.gov/ca-pt/tools-learning-resources/readiness-social-media-prevention">http://www.samhsa.gov/ca-pt/tools-learning-resources/readiness-social-media-prevention</a>                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Step 2:</b> <u><a href="#">Capacity Building</a></u>                   | What role can capacity building play in developing a social media plan for substance abuse prevention? | Once you have assessed the issue and identified needs and resource readiness of your community and target populations, you can then use social media to help engage, raise awareness, and build resources and readiness of the community to respond. | Use social media to recruit and mobilize community members.<br><br>Use social media to recruit champions in the community to support a project or organizational goal.<br><br>Search for expertise as well as funding from the community to help reach your goal.<br><br>Use social media to keep key stakeholders abreast of research findings, and educational and | Capacity Building:<br><a href="http://www.samhsa.gov/ca-pt/applying-strategic-prevention-framework/step2-build-capacity">http://www.samhsa.gov/ca-pt/applying-strategic-prevention-framework/step2-build-capacity</a><br><br>Community Building: Uses Twitter, texting, blogging to connect to others of similar heritage -<br><a href="http://wernative.org/">http://wernative.org/</a><br><br>The Do's and Don'ts of Effective Messaging for Substance Abuse Prevention:<br><a href="http://www.samhsa.gov/ca-pt/tools-learning-resources/dos-donts-effective-messaging-">http://www.samhsa.gov/ca-pt/tools-learning-resources/dos-donts-effective-messaging-</a> |

| SPF Step                                                     | Key Considerations                                                                 | How Social Media Might Fit                                                                                                                                                                                                                                                                                                    | Other Things to Consider                                                                                                                                                                                                                                                                             | CAPT Resources and Other Examples                                                                                                                                                                                                    |
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|                                                              |                                                                                    |                                                                                                                                                                                                                                                                                                                               | professional development events related to the issues.                                                                                                                                                                                                                                               | <a href="#">substance-misuse-prevention</a>                                                                                                                                                                                          |
| <b>Step 2: <a href="#">Capacity Building</a> (continued)</b> | How has social media been used before to build capacity and develop relationships? | <p>Use social media to recruit and engage program participants and coalition members.<sup>xiii,xiv</sup></p> <p>Use social media to reach out to those with expertise needed to fill data gaps found in the assessment.</p> <p>Use social media to spread the word about an initiative, and to gain support for policies.</p> | <p>Engage community members and organizations in project activities to increase support, available physical and fiscal resources.</p> <p>Use social media to educate about community conditions (e.g. proliferation of alcohol outlets in a community) that influence substance abuse behaviors.</p> | Join professional groups in LinkedIn to find experts in your area. For example, <a href="https://www.linkedin.com/company/attc">https://www.linkedin.com/company/attc</a> has members who are experts in substance abuse prevention. |
| <b>Step 3: <a href="#">Planning</a></b>                      | How can social media be used in planning?                                          | Reaching a destination without a roadmap or plan is much harder than reaching one if you have a well-planned route. A logic model or roadmap also                                                                                                                                                                             | Get ideas from stakeholders or others doing similar work to draft a roadmap of your communication plans.                                                                                                                                                                                             | Plan: <a href="http://www.samhsa.gov/ca-pt/applying-strategic-prevention-framework/step3-plan">http://www.samhsa.gov/ca-pt/applying-strategic-prevention-framework/step3-plan</a>                                                    |

| SPF Step                                                   | Key Considerations                                                                                                                   | How Social Media Might Fit                                                                                                                                                                                                                                                                                                                                                                               | Other Things to Consider                                                                                                                                                                                                                                                | CAPT Resources and Other Examples                                                                                                                                                                                                                                                                                          |
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|                                                            |                                                                                                                                      | <p>makes linking results to activities easier.</p> <p>Use social media to keep the community abreast of the process the coalition or community is following to identify priorities (e.g. risk factors, target populations, communities), and help to garner feedback and buy-in for efforts.</p>                                                                                                         | <p>In the logic model or roadmap, clearly show how social media will be used as part of a comprehensive communication strategy.</p> <p>In your communications plan include which social media you will use and how you will use it.</p>                                 | <p>Developing a Social Media Plan to Support Prevention Efforts :</p> <p><a href="http://www.samhsa.gov/capt/tools-learning-resources/social-media-support-prevention-efforts">http://www.samhsa.gov/capt/tools-learning-resources/social-media-support-prevention-efforts</a></p>                                         |
| <p><b>Step 3: <a href="#">Planning</a> (continued)</b></p> | <p>How can social media be used to gather real time feedback to inform content or messages to be used in implementation efforts?</p> | <p>Use social media to gather feedback and input on plans, measures, and milestones.</p> <p>SAMHSA, states, and communities have successfully used a variety of media tools to gather information to shape policy, grants, and other activities. Posting draft materials to media sites, including special Facebook pages, LinkedIn, messaging applications, etc. has become a more popular means to</p> | <p>Identify where social media will be used and the outcome it will help achieve.</p> <p>Identify who needs to be involved in developing the social media component of your communication plan.</p> <p>Identify how social media will be monitored and kept active.</p> | <p>Get feedback on draft plans using <a href="#">PollDaddy</a> - polling for blogs; login with your Twitter username and password, and PollDaddy will automatically tweet your question to followers; or <a href="#">TwtPoll</a> – which has a built-in option that allows poll respondents to retweet poll questions.</p> |

| SPF Step                                                 | Key Considerations                                                            | How Social Media Might Fit                                                                                                                                                                                                                                                                                                                                                                                             | Other Things to Consider                                                                                                                                                                                                       | CAPT Resources and Other Examples                                                                                                                                                                                                                                                                                                                                                                                                                             |
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|                                                          |                                                                               | getting the best ideas and buy-in for plans being developed.                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                | <p>Add a poll to Facebook page, asking people for feedback on plans.</p> <p>The substance abuse prevention Block Grant requires states to post proposed strategic plans asking for feedback from the public on the proposed plans.</p>                                                                                                                                                                                                                        |
| <p><b>Step 4:</b><br/><a href="#">Implementation</a></p> | <p>How can social media be used as a substance abuse prevention strategy?</p> | <p>Include in your communications action plan: message responses, prompts, personalization, and timing of messages.<sup>xv</sup></p> <p>Interventions that include feedback and prompts with strategies for behavior modification are more likely to produce significant positive outcomes than those without feedback and prompts.<sup>xvi</sup></p> <p>Consider research findings about usage of social media in</p> | <p>Develop standard message responses and prompts to use as core components of messages that can be easily personalized.</p> <p>Continue to monitor messages for effectiveness during implementation and adjust as needed.</p> | <p>Underage drinking – Text-a-tip if a person is aware of underage drinking<br/><a href="http://healthycommunitiesme.org/kvtip.html">http://healthycommunitiesme.org/kvtip.html</a></p> <p>End Medicine Abuse – asks parents to safeguard medicine and talk to their family about medicine abuse. Includes: #endmedicineabuse<br/><a href="http://medicineabuseproject.org/">http://medicineabuseproject.org/</a> targets parents. Uses Twitter, YouTube,</p> |

| SPF Step                                                                          | Key Considerations                                      | How Social Media Might Fit                                                                                                                                                                                                                                                               | Other Things to Consider | CAPT Resources and Other Examples                                                                                                                                                                                                                                                                                                                                                                                          |
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|                                                                                   |                                                         | <p>changing health behaviors to shape implementation of social media strategies. For example, An analysis of 29 behavior change interventions showed those that were goal-oriented, shorter in duration, and addressed readiness and motivation were more successful.<sup>xvii</sup></p> |                          | <p>immediate feedback through quiz, helpline.</p> <p>Search and Rescue – An initiative to educate prescribers about safe prescribing<br/> <a href="http://medicineabuseproject.org/search-rescue">http://medicineabuseproject.org/search-rescue</a> uses YouTube, case studies, and redirects to the provider’s state website for local resources and to register for the Prescription Drug Monitoring program (PDMP).</p> |
| <p><b>Step 4:</b><br/> <a href="#">Implementation</a><br/> <b>(continued)</b></p> | <p>How should I use social media in implementation?</p> | <p>Social media should be part of a larger communication strategy.</p> <p>A study of 5,958 young adults and adults found messages that are tailored, personalized, and individualized or of decreasing frequency over the course of the intervention were more successful than</p>       |                          | <p>U.S. Center for Disease Control (CDC) creates micro-blogs through Twitter in their Tobacco Free campaign:<br/> <a href="https://twitter.com/CDC TobaccoFree">https://twitter.com/CDC TobaccoFree</a></p>                                                                                                                                                                                                                |

| SPF Step                                  | Key Considerations                                                         | How Social Media Might Fit                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Other Things to Consider                                                                                                                                                                                                                                                                                        | CAPT Resources and Other Examples                                                                                                                                                                                                                                                                                                                                                                                                                                |
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|                                           |                                                                            | interventions that used a fixed message frequency. <sup>xviii</sup>                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                 | U.S.CDC Instagram page: <a href="https://instagram.com/cdcgov/">https://instagram.com/cdcgov/</a>                                                                                                                                                                                                                                                                                                                                                                |
| <b>Step 5: <a href="#">Evaluation</a></b> | How can you best measure the impact of social media on prevention efforts? | <p>Track reach and response for each site. Record changes due to responses. Many sites offer reporting services (especially if using the paid portion of a social media platform), providing demographics of those viewing the postings and responding to posts.</p> <p>Studies of social networking sites used in isolation or as part of a multi-component strategy, showed positive effects of social networking sites intervention on health-behavior-related outcomes.<sup>xix</sup></p> | <p>Track during implementation and after the release of information: how many recognize where the message is from, how many remember the message, and how many share the message?</p> <p>Behavior may be hard to measure; so aim to also measure change in knowledge using pre- and post-surveys and polls.</p> | <p>Evaluation: <a href="http://www.samhsa.gov/capt/applying-strategic-prevention-framework/step5-evaluation">http://www.samhsa.gov/capt/applying-strategic-prevention-framework/step5-evaluation</a></p> <p>Evaluating Social Media Efforts: One Approach to Consider: <a href="http://www.samhsa.gov/capt/tools-learning-resources/evaluating-social-media-efforts">http://www.samhsa.gov/capt/tools-learning-resources/evaluating-social-media-efforts</a></p> |

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| <p><b>Step 5: <a href="#">Evaluation</a></b><br/><i>(continued)</i></p> | <p>How can social media be used to collect and disseminate evaluation data?</p> | <p>Consider using social media as a valuable source of both collecting process evaluation data and distributing process evaluation results.</p> <p>Social media allows the public to provide immediate feedback on messages and plans. This immediacy makes it possible to then alter, adapt, and change messages to clarify or improve the original message.</p> |  |  |
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- <sup>i</sup> Laranjo, L., et al. (2014). The influence of social marketing sites on health behavior change: A systematic review and meta-analysis. *Journal of American Medical Informatics Association*, 0, 1-10.
- <sup>ii</sup> <http://www.samhsa.gov/capt/applying-strategic-prevention-framework>, extracted September 6, 2015
- <sup>iii</sup> <http://www.samhsa.gov/capt/applying-strategic-prevention-framework/step1-assess-needs>, extracted September 13, 2015.
- <sup>iv</sup> <http://www.samhsa.gov/capt/applying-strategic-prevention-framework/step2-build-capacity> extracted September 13, 2015.
- <sup>v</sup> <http://www.samhsa.gov/capt/applying-strategic-prevention-framework/step3-plan>, retrieved September 13, 2015.
- <sup>vi</sup> <http://www.samhsa.gov/capt/applying-strategic-prevention-framework/step4-implement>, retrieved September 13, 2015.
- <sup>vii</sup> <http://www.samhsa.gov/capt/applying-strategic-prevention-framework/step5-evaluation>, retrieved September 13, 2015.
- <sup>viii</sup> Yonker, L. M., et al. (2015). "Friending" teens: Systematic review of social media in adolescent and young adult health care. *Journal of Medical Internet Research*, 17(1), 1.
- <sup>ix</sup> Duggan, M. et al. (2015). Mobile Messaging and Social Media 2015. Pew Research Center. See <http://www.pewinternet.org/2015/08/19/the-demographics-of-social-media-users/>
- <sup>x</sup> Duggan, M. et al. (2015). Social Media Update 2014. Pew Research Center. See [http://www.pewinternet.org/files/2015/01/PI\\_SocialMediaUpdate20144.pdf](http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate20144.pdf)
- <sup>xi</sup> Lenhart, A. (2015). Teens, Social Media & Technology, Overview 2015. Pew Research Center. See [http://www.pewinternet.org/files/2015/04/PI\\_TeensandTech\\_Update2015\\_0409151.pdf](http://www.pewinternet.org/files/2015/04/PI_TeensandTech_Update2015_0409151.pdf).
- <sup>xii</sup> Park, B. K., & Calamaro, C. (2013). A systematic review of social networking sites: Innovative platforms for health research targeting adolescents and young adults. *Journal of Nursing Scholarship*, 45(3), 256-264.
- <sup>xiii</sup> Yonker, L. M., et al. (2015). "Friending" teens: Systematic review of social media in adolescent and young adult health care. *Journal of Medical Internet Research*, 17(1), 1.
- <sup>xiv</sup> Park, B. K., & Calamaro, C. (2013). A systematic review of social networking sites: Innovative platforms for health research targeting adolescents and young adults. *Journal of Nursing Scholarship*, 45(3), 256-264.
- <sup>xv</sup> Park, E., & Drake, E. (2015). Systematic review: Internet-based program for youth smoking prevention and cessation. *Journal of Nursing Scholarship*, 47(1), 43-50.
- <sup>xvi</sup> De Leon, E., et al. (2014). Characterizing periodic messaging interventions across health behaviors and media: Systematic review. *Journal of Medical Internet Research*, 16(3), e93.
- <sup>xvii</sup> Cugelman, B., et al. (2011). Online interventions for social marketing health behavior change campaigns: A meta-analysis of psychological architectures and adherence factors. *Journal of Medical Internet Research*, 13(1), 10.
- <sup>xviii</sup> Head, K. J., et al. (2013). Efficacy of text messaging-based interventions for health promotion: A meta-analysis. *Social Science & Medicine*, 97, 41-48.
- <sup>xix</sup> Laranjo, L., et al. (2014). The influence of social marketing sites on health behavior change: A systematic review and meta-analysis. *Journal of American Medical Informatics Association*, 0, 1-10.