USING FACEBOOK TO RECRUIT PARENTS TO A SELF-DIRECTED PARENTING PROGRAM TO PREVENT TEEN DRUG USE

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GOALS OF THE PROJECT

1. To explore the feasibility of using Facebook to recruit parents of teens in Washington and Colorado to complete a parenting program to prevent adolescent alcohol, tobacco, and marijuana use.

2. To examine the utility and acceptability of using a Facebook Group to support the self-directed participation in this parenting program.
STUDY SETUP

1. Study Name and Branding
   Parenting in the Middle School Years

2. Study Email
   mspstudy@uw.edu

3. Facebook Page
   www.facebook.com/middleschoolparent/

4. Study Web Page
   www.middleschoolparent.org

5. Facebook Ads
WELCOME TO THE MIDDLE SCHOOL YEARS!

Being a parent of a child in middle school is not easy.
Do you know how to navigate this phase of your child’s life?
Do you want to learn helpful tools and strategies, for example, how to talk to your kids about marijuana and other drugs?

We can help!

⭐ Sign up for a research study ⭐
Earn up to $60!
CLICK HERE
Receive the Parenting in the Middle School Years Booklet for FREE!
FACEBOOK ADS

MARIJUANA

What parents WORRY about now that marijuana is legal for adults.

Marijuana and Your Child
A FREE guide for parents with children in middle school.
WWW.MIDDLESCHOOLPARENT.ORG

Marijuana and Your Child
A FREE guide for parents with children in middle school.
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Marijuana and Your Child
A FREE guide for parents with children in middle school.
WWW.MIDDLESCHOOLPARENT.ORG
What parents want to know now that marijuana is legal for adults.
Parenting in the Middle School Years

What parents worry about now that marijuana is legal for adults.

Marijuana and Your Child
A FREE guide for parents with children in middle school.

WWW.MIDDLESCHOOLPARENT.ORG
Find out what parents fear when their child reaches middle school.
Find out what you and your child can do together to succeed in the middle school years.

Parenting in the Middle School Years

Find out what you and your child can do together to succeed in the middle school years.

Child in Middle School?
A FREE guide for parents
WWW.MIDDLESCHOOLPARENT.ORG

Join a study and get $60

Like · Comment · Share

Learn More
Parenting in the Middle School Years

Find out what parents fear when their child reaches middle school.

Child in Middle School?
A FREE guide for parents

WWW.MIDDLESCHOOLPARENT.ORG
# FACEBOOK ADS

## MARIJUANA

### FEAR

- What parents **WORRY** about now that marijuana is legal for adults.

## PARENTING

### FEAR

- Find out what parents **FEAR** when their child reaches middle school.

## WANT

### WANT

- What parents **WANT** to know now that marijuana is legal for adults.

### WANT

- Find out what you and your child can do together to succeed in the middle school years.
RECRUITMENT OVER TIME

Day 1-10
Trial and error phase ($100/week)

Day 11-52
Low daily budget ($5)

Day 53-59
$50/day

Day 60-73
$100/day

Daily website clicks
Cumulative eligible
Cumulative consented

2866 clicks
(CTR = 0.71%)
362 took Eligibility Screen

255 (70%)

153 (65%)

56 (54%)

235 eligible (65% of screened)

107 (30%)

82 (35%)

47 (46%)

103 consented (44% of eligible)

2866 clicks (CTR = 0.71%)

Referrals

60%

37%

77%

57%
RECRUITMENT COST

Cost for Ads
$2358

+ Referral Incentives
$555

= Total Cost
$2913

Cost/click
$1.22

$12.40/eligible
$28.28/consented
FACEBOOK GROUP

- 72 parents randomly assigned to Facebook group, 31 in control group.
- Of the 72 parents invited to join “secret” FB group, 46 joined (64%).
- Facilitated and moderated by intervention specialist.
FACEBOOK GROUP ENGAGEMENT

- Low amount of engagement, with a few key people exhibiting high engagement.
- Parents who did engage offered well-thought-out responses.
- Parents seemed to want to discuss topics beyond the curriculum.

How much did you enjoy being a member of the Facebook group?

- A LOT: 7%
- QUITE A BIT: 16%
- SOME: 49%
- NOT AT ALL: 28%
LEARNINGS ABOUT FACEBOOK ADS

• It is possible to recruit parents using Facebook ads
  • Rule-of-thumb formula? Desired sample size x 20 or 30 = clicks needed.
  • Click-through-rates are typically less than 0.5%!
  • Eligibility and consent rates in this study were high (~60%; ~40%).
  • Consider desired duration of recruitment period.
    → the more money spent per day, the more clicks per day
  • Day of the week did not matter.
  • Results depend on targeted population (general vs. specific)

• Message frame of ads matters
  • Marijuana-focused (85%) and fear-framed (57%) ads received the most clicks
  • Click-through-rates ranged between 0.63% to 0.73%
  • Consider issue knowledge of target audience:
    general population – gain-framed ads
    “expert” population – fear-framed ads
LEARNINGS ABOUT FACEBOOK ADS

• Cost-effective?
  • ~$1/click and ~$10-30/recruited participant (counting only cost for ads).
  • Personal communication/outreach of staff person was very important.

• Difficult to recruit a diverse group of parents
  • Recruited mothers → specifically target ads to fathers?
  • Only recruited parents from WA → Local connection may be necessary
  • Recruited mostly people who are interested in helping research (Did UW logo help or hurt?)
    → Unclear how Facebook ads would work for community-wide implementation (may be useful as one of multiple recruitment methods)
LEARNINGS ABOUT FACEBOOK GROUP

- **Facebook Group**
  - One-time invitations from Facebook are limiting
  - As implemented in this study – engagement and satisfaction were low
  - Difficult to create sense of community and trust
    → use same principles as for a face-to-face group

- Suggestions for improvement:
  - Set clear expectations for what conversations are happening at what times
  - Use multimedia posts
  - Bigger group?
  - Translate the “focus group” approach to a “live chat” approach
THANK YOU!

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