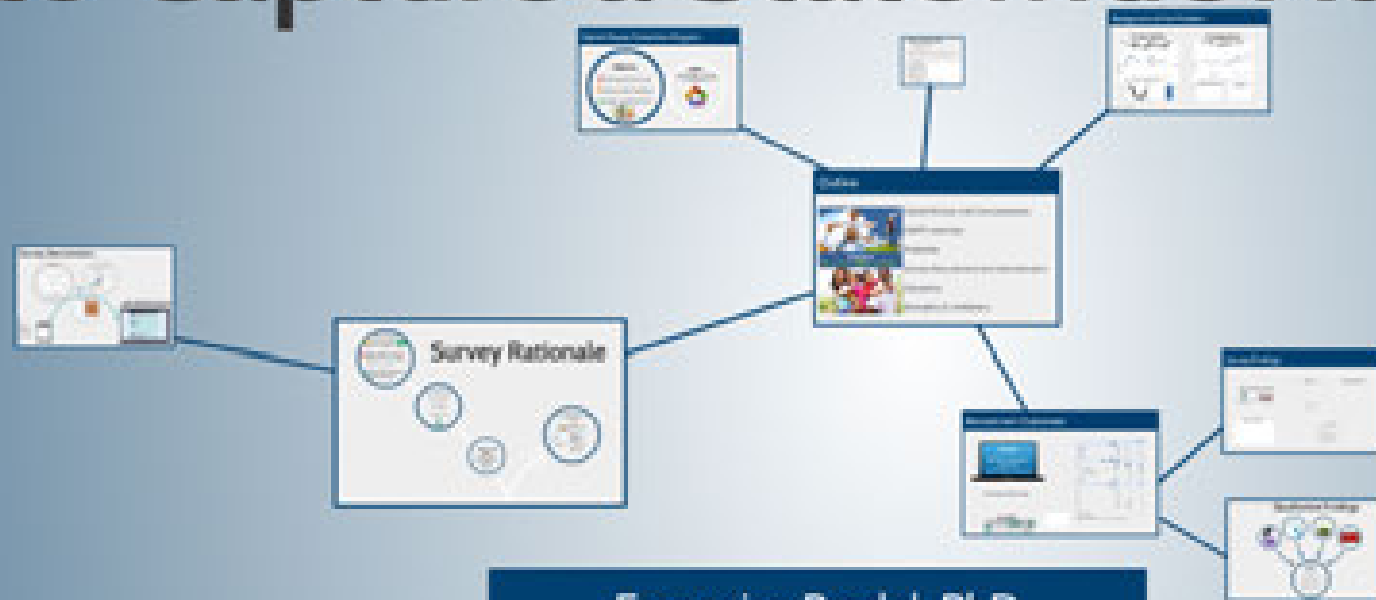


Opioid Misuse: Using Social Media to Capture a Statewide Audience



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Marianne Gibson, MS

University of Maryland School of Pharmacy
Department of Pharmaceutical Health Services Research

Objectives

1. Recognize how social media can be used to recruit a large and diverse sample of survey respondents
2. Describe how to conduct a statewide public opinion survey using the internet to measure perceptions, knowledge, awareness and use of opioids
3. Discuss the implications of soliciting public opinion about opioid misuse and abuse when planning prevention efforts in communities
4. Apply the lessons learned to future survey development and administration

Outline



Opioid Misuse and Consequences

OMPP overview

Rationale

Survey Recruitment and Administration

Outcomes

Strengths & Limitations

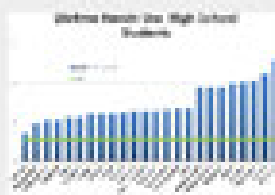
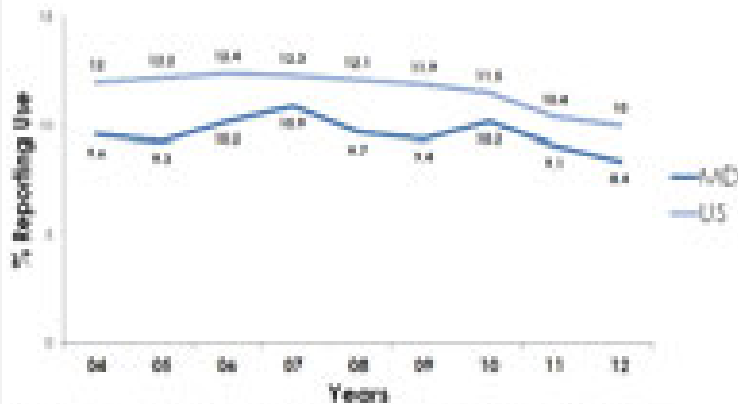
MARYLAND
PUBLIC OPINION SURVEY ON OPIOIDS



Background of the Problem

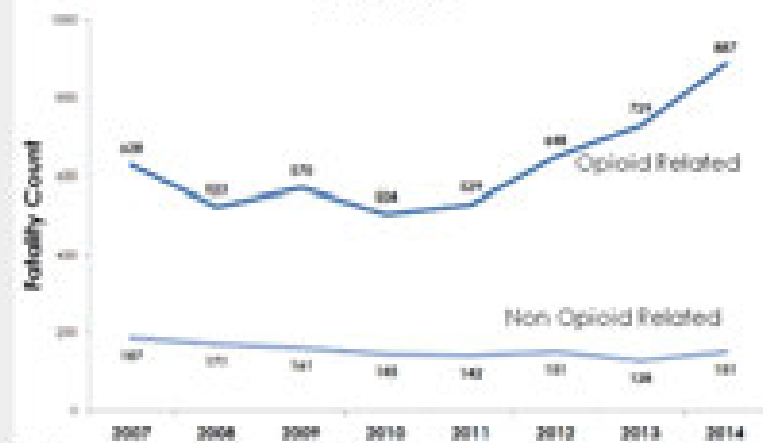
Consumption

Nonmedical Use of Pain Relievers in Past Year Ages 18-25 years



Consequence

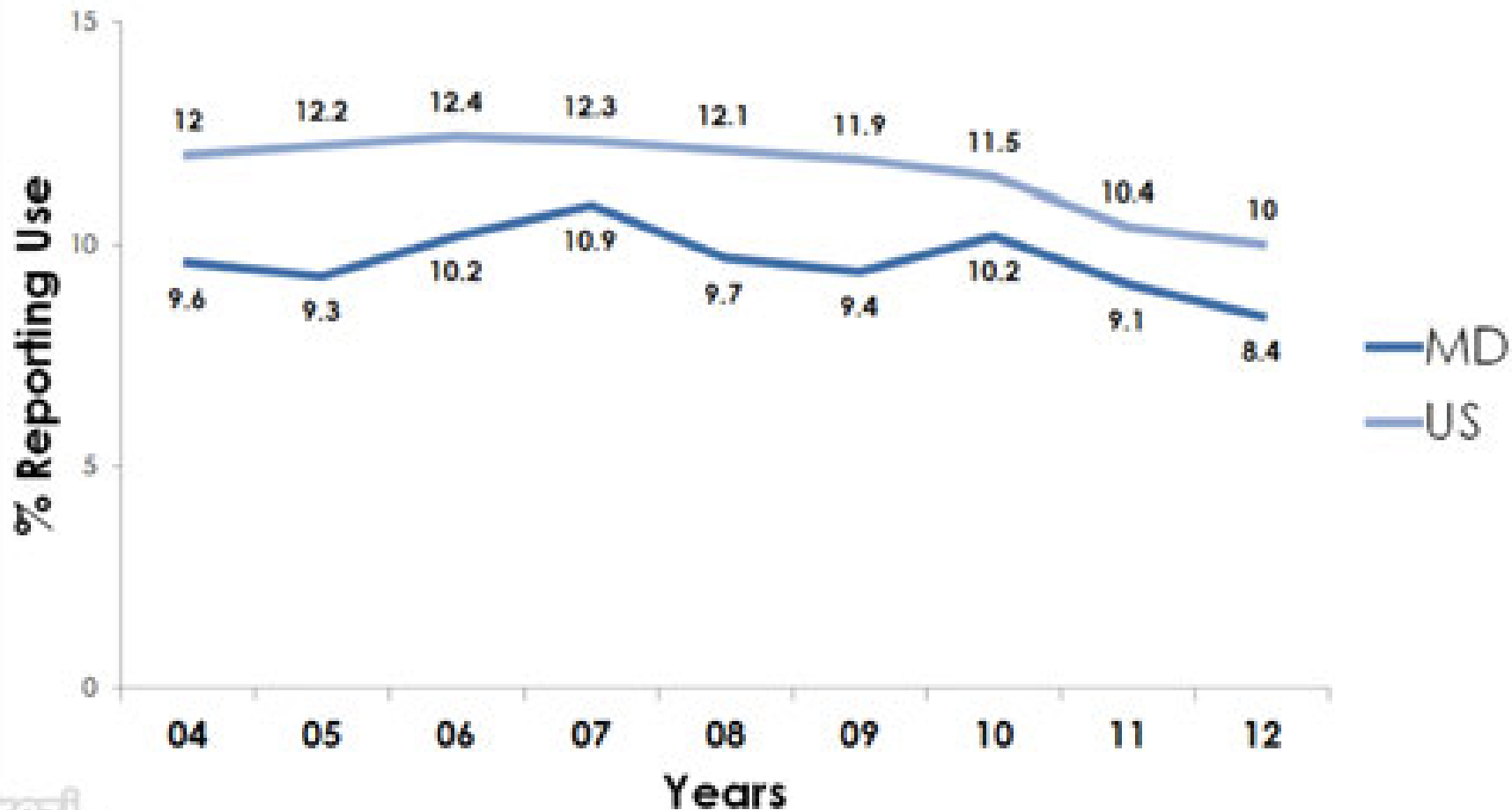
Opioid and Non Opioid Related Fatalities



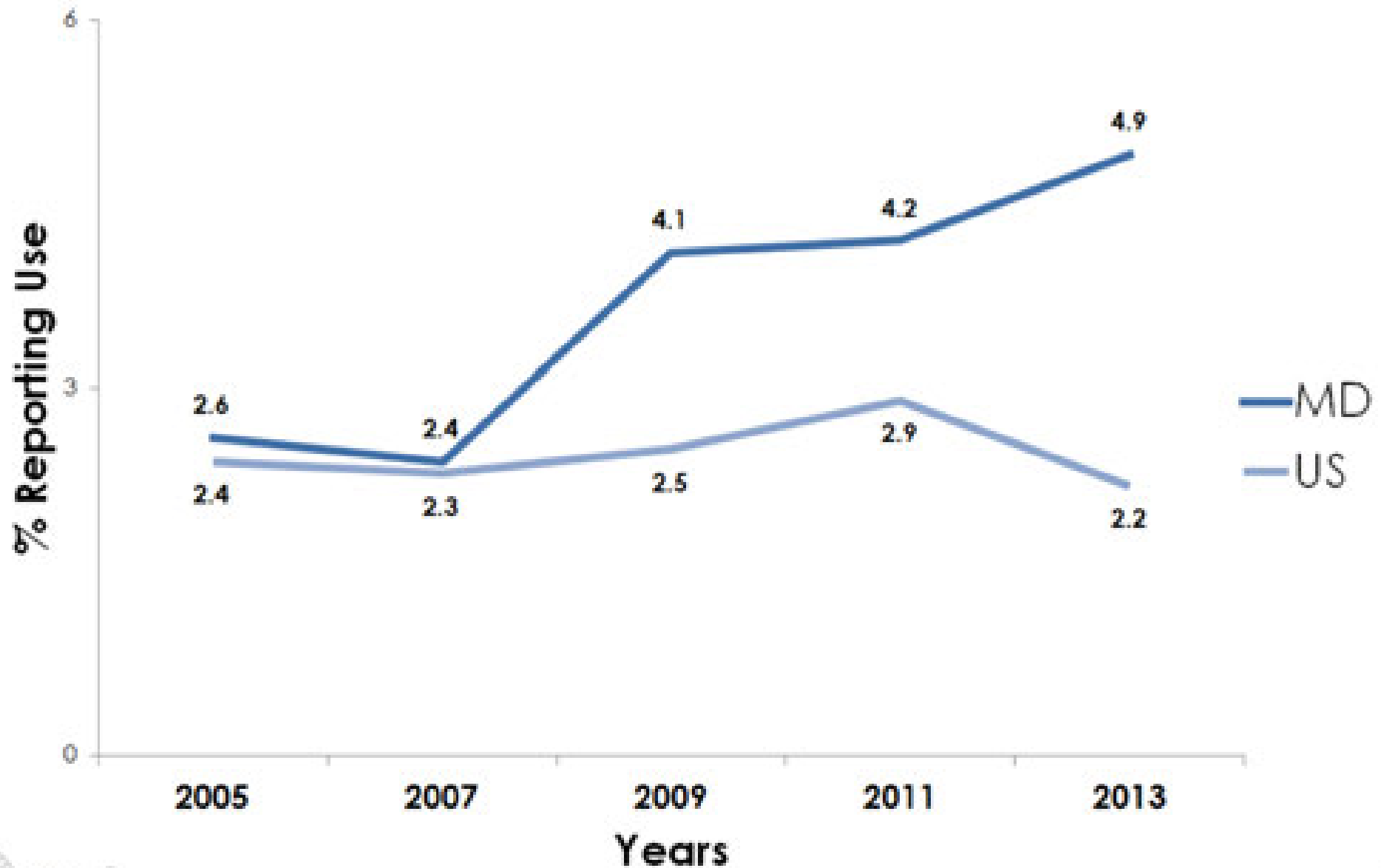
NSDUH, 2012-13

Consumption

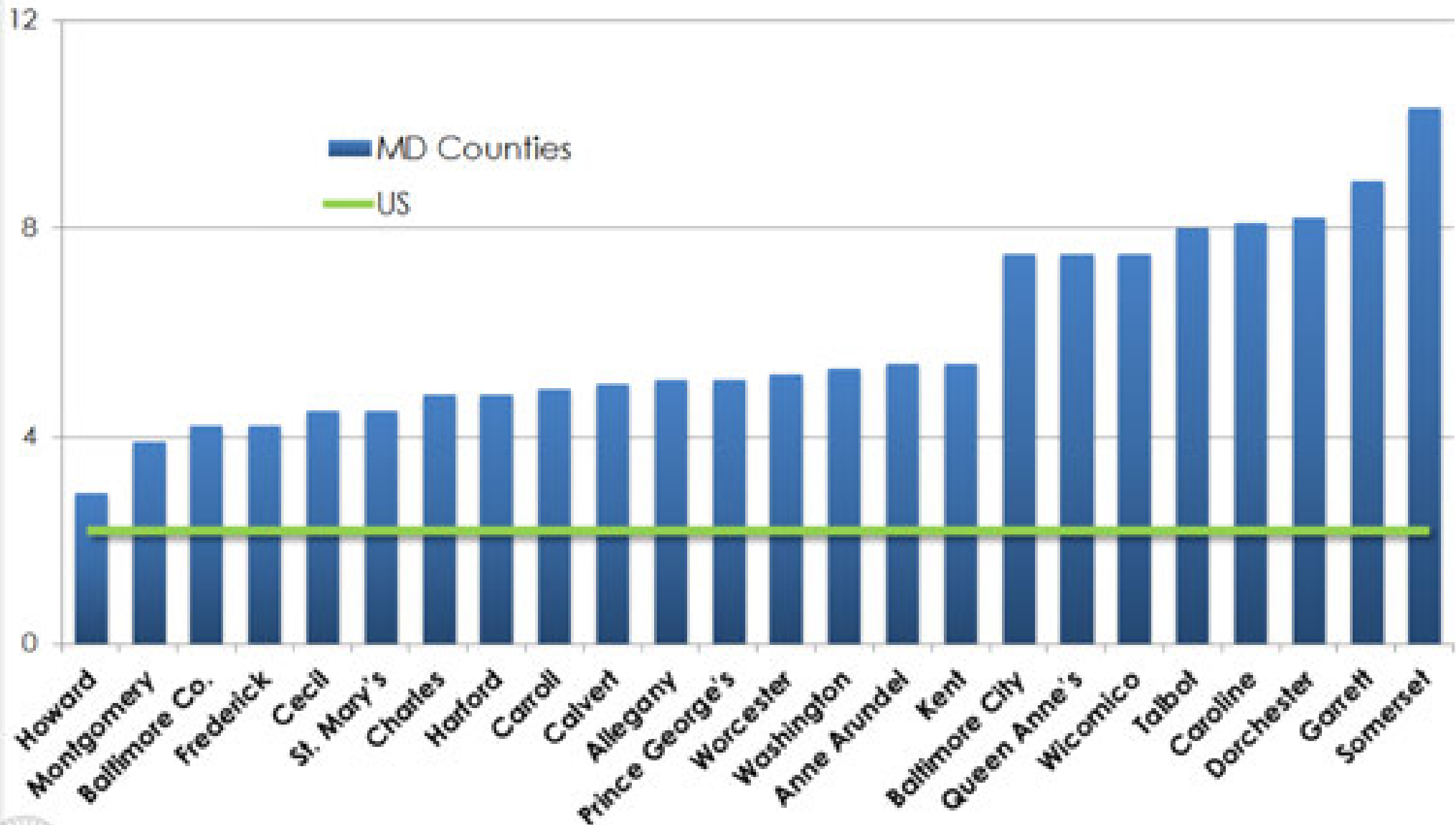
Nonmedical Use of Pain Relievers in Past Year Ages 18-25 years



Lifetime Heroin Use, High School Students

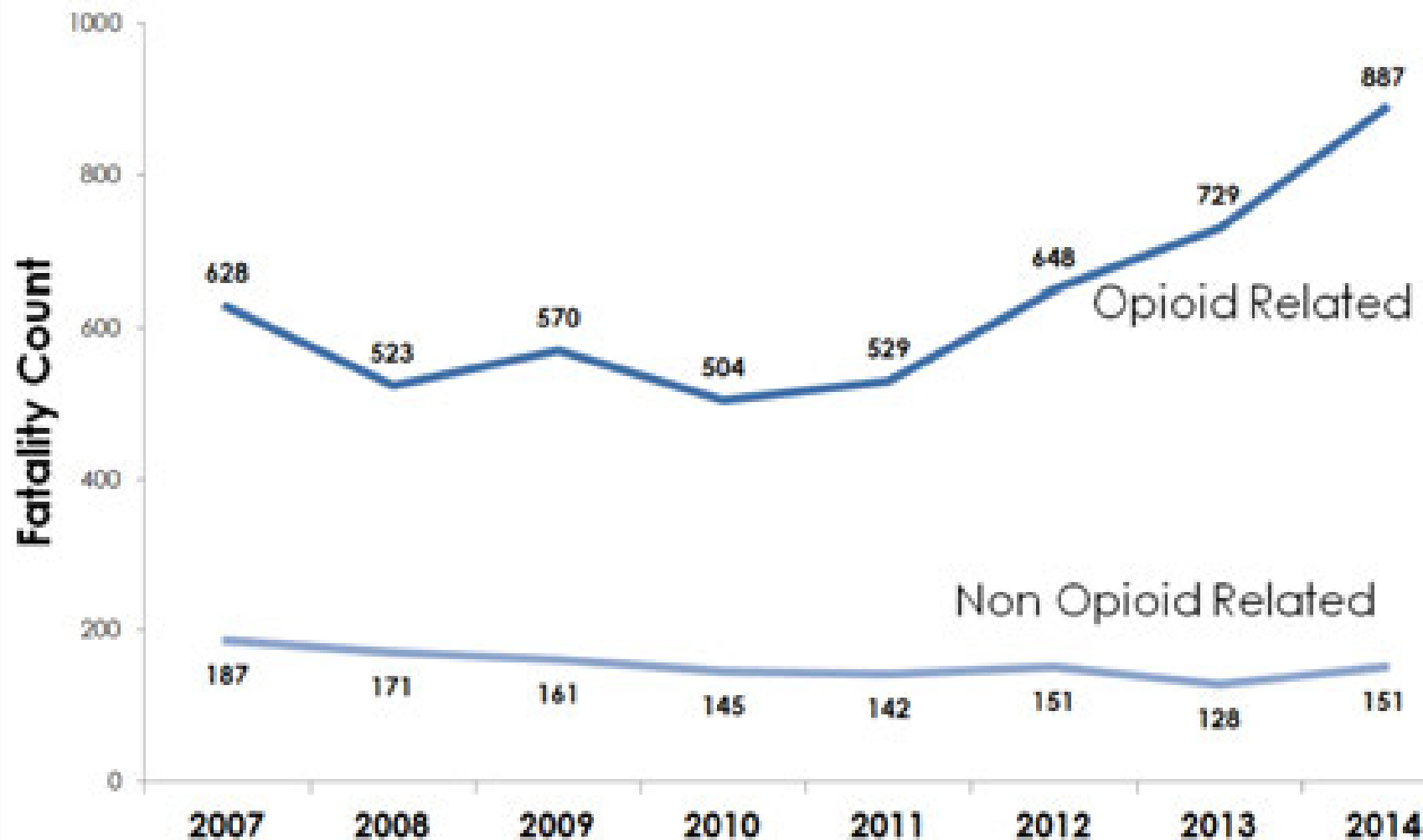


Lifetime Heroin Use, High School Students

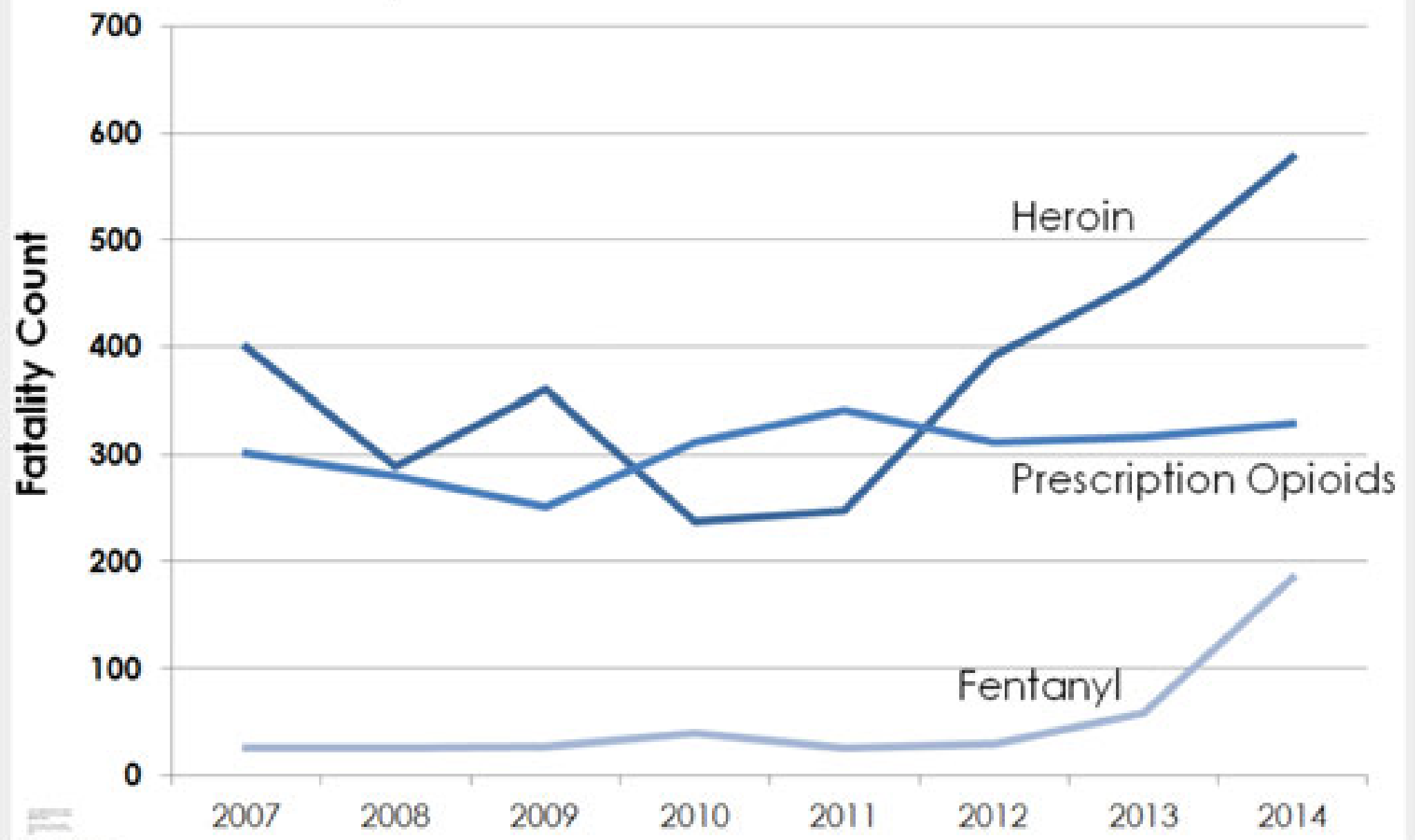


Consequence

Opioid and Non Opioid Related Fatalities



Opioid Related Fatalities

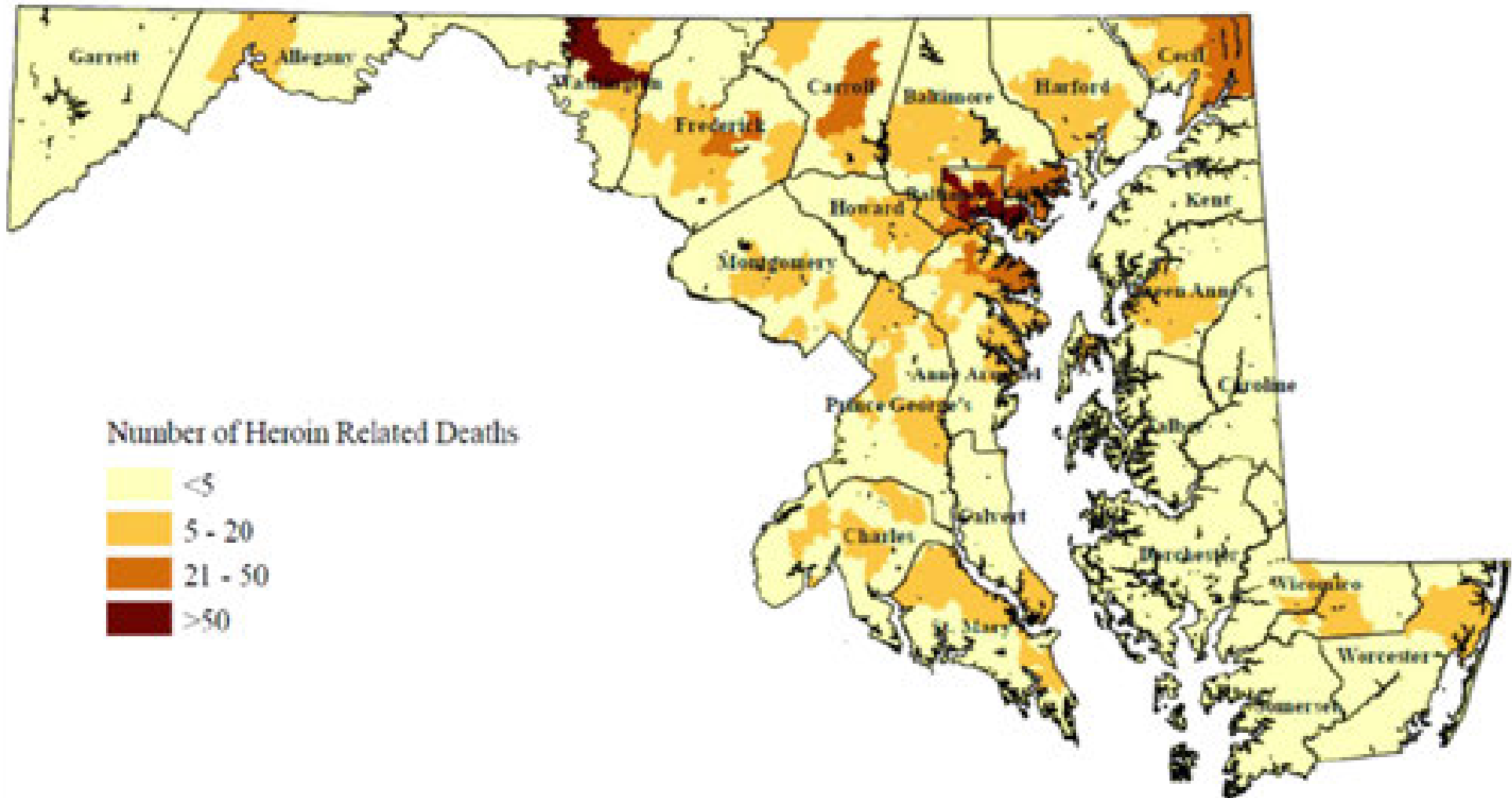


In 2012, drug overdose mortality in Maryland shifted from prescription opioids to heroin

143% increase in heroin related deaths from 238 in 2010 to 578 in 2014

Heroin-related Fatalities

2007-2014

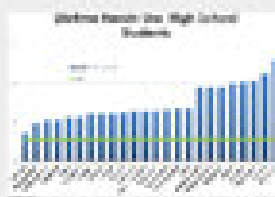
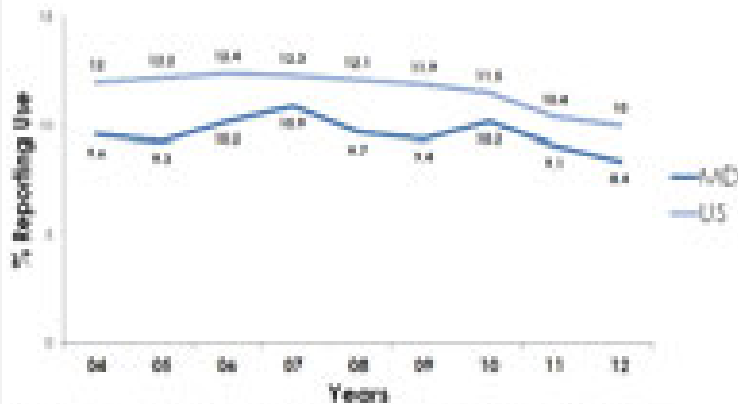


By place of occurrence

Background of the Problem

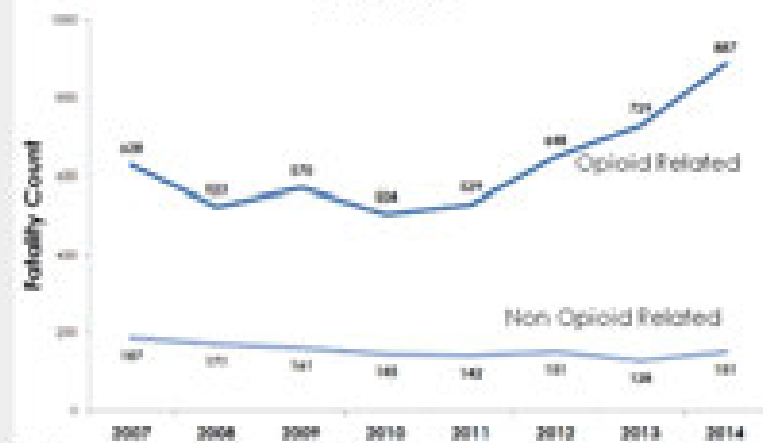
Consumption

Nonmedical Use of Pain Relievers in Past Year Ages 18-25 years



Consequence




Opioid and Non Opioid Related Fatalities



NSDUH, 2012-13

Opioid Misuse Prevention Program

Objectives

-  Reduce opioid misuse
-  Reduce opioid overdose
-  Reduce opioid fatalities



OMPP

Provides grant funding to strengthen local overdose prevention plans using the Strategic Prevention Framework



Objectives

 Reduce opioid misuse

 Reduce opioid overdose

 Reduce opioid fatalities



Pre
over

OMPP

Provides grant funding to strengthen local overdose prevention plans using the Strategic Prevention Framework



Survey Rationale



Survey Rationale

1 Inform local public awareness campaigns



2 Inform needs assessments

- No data available on access, perceptions, awareness at the state or jurisdiction levels
- Available data are aggregated

3 Obtain state level baseline data for evaluation

Why a Web Survey?

Statewide reach

Limited time
3 weeks

Limited resources



Why Social Media Recruitment?



Prior Successes

Vermont Young Adult Survey ¹	STUDY	Broad Reach and Targeted Recruitment Using Facebook for an Online Survey of Young Adult Substance Use ²			
Alcohol and other substance use survey	OBJECTIVE	Tobacco and other substance use survey			
18-25 year olds in Vermont	TARGET POPULATION	18 – 25 year olds across the US			
Postcards, FB Ads Posters, community organizations	RECRUITMENT METHOD	FB only			
6.5 weeks	TIMELINE	13 months			
<table border="0"> <tr> <td>Postcards N=333 \$7.88 per respondent</td> <td>FB N=2,569 \$1.29 per respondent</td> </tr> </table>	Postcards N=333 \$7.88 per respondent	FB N=2,569 \$1.29 per respondent	RECRUITMENT OUTCOMES	<table border="0"> <tr> <td>N=1,548 \$4.28 per survey</td> </tr> </table>	N=1,548 \$4.28 per survey
Postcards N=333 \$7.88 per respondent	FB N=2,569 \$1.29 per respondent				
N=1,548 \$4.28 per survey					

Vermont Young Adult Survey¹

STUDY

Rec
C

Alcohol and other substance use survey

18-25 year olds in Vermont

Postcards, FB Ads
Posters, community organizations

6.5 weeks

Postcards N=333 \$7.88 per respondent	FB N=2,569 \$1.29 per respondent
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OBJECTIVE

TARGET POPULATION

RECRUITMENT METHOD

TIMELINE

RECRUITMENT OUTCOMES

To

1:

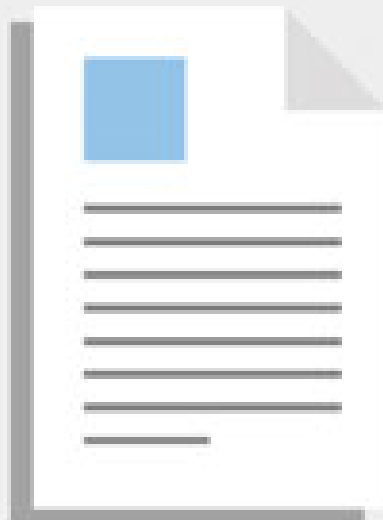
1	STUDY	Broad Reach and Targeted Recruitment Using Facebook for an Online Survey of Young Adult Substance Use²
se	OBJECTIVE	Tobacco and other substance use survey
ons	TARGET POPULATION	18 – 25 year olds across the US
	RECRUITMENT METHOD	FB only
	TIMELINE	13 months
	RECRUITMENT OUTCOMES	N=1,548 \$4.28 per survey

Maryland Public Opinion Survey on Opioids



Eligibility

18 years and older
Maryland resident



52-items

Demographics

Opioid use

Risk perception

Sources of opioids

Open ended

comments

Survey Rationale



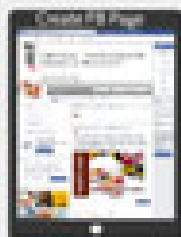
Survey Recruitment...



...and administration



- 1 Paid FB ads
- 2 Share with other FB pages
- 3 Weekly updates



 **Paid FB ads**

 **Share with other
FB pages**

 **Weekly updates**



Create FB Page

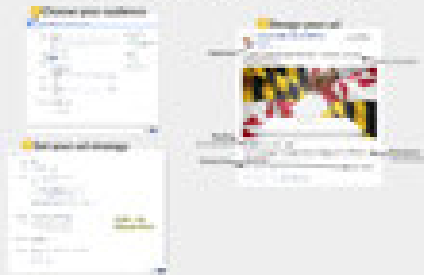
The screenshot shows a Facebook page for the "Maryland Opioid Abuse Prevention Survey". The page header includes the University of Maryland School of Pharmacy logo and name. Below the header is a cover photo featuring a syringe and pills, with the text "Opioid Abuse Prevention Survey" and "Community". The page has a "Like" button and a "Like" count of 173. The main content area displays a post from the survey page, dated March 10, 2015, announcing that the 2015 survey is now closed and that over 6,000 surveys were received. The post includes a graphic with the text "MARYLAND Public Opinion Survey on Opioids" and a "Social Post" button. The right sidebar shows page statistics: 173 Likes, 2 Post Likes, 2 Post Engagements, 4 Page Likes, and 4 Page Check-ins. The bottom of the page shows a "Like" button and a "Like" count of 173.

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AS

Targeted Ads

Create the Ads



18 - 25 Year Olds

25 - 34 Year Olds

50 and Up

35 - 49 Year Olds

Paid likes

\$20 daily

Incentive

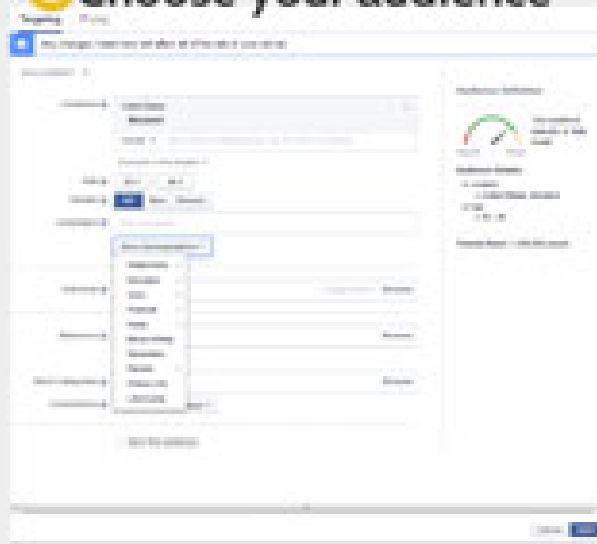
Amazon Gift Card

150

We

Create the Ads

1 Choose your audience



2 Set your ad strategy



3 Design your ad

A screenshot of a Facebook ad for a survey. The ad is from 'Maryland opioid misuse prevention' and features a hand putting a ballot into a box against a Maryland state flag background. Annotations with arrows point to various parts of the ad: 'Advertiser' points to the profile picture and name; '90 characters' points to the text 'Are you a Maryland resident and at least 18 years old? If so, your community needs you!'; 'Headline 30 characters' points to 'What's your opinion?'; 'Description 200 Characters' points to the paragraph 'Please complete a 10-minute survey about prescription opioids and heroin in your community. Enter our weekly drawing for a \$100 gift card and a grand prize \$100 gift card.'; and 'Survey link' points to the URL 'www.guide4money.com' and the 'Learn More' button. The ad also shows engagement icons for Like, Comment, and Share.

1 Choose your audience

Targeting Pricing

Any changes made here will affect all of the ads in your ad set.

NEW AUDIENCE

Locations

Include

Everyone in the location

Age -

Gender All Men Women

Languages

More Demographics

Interests


Behaviors

More Categories

Connections

Save this audience

Audience Definition

 Your audience selection is fairly broad

Audience Details:

- Location:
 - United States: Maryland
- Age:
 - 35 - 45

Potential Reach: 1,000,000 people

2 Set your ad strategy

Targeting

Pricing

Status

Budget
\$25.00 USD

Schedule Run my ad set continuously starting today
 Set a start and end date

Start 02/23/2015 9:28am
End 3/16/2015 10:43 AM
(Pacific Time)

For the remaining 0 days in your ad set, the most you'll spend is \$0.00

Optimize For

Pricing You'll be charged each time your ad is served.
 Get more link clicks at the best price.
 Set the bid you're willing to pay per link click.

**oCPM - \$25
daily per ad set**

Ad Scheduling Run ads all the time
[More Options](#)

Delivery Type Standard - Show your ads throughout the day - Recommended
[More Options](#)

[Hide Advanced Options](#)

3 Design your ad



Maryland Opioid Misuse Prevention Survey

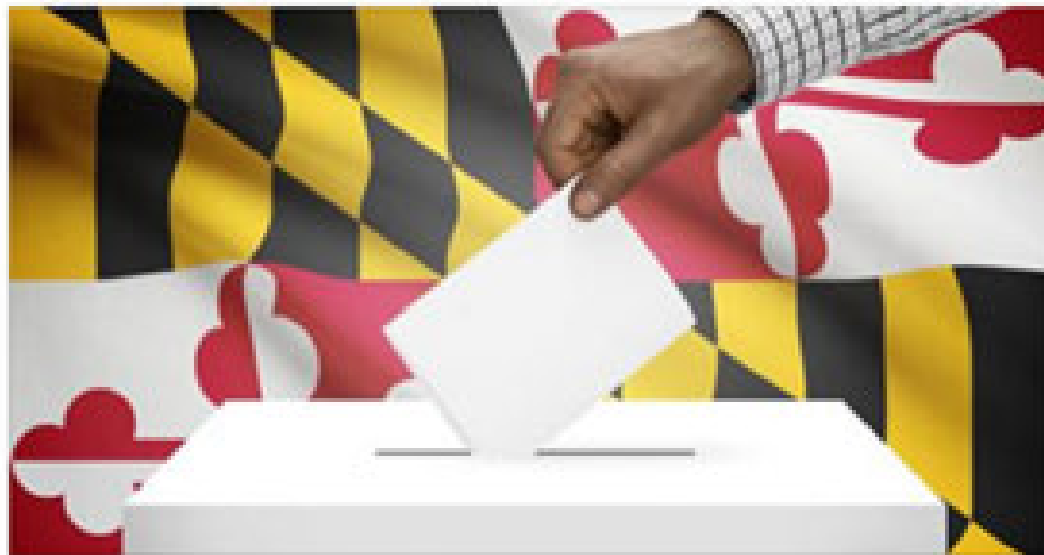
Sponsored · @

Like Page

Advertiser

Are you a Maryland resident and at least 18 years old? If so, your community needs you!

90 characters



Headline

30 characters

What's your opinion?

Please complete a 10-minute survey about prescription opioids and heroin in your community. Enter our weekly drawing for a \$50 gift card and a grand prize \$100 gift card.

Description

200 Characters

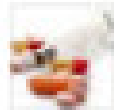
Survey link

WWW.SURVEYMONKEY.COM

Learn More

Like · Comment · Share · 13 2 2

18 - 25 Year Olds



Maryland Opioid Misuse Prevention Survey

Written by Francoise Pradel (7) · February 23 ·

Are you a Maryland resident and at least 18 years old? If so, your community needs you!



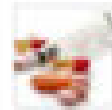
What's your opinion?

Please complete a 10-minute survey about prescription opioids and heroin in your community. Enter our weekly drawing for a \$50 gift card and a grand prize \$100 gift card.

WWW.SURVEYMONKEY.COM

[Learn More](#)

25 - 34 Year Olds



Maryland Opioid Misuse Prevention Survey

Written by Françoise Pradel (7) - February 23 · 🌐

Are you a Maryland resident and at least 18 years old? If so, your community needs you!



What's your opinion?

Please complete a 10-minute survey about prescription opioids and heroin in your community. Enter our weekly drawing for a \$50 gift card and a grand prize \$100 gift card.

WWW.SURVEYMONKEY.COM

[Learn More](#)

35 - 49 Year Olds



Maryland Opioid Misuse Prevention Survey

Written by Francoise Pradel (7) · February 23 ·

Are you a Maryland resident and at least 18 years old? If so, your community needs you!



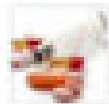
What's your opinion?

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WWW.SURVEYMONKEY.COM

[Learn More](#)

50 and Up



Maryland Opioid Misuse Prevention Survey

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Are you a Maryland resident and at least 18 years old? If so, your community needs you!



What's your opinion?

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WWW.SURVEYMONKEY.COM

[Learn More](#)

Paid likes



\$20 daily

Reach through FB Pages

1 Identify FB groups and pages

Health departments
Community groups
Law enforcement agencies
Hospitals
Media outlets

182



2

Message page administrators



Incentive

Amazon Gift Card

100

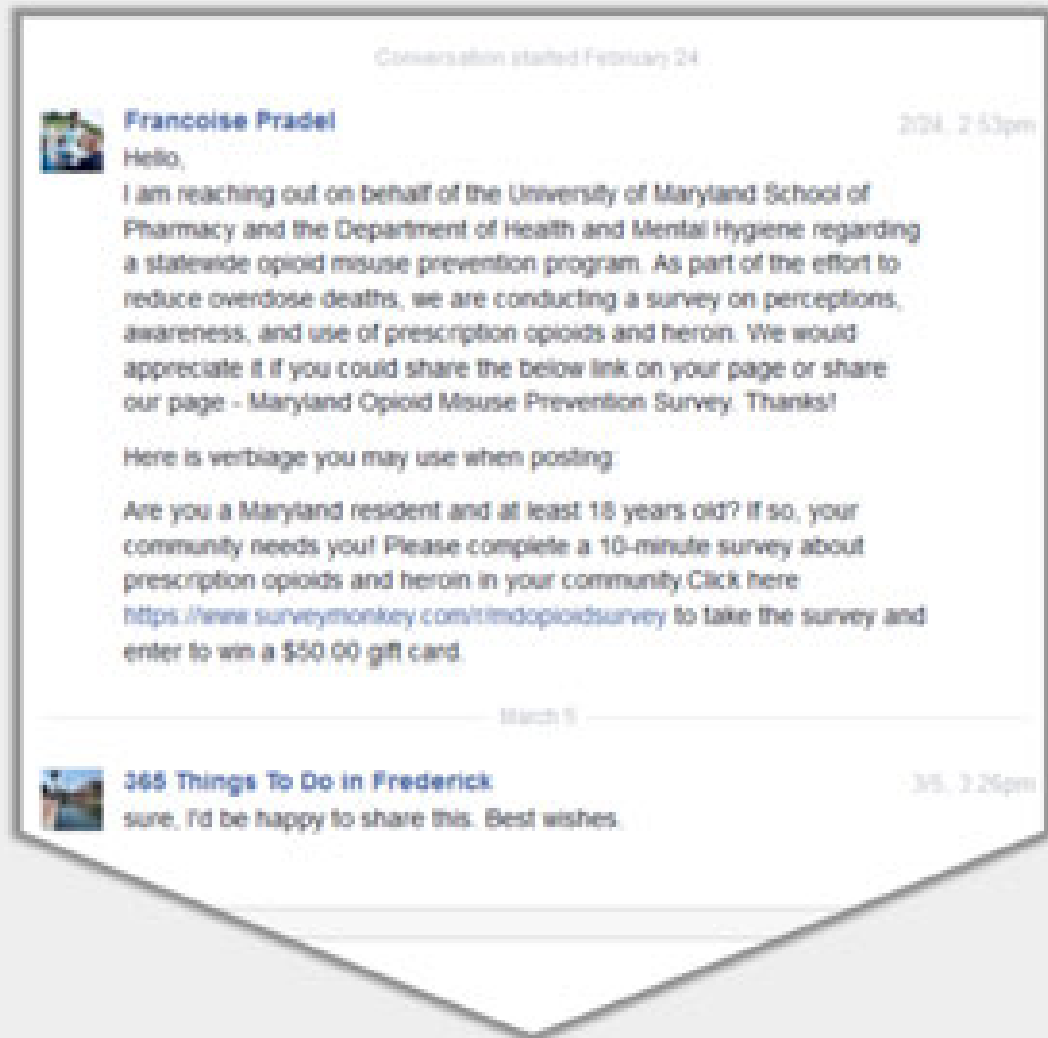
1

Identify FB groups and pages

Health departments
Community groups
Law enforcement agencies
Hospitals
Media outlets

182





Message page administrators