Annotated Bibliography: Social Marketing

RCT=Randomized Control Trial, QE=Quasi Experimental Design, CS=Case Study, Anecdotal=Anecdotal Evidence

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<td>Miller, M. (2009)</td>
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Background Research


**Overview:** Undergraduate students from an introductory psychology course at a large west coast university (n=551) were given questionnaires measuring demographics, alcohol use, negative consequences, and interest in attending an alcohol program after being exposed to 1 of 12 systematically varied advertisements. The goal of the study was to assess student interest in attending an alcohol session targeted at high-risk drinkers.
On all 12 advertisements, the product advertised (i.e. the alcohol session) and the scheduled time remained consistent. The price (pizza/soda, mocktails or no food), place (residence hall or student union) and promotion (basic nonjudgmental informational or altruistic message) were systematically altered.

- Basic nonjudgmental informational message: “Learn about your own blood alcohol level and receive a personalized blood alcohol card and get answers to common questions about alcohol: How do you prevent and reduce hangovers? Can you die from drinking too much? How much is too much for you?”
- Altruistic message: “Maybe a friend’s drinking has begun to cause problems? Are you concerned? Learn interesting things about alcohol and great ways to reduce the negative effects of drinking for a friend or for you!”

Results:

- Approximately 20% of participants across all ad types indicated some level of interest in attending the alcohol program
- Among drinkers (n=316), 23% said they might attend and 9% said they definitely would attend
- Students who use alcohol reported more interest in attending when an informational message was used
- Abstainers reported more interest in an altruistic message
- Of the participants offered food, 41.9% indicated the food offered in the advertisement impacted their interest in attending

Limitations: self-report data, no actual attendance measures (just intentions), ads not professionally made, program location didn’t match participant residence type

CPN Note: This article highlights the importance of targeting specific groups and types of drinkers with marketing materials.
Efficacy Research


**Overview:** This study evaluated a student-driven campaign to reduce high-risk drinking at a public research university in the United States. The campaign was implemented as part of a comprehensive social marketing effort to reduce high-risk drinking, including t-shirts, a Facebook page, key tags, info on back of football tickets, ads in newspaper and on student television network, billboard ad, university homepage advertisement, fliers, campaign info on campus busses, and brochures. All materials included a red cup image, bar stamp, campaign tagline, and the campaign website link.

**Measures:** The study was designed to assess effectiveness of promotional material in prompting student visits to the campaign website and assessing the campaign’s impact on website visitors’ reported beliefs and behaviors related to alcohol consumption.

The campaign website included:

- factual information to help students make low-risk decisions
- BAC calculator
- information about risky drinking styles
- activities to reduce risk
- student videos designed to emphasize the negative social consequences

**Outcomes:**

- Drinking levels
- Confidence in making low-risk drinking decisions
- Felt the need to make changes in drinking behaviors
- Made changes to drinking behaviors

**Results:**

Following the visit to the campaign website, students reported:

- 62% avoiding risky drinking behaviors
- 69% avoided risky personal situations while drinking
- 29% reducing the amount they drink
- 31% reducing the number of occasions they drink

Researchers analyzed the data by drinker level (abstainer, light, moderate, and heavy). They found a significantly higher proportion of moderate drinkers reported changes in reflection and self-efficacy related to drinking behaviors after reviewing the campaign website including: “thinking about choice you make about drinking,” “think about changing the amount or way you drink,” and “feel more confident about being able to understand the effects of alcohol.”

Overview: This study intended to measure the efficacy of an environmental prevention campaign to reduce DUIs among college students. The study used a quasi-experimental non-equivalent comparison group design. Students at the experimental university were exposed to a DUI prevention intervention that included:

- A social marketing campaign
- A media advocacy campaign
- Increased law enforcement (DUI checkpoints and roving DUI patrols)

On both campuses combined, a total of 4832 college students took part in the seven semester study.

Baseline data was gathered in 2000-2001 and the intervention was implemented from 2002-2003. Data was gathered via telephone interviews each semester during the study of randomly selected students regarding the following:

- Self-reported DUI within the past year
- Perceived risk of being ticketed or arrested for DUI

Results:

- Self-reported DUI (within the past year) decreased significantly from pre- to post-test at the intervention school, and rates at the comparison campus remained the same
- Perceptions of DUI risk increased for students in experimental school and did not change at comparison school

Limitations: no control, schools were not randomly assigned, self-reported data, only 2 sites examined in different locations

CPN Note: This campaign was implemented along with increased enforcement. Media campaigns may work best in conjunction with other environmental strategies.


Overview: At the College of Eastern Utah, flyers are placed in bathroom stalls to distribute information about alcohol and general health and wellness. The campaign is called the “Buzz Clip” and is changed every Monday morning. Often times, topics suggested by students are incorporated into the flyers and the artwork is often student-generated. An ad series is also run in the school newspaper that addresses many of the same issues of the Buzz Clip.

Results:

- Evaluation results show that the perception of alcohol and drug use is changing in a positive direction

Overview: A social marketing media campaign was implemented at the University of Arizona. The campaign aimed to advertise campus norms around alcohol use, to provide supporting education on lesser known and understood facts about alcohol, and to offer an opportunity to change the conversation about alcohol across campus.

The campaign included:

- Ads in the school newspaper on a weekly basis addressing misperceptions
- Ads in the publications targeting off-campus students, Greeks, and freshmen in the residence halls
- Mini grants for social activities that don’t involve alcohol
- “Mini papers” in the campus newspaper that coincided with awareness activities on campus (AOD use, sexual assault issues, health, wellness, STDs, etc.)
- Tent displays in the Student Union, contests, and awareness week activities
- Other media channels for the campaign: radio, television, community newspaper

The following measures were implemented to evaluate the campaign:

- CORE Drug and Alcohol Survey: A random sample of students (n=1500) was selected in 1995, 1997 and 1998 and administered the CORE. Response rates ranged from 20-28%
- Health Enhancement Survey (HES): At the end of every school year, all students living in a residence hall or fraternity/sorority house were asked to complete a survey about their knowledge, attitudes, perceptions and behaviors regarding alcohol and other drugs, and negative consequences. Response rates varied from 15-25%

Results of CORE (1995-1998):

- There has been a 29.2% decrease in binge drinking rates
- The percentage of students reporting alcohol use in the past 30 days dropped by 12.6%
- The percentage of students reporting using alcohol three or more times per week dropped by 23.9%
- The percent reporting an increase in alcohol use in the past year dropped by 38%
- The percent reporting an increase in drug use other than alcohol in the past year dropped by 44%
- 38.5% decrease in getting into a fight or argument after AOD use
- 65.1% decrease in getting in trouble with the police or other campus authorities
- 27.6% decrease in memory loss
- 42.9% decrease in getting taken advantage of sexually
- 30.5% decrease in doing poorly on a test or project
- 26.6% decrease in missing classes

Results of HES (1996-1998):

- 67.6% reduction in alcohol use in the past 30 days
- 33.3% decrease in perception that “most college students have five or more drinks when they party”
- 8.2% decrease in perception that “most U of A students drink heavily during spring break”
- 14.8% decrease in perception that “drinking alcohol increases sexual opportunity”
• 27% decrease in perception that “alcohol-free events are not as much fun as events with alcohol”
• 17.2% decrease in students who say “they would rather go to a party that served alcohol”
• 19.6% decrease in percent of students who believe that “most college students are not interested in alcohol-free events”


Overview: A two-year grant from the U.S. Department of Education helped fund a social marketing campaign at the University of Florida. The grant was a collaborative project involving the Student Health Care Center and the College of Health and Human Performance.

The slogan “Less is More” was developed as part of the overall campaign to reduce the negative consequences of alcohol use. The grant team also focused on the alcohol expectancies college students may have regarding alcohol use, with one of the messages being “Sober is Sexy.” Gender-specific messages like “Sketchy Drunk Guys” and “Don’t be That Girl” were developed as a result of qualitative research conducted via focus groups. Approximately $125,000 was spent on this campaign during the two year period. Messages were disseminated on the exterior of buses circulating throughout the university campus and received a great amount of recognition.

The following measures were taken to launch and implement the campaign:

• Focus groups testing: In fall 2006, the grant team conducted a number of focus groups with the target population of students who met the criteria of a high-risk drinker. Formative research was conducted for the purpose of understanding high-risk drinking on campus and to determine the message(s) to convey. The team collaborated with a graphic designer and student workers to develop the marketing materials.
• Pilot testing: In spring 2007, the grant team pilot-tested the draft messages through additional focus groups and subsequently made revisions based on student feedback.
• Program launch: In July 2007, the grant team launched the social marketing campaign to coincide with the onset of the summer term and the arrival of a few thousand new students to campus.
• Evaluation: In fall 2007 (the second year of the grant), the grant team conducted another round of focus groups to evaluate the campaign. The team also tracked trends through the CORE survey implemented every semester of the grant, for a total of four times.

Results:

• The high-risk drinking rate deceased over the two-year period. It had reached a high of 56% in 2004 and in 2006 it had decreased to 45%. In the spring of 2008, the high-risk drinking rate decreased to a low of 38%.
• The goal of decreasing ER transports was met.
• Negative consequences decreased (vomiting, getting into a fight/arguing, blacking out, passing out, hangover, drinking and driving).
• Performing badly on a test was one consequence that remained the same.
• The number of students who believe that alcohol facilitates sexual opportunities also remained relatively the same.